



TECNIA INSTITUTE OF ADVANCED STUDIES
GRADE "A" INSTITUTE

Approved by AICTE, Ministry of Education Govt. of India, Affiliated to GGSIP University
Recognized Under Sec. 2(f) of UGC Act 1956

INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085
Tel: 91-11-27555121-24, E-Mail : directortias@tecnia.in, Website: www.tiaspg.tecnia.in



Department of Management Sciences
(Session: 2022-23)

Ref: TIAS/2022-23/BBA/ACAD/VAC/102

Dated: 3/03/2023

NOTICE

Subject: Value Added Course: Certificate Course in Brand Strategy

With reference to the approval of Departmental Academic Committee (Ref. No. TIAS/DMS/DAC/2022-23/48, Agenda No. 7 dated on 13-02-2023) of Department Management Sciences for all programs on the subject mentioned above, to enrich the curriculum as it was recommended to commence the Value Added Course titled Certificate Course in Brand Strategy scheduled w.e.f 10/03/2023 for all students of TIAS.

S.No.	Course offered	Name of the Resource Person	Beneficiary	Day & Time	Venue & Batch
1.	Brand Strategy	Dr. Mukesh Kumar	TIAS Students	Wednesday, Friday & Saturday- 12.30pm-1.30pm	Room no.- 1309 (Batch-1)
		Dr. Preeti Jindal		Wednesday, Friday & Saturday- 12.30pm-1.30pm	Room no.- 1308 (Batch-2)
		Dr. Bhoopendra Bharti		Wednesday, Friday & Saturday- 12.30pm-1.30pm	Room no.- 1307 (Batch-3)
		Dr. Sheenu Arora		Wednesday, Friday & Saturday- 4.00pm-5.00pm	Room no.- 1309 (Batch-4)
		Ms. Megha Mohan		Wednesday, Friday & Saturday- 4.00pm-5.00pm	Room no.- 1308 (Batch-5)

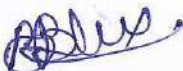
The detail scheduled of the same is as under:

Note:

1. Interested students must fill the registration form by 9/3/2023, by 5:00 pm.
2. The course classes will be held on every Wednesday, Friday & Saturday at 12:30pm to 1:30pm & 4:00pm to 5:00pm w.e.f 10/03/2023.
3. 75% attendance is mandatory to get the certificates.
4. Assessment will be held on the basis of viva voce and written/ practical examination.

Annexures -

- 1: Brochure
- 2: Course Contents


Dr. B.B. Tiwari
VAC Coordinator


Dr. Archana Dixit
Head of Department


Dr. Ajay Kumar
Director TIAS

CC to:
Dean Academics
IQAC

HoD
BBA-TIAS

Director
Tecnia Institute of Advanced Studies
(Affiliated to GGSIP University Delhi)
Madhuban Chowk, Rohini, Delhi