



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
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Department of Management Sciences
(Session: 2024-25)

Ref: TIAS/2024-25/MBA/ACAD/VAC/03

Dated: 28/12/2024

NOTICE

Subject: Value Added Course: Certificate Course in Data Driven Marketing with AI

With reference to the approval of Departmental Academic Committee (Ref. No. TIAS/DMS/DAC/2024-25/52, Agenda No. 12 dated on 21/12/2024) Department of Management Sciences for all programs on the subject mentioned above, to enrich the curriculum of all programs it was recommended to commence Value Added Course titled Certificate Course in Data Driven Marketing with AI scheduled to commence w.e.f 16/01/2025 for all students of TIAS.

The detail scheduled of the same is as under:

S.No.	Course offered	Name of the Resource Person	Beneficiary	Day & Time	Venue
1.	Data Driven Marketing with AI	Dr. Monisha	TIAS Students	Monday & Wednesday 1.30pm-2.30pm	Room no.- 2404

Note:

1. Interested students can report in the office of HoD MBA till 13/01/2025, by 5:00 pm.
2. The course classes will be scheduled w.e.f 16/01/2025.
3. 75% attendance is mandatory.
4. Assessment will be held on the basis of viva voce and written/ practical examination.

Annexures -

- 1: Brochure
- 2: Course Contents

Pragati

Dr. Pragati
VAC Coordinator

Pooja Sharma

Dr. Pooja Sharma
HoD, MBA

HoD
MBA-TIAS

CC to:
Dean Academics
IQAC
ITC Head for updation of the website