



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



UGC
Entitled



NAAC 'A++'
Grade Accredited



Online MBA

Master of Business Administration

CONNECTING EDUCATION AND BRILLIANCE



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About D. Y. Patil University

Padmashree Dr. D.Y. Patil is the former Governor of Bihar, Tripura, and West Bengal and a well-known Educationist and Philanthropist from the agricultural town of Kolhapur in the state of Maharashtra.



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.



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Program Overview



Duration

2 Y



Specializations

11



Mode of Instruction

Online

PROGRAM HIGHLIGHTS:

Experience the new way of learning



Learning via
Mobile App



Advanced
Masterclass



Cutting Edge
Short Courses



Industry
Leader Talks



Adherence to 4
Quadrants of UGC



Real-World
Case Studies



Expert-Led Learning/
Faculty Excellence



Personalized
Mentorship

Why choose D.Y. Patil University?



Expert Faculty

Learn from our distinguished faculty members and industry experts



Your Learning, Your Time, Your Place!

Best-in-Class Learner Mobile App- Learning at your fingertips



Engaging Virtual Classroom Experience

Immerse yourself in an interactive virtual classroom environment



New-age Course Offerings

Explore industry relevant and contemporary courses across specializations



Comprehensive Support Services

Receive continuous support throughout your journey, assistance with academic & non-academic queries

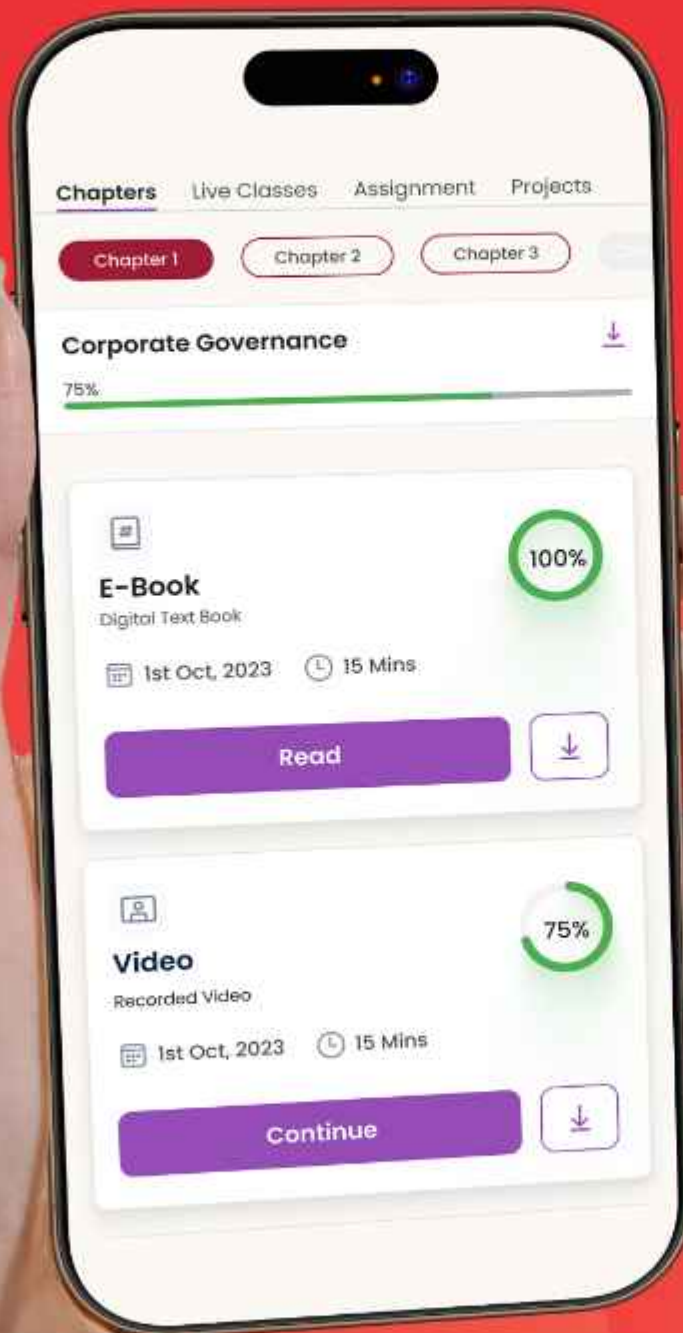


Convenient Online Exams

Schedule exams at your convenience, pick your preferred time even over the weekends!

DY Patil Learner App:

Your learning, always on-the-go!



Offline
Learning



Real-time
Notification



Personalized
Calendar



Analytics
Dashboard

Install DY Patil Learner App



Specializations

Sales and Marketing

Consumer Behavior

Strategic Brand Marketing

Sales & Distribution Strategy

Human Resource Management

Talent Management

Compensation Management

Performance Management Systems

Hospital and Healthcare Management

Hospital Planning & Project Management

Quality & Accreditations

Finance

Financial Institution & Markets

Options and Derivatives

Portfolio Management

Retail Management

Product Management

Strategic Personal Selling

Digital Retailing

Logistics & Supply Chain Management

Procurement & Strategic Sourcing

E-commerce Supply Chain

Supply Chain Analytics

Specializations

International Business

Cross-cultural Management

Global Trade & Economics

International Negotiations

Entrepreneurship Management

Entrepreneur Finance

Strategy & Innovation

Entrepreneurial Risk Management

Event Management

Event Conceptualization & Design

Event Laws & Licenses

Event Budgeting

Digital Marketing

Inbound Marketing: Content & Search Marketing

Digital Product Management

Data Science & Business Analytics

Business Intelligence & Data Visualization

Statistical Thinking

Predictive Analytics

Business Leaders as Guest Faculty



Hetal Sonpal

TedX Speaker,
24+ years experience



Praveen Malla

Board of Directors, IIT Bombay Alumni
Association, 20+ years experience



Sushant Mathur

Director, Product Management for
Sabre India, 20+ years of experience



Vikash Singh

Senior Data Scientist, AP Moller Maersk
24+ years experience



Joydeep Sen

Group Product Manager, YouTube,
15+ years of experience



Nipun Mudaliar

Senior Legal Counsel at Global Investment
Bank, 15+ years of experience



Dr. Farooq Sheikh

Faculty, NM College of Commerce,
10+ years experience

**10+ More
Guest Faculties**

Learn the IIM way: Real-world Case Studies

Real world case studies will be discussed and solved in IIM Style during the course lectures



Transforming Customer Experience During Challenging Times

Gain practical insights into how businesses like Hamleys create unique customer experiences and adapt to changing market conditions, particularly in times of crisis. You'll gain practical insights into adapting business strategies, improving customer engagement, and making data-driven decisions.

HR Planning and Retention Strategy

In this project, you will take on the role of an HR Manager for Swayam, an e-commerce firm, to plan employee requirements and HR initiatives for the upcoming financial year. You will focus on manpower planning, creating effective job descriptions, and designing a retention strategy to reduce attrition.



Optimizing Freight Logistics

In this project, you will take on the role of a Supply Chain Analyst for BlueFizz, a growing soft drink brand, and work on optimizing its freight logistics. This project will help you develop skills in supply chain management, logistics optimization, and strategic decision-making to improve operational efficiency.

Industry Leader Masterclasses

Gain practical tips and actionable insights directly from top industry leaders and experts.



Mohua Das Gupta

Chief Revenue Officer, Peepul Group



XLRI JAMSHEDPUR



Prashanth Balasubramanian

Head of Strategy & Operations, Facebook



IIM BANGALORE



Rakesh Godhwani

Ex Adjunct Professor, IIM Bangalore



IIM BANGALORE



Dr Sharan Kumar Shetty

HOD Management Studies, AJIIT Mangalore



VTU BELGAUM

Many more industry experts

Become a Gen AI Expert

A series of 5 live sessions on how to leverage Gen AI in the professional journey. From automating daily tasks and enhancing data analysis to simplifying Excel functions and optimizing job search strategies, each session offers hands-on guidance and real-world applications. Ideal for professionals looking to boost productivity, creativity, and efficiency using cutting-edge AI tools.

GENERATIVE AI MASTERCLASS

1. GenAI and its Tools
2. AI Integration in Excel
3. Data Analysis with AI Tools
4. Day-to-Day Work with AI
5. Gen AI in Job Search



Career-oriented Upskilling

Choose from a variety of trending skills and stand out from the crowd.

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



Data Analysis and Visualisation:



MS Excel



Tableau



Power BI

Soft Skills Development

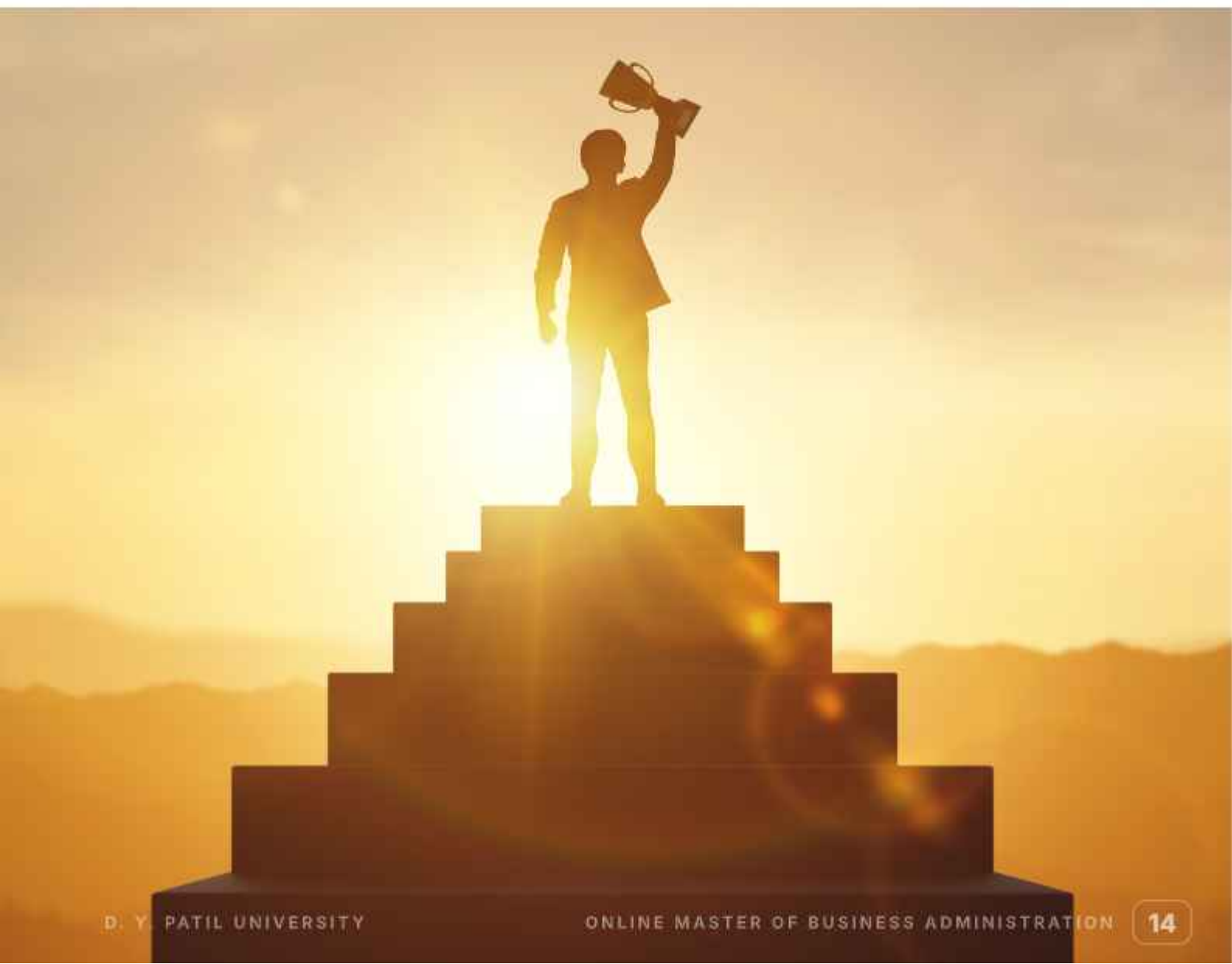
34+ hours of meticulously curated videos, developed by industry experts, covering the following essential soft skills; Interview Skills, Communication Skills & Problem-Solving Skills. The learner will be able to avail this from very first semester.



Transition Support: Smoothing your Path to Career Success

Resume & Interview Preparation

Join interactive group sessions designed to sharpen your resume and supercharge your interview skills. Learn the dos and don'ts from hiring insiders - craft resumes that stand out, and deliver confident, compelling responses in interviews. Get noticed. Get hired.



Program Structure

SEMESTER 1 (COMMON)		TOTAL CREDITS - 17
Organizational Behaviour	Electives - Any One (Compulsory Credits)	
Principle of Accounting	Global Business Environment	
Managerial Economics	Business Law & Corporate Governance	
Principles of Management	Business Communication	
Quantitative Techniques		

SEMESTER 2 (COMMON)		TOTAL CREDITS - 17
Human Resource Management-I	Electives - Any One (Compulsory Credits)	
Strategic Management	Supply Chain Management	
Financial Management-I	Management Information System	
Principles of Marketing-I	Sales Management	
Production & Operation Management		

SEMESTER 3 (COMMON)		TOTAL CREDITS - 17
International Business	Cost & Management Accounting	
Research Methodology	Project Work -Part 1	
Project Management	(Compulsory Credits)	
Entrepreneurship Essentials	Operation Research	

Program Structure

SEMESTER 4 (SALES AND MARKETING)		TOTAL CREDITS - 21
Services Marketing	Sales and Distribution Management	
Advertising & Sales Promotion	Retail management	
Consumer Behaviour	Project Work -Part 2 Final Submission	
Strategic Brand Management		

SEMESTER 4 (HUMAN RESOURCES MANAGEMENT)		TOTAL CREDITS - 21
Human Resources Management-II	International HRM	
Training & Development	Managing Individuals in organisations	
Employee Relation, Labour Law and compensation	Project Work -Part 2 Final Submission	
Strategic Brand Management		

SEMESTER 4 (HEALTHCARE AND HOSPITAL MANAGEMENT)		TOTAL CREDITS - 21
Clinical Service Management	Medico Legal Framework in Healthcare	
Epidemiology and Bio Statistics	Quality and Accreditations of Hospitals	
Healthcare Communications	Project Work -Part 2 Final Submission	
Hospital Planning and Hospitals Project Management		

Program Structure

SEMESTER 4 (FINANCE)		TOTAL CREDITS - 21
Financial Institution and Financial Markets	Sales and Distribution Management	
Investment Strategy & Portfolio Management	Project Finance	
Options and Derivatives	Project Work -Part 2 Final Submission	
Advance Corporate Financial Management		

SEMESTER 4 (INTERNATIONAL BUSINESS)		TOTAL CREDITS - 21
International Finance	Management of firm in global business	
International Marketing	International HRM	
Import & Export Management	Project Work -Part 2 Final Submission	
Legal Aspects and Ethics of International Business		

SEMESTER 4 (LOGISTIC & SUPPLY CHAIN MANAGEMENT)		TOTAL CREDITS - 21
Logistic Management	Inventory Management	
Retail Logistics & Supply Chain Management	Procurement and sourcing Management	
Global Supply chain Management	Project Work -Part 2 Final Submission	
Maritime Logistics & Documentation		

Program structure

SEMESTER 4 (ENTREPRENEURSHIP MANAGEMENT)		TOTAL CREDITS - 21
Entrepreneur Finance, strategy & Innovation	Advance Corporate Financial Management	
Data Analytics for Entrepreneurs	Risk Management for Entrepreneur	
Customer Relationship Management	Project Work -Part 2 Final Submission	
Entrepreneurship Ecosystem		

SEMESTER 4 (EVENT MANAGEMENT)		TOTAL CREDITS - 21
Event Concepts & Designing	Cross Cultural Event Management	
Budgeting & Costing of Events	Customer Relationship Management	
Event Laws & Licences	Project Work -Part 2 Final Submission	
Event Logistics & Risk Management		

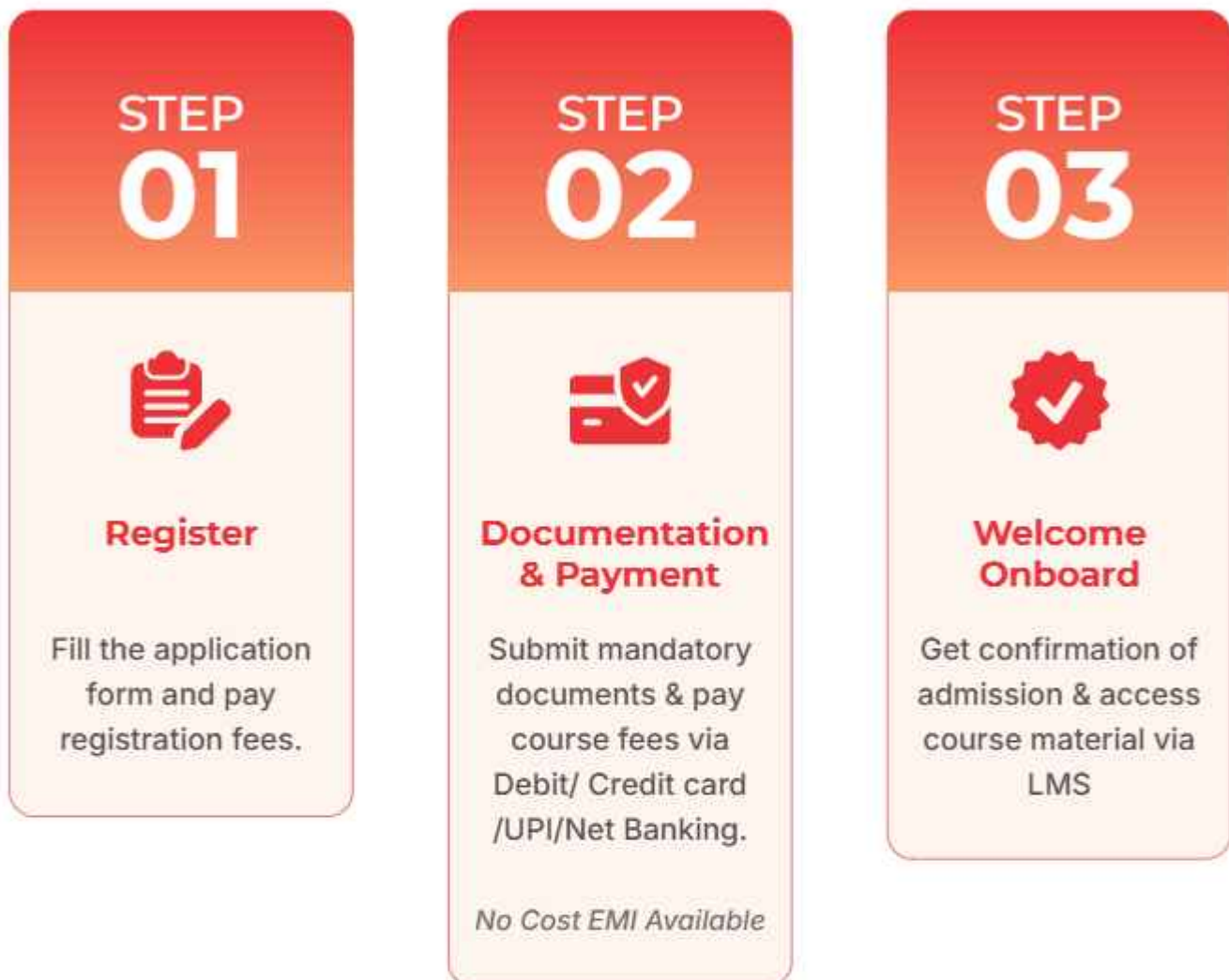
SEMESTER 4 (RETAIL MANAGEMENT)		TOTAL CREDITS - 21
Concepts of Retail Management	Strategic Personal Selling	
Product & Brand Management	Customer Relationship Management	
Business Analytics	Project Work -Part 2 Final Submission	
Merchandising & Retail Environment		

Program structure

SEMESTER 4 (DATA SCIENCE AND BUSINESS ANALYTICS)		TOTAL CREDITS - 21
Essentials of Data Science	Business Analysis using Excel	
Statistical Thinking for Data Science	Predictive Analysis for Business Decisions	
Data Analysis and Visualization	Project Work -Part 2 Final Submission	
Business Analytics		

SEMESTER 4 (DIGITAL MARKETING)		TOTAL CREDITS - 21
Digital Marketing Fundamentals	Growth Marketing	
Inbound Marketing: Content & Search Marketing	Digital Product Management	
Outbound Marketing: Digital Advertisements & SMM	Project Work -Part 2 Final Submission	
Web and Social Media Analytics		

Admission Process



ELIGIBILITY CRITERIA

- $\geq 40\%$ in 10th from recognized board
- Either $\geq 40\%$ in 12th from recognized Board or Overall $50\%+$ in 3 years of Polytechnic/Diploma from recognized board
- Overall $\geq 40\%$ in Bachelor's Degree from recognized University (For 10 + 2 + regular graduation)
- If a student is applying for MBA; wherein the student has taken Lateral Entry route for completing Graduation like (10+3+Graduation) : In such cases Overall $\geq 50\%$ in Graduation and Overall $\geq 50\%$ in Polytechnic/Diploma, both are required



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