



Philosophy

Today, the world and India need a skilled workforce. If we have to promote the development of our country then our mission has to be 'Skill development' and 'Skilled India'. Millions and millions of Indian youth should acquire the skills which could contribute towards making India a modern country. Institute wants to create a pool of young people who are able to create jobs and the ones who are not capable of creating jobs and do not have the opportunities, they must be in a position to face their counterparts in any corner of the world while keeping their heads high by virtue of their hard work and their dexterity of hands and win the hearts of people around the world through their skills. We want to go for the capacity building of such young people. TIAS-CDL has taken a resolve to take management education to the door steps of deserving students, who are not in position to study full time programmes for what ever reasons and enhance the skill development at a highly rapid pace, to accomplish the dream of Hon'ble Prime Minister of India.

Vision

Tecnia Institute of Advanced Studies - Centre for Distance Learning to be one of the leading business schools in India to spread Quality Management Education by Distance and e-Learning Mode.



Mission Statement

- Democratizing higher education by taking education to the doorsteps of the students.
- Providing access to high quality education to all those who seek it, irrespective of cast, creed or age.
- Offering need-based academic programmes by giving professional and vocational orientation to the courses.
- Promoting and developing distance education in India.
- The interest of the students, is paramount.
- Quality Management education "Any Time, Any Where", is assured

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Board of Management, GGSIPU, Delhi

CORPORATE

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Ltd. (CDIL), New Delhi

Dr. Anup Girdhar
CEO,
Sedulity Solutions & Technologies, Delhi



In this competitive era at International level, Education Sector is witnessing various changes with increasing demand of highly educated and skilled professionals. Existing professionals, in general, are thus finding hard to cope up with the demand of the industries. Choosing to have a Post Graduate Diploma while earning is a feasible option for working professionals of all age groups.

TIAS-CDL was established with an objective of Improvement of Skills, Acquisition of Professional Qualifications, Continuing Education and Professional Development at Work Place, Self-Enrichment, Diversification of Knowledge, etc. Online videos of various subjects, prepared by the competent Academia/Industrialists and uploaded on the Tecniatv.com, makes the programme more valuable to the Students/Working Executives. Students of TIAS-CDL programmes are equipped with essential Intellectual Skills, Core Concepts and Practical Applications in their chosen fields, Sensitivity to Ethical Issues, Human Values and Sustainable Development of the Global Society. They not only possess requisite Skills for Managing a Business, but are also endowed with Soft-Skills in Communication, Etiquette, Aptitude, Teamwork and Leadership.

We Welcome you to this Institute to have an excellent experience of Vibrant Culture of TIAS-CDL

With Best Wishes

Dr. Ram Kailash Gupta

Chairman,
Tecnia Group of Institutions.

About Tecnia Institute of Advanced Studies- CDL

Tecnia Institute of Advanced Studies CDL is approved by joint committee of UGC-AICTE-DEC, Ministry of HRD, Govt. of India in the year 2009, approved as standalone institute by UGC in 2017 and recognised by All India Council for Technical Education (AICTE). Tecnia Institute of Advanced Studies CDL is well regarded for its dedication to academic excellence and alignment with industry needs, effectively preparing students for prosperous careers in Management. This makes it one of the top PGDM institutes in Delhi. The Institute offers the Postgraduate Diploma in Management, which is specially focused and devised to help the learners secure commendable positions in today's business environment.

The Institute offers following Programmes

1. PGDM - REGULAR

The Regular two-year Post Graduate Diploma in Management programme comprehensively understands crucial business functions while fostering overall personality development and managerial skills. Built on Foundational principles of the best business schools in India, the programme emphasizes the holistic growth of individuals and teamwork, equipping students to navigate the realities of the corporate landscape and tackle the challenges of the rapidly evolving global environment.

Duration: 2 years

Eligibility:

Passed Bachelor's degree of minimum 3-year duration

Obtained at-least 50% marks in Bachelor's(45% marks in case of candidates belonging to reserved category) in the qualifying examination.

2. PGDM - Working Professional

The Post Graduate Diploma in Management programme for Working Professionals is specially tailored for individuals holding key positions within their companies and organisations. This programme offers them a chance to improve their expertise and abilities while advancing their careers. To foster skill development in targeted areas, the curriculum of PGDM programme for working professional emphasizes hands-on learning through practical business cases, shared experiences, and robust connections with the industry. The programme consists of three terms including a project work of three months.

Duration: 18 months

Eligibility:

Passed Bachelor's degree of minimum 3-year duration and three years of relevant managerial/supervisory experience after graduation.

Obtained atleast 50% marks in Bachelor's(45% marks in case of candidates belonging to reserved category) in the qualifying examination.

3. PGDM - ODL

The Institute offers the PGDM Programmes in ODL mode: Post Graduate Diploma in Management (PGDIM), Post Graduate Diploma in Financial Management (PGDFM), Post Graduate Diploma in Operations Management (PGOM), Post Graduate Diploma in Human Resource Management (PGDHRM) and Post Graduate Diploma in Marketing Management (PGDMM). This four-semester, two-year programme provides an intensified, enhanced, and challenging learning curve. The curriculum has been designed to lay a strong foundation for the design and analytical skills of the students and covers all important areas of management specialization.

Duration: 2 years

Eligibility:

Passed Bachelor's degree of minimum 3-year duration

CREDITS

The responses of various stakeholders are clear that high-quality management education is essential for the digital age and using technology is powerful way to enhance changing requirements of the corporates, business enterprises and society. PGDM students be equipped to work across time zones, languages, and cultures. Employability, innovation, theory to practice connectedness are the central focus of PGDM curriculum design and development. The curriculum is designed so as to give students an in-depth mastery of the academic disciplines and applied functional areas necessary to meet the requirements of business enterprises.

The Credits for PGDM are finalized based on the stakeholders needs and general structure of the programmes. Minimum number of class room contact teaching credits for PGDM program should be 96 credits (one credit equals 10 hours) and field work/ internship should be at 06 credits, thus the minimum number of credits for award of PGDM course should be 102 credits. Out of 96 credits, 54 credits are to be allotted for core courses and rest of 42 credits for electives.

Key Features

- Industry relevant curriculum
- Strong industry-academia convergence
- Webinars by industry experts
- Highly qualified and professional faculties
- Wide alumni network
- Placement assistance
- Workshops on skill enhancement and value addition
- Industrial visits
- Guest lectures

FUNCTIONAL AREA - 54 Credits

Core courses of Post Graduate Diploma in Management programs provide a holistic approach to management education, giving students both an overview of the field, and a basis to build, and specialize upon. These core courses are the strong foundation to establish management knowledge and provide broad multi-disciplined knowledge that can be further studied in depth during the elective phase.

The core courses provide students with more than just practical knowledge, case-based lessons and collaborative learning models, train students to analyze, decide, and lead rather than merely know while creating a common student experience that fosters a deep and tenacious community.

A wide range of core courses provide groundwork in the basic management disciplines: Accounting, Marketing, Finance, Organizational Behavior and Human Resources, Statistics, Strategy, and Supply Chain Management. The integrated foundation is important for students because it not only allows them to build upon existing skills, but also to explore career options in a range of industries, and expand their understanding of various business fields.

Table 1: Below depicts the list of Core Courses. Each Course is of 03 credits (I, II, III & IV terms).

| |
|---|
| Foundations of Management |
| <ul style="list-style-type: none"> • Business Research • Business Communication • Indian Economy & Policy • Managerial (Micro)Economics • Indian Ethos and Business Ethics • Legal and Business Environment (Micro & Macro) |
| Strategy |
| <ul style="list-style-type: none"> • Entrepreneurship • CSR & Sustain ability • Strategic Management |
| Management Information System |
| <ul style="list-style-type: none"> • Computer Applications for Business • Management Information Systems |
| Finance |
| <ul style="list-style-type: none"> • Financial Management • Financial Reporting, Statements and Analysis |
| Marketing Management |
| <ul style="list-style-type: none"> • Marketing Management |
| Operations Management |
| <ul style="list-style-type: none"> • Operations Management |
| Human Resource Mgmt. |
| <ul style="list-style-type: none"> • Human Resource Management |
| Business Analytics |
| <ul style="list-style-type: none"> • Quantitative Techniques |
| Organizational Behavior |
| <ul style="list-style-type: none"> • Management Process &Organizational Behavior |

FUNCTIONAL AREA - 32 Credits

Elective courses fall under at least one of the Eight Functional areas of Business: Finance, Human Resource, Organisational Behaviour, Business Analytics, Management Information System, Strategy, Operations Management and Marketing. The curriculum has also identified new and evolving specializations. These elective courses are: Entrepreneurship, Family Business Management (Micro & Small Business), Retail Management etc.

Table 2: Below depicts the lists of Elective Courses in Functional Area (III & IV terms).

| |
|---|
| PGDIM (Management) |
| <ul style="list-style-type: none"> • Consumer Behaviour • Investment Analysis and Portfolio Management • Supply Chain and Logistics Management • Compensation and Benefits Management • International Finance • Strategic HRM • Sales and Operations Planning • Product and Brand Management |
| PGDFM (Finance) |
| <ul style="list-style-type: none"> • Investment Analysis and Portfolio Management • Project Appraisal and Finance • Financial Markets and Services • Taxation • International Finance • Mergers, Acquisitions and Corporate Restructuring • Financial Derivatives • Managing Banks and Financial Institutions |
| PGDOM (Operations Management) |
| <ul style="list-style-type: none"> • Supply Chain and Logistics Management • Operations Strategy • Operations Research Applications • Supply Chain Analytics • Management of Manufacturing Systems • Behavioral Operations Management • Sales and Operations Planning • Pricing and Revenue Management |
| PGDHRM (Human Resources Management) |
| <ul style="list-style-type: none"> • Compensation and Benefits Management • Industrial Relation and Laws • Performance Management Systems • Team Dynamics at Work • Strategic HRM • Cross Cultural Management • Employee Relations • Human Resource Metrics and Analytics |
| PGDMM (Marketing Management) |
| <ul style="list-style-type: none"> • Consumer Behaviour • Sales and Distribution Management • Services Marketing • International Marketing • Retail Management • Integrated Marketing Communications/Promotion Strategy • Digital and Social Media Marketing • Product and Brand Management |

NON - FUNCTIONAL AREA - 10 Credits

Table 3: Below depicts the lists of Elective Courses in Non-Functional Area (I, II, III & IV terms).

| |
|---|
| Family Business Management (Micro & Small) |
| <ul style="list-style-type: none"> ● Design and Change in Organizations (3) ● Planning, Structuring, and Financing Small Business (3) ● Business Plan Preparation for Small Business (2) ● Marketing for Small Business (2) |
| Entrepreneurship |
| <ul style="list-style-type: none"> ● Innovation Technology Management (3) ● Social Entrepreneurship (3) ● Venture Valuation and Accounting (2) ● Entrepreneurial Marketing (2) |
| Retail Management |
| <ul style="list-style-type: none"> ● Logistic & Supply Chain Aspects in Retail Management (3) ● Retail Brand Management (3) ● Retail Consumer Behavior (2) ● E-retailing (2) |
| International Business |
| <ul style="list-style-type: none"> ● International Marketing Management (3) ● International Trade Laws (3) ● Int'l. Labour Organization and Int'l. Labour Laws (2) ● International Business Negotiation (3) |

INTERNSHIP /FIELD WORK - 06 CREDITS

Table 4: Below depicts the lists of Internship/Field Work (V & VI terms).

| |
|---|
| Internship/ Field Work |
| <ul style="list-style-type: none"> ● Summer Internship (3) ● Project Dissertation on Field Work (3) |

PEDAGOGY

| |
|--|
| Placement Assistance |
| Internship /Project Report |
| Int. & National Conferences |
| Seminars / Workshops |
| Assignments / Presentations / Continuous Evaluation |
| Class Room Teaching / Group Discussions / Case Studies |

In addition to conventional time-tested lecture method, the following approaches are practiced as prescribed by the Model curriculum of AICTE:

- **Case Based Learning:** To develop the conceptual skills to identify, formulate and solve problems innovatively, students have to undertake Case Studies and Simulation Exercises. Cases are generously used in illustrating the contextual setting and information adequacy that characterizes situations in fields like Management Information Systems, System Analysis and Design, Software Engineering and Developing Computer application skills. Case Analysis develops decision-making under simulated conditions and highlights the fact that

managerial situations are far more complex than what any theory would suggest. The major application of case analysis is during project work, where students have to work in real time problems of an organization. Case Based Learning enhances student skills at delineating the critical decision dilemmas faced by organizations, helps in Applying Concepts, Principles and Analytical Skills to solve the delineated problems and develop effective templates for business problem solving. Case method of teaching is to be harnessed as a Critical Learning tool.

- **Experiential/Live Projects:** The learning is driven by the students who take up experiential projects in Companies, where Senior Executives with a stake in teaching guide them.
- **Global Virtual Teams:** The PGDM students are equipped to work across Time Zones, Languages, and Cultures. To acquire the skills necessary, students can work on a project with member schools from Department/Institute's Global Network /International linkages. The idea of introducing "Global Virtual Teams", a required course in the core curriculum, helps for grounding in Team Dynamics realizing the routine difficulties of working with people stationed in remote parts of the world. The course will help students develop a set of skills that the market is demanding.
- **Global Classrooms:** Apart from Course Faculty Members, using modern ICT technology, students learn in class room from people who are located All Over the World to bring Real-Time insights from their Industries, their Customers, happenings in their Local Place and Environment. This sparks different ways of thinking as well as cover the conventional material.
- **Second Generation Core Courses:** Expanded core course offerings that include Business Intelligence/ Analytic, Spread Sheet Modeling and a Project focused Capstone course.
- **Leadership Building:** In addition to develop a strong background in the functional areas of Business, the PGDM curriculum focuses on developing essential Leadership Capabilities in its Graduates, Encouraging Leadership Building through the Leadership Initiative of Student Council/ Clubs/ Business Thought Leadership (BTL) Series and or Experiential Learning programs.
- **Emphasis on Indian Business Models:** In the last twenty years several Indian organizations have made remarkable presence in the global business scenario with the innovation of New Business Models and Building World Class Organizations. The quick examples are Infosys, Dr Reddy Laboratories, Tata Group and ITC-E-Choupal, National Stock Exchange, few Micro Finance companies and so on. Faculty members appropriately pickup such examples and motivate the students evolving world class models from India.

The evaluation system of the programme is based on two components:

a) **Continuous evaluation in the form of Assignments, PCP and Private Study (weightage 30%).**

There will be one graded assignments per course. The assignment is to be submitted to the coordinator of the Study Centre.

b) **Term-end examination (weightage 70%).**

Term-end exams will be held twice every year in the months of June and December. A student will be allowed to appear in the Term-End Examination, only after she/he has registered for that course and submitted the assignment.

The following components will comprise the term-end examination for each course:

| ASSESSMENT | |
|--|------------|
| Weight age Criteria | Marks |
| Assignments | 25 |
| Personal Contact Programme and Interaction | 05 |
| Term End Examination | 70 |
| Total Marks | 100 |

- Analytical and Conceptual Comprehension through Essay Type Questions.
- Cases or Problem Solving Exercises.

GRADING SYSTEM

Letter grade system is used for grading continuous and term-end examination components. These letter grades are:

| Marks | Grade |
|---------------------------------|-------|
| 90 Marks and above | A+ |
| 80 Marks and above but below 90 | A |
| 70 Marks and above but below 80 | B+ |
| 60 Marks and above but below 70 | B |
| 50 Marks and above but below 60 | C |
| Below 50 Marks | D* |

*Grade D indicates "Not Qualified".

ASSIGNMENTS

Assignments constitute the continuous evaluation. The submission, of assignments, is compulsory. The Grade that the student gets in the assignment will be counted in the final result. There will be one graded assignment per course. The assignment is to be submitted to the coordinator of TIAS-CDL to which the student is assigned or attached with. The main purpose, of the assignments, is to test students' comprehension of the learning and also to help them get through the courses. No student will be allowed to appear for the term-end examination for any course if the assignments, as specified, are not submitted in time. Therefore, the students are advised to take the assignments seriously.

The TIAS-CDL Coordinator of the Program has the right to reject or not to entertain the assignments submitted after the due date.

Students are, therefore, advised to submit the assignments before the due date.

PROJECT WORK

The project work is an integral and important component of the PGDM program where students have the freedom to select what to study or investigate in their chosen stream. Because of this, it can be one of the most valuable learning experiences of their life. They should use the dissertation not only to develop a detailed study of a topic that interests them but also learn about themselves and to produce a dissertation that fully demonstrates their intellectual and personal capabilities.

- Dissertation must be related to the chosen major stream.
- The research work should be carried out independently by the students for a given period of time, under the guidance of an approved guide.
- It should be an important opportunity for the students to prepare his/her project report/dissertation with practical exposure of Corporate World applying the theoretical concepts in practical areas and developing competencies as per the need of the industry.

EXAMINATIONS

Term-end examinations are conducted during June for January-June Session and during December for July-December Session. Students are advised to remain in touch with TIAS-CDL Coordinator of the Program for any changes in the dates. The students can apply in the prescribed form for re-evaluation of term-end examination script against payment of Rs. 500/- by means of demand draft drawn in favor of Tecnia Institute of Advanced Studies (CDL), New Delhi, within 45 days of the date of declaration of the results. Requests, received after 45 days from the date of declaration of results, will not be entertained.

ELIGIBILITY

Graduation and clearance of CAT / MAT / NAT / TECNIA MAT or any other entrance test conducted by State Governments / any other recognized body.

The admissions are held twice a year in the months of January and July based on the criteria as prescribed under the guidelines issued by Joint Committee of UGC-AICTE-DEC, Ministry of HRD, and Govt. of India as per letter no. F.No. DEC/Recog/2009/3181 dated 9.9.2009.

NOTE:

- Candidates who are appearing or have appeared in any qualifying examination but their results are not declared on or before the last dates for submission of Application Forms for admission to Management Programme may be admitted provisionally subject to clearance of qualifying examination.
- For appearing in the entrance test of TECNIAMAT, a student has to fill up **APPLICATION FORM FOR TECNIAMAT**, entrance test and submit it as per instructions.

LATERAL ADMISSION

Lateral admission in second year is permissible to deserving candidates who have partially completed MBA / PGDM from a recognized institution and satisfy the criteria for such admissions.





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PRESENTS
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TECHNIA INSTITUTE OF ADVANCED STUDIES
India, Affiliated to GGS Indraprastha University & Recognized Under Sec. 2(f) of UGC Act 1956.
LAKHNAU, MAHARAJA GANESH CHOWK, ROHINI, DELHI-110085

SHAH STUDIOS
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Jarchasava

MR. JARCHASAVA

MS. JARCHASAVA

TECHNIA INSTITUTE OF ADVANCED STUDIES
Presented
JARCHASAVA
18th Oct 2016

TECHNIA INSTITUTE OF ADVANCED STUDIES
Presented
JARCHASAVA
18th Oct 2016

The Institute provides modern facilities to the students along with the requisite infrastructure that induces the appropriate learning atmosphere for their professional growth.

LIBRARY

The Library has been primarily designed to meet the requirements of the Institute's academic programmes. Most education, after schooling, requires a well-stocked library with efficient and effective information retrieval system within the reach at convenient time. Having regard to this fact, the Institute has an excellent library having more than 13,000 books with over 1200 titles, 24 national /international journals. The Institute's Library is divided into four sections i.e. Circulation, Reference, Reading and E-Resource, apart from membership services of DELNET and British Council Library. Issue and Return, of books, are governed by library rules.



"Knowledge is power. Information is liberating. Education is the premise of progress, in every society, in every family."

Kofi Annan

CAFETERIA

Multi-Cuisine Cafeteria situated each in the campus for Students and Faculty and is run by a Private contractor. Meals, Refreshments and Snacks are available.



BANK FACILITY

Banking facilities with ATM are available in the campus. Students can open an account with the bank and use banking facilities.



- Wi-Fi Campus
- CCTV Security Surveillance
- Easy Connectivity to Metro
- Power Backup
- Sports and Games.



The faculty at TIAS-CDL uses a mix of teaching methods to make the best of the learning process. As far as the quality of the delivery of Post Graduate Diploma in Management programme is concerned, the faculty is competent to meet the quality commitment. It is expected that students are dedicated and have keen desire to learn for taking best advantage of our competent faculty.

Various methods used are:

- Online Course Material from Tecnia TV available on YouTube.
- Assignments for assessment and feedback.
- Personal contact programme for each course.
- Face to face interaction with academic counselors.
- E-Learning.
- Soft skills development programmes.
- Workshops/Seminars/Conferences.



Faculty at TIAS-CDL is a healthy blend of academicians and eminent personalities from Industry to deliver the Knowledge, Skills and realities of Corporate World in tune with latest developments. Thus, TIAS-CDL has access to in-house and external competent faculty resource, for quality delivery, utilizing interactive and participating tools/ techniques during teaching.



COMPUTER LABS

The Institute is endowed with the state-of-the-art air conditioned Computer Centre with 60 nos. of Intel Core i7, i5 & i3 Generation system with LCD Monitor with power back up supply. The computing facilities are fully equipped with latest IT infrastructure, supported by high speed Laser Printer, Scanner, Multimedia Peripherals & Microsoft Campus Agreement. A number of business and management packages on Quantitative Analysis, Multi-Dimensional Scaling, etc. are also available in the Centre. The centre has a local area network (LAN) operation under Client-Sever architecture. The students can work on various platforms. The computer center is further enhanced through Wi-Fi Super highway link through dedicated 16 MBPS Broadband connections which provide 24 hours internet connectivity. The institute



has interactive website www.cdl.tecnia.in, Tecnia TV is provided for resource sharing among each students. The students can also make use of variety of CD-ROM databases, Corporate databases and online databases such as DELNET, J-GATE, Pro-Quest, Sakshat & NPTEL. The students can work on various platforms such as Unix, Linux and Windows equipped with SPSS 17.0, MS Office 2010 with antivirus Microsoft Essential.

AUDITORIUM

The institute has well equipped two centrally air-conditioned auditoriums with the latest audio visual and projection facility having seating capacity of over 250 for conducting seminars, conferences and other interactive sessions.



CONFERENCE ROOM

The Institute has a well equipped Conference Room fitted with mikes and LCD Projectors for carrying out interactive discussions and presentations by the students.

SEMINAR HALL

Institute has a well equipped Seminar Hall fitted with mikes, LCD Projectors.

Corporate Resource Cell (CRC) has been set up with an objective of bringing industry and academia close to each other and to act as a resource for the industry. It also provides career counseling. The centre provides support to the students for summer training and industrial base projects that helps the students to develop and groom for their professional careers by way of getting appropriate industrial exposure.



FEES

Registration Fees (Non-refundable):

- For Indian Residents (General or Civil / Defence Personnel / Paramilitary / Police / Tecnia employee): Rs. 1000/-

****Note:** The registration fees must be paid along with the application form, failing which the form will not be processed. Registration fee implies application processing fees.

FEE PAYMENT MODE

Fees can be paid through Demand Draft in favour of Tecnia Institute of Advanced Studies-CDL drawn on Allahabad Bank.

FEE CONCESSION

Following categories of applicants are eligible for the concession in fees as per details:

- 10% concession for housewives/unemployed female candidates whose source of income does not exceed Rs. 5000/- per month.
- 20% concession for defense/para military personnel/SC/ST/ Physically Challenged.
- 25% concession for employees of Tecnia Group of Institutions.
- 50% concession for the students of Tecnia.

NOTE- TIAS CDL reserves the right to amend the structure of the Fees or withdraw concession without any prejudice and prior notice.

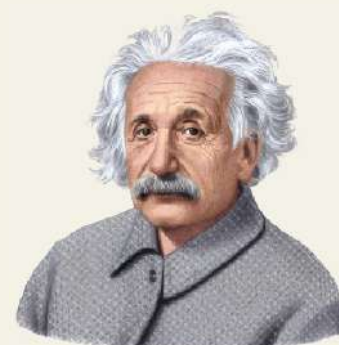
FEES STRUCTURE

| | | |
|----------------------------------|--|--|
| PGDM ODL | 29,750/- 29,750/- 29,750/- 29,750/- | Term 1 Term 2 Term 3 Term 4 |
| PGDM Regular | 2,10,000/- 2,10,000/- 2,10,000/- 2,10,000/- | Term 1 Term 2 Term 3 Term 4 |
| PGDM Working professional | 1,82,500/- 1,82,500/- 1,82,500/- | Term 1 Term 2 Term 3 |

NOTE:

- Examination Fee is Rs 1000/- per Term (I, II, III & IV).
- Evaluation Fee for Training/Internship is Rs 1000/- for Term V.
- Evaluation Fee for Project Work is Rs 1000/- for Term VI.
- In case students opt/seek help from TIAS-CDL, Corporate Resources Cell of Training/Internship/Project he/she will be charged Rs. 5000/- for V and VI Term.

"Education is what remains after one has forgotten what one has learned in school."



Albert Einstein

Celebrities @ Tecnia





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