

Symbiosis Institute of Management Studies (SIMS) Khadki Pune, a constituent of Symbiosis International University (SIU)
Post Graduate Diploma in Marketing Management (PGDMM) 2019-20 Program Structure

PGDMM 2019-20 Batch

Program Structure

1. **Objective** : To provide high quality management education to students through advancement of knowledge in all business related disciplines and development of ethos of corporate professionalism in Student Managers
2. **Duration** : 12 Months (Two Semesters)
3. **Intake** : 40 Seats
4. **Reservation of Seats** : Open to all
5. **Eligibility** : An executive/professional seeking admission for the programme must possess Bachelor's Degree of any Statutory University or any other recognized Foreign University with 50% marks
6. **Selection Procedure** : Personal Interaction
7. **Program Pattern** : General Management semester pattern. Total two semesters
8. **Assessment** : All Internal Courses will have 100% component as internal evaluation at the Institute level. All External Courses will have 60% internal component and 40% component as external [University] exam

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9. **Standard of Passing** : The assessment of the student for each examination is done, based on relative performance. Maximum Grade Point (GP) is 10.000 corresponding to “O” as Outstanding. For all courses, a student is required to pass both internal and external examination separately with a minimum Grade Point of 4.000 corresponding to Grade D. Students securing less than 40% absolute marks in each head of passing will be declared FAIL. The University awards a diploma to the student who has achieved a minimum CGPA of 4.000 out of maximum of 10.000 for the program.
10. **Award of Degree** : “**Post Graduate Diploma in Marketing Management**” will be awarded at the end of 2nd semester examination by taking into consideration the performance of all 2 semesters’ examinations after obtaining minimum 4.00 CGPA out of 10 CGPA.

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Semester I

Course Code	Course Name / Subject Name	Credits	Internal Marks	External Marks	Total Marks
1	Operations Management	2	60	40	100
2	Legal Aspects of Business	2	60	40	100
3	Research Methodology	2	60	40	100
4	Introduction to Financial Management	2	60	40	100
5	Managerial Economics	2	60	40	100
6	Human Resource Management	2	60	40	100
	Total	12	360	240	600

The Meanings of Internal Marks: The subjects are taught and evaluated by the same respective faculty members. No University exam for those subjects. **Internal Evaluation Components:** Assignment, Presentation, Quizzes, Case Study etc.

The Meaning of External Marks: Symbiosis International University will conduct subjective exam for that subject (40%) besides 60% internal marks as stated above.

Credit: 1 credit means 15 hours class room teaching and 50 marks. 2 credits means 30 hours class room teaching and 100 marks.

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Semester II

Course Code	Course Name / Subject Name	Credits	Internal Marks	External Marks	Total Marks
1	Business to Business Marketing	2	60	40	100
2	Digital Marketing	2	60	40	100
3	Product Management	2	60	40	100
4	Customer Relationship Management	2	60	40	100
5	Consumer Behaviour	2	60	40	100
6	Marketing Management	2	60	40	100
7	Project Study	6	300	-	300
	Total	18	660	240	900

The Meanings of Internal Marks: The subjects are taught and evaluated by the same respective faculty members. No University exam for those subjects. **Internal Evaluation Components:** Assignment, Presentation, Quizzes, Case Study etc.

The Meaning of External Marks: Symbiosis International University will conduct subjective exam for that subject (40%) besides 60% internal marks as stated above.

Credit: 1 credit means 15 hours class room teaching and 50 marks. 2 credits means 30 hours class room teaching and 100 marks.