



**D Y PATIL**  
DEEMED TO BE  
**UNIVERSITY**  
— **ONLINE** —  
NAVI MUMBAI



# Online **MBA**

## Master of Business Administration



**UGC**  
Entitled



**NAAC**  
"A++" Grade



**AICTE**  
Approved

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# About Dr. D.Y. Patil

Padmashree Dr. D.Y. Patil is the former Governor of Bihar, Tripura, and West Bengal and a well-known Educationist and Philanthropist from an agricultural town Kolhapur in the state of Maharashtra. He strongly believes that youth in India needed a greater platform that offers multiple opportunities to educate themselves across geographies. He envisioned a goal of spreading education across the length and breadth of

India and since then, there has been no turning back and today he has Established more than three deemed universities with more than 150 independent institutions in India.

Dr. D.Y. Patil Vidyapeeth's Centre of Online Learning (COL) was established to further our efforts towards this goal. The Online Programme has been carefully designed, in order to bridge the gap between the expectations of the industry and the skills of our students by a selected panel of business professionals and prominent academicians and focuses extensively on business case studies and examples from the real world.



# MBA Overview

Duration

**2 Years**

Specialisations

**11**

Mode of Instruction

**Online**

## MBA Highlights



### Live Masterclass

Live video sessions every month with industry experts to broaden knowledge and become proficient in industry best-practices



### Adherence to 4 Quadrants of UGC

Bridging the digital divide by providing e-learning resources, assessments & discussion forums catering to UGC's 4 quadrant course approach



### Cutting-Edge Curriculum

Meticulously designed course curriculum focusing on latest industry updates ensuring zero redundancy



### Industry Connect

Multiple certifications & masterclasses by industry experts to bridge the gap between academic learning & industry application



### Personalized Mentorship

Thorough mentorship by career counselors to streamline learners career objectives & goals



# Why Dr. D.Y. Patil?



## **Develop relevant & up-to-date skills**

In this competitive world, online learning updates your skills to industry standards and helps in maintaining a relevant portfolio.



## **Study whenever, wherever**

Learn on your own schedule without time limitations.



## **Learn without any age limitation**

Online learning programs have no age limit, allowing you to pursue your passion at any stage of your life.



## **Pursue job & academics simultaneously**

Enroll in online learning programs to enhance your skills while employed, broadening career prospects through a learn-and-earn approach.



## **Learn at your own pace**

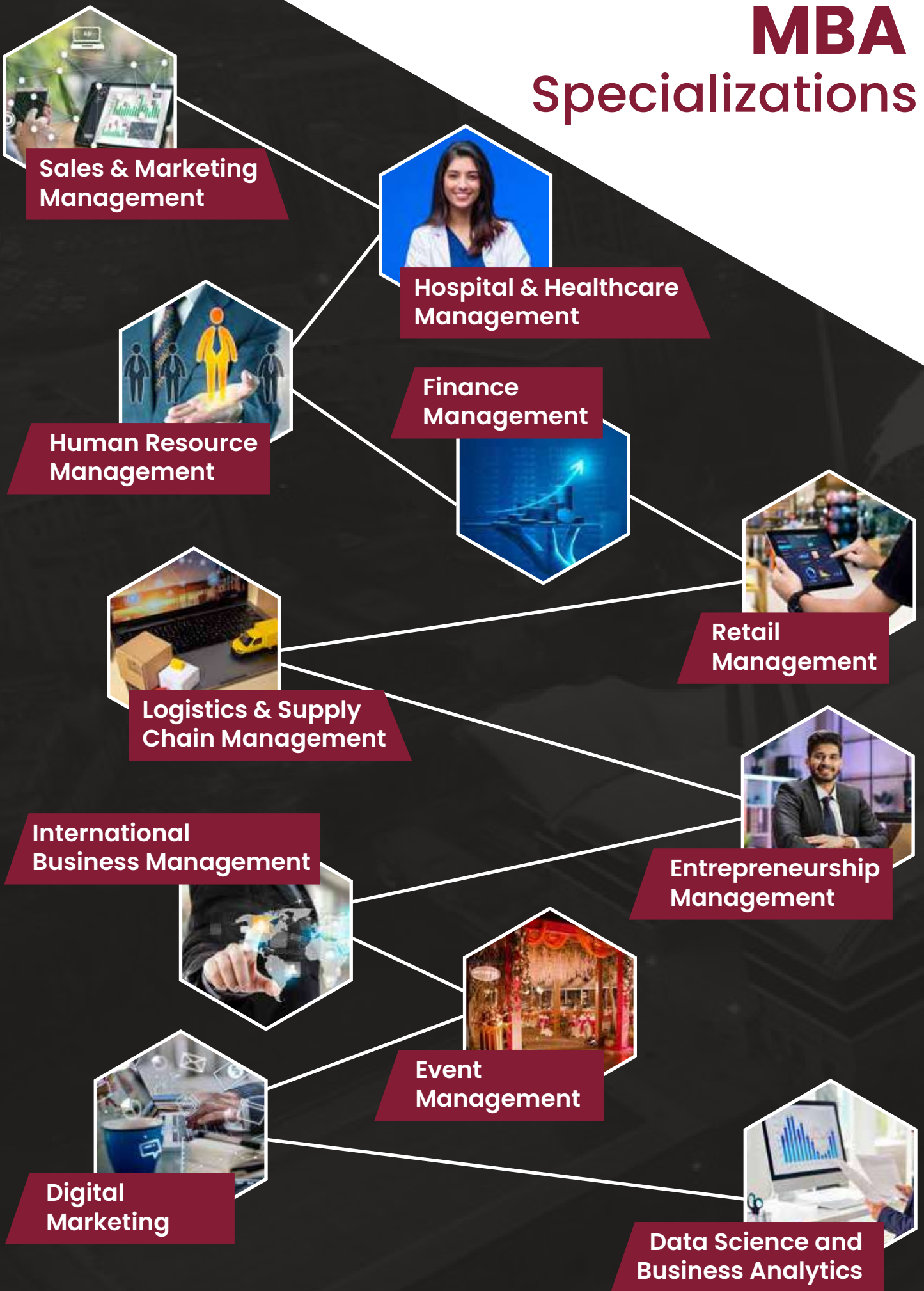
Engage in online learning at your own pace without worrying about rigid deadlines.



## **Increased chances of promotion & higher remuneration**

Online learning boosts knowledge, unlocking larger growth opportunities by enhancing skills for higher positions.

# MBA Specializations

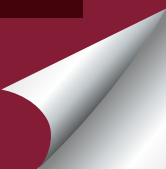


# MBA Program Structure



<b>Semester 1 (Common)</b>	<b>Credits</b>
Organizational Behaviour	3
Principle of Accounting	3
Managerial Economics	3
Principles of Management	3
Quantitative Techniques	3
<b>COMPULSORY CREDITS</b>	<b>15</b>
<b>Electives - Any One*</b>	
Global Business Environment	2
Business Law & Corporate Governance	2
Business Communication	2
<b>SEMESTER TOTAL CREDITS</b>	<b>17</b>

<b>Semester 2 (Common)</b>	<b>Credits</b>
Human Resource Management-I	3
Strategic Management	3
Financial Management-I	3
Principles of Marketing-I	3
Production & Operation Management	3
<b>COMPULSORY CREDITS</b>	<b>15</b>
<b>Electives - Any One*</b>	
Supply Chain Management	2
Management Information System	2
Sales Management	2
<b>SEMESTER TOTAL CREDITS</b>	<b>17</b>



### Semester 3 (Common)

### Credits

International Business	3
Research Methodology	3
Project Management	3
Entrepreneurship Essentials	3
Cost & Management Accounting	3
Project Work -Part 1	credits in sem 4

### COMPULSORY CREDITS

15

Operation Research	2
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### SEMESTER TOTAL CREDITS

17

## 1 MBA in Sales And Marketing (SM)

### Semester 4

### Credits

Services Marketing	3
Advertising & Sales Promotion	3
Consumer Behaviour	3
Strategic Brand Management	3
Sales and Distribution Management	3
Retail management	3
Project Work -Part 2 Final Submission	3

### SEMESTER TOTAL CREDITS

21



## 2 MBA In Human Resource Management (HRM)

Semester 4	Credits
Human Resources Management-II	3
Training & Development	3
Performance Management	3
Employee Relation, Labour Law & compensation	3
International HRM	3
Managing Individuals in organisations	3
Project Work -Part 2 Final Submission	3
<b>SEMESTER TOTAL CREDITS</b>	<b>21</b>

## 3 MBA In Healthcare and Hospital Management (HHM)

Semester 4	Credits
Clinical Service Management	3
Epidemiology and Bio Statistics	3
Healthcare Communications	3
Hospital Planning & Hospitals project Management	3
Medico Legal Framework in Healthcare	3
Quality and Accreditations of Hospitals	3
Project Work -Part 2 Final Submission	3
<b>SEMESTER TOTAL CREDITS</b>	<b>21</b>

## 4 MBA In Finance (FIN)

Semester 4	Credits
Financial Institution and Financial Markets	3
Investment Strategy & Portfolio Management	3
Options and Derivatives	3
Advance Corporate Financial Management	3
Financial Risk Management	3
Project Finance	3
Project Work –Part 2 Final Submission	3
<b>SEMESTER TOTAL CREDITS</b>	<b>21</b>

## 5 MBA In International Business (IB)

Semester 4	Credits
International Finance	3
International Marketing	3
Import & Export Management	3
Legal Aspects & Ethics of International Business	3
Management of firm in global business	3
International HRM	3
Project Work –Part 2 Final Submission	3
<b>SEMESTER TOTAL CREDITS</b>	<b>21</b>

## 6 MBA In Logistic & Supply Chain Management (LSM)

Semester 4	Credits
Logistic Management	3
Retail Logistics & Supply Chain Management	3
Global Supply chain Management	3
Maritime Logistics & Documentation	3
Inventory Management	
Procurement and sourcing Management	3
Project Work –Part 2 Final Submission	3
<b>SEMESTER TOTAL CREDITS</b>	<b>21</b>

## 7 MBA In Entrepreneurship Management (EM)

Semester 4	Credits
Entrepreneur Finance, strategy & Innovation	3
Data Analytics for Entrepreneurs	3
Customer Relationship Management	3
Entrepreneurship Ecosystem	3
Advance Corporate Financial Management	3
Risk Management for Entrepreneur	3
Project Work –Part 2 Final Submission	3
<b>SEMESTER TOTAL CREDITS</b>	<b>21</b>

## 8 MBA In Event Management (EVM)

Semester 4	Credits
Event Concepts & Designing	3
Budgeting & Costing of Events	3
Event Laws & Licences	3
Event Logistics & Risk Management	3
Cross Cultural Event Management	3
Customer Relationship Management	3
Project Work –Part 2 Final Submission	3
<b>SEMESTER TOTAL CREDITS</b>	<b>21</b>

## 9 MBA In Retail Management (RM)

Semester 4	Credits
Concepts of Retail Management	3
Product & Brand Management	3
Business Analytics	3
Merchandising & Retail Environment	3
Strategic Personal Selling	3
Customer Relationship Management	3
Project Work –Part 2 Final Submission	3
<b>SEMESTER TOTAL CREDITS</b>	<b>21</b>



## 10 Data Science and Business Analytics (DSBA)

### Semester 4

### Credits

Essentials of Data Science	3
Statistical Thinking for Data Science	3
Data Analysis and Visualization	3
Business Analytics	3
Business Analysis using Excel	3
Predictive Analysis for Business Decisions	3
Project Work – Part 2 Final Submission	3

**SEMESTER TOTAL CREDITS**

**21**

## 11 Digital Marketing (DM)

### Semester 4

### Credits

Digital Marketing Fundamentals	3
Inbound Marketing: Content & Search Marketing	3
Outbound Marketing: Digital Advertisements & Social Media Marketing	3
Web and Social Media Analytics	3
Growth Marketing	3
Digital Product Management	3
Project Work – Part 2 Final Submission	3

**SEMESTER TOTAL CREDITS**

**21**



# Industry Connect

Industry Connect bridges the gap between academic knowledge & real-world applications igniting a holistic subject understanding. Through hands-on experiences, learners gain invaluable insights, cultivating skills that seamlessly transition into professional success.

● **Communication Bootcamp**

● **Career Booster Capsule**

● **MS Excel Mastery**

● **5 Job-Oriented  
Micro Certifications**

● **Recorded Masterclasses**

● **Access to analytical tool  
learning videos**

● **Soft Skills Recorded Content**

● **Interactive Live Masterclass**

# Communication Bootcamp

Duration  
6 Months

A customized communication bootcamp designed to enwrap various oratory & non-verbal techniques of communication.

## Program Overview :

- Highly Interactive & practice-based sessions
- Target Skills: Speaking, Writing, & Presentation

### Skills

#### Pre-assessment

A 15-minute pre-assessment is taken & students are divided among three levels: L1, L2, L3 based on the performance in the assessment.

#### Batch assignment

Instructor is assigned & a Whatsapp group is formed with the instructor.

All Skills

Week 1 - 4

## Commencement of Classes

#### Extempore

Practice of extempore to speak off the cuff on different topics.

Speaking

Week 5

#### GD on current affairs

Discussions on current affairs to develop both communication skills and current affairs.

Speaking

Week 6

#### GD on video clips

Lengthy discussions on what learners hear and see to develop an ability to voice one's opinion and comprehension.

Speaking

Week 7

#### Conference Discussions

Discussions to master various issues with confidence and clarity.

Speaking

Week 8

#### Interview preparation

Discussions around building personal & professional competency to approach key HR-related interview questions for effective performance.

Speaking

Week 9

#### Linkedin post writing

Discussion on art of writing effective linkedin posts.

Writing

Week 10

Week 11

### Voice modulation

Master the art of enunciation and modulation to attract the attention of audience towards what one says.

Speaking

Week 12

### Storytelling

Apply the elements of effective storytelling to craft compelling stories in your presentations and talks.

Speaking

Week 13

### Powerpoint presentations

Make effective presentations by learning the intricacies & best practices.

Presentation

Week 14

### Communication with stakeholders

Master the strategy of communicating with your clients and teammates to build your interpersonal skills.

Stakeholder Management

## Post Assessment

Week 15 – 20

### Post assessment

Students are scored again on the same parameters as pre-assessment.

All Skills

“ Change is the end result of all true learning ”

– Leo Buscaglia



# Career Booster Capsule

Duration  
6 + 6 Months

The bootcamp is intended to encapsulate professional portfolio building and mentorship sessions for the candidate.

## Program Overview :

- 1:1 Mentorship Calls & Mock Interviews
- Career Coaching Calls
- Access to upGrad Career Portal & Offline Career Fairs

### Month 1

#### Access to upGrad career center

A learner account will be created & shared with learners. The learners will have access to the Resume builder tool, LinkedIn tool, Job portal & Interview prep module.

Valid till 6 months post the program.

### Month 2

#### 1st mentorship call: Chart Your career growth story

Learners can work with the mentor on a career journal to plan their professional journey ahead.

### Month 3

#### 2nd mentorship call: Resume and LinkedIn profile review

Learners get their resume and profile reviewed along with personalized feedback to attract potential employers and other stakeholders.

### Month 4

#### 3rd mentorship call: Skill gap analysis and improvement

Learners work with their mentors to identify skill gaps and work to bridge the gap.

### Month 5

#### 4th mentorship call: Mock interview

Learners can practice for an HR interview with the mentor.

Anytime in final sem or post 6 months of the program

#### 1 Just-in-time Interview

A learner can book a mock interview any time before an actual job interview with an industry expert from a relevant field with a TAT of 24-48 hours.

6 Months post the program

#### 6 Career coaching calls

A learner can book up-to 6 career coaching calls based on his/her discretion.

upGrad Career Fairs

#### Access to offline career fairs

upGrad organizes offline job fairs in certain cities like Mumbai, Bengaluru, Noida, etc. Learners can join any job fair & avail the relevant opportunities.

# MS Excel Mastery

Duration  
3 Months

A one-stop destination for Basic, Intermediate & Advanced Excel users.

## Level of Proficiency:

Basic  Intermediate  Advanced

## Topics Covered

### Session 1

Ribbons, Conditional Formatting, Data Validation, SUM, AVERAGE, COUNT, PRODUCT, MEDIAN, MODE, WORKDAY, WEEKDAY, DAYS, WEEKNUM

### Session 2

SUMIF, AVERAGEIF, COUNTIF, SUMIFS, COUNTIFS, AVERAGEIFS, WILD CARDS, TEXTJOIN, CONCAT, IF, NESTEDIF

### Session 3

VLOOKUP, XLOOKUP, INDEX, MATCH, TEXTAFTER, TEXTSPLIT, SUBSTITUTE, REPLACE

### Session 4

Pivot Tables Basics

### Session 5

Advanced Pivot Tables, Calculations, Calculated Fields, Calculated Items

### Session 6

Table, Fact and Lookup Data, Power Pivot and Data Modelling

### Session 7

Power Query and Data Transformations

### Session 8

Charts and Customization Options, Exploratory, Informatory, Explanatory

### Session 9

Dashboarding Frameworks and Building a Simple Dashboard

### Session 10

Advanced Dashboarding - Building a Relationship Dashboard

“Education’s purpose is to replace an empty mind with an open one.”

—Malcolm Forbes

# 5 Job-Oriented Micro Certifications

New-age, skills-based certifications for learners, over and above their regular course subjects.

1

## Digital Marketing

Gain an in-depth grasp on diverse digital

- marketing channels and strategies
- Acquire skills to create and implement successful digital marketing campaigns
- Learn to engage with target audiences effectively and measure campaign success

### Topics covered :

- Search engine optimisation (SEO)
- Social media marketing
- Email marketing
- Paid advertising



2

## Product Management

- Master end-to-end product or service lifecycle management
- Acquire skills in driving product innovation and strategy
- Collaborate with cross-functional teams to create successful products

### Topics covered :

- Market research
- Customer need identification
- Product ideation and development
- Competitive analysis
- Project management
- Product metrics
- Product launch



# 3

## Finance

- Gain insights into organisational financial management
- Understand financial statements and evaluate investments
- Make informed decisions for maximizing shareholder value

### Topics covered :

- Financial analysis • Budgeting
- Capital budgeting • Risk management
- Valuation • Financial decision-making



# 4

## Leadership

- Learn problem-solving & strategic thinking techniques
- Understand conflict resolution tactics
- Learn to be a quick decision maker

### Topics covered :

- Effective communication • Strategic thinking
- Conflict resolution • Decision-making
- Team building • Inspiring and motivating others





## Entrepreneurship

- Develop vital skills and knowledge to thrive as an entrepreneur
- Efficiently manage business ventures and ensure success
- Dive into the intricacies of market analysis

### Topics covered :

- Business ideation and opportunity assessment
- Market analysis • Marketing and sales strategies
- Financial management and budgeting
- Legal and Regulatory considerations



## Recorded Masterclasses

Explore insightful recorded masterclasses covering entrepreneurship, leadership, marketing, HR, and finance, delving into practical aspects of each field.

### Examples of Leadership Lessons :



**Neera Nundy**  
Co-Founder &  
Partner, Dasra



**Pawan Goenka**  
Former MD & CEO,  
Mahindra &  
Mahindra Ltd

# Access To Analytical Tool Learning Videos

Unlock a repository of tutorial videos spanning data analysis, visualisation, design, and presentation tools, equipping learners with valuable assets to refine their skills.

**Examples:**

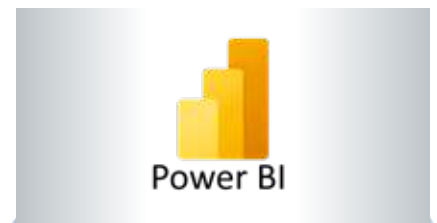
## Data Analysis and Visualisation :



**MS Excel**



**Tableau**



**Power BI**



# Soft Skills Recorded Videos

Approximately 8-10 hours of meticulously curated videos, developed by industry experts, covering the following essential soft skills:

## Interview Skills

Elevate your confidence and readiness on mastering interview techniques and acing professional conversations

## Communication Skills

Enhance your skills to convey ideas effectively, emphasizing communication strategies and interpersonal dynamics

## Problem-Solving Skills

Sharpen your critical thinking and decision-making prowess for complex real-world challenges





## Interactive Live Masterclass



Gain profound industry insights and real-world perspectives from seasoned professionals during these sessions



Engage in direct conversations with experts, fostering dynamic discussions and personalized learning experiences



Immerse in success stories shared by industry experts

### Some Of Our Notable Masterclass Experts



**Dr. Ganesh Natarajan**

Chairman - Honeywell  
Automation  
India



**Ms. RAKHI ASWAL**

CFO - Saxo Group India,  
Ex-Infosys



**Ms. Ankita Poddar**

Senior HRBP - Amazon  
Web Services, Dublin,  
Ireland



# 1 Live Session Taken By Industry Expert For Each Subject



## Industry expert insights:

Engage in live sessions led by professionals, uncovering real-world challenges and trends beyond textbooks.



## Practical problem solving:

Discuss industry issues with experts, honing analytical skills and learning applicable strategies.



## Case study integration:

Explore real-life cases, bridging theory and practice for a deeper understanding.



## Networking and exposure:

Interact with your peers during the live sessions, share perspectives, and build a network of like-minded individuals.



# Our Leading Recruiters



“ Discipline is one of the basic and primary requirements for success in life. ”

- Sunday Adelaja

# Testimonials



## Jadhav Tushar

“ I sincerely appreciate the rewarding experience and comprehensive curriculum at D Y Patil University's MBA program. The knowledgeable faculty, industry integration, practical exposure, and emphasis on leadership skills have shaped me into a confident professional. I highly recommend the institution for its academic excellence, supportive environment, and relevant real-world application. Thank you for the platform to excel and grow academically; I'm proud to be associated with D Y Patil University. ”

## Dr. Aishwarya Jadhav



“ I am highly satisfied with choosing D Y Patil University for my MBA. The program's industry-oriented approach and knowledgeable faculty have greatly enriched my academic journey. Internships, real-world projects, and industry exposure provided practical skills and valuable insights. Prospective students should consider D Y Patil University, actively participate in class, engage in extracurriculars, and seek internships for a fulfilling experience. The program enhanced my leadership, decision-making, and strategic thinking abilities, preparing me for success in a dynamic business landscape. D Y Patil University is an excellent choice for comprehensive, industry-aligned education. ”

# Admission Process

## 01

STEP



### REGISTER

Fill the registration form and pay registration fees.

## 02

STEP



### ENROLLMENT AND PAYMENT

Submit required documents (attested)

- 10th (SSC) and 12th (HSC) Statement of Marks
- Graduation Statement of Marks and Certificate
- Photo ID Proof (PAN card / Passport / Driving License / Election Card )
- Aadhaar Card
- 1 Stamp Size photographs
- Declaration Form of Rs. 100

Payment options:

- Online payment gateway (credit/debit cards, net banking)

## 03

STEP



### Welcome on Board (Admission Confirmed)

- Admission confirmed after document verification and fee payment.
- Access course material online.
- Receive login credentials of LMS.

Note: Documents must be attested true copies with self-declaration on ₹100 Stamp Paper.



# Eligibility

The University welcomes applications from all the aspirants who have completed following criteria :

- 40%+ in 10th from Recognised board / SSC is Mandatory. (As per the existing policy of University)
- Either 40%+ in 12th / HSC / Recognised Board or Overall 50%+ in 3 years of Polytechnic Diploma from recognised board
- Overall 40%+ in Bachelor's Degree from recognised University (For 10+2 + regular graduation)
- If student applying for MBA; wherein student has taken Lateral Entry route for completing Graduation like (10+3+Graduation); in such cases Overall 50%+ in Graduation and Overall 50% in Polytechnic Diploma, both are required




**“ A simple but powerful reminder of the positive domino effect a good education can have on many aspects of a person’s life and outlook. ”**

**– Sunday Adelaja**



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