



PTVA's Institute of Management

(Approved by AICTE, DTE and affiliated to University of Mumbai)
Chitrakar Ketkar Marg, Behind M. L. Dahanukar College of Commerce,
Vile Parle (East), Mumbai – 400 057.

Tel.: 022-31061594/31099598, Email: admin@ptvaim.com, Web: www.ptvaim.ac.in
ISO 9001:2015 Certified Institute & Accredited by NAAC

SWAYAM/ NPTEL AND MOOCS COURSE ON BUSINESS TO BUSINESS MARKETING 2022-23

PARTICULAR	DETAILS
Course duration	30 hours; (July 2023 to October 2023)
List of students who have enrolled along with name and signature of students	Link to the scanned records:
Course objectives	
Curriculum of the Program	https://onlinecourses.nptel.ac.in/noc23_mg120/preview
Assessment Procedure	Average assignment score = 25% of average of best 8 assignments out of the total 12 assignments given in the course. Exam score = 75% of the proctored certification exam score out of 100 Final score = Average assignment score + Exam score
Resource Person	Prof. J. K. Nayak



Dehmu
Director
PTVA's Institute of Management
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