

CENTRE FOR ONLINE LEARNING

NAAC 'A++' Grade

Category - I University Graded by UGC

NIRF 2020 - RANKING BY THE GOVERNMENT OF INDIA

University - 49<sup>th</sup> Dental - 2<sup>nd</sup> Medical - 19<sup>th</sup>



ONLINE BBA PROGRAMME  
**Bachelor of Business Administration**

ONLINE MBA PROGRAMME  
**Master of Business Administration**

CERTIFICATE PROGRAMME IN  
**DIGITAL MARKETING**

CERTIFICATE PROGRAMME IN  
**HOSPITAL & HEALTH CARE MANAGEMENT**



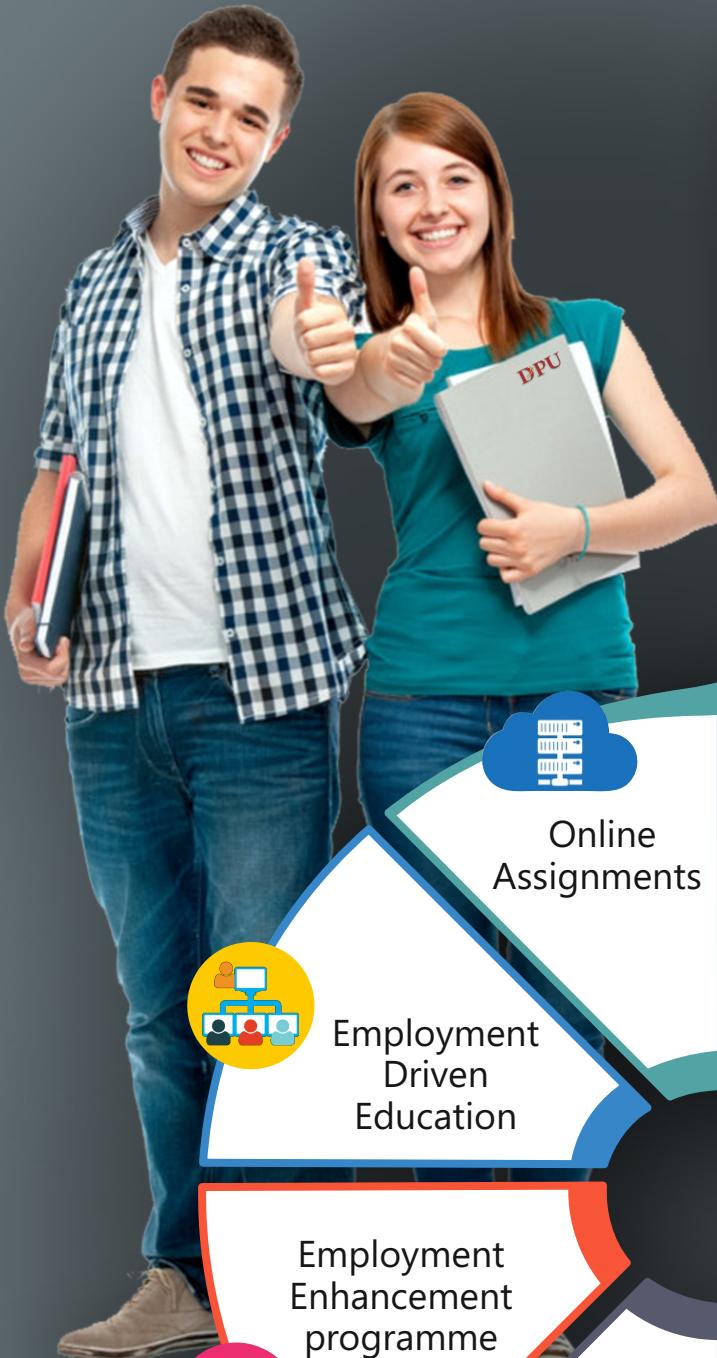
ONLINE PROGRAMME

Online, flexible and blended Learning

# PROSPECTUS

The World Class: study anywhere,  
valued everywhere.

# TOP 8 REASONS TO CHOOSE US



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# Dr. P. D. Patil

Chancellor

Dear Students,

Welcome to the Centre for Online Learning!

Dr. D. Y. Patil Centre for Online Learning, Pune stands tall among the hoi polloi of educational institutes catering to distance education in Management. It has established its credentials for providing the best in distance education to students, working employees and to those professionals who want to pursue an MBA degree in online mode.

The Centre fosters and nurtures leaders of tomorrow who are capable of making a difference in society. It works very closely with the industry and actively seeks the participation of industry leaders in the development of course offerings. This also helps us to keep our offerings current and relevant as per the needs of the industry.

Dr. D. Y. Patil Centre for Online Learning believes in a well-rounded and all-pervasive student experience to maximize learning opportunities. To achieve this, the institution provides the Online MBA Programme course structure that has been designed to enable the students to hone their managerial skills and get them acquainted with the new developments taking place in the industry. The pedagogical tools applied by the faculty members constantly motivate the students to be innovative, competent, and creative. The learning imparted by our highly experienced faculty encourages students to inculcate in them, the values of self-reliance, which stand them in good stead in becoming successful managers and brand ambassadors of their organizations.

I take this opportunity to extend a personal invitation to you to visit Dr. D. Y. Patil Centre for Online Learning, Pune and experience the shaping of future global leaders.

Wishing you all the best...

Dr. P D Patil



# Dr. N. J. Pawar

## Vice Chancellor

Dear Students,

I am indeed very happy to welcome you to this prestigious Institution, Dr. D. Y. Patil Vidyapeeth, Pune. I know that you all have chosen this Institution of learning with lot of aspirations and hopes. I am sure that by acquiring the knowledge and skills and with a positive attitude and values you will certainly make your dreams come true. Education is a lifelong process and just reading books, gathering knowledge alone is not true education. It is more important to assimilate and put into practice at least a fraction of what one has learnt. Dr. D Y Patil Vidyapeeth, Pune believes in this philosophy and has taken steps forward in that direction to provide quality education for the holistic development of the student. Vidyapeeth offers a wide range of professional programmes for the development of youth in the area of health education.

To provide quality education, Dr. D Y Patil Vidyapeeth, Pune has been established. Presently, it comprises of nine constituent units – Dr. D Y Patil Medical College, Hospital & Research Centre, Dr. D Y Patil Dental College & Hospital, Dr. D Y Patil Biotechnology & Bioinformatics Institute, Dr. D Y Patil Institute of Optometry & Visual Sciences, Dr. D Y Patil College of Physiotherapy, Dr. D Y Patil College of Nursing, Dr. D Y Patil Global Business School and Research Centre, Dr. D Y Patil College of Ayurved and Research Centre, Dr. D Y Patil Homeopathic Medical College and Research Centre. Further, Dr. D Y Patil Vidyapeeth has opened a Centre for Online Learning providing Online MBA Programmes.

The Vidyapeeth provides unique learning opportunities to the students by combining pedagogically sound and comprehensive professional courses for a variety of subjects. It also incorporates innovative teaching and learning methodologies supported by state-of-the-art library resources and focus on the all-round development of the student. The curricula provide market-driven programmes and studies, developed, tested and continually improved by the competent faculty based on the feedback from stakeholders. I am sure that as a student; you will learn, grow and cherish your stay here.

Best Wishes.....

Dr. N J Pawar



# Dr. Smita Jadhav

Executive Director,  
Dr. D Y Patil Vidyapeeth, Pune

Dear Students,

Michelle Obama said, "The ability to read, write and analyze, the confidence to stand up and demand justice and equality; the qualifications and connections to get your foot in that door and take your seat at that table- all starts with education."

Education can dispel the darkness of ignorance. A useful, proper and true education can make a stagnant society dynamic, both socially and economically. That was the main idea of establishing DPU COL to make our society dynamic by providing quality education to students through the applicable and scientific method. Teaching and learning process is the heart of DPU COL. Our institute offers a brilliant portfolio of educational programmes that are recognized across the country. We believe in learning by doing and in empowering our students so that they are prepared to accept the diverse challenges of the future. We use case studies, experiential learning, role-plays and simulation to enrich classroom-learning experiences of our students. Students can experience experiential education combined with creativity, innovation, entrepreneurship and management that assist them to become "competent and expert in their subject field and value-based leaders". We also encourage our students to organize and participate in conferences and various student-driven activities organized on campus.

Our faculty members are excellent in teaching and research and bring innovation and diversity to the classroom, which helps us deliver memorable learning experiences to students. Students also get chance to interact with industry specialists and alumni, who help broaden their understanding of various business concepts through their own experiences.

DPU COL offers exciting educational programmes to shape your future. We are offering you an open road, an unturned page, a map to another world to change your life for the better. A new beginning!

As Robert Frost said,  
"Two roads diverged in a wood, and I-  
I took the one less travelled by.  
And that has made all the difference."

Dr. Smita Jadhav



# Dr. Safia Farooqui

Director,  
DPU COL

Dear Students,

Transformation has been a constant thing in management education. Global edges are vanishing, merging people of diverse cultures, nationalities and age groups. Education is emerging as the most powerful platform in the "edgeless" world. Dr. D.Y. Patil Vidyapeeth Centre for Online Learning (COL) opens new dimensions of opportunities for students to obtain higher education without the constraints of location and time. We accomplish this through the optimal and seamless integration of the latest technology into our enrolment and admissions processes, delivery of learning, administration of assessment tasks, reporting of evaluation results, and facilitation of two-way communication among students, faculty, and members of the administrative staff.

As we all know change is constant....and very much a part of our lives! Well, not only in life but also in the fast-changing global environment. It has been observed in corporate and industrial practices. Today, the progressing advancements in science and technology; globalization of the economies; a flurry of new products and services in industry and major growth all over the world are ushering in a change in various industries like Telecommunication, Banking and Finance, Insurance, Automobile, Aviation, Media and Entertainment, Retail, pharmaceutical etc. This evolution and expansion have led to increasing demand for management professionals, who can deliver efficiently irrespective of the change. programmes are designed to develop future focused capabilities sought out by employers across the globe. Here's your chance to be mentored by leading academicians and industry experts and you can study in your own time, in your own pace, from anywhere across the globe.

I welcome each one of you to our Campus, where the latest technology, pioneering teaching methodologies and quality education are blended together to create unique learning experiences. It will help you to Think Critically, Innovate Successfully, and Solve Problems Creatively.

Congratulations on the start of a journey that will transform your career and enhance your life.

wish you all a fulfilling and empowering journey ahead....

Dr. Safia Farooqui

# Dr. D. Y. Patil Vidyapeeth, Pune: Vision & Mission

Dr. D. Y. Patil Vidyapeeth, Pune, comprising of Dr. D. Y. Patil Medical College, Hospital and Research Centre, Pimpri, Pune, was accorded the status of University under Section 3 of the UGC Act, 1956, vide Notification No. F.9-39/2001-U.3 dated 11 January 2003 of the Government of India, Ministry of Human Resource Development, Department of Secondary & Higher Education, New Delhi, and (ii) Notification No.F6-9/2003 (CPP-I) dated 24/01/2003 by the University Grants Commission, New Delhi.

## OUR VISION

To help build an enlightened, culturally and economically vibrant India developed through education in diverse disciplines.

## OUR MISSION

To contribute to the socio-economic and ethical development of the nation, by providing high quality education through institutions that have dedicated faculty and state-of-the-art infrastructure, and are capable of developing competent professional and liberal-minded citizens.

With this mission the University has been providing high quality education in the Faculties of Medicine, Dentistry, Allied Medical Sciences, Nursing, Biotechnology & Bioinformatics, Management and **Online Learning** through seven institutions. In each programme the University ensures the provision of high quality education, the pursuit of knowledge and the creation of new ideas.



# Dr. D. Y. Patil Centre for Online Learning (DPU COL)

Over the past decade, we have seen a massive change. Working professionals are increasingly looking to up skill themselves. DPU COL has worked on its programmes' contents, keeping in mind this need of the professionals. It has ensured that the programmes remains relevant to the Indian job market and has sought input from industry leaders and key influencers.

This online education provider helps individuals to develop their professional potential in the most engaging learning environment. Online education is fundamental and much needed disruption that will have a far-reaching impact.

The programmes look beyond the boundaries of the lecture theatre. By studying online, you no longer need to spend time away from your workplace. You can maintain your career and build on it as you progress. You also have the opportunity to build your global network and collaborate with peers from around the world, learning from a wealth of inspiring backgrounds and experience.

The programmes are designed as per the UGC 2018, regulation F.No. 1-19/2016 (CPP-II/DEB-I), for conventional learners, as well as working professionals and other individuals aspiring to acquire knowledge and academic credentials. The main focus of these programmes is to increase the productivity of all employees by motivating and educating managers.

The programmes offered by DPU COL are:



# ONLINE, FLEXIBLE AND BLENDED LEARNING EXPERIENCES

DPU COL's aim is to take a full-stake approach of the content, technology marketing and services to offer quality education in close partnership with corporates and academics to offer rigorous and industry - relevant programmes. Some of the other attributes of these programmes are:

- 1) **Fit Your Studies Around Your Schedule:** For many, the idea of going back to college or university (or considering a certification) while working a full-time job can be burdensome. Handling a full-time job and studying at the same time requires a good deal of planning. But, at DPU COL, completion of the programme is under your control. You can set your own pace and time and complete the programmes in the prescribed period.
- 2) **Study Materials:** When you register, DPU COL provides you with all the resources and study materials you need to complete the programme successfully. They are easily accessible on your computers, tablets, and other mobile devices through your Learning Management System (LMS). Through LMS, you will be able to engage with your course materials like videos, exercises, and discussion forums, with supervision from established academics. The VLE also contains tools that will allow you to monitor your progress and log your development.
- 3) **Dedicated Student Success Manager:** Balancing your student as well as your professional life can be tough and you will be under a lot of stress and duress. To tackle it, DPU COL provides its students with Counselors and Course Coordinators who assist to effectively plan and execute the completion of programmes successfully.
- 4) **Guaranteed Mentor Support:** All the students will receive mentor support and feedback while pursuing their programmes. The Mentor introduces the programmes, responding to queries, monitoring discussions and providing guidance on assessments. He/ She will also provide support via discussion groups for timely doubt resolution.
- 5) **Assessment:** Assessment may include course work and written exams. The overall assessment for a programme will consist of two components: 1) Formative Assessment and 2) Summative Assessment/Term End Examination (Proctored Examination). Further details on assessments are provided under the Evaluation Policy.
- 6) **Better Career Opportunities:** After the completion of the programme, it is a win-win situation as the student gains a new skill that will help them boost their career. More opportunities will pop in. A wide and varied range of roles and careers will materialize. Besides these, students will also develop verbal and written communication skills, think "out of the box", become a team player and learn discipline and ethics.



# HOW DPU COL WORKS

## Why study with us?

In a world of shrinking borders, DPU COL brings its expertise to you. The Institute has the experience and expertise to deliver specialized programmes designed to meet your professional needs. The programmes taught in our Institution are equal in standard to those taught on campus. It helps to make an immediate impact and it will assist students to gain knowledge, tools and insights to meet their needs. The qualifications you acquire from our Institute are recognised for their high standards. Moreover, once you enroll in our institute, you can plan your study around your schedule. Our online learning degrees offer's you the flexibility to fit your studies around your professional and personal commitments.

All of our courses have been designed and written specifically for study of Online learners giving you the flexibility to organize study and an ability to study from anywhere in the world.



# Online programme Delivery

Learning has undergone a sea of change and is still evolving. To keep abreast with the changing times and the tech-savvy millennial learners, DPU COL has adopted the latest learning and training tools. Here, we use **SWAYAM (Study Webs of Active Learning for Young Aspiring Minds)** Learning Management System (LMS).

The LMS integrates tools and cloud-based services, such as:

- |                      |                              |
|----------------------|------------------------------|
| ➤ Discussion Forums, | ➤ Interactive Virtual Class, |
| ➤ Video Lectures,    | ➤ e-Books,                   |
| ➤ Article Notes,     | ➤ Online Chat,               |
| ➤ E-Learning,        | ➤ Case Studies.              |

The features and tools of this Learning Management System improve the learning outcomes across the board. This is primarily due to the fact that it is one of the essential tools of e-learning, on which all our online courses and training modules are built. It has enabled us to instantaneously and dexterously set up individualized learning paths for each of our students. It gives us immediate and correct feedback and with automated nudges helps us to keep students on track. It easily inspires learners and motivates them to take ownership of their own education.

Learning Management System also helps to increase a learner's engagement by making it easy for students to connect with each other. It also helps by displaying each learner's picture and profile throughout the system. The LMS also assists by making the courses to be more engaging by using video, virtual classrooms, game-based learning, awards and badging.

The platform enables class conversations and allows comments for specific relevant discussions which can be easily located for reference.

Moreover, students may view the pre-recorded (asynchronous) lectures anytime from anywhere. For the interactive classroom sessions - also known as the virtual class, real-time attendance is required, so that there will be an interaction between the students and the course coordinator. Students can raise a virtual hand to ask a question anytime from anywhere.

All our Programmes are delivered through the Learning Management Systems (LMS).



# ONLINE BBA PROGRAMME

## Bachelor of Business Administration

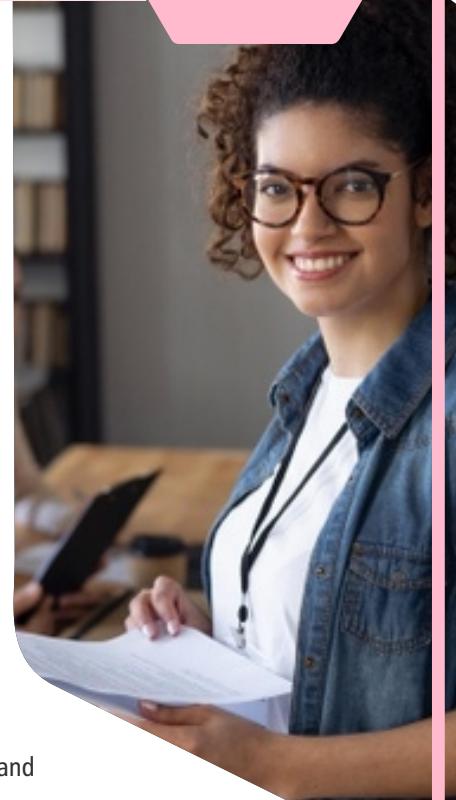


The BBA programme gears students to become successful professionals in any type of organization, from a multinational company to a fast-growing start-up. Developing skills and insights gained during the BBA programme, our students make significant contributions in every sphere of management and business, virtually every corner of the world.

The BBA Programme has been carefully designed, in order to impart the necessary, basic managerial and leadership skills and bridge the gap between the expectations of the Industry and the actual attainment by the student. The curriculum has been designed by a selected panel of business professionals and prominent academicians.

This BBA Programme is well designed with a unique combination of different management subjects and to suite the demands of the Industry today. This combination is a result of a well-thought out process which ensures a student to take the first step towards pursuing his choice of specialization in the ever expanding vast field of management.

Hence the BBA programme helps the students to explore their job opportunities creating an 'edge' over other graduates who compete with them in the placement arena.



## EDUCATIONAL OBJECTIVES

### Programme Objectives

- Graduates of the program will be able to take effective decisions on the real-world business issues and situations in the challenging corporate world.
- Graduates of the program will possess analytical and problem-solving competencies in various facets of management.
- Graduates of the program will exhibit value centered leadership skills in diversified and multidisciplinary areas.
- Graduates of the program will be able to communicate effectively with all stakeholders of the organization and society.
- Graduates of the program will be able to demonstrate global and cross-cultural understanding for exploring innovative business practices to enhance profitability.
- Graduates of the program shall exhibit intra-preneurial and entrepreneurial skills.
- Graduates of the program shall take ethical decisions in day to day activities.

### Programme Outcome

At the end of the Online BBA programme the learner will possess the

- Management domain Knowledge – They shall understand general and management terms, concepts, ideas and principles, and shall be able to apply, illustrate, analyse the solutions of real-world complex business issues.
- Effective Communication ability – They shall be able communicate effectively with all stakeholders of the organization and society.
- Leadership and Teamwork ability - They shall exhibit leadership skills in diversified and multi disciplinary areas. They collaborate in an organizational context and across organizational boundaries and lead themselves and others in the achievement of organizational goals and optimize outcomes for all stakeholders.
- Entrepreneurship ability – They shall be able to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.
- Environment and Sustain ability – They shall be able to demonstrate environmental awareness knowledge and need for sustainable development to achieve business goals of the corporate world.
- Social Responsiveness ability – They shall be able to take ethical decisions in day to day activities by demonstrating social responsiveness.
- Lifelong Learning ability – They shall not only acquire new knowledge and skills and assimilate them into the improved business processes but also help others in learning new knowledge and skills. They contribute in making the organization a learning organization.

# ONLINE BBA PROGRAMME

## Bachelor of Business Administration



## PROGRAMME STRUCTURE

### Credit System

The University follows the credit system for its Bachelor's Degree Programme. Each credit amounts to 15 hours of study comprising all learning activities. Thus, BBA program has 35 courses and project work. Semester I, II, III, IV, V & VI has 24 credits each. The program has in all 144 credits. This helps the student to understand the academic effort one has to put in, in order to successfully complete a course.

Courses	= 35 subjects + Project work
Semester I	= 24 credits
Semester II	= 24 credits
Semester III	= 24 credits
Semester IV	= 24 credits
Semester V	= 24 credits
Semester VI	= 24 credits

To successfully complete the BBA programme, a student has to earn 144 credits over a period of 3 years depending on their convenience.

### The Components of the Programme are

- I. Compulsory Core courses for 1st, 2nd & 3rd year (Semesters I, II, III, IV, V & VI)
- ii. Specialisation courses, 3rd year (Semesters V & VI Semesters)
- iii. Assignments, Term End Examination.
- iv. Project work, report submission, evaluation and Viva in semester VI.

### Validity

The validity of the program is double the duration, for the program i.e. a student can complete the 3 years BBA (COL) program in the duration of 6 yrs.

### Eligibility

- 10+2 in any stream or equivalent from any recognized board.



# ONLINE BBA PROGRAMME

## Bachelor of Business Administration



### First Year courses common for all 5 specialisations

Semester I		Semester II	
Codes	Course Name	Codes	Course Name
OBG-101	Fundamentals of Management	OBG-201	Organizational Behaviour
OBG-102	Basics of Marketing	OBG-202	Indian Economy
OBG-103	Basics of Accounting	OBG-203	Marketing Management
OBG-104	Introduction to Economics	OBG-204	Business Environment
OBG-105	Environmental Awareness and Disaster Management	OBG-205	Indian Banking System
OBG-106	Business English	OBG-206	Soft Skills - I

### Second Year courses common for all 5 specialisations

Semester III		Semester IV	
Codes	Course Name	Codes	Course Name
OBG-301	Human Resource Management	OBG-401	Management Information System
OBG-302	Banking Operations	OBG-402	Entrepreneurship Development
OBG-303	Introduction to Psychology	OBG-403	Introduction to International Business
OBG-304	Research Methodology	OBG-404	Quantitative Techniques
OBG-305	Business Law	OBG-405	Basics of Financial Management
OBG-306	Soft Skills - II	OBG-406	Introduction to Digital Marketing

### Third Year courses common for all 5 specialisations

Semester V		Semester VI	
Codes	Course Name	Codes	Course Name
OBG-501	Introduction to Production Management	OBG-601	Project Management
OBG-502	Business Ethics and Corporate Governance	OBG-602	Event Management
OBG-503	Marketing of Financial Services	OBG-603	Fundamentals of E- Commerce
OBG-504	Introduction to SMEs	-604	Specialization Course - I
-505	Specialization Course - I	-605	Specialization Course - II
-506	Specialization Course - II	OBG-606	Project Work

### List of specialisations

Sr. No.	SPECIALISATIONS
I	Marketing Management (MM)
II	Human Resource Management (HRM)
III	Finance Management (FM)
IV	IT and Systems Management (ITM)
V	International Business Management (IBM)

# Specialisation Courses

## Marketing Management

Codes	Course Name
OBM-505	Consumer Behaviour
OBM-506	Sales Management
OBM-604	Advertising and Sales Promotion
OBM-605	Retail Management

## Human Resource Management

Codes	Course Name
OBH-505	Human Resource Planning
OBH-506	Training and Development
OBH-604	Industrial Relations and Labour Laws
OBH-605	Change Management

## Finance Management

Codes	Course Name
OBF-505	Analysis of Financial Statement
OBF-506	Indian Financial system and Financial Markets
OBF-604	Long Term Finance
OBF-605	Direct and Indirect Tax

## IT and Systems Management

Codes	Course Name
OBIT-505	Introduction to IT
OBIT-506	Applications of IT
OBIT-604	Database Management System
OBIT-605	Innovation and Technology Management

## International Business Management

Codes	Course Name
OBIB-505	Fundamentals of International Business
OBIB-506	International Institutions and Trade Implications
OBIB-604	Export Import Documentation and Logistics
OBIB-605	International Strategic Management

# ONLINE MBA PROGRAMME

## Master of Business Administration



Based on market research and the interaction with industry experts, we have identified that qualified professionals with skills are in dearth. There is an imbalance in supply and demand. This can be rectified only through professionals who have acquired a degree in MBA. It is seen, usually, that professionals have to deal with changing times within the business world. Some challenges are small, while others are of a challenging nature. To combat these demands, management training is a must. It will help them to develop strategies and implement new changes.

The Online MBA Programme at DPU COL is designed to deliver the best. The programme achieves its objective through its courses which are spread over four semesters. The programme can empower and equip students with leadership skills, global awareness, and critical and analytical thinking for accelerated career enhancement. Not only that, but it also accouters students with the requisite knowledge to proactively think so that they can perform effectively in the dynamic socio-economic and business ecosystem.

The Online MBA programme also gears up working professionals to exercise effective leadership at senior levels. It also helps them to understand the various natures of global issues affecting the business concern and how to tackle it. Students will develop a methodology and use research skills to identify, collect, and analyze data in relation to this business challenge. Drawing upon their learning from the programme students can analyze a problem, explore alternative solutions and apply judgments based on a full assessment of the evidence.

## EDUCATIONAL OBJECTIVES

### Programme Objectives

- To equip students with the requisite knowledge, skills, and the right attitude necessary to provide effective leadership in a global environment.
- To develop competent management professionals with strong ethical values.
- To be proactive and develop thinking abilities, so as to perform effectively in the dynamic socio-economic and business ecosystem.
- To develop strategic integrated thinking for effective decision making.
- To harness the entrepreneurial approach and skill sets.
- The Online MBA programme will achieve the programme objective through the courses spread over four semesters.

### Programme Outcome

- A learner should be able to-
- Develop analytical abilities to face the business situation
- Use management knowledge in decision making
- Undertake research activities to understand the business environment
- Reflect upon own beliefs, assumptions and behaviors, so as to increase effectiveness while working in social and corporate settings
- Understand the importance of the external environment in decision making
- Understand contemporary management practices
- Understand the functions and responsibilities of various management disciplines and apply them in practice
- Imbibe business etiquettes and exhibit good communication skills.



# ONLINE MBA PROGRAMME

## Master of Business Administration



## PROGRAMME STRUCTURE

### Credit System

Online MBA programme will follow credit system as suggested by UGC. Study effort for one credit means time required by learner to understand the contents equivalent to 15 hours for classroom training.

Courses	= 24 + Project work
Semester I	= 27 credits
Semester II	= 27 credits
Semester III	= 28 credits
Semester IV	= 20 credits

### The Components of the Programme are

1. Compulsory domain core courses and compulsory generic core course for 1st year (Semester I & II).
2. Specialization course and generic elective courses for 2 years (Semester III & IV).
3. Assignments, formative and summative assessment test.
4. Project work, report submission, evaluation and viva in Semester IV.

### Validity

The validity of the programme is double the duration i.e. a student can complete the 2 years Online MBA programme in 4 years.

### Eligibility

1. A candidate applying for programme should have passed a Bachelor's degree from a recognized university in any discipline
2. Minimum 50% aggregate marks or 45% in case of candidates belonging to reserved categories



# ONLINE MBA PROGRAMME

## Master of Business Administration



### Semester I

Codes	Course Name
OMBC 101	Principles and Practices of Management
OMBC 102	Organizational Behaviour
OMBC 103	Management Accounting
OMBC 104	Managerial Economics
OMBC 105	Business Communication
OMBC 106	Research Methodology
OMBC 107	Environmental Awareness and Disaster Management

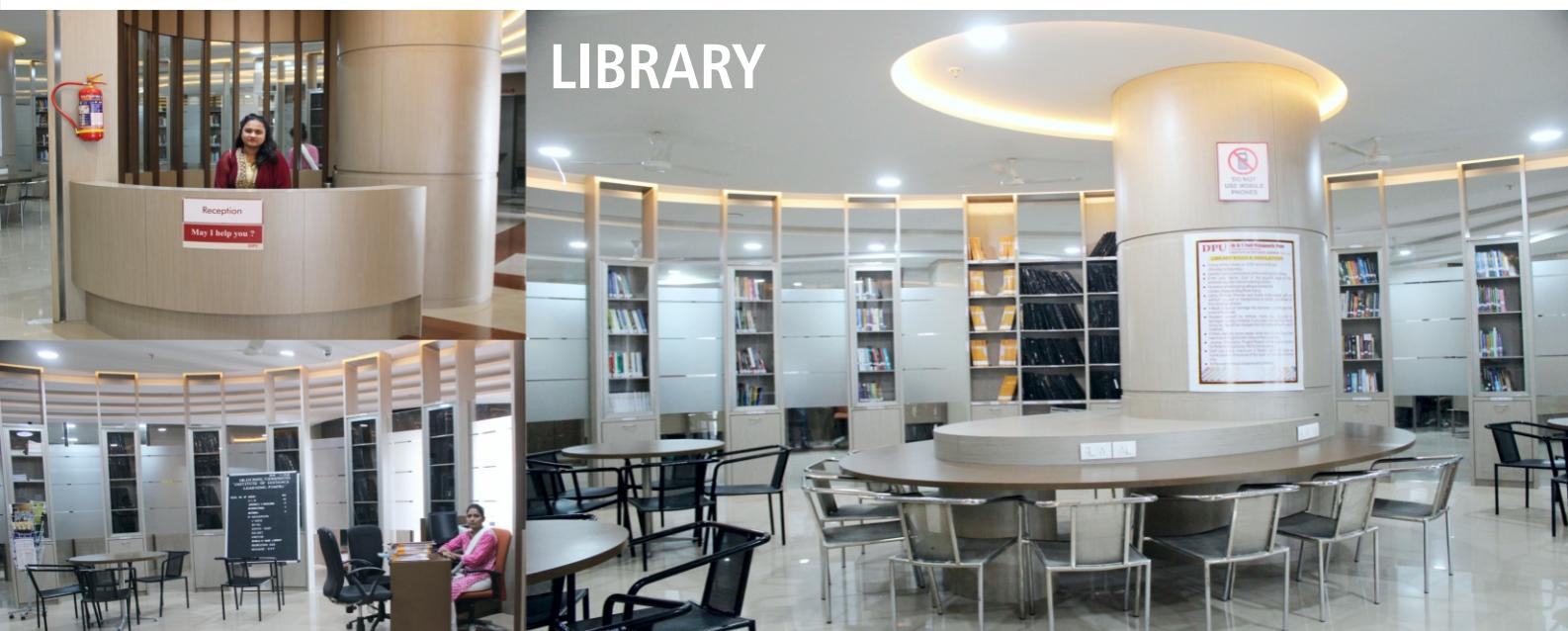
### Semester II

Codes	Course Name
OMBC 201	Human Resource Management
OMBC 202	Marketing Management
OMBC 203	Financial Management
OMBC 204	Operations Management
OMBC 205	Management Information System
OMBC 206	Strategic Management & Business Policy
OMBC 207	Entrepreneurship & Stand ups

### Specialization for Semester- III and IV

#### Sr.No. Specializations

- I Marketing Management (MM)
- II Human Resource Management (HRM)
- III Finance Management (FM)
- IV IT Management (ITM)
- V Project Management (PM)
- VI Operations Management (OM)
- VII Hospital Administration and Health Care Management (HAHM)
- VIII International Business Management (IBM)



# Specialisation Courses for Semester III & IV

## Marketing Management (MM)

Course Code	Semester III	Course Code	Semester IV
OMBM 301	Consumer Behavior	OMBM 401	International Marketing
OMBM 302	Marketing Research	OMBM 402	Integrated Marketing Communication
OMBM 303	Sales & Distribution Management	OMBE 403/404	Generic Elective-II
OMBM 304	Product and Brand Management	OMBP 405	Project Work Report
OMBM 305	Retail Management		
OMBM 306	Marketing of services		
OMBE 307/308	Generic Elective-I		

**Note:** For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.

Course Code	Course Title	Course Code	Course Title
OMBE 307	Digital Marketing	OMBE 403	Soft Skill
OMBE 308	Business English	OMBE 404	Business Ethics and Corporate Governance

## Human Resource Management (HRM)

Course Code	Semester III	Course Code	Semester IV
OMBH 301	Manpower Planning	OMBH 401	Strategic HR
OMBH 302	Compensation Management	OMBH 402	HR Audit
OMBH 303	Performance & Potential Management	OMBE 403/404	Generic Elective-II
OMBH 304	Labour Laws	OMBP 405	Project Work Report
OMBH 305	Training & Development		
OMBH 306	Organisational Design, Development & Change		
OMBE 307/308	Generic Elective-I		

**Note:** For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.

Course Code	Course Title	Course Code	Course Title
OMBE 307	Digital Marketing	OMBE 403	Soft Skill
OMBE 308	Business English	OMBE 404	Business Ethics and Corporate Governance

## Finance Management (FM)

Course Code	Semester III	Course Code	Semester IV
OMBF 301	Capital & Financial Markets	OMBF 401	Project Finance & Budgetary Control
OMBF 302	Financial Institutions & Banking	OMBF 402	Insurance & Risk Mgmt
OMBF 303	Taxation	OMBE 403/404	Generic Elective-II
OMBF 304	International Financial Management	OMBP 405	Project Work Report
OMBF 305	Advanced Financial Management		
OMBF 306	Security Analysis & Portfolio Management		
OMBE 307/308	Generic Elective-I		

**Note:** For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.

Course Code	Course Title	Course Code	Course Title
OMBE 307	Digital Marketing	OMBE 403	Soft Skill
OMBE 308	Business English	OMBE 404	Business Ethics and Corporate Governance

## IT Management (ITM)

Course Code	Semester III	Course Code	Semester IV
OMBI 301	Fundamentals of Information Technology	OMBI 401	Software Project Mgmt
OMBI 302	C Programming	OMBI 402	Emerging Trends in IT
OMBI 303	DBMS & Oracle	OMBE 403/404	Generic Elective-II
OMBI 304	Web Designing and Content Management	OMBP 405	Project Work Report
OMBI 305	Software Engineering		
OMBI 306	Enterprise Resource Planning		
OMBE 307/308	Generic Elective-I		

**Note:** For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.

Course Code	Course Title	Course Code	Course Title
OMBE 307	Digital Marketing	OMBE 403	Soft Skill
OMBE 308	Business English	OMBE 404	Business Ethics and Corporate Governance

# Specialisation Courses for Semester III & IV

## Project Management (PM)

Course Code	Semester III	Course Code	Semester IV
OMBP 301	Fundamentals of Project Management	OMBP 401	Quantitative Methods in Project Management
OMBP 302	Project Planning and Scheduling	OMBP 402	Project Quality Management
OMBP 303	Business laws and Regulations	OMBE 403/404	Generic Elective-II
OMBP 304	Project Finance & Budgetary Control	OMBP 405	Project Work Report
OMBP 305	Project Performance Measurement & Control		
OMBP 306	IT in Projects		
OMBE 307/308	Generic Elective-I		

**Note:** For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.

Course Code	Course Title	Course Code	Course Title
OMBE 307	Digital Marketing	OMBE 403	Soft Skill
OMBE 308	Business English	OMBE 404	Business Ethics and Corporate Governance

## Operations Management (OM)

Course Code	Semester III	Course Code	Semester IV
OMBO 301	Production Planning & Control	OMBO 401	Work System Design
OMBO 302	Fundamentals of Project Management	OMBO 402	Technology Management
OMBO 303	Logistics & Supply Chain Management	OMBE 403/404	Generic Elective-II
OMBO 304	World class manufacturing	OMBP 405	Project Work Report
OMBO 305	Operations in Service Industry		
OMBO 306	Statistics & Quantitative Techniques		
OMBE 307/308	Generic Elective-I		

**Note:** For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.

Course Code	Course Title	Course Code	Course Title
OMBE 307	Digital Marketing	OMBE 403	Soft Skill
OMBE 308	Business English	OMBE 404	Business Ethics and Corporate Governance

## Hospital Administration and Health Care Management (HAHM)

Course Code	Semester III	Course Code	Semester IV
OMBHA 301	Indoor and Outdoor Hospital Services	OMBHA 401	Hospital Administration &
OMBHA 302	Ancillary Hospital Services	OMBHA 402	Bio medical waste Management
OMBHA 303	Legal Aspects of Hospital and Health Management	OMBE 403/404	Operations Management in Hospitals
OMBHA 304	Marketing of Health Care Services	OMBP 405	Generic Elective-II
OMBHA 305	Community Health & Hospital Safety & Risk Management		Project Work Report
OMBHA 306	Quality Management in Health Care Services		
OMBHA 307/308	Generic Elective-I		

**Note:** For Generic Elective-I course (Course code- (OMBHA 307/308)); students can select any one of the following courses.

Course Code	Course Title	Course Code	Course Title
OMBE 307	Digital Marketing	OMBE 403	Soft Skill
OMBE 308	Business English	OMBE 404	Business Ethics and Corporate Governance

## International Business Management (IBM)

Course Code	Semester III	Course Code	Semester IV
OMBIB 301	International trade, WTO & Trade Policy issues	OMBIB 401	Foreign Exchange Management
OMBIB 302	Business Laws and Regulations	OMBIB 402	Insurance and Risk Management
OMBIB 303	Financial institutions and Banking	OMBE 403/404	Generic Elective-II
OMBIB 304	International Marketing	OMBP 405	Project Work Report
OMBIB 305	International Finance Management		
OMBIB 306	Security Analysis and Portfolio Management		
OMBIB 307/308	Generic Elective-I		

**Note:** For Generic Elective-I course (Course code- (OMBIB 307/308)); students can select any one of the following courses.

Course Code	Course Title	Course Code	Course Title
OMBE 307	Digital Marketing	OMBE 403	Soft Skill
OMBE 308	Business English	OMBE 404	Business Ethics and Corporate Governance

# CERTIFICATE PROGRAMME IN DIGITAL MARKETING



## EDUCATIONAL OBJECTIVES

Digital marketing is the component of marketing that utilizes the internet and online-based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services.

The Certificate Programme in Digital Marketing has been designed with an objective to familiarize students with key aspects of digital marketing. The participant is expected to gain a working knowledge in the digital marketing domain and develop an understanding of the framework within online marketing businesses and its operations. It will help understand how to use social media tools for branding and sales. Further, students become familiar with the best practices, tools and technologies; and understand the future of digital marketing and prepare themselves for it.

After the completion of the Programme, students will be exposed to digital marketing activities and will be able to start a website or an app/video channel on their own. They also will learn to start a digital marketing agency. The programme covers the basic concepts that lead one to develop his/her skill in the technical aspects.

### Programme Objectives

1. Get strategic understanding of Digital Marketing
2. Understand how to use social media tools for branding and sales
3. Understand its advantages and limitations
4. Become familiar with Best Practices, Tools & Technologies
5. Blend digital with offline marketing
6. Plan and manage digital marketing budget
7. Manage Reporting & Tracking Metrics
8. Understand the future of Digital Marketing and prepare for it

### Programme Outcome

1. Student can get practical exposure of digital marketing activities
2. After learning this course student will able to start a website / blog
3. Student can start an App/video channel monetize
4. Learner can start a Digital Marketing Agency
5. The basic concepts of this course will lead one to develop skills in technical aspects

### Who can attend

1. Marketing/ Digital Marketing Professionals
2. Sales Professionals
3. Business Owners
4. Entrepreneurs
5. Job Seekers
6. New Ventures
7. Students



# CERTIFICATE PROGRAMME IN DIGITAL MARKETING



## PROGRAMME STRUCTURE

### Credit System

DPU COL follows the credit system for its Certificate Programme in Digital Marketing. Each credit amounts to 15 hours of study comprising of learning activities such as the thorough reading of the materials, video lectures through tutorials, virtual classes, web sources, open content on the internet, case study, history, self-assessments, and discussion forums. The Digital Marketing Programme has 5 courses of 4 credits each, which in total is of 20 credits.

### The Components of the Programme are

- 1) Compulsory domain of 5 core courses;
- 2) Assignments, formative, and summative assessment test for all the five courses of the programme.

### Validity

The validity of the Certificate Programme is double the duration for the programme, i.e. a student can complete the 6 months Certificate Programme in the duration of 1 year.

### Eligibility

Bachelor's Degree Holder / Graduate in any Discipline from a Recognised University or a Diploma Holders.

## CERTIFICATE PROGRAMME IN DIGITAL MARKETING

Course Code	Course Title
DM-101	Introduction to Digital Marketing
DM-102	Search Engine Optimization
DM-103	Integrated Marketing Communication
DM-104	Social Media Marketing
DM-105	Emerging Trends in Information Technology

# CERTIFICATE PROGRAMME IN HOSPITAL & HEALTH CARE MANAGEMENT



## EDUCATIONAL OBJECTIVES

The Health Care sector in India is growing exponentially and is expected to reach Rs 19.57 lakh crore (US\$ 280 billion) by 2020. The industry as a whole is gaining momentum in India and there is no shortage of opportunities for new leadership in this industry.

Today's health challenges are complex and interrelated. To combat that, scarce delivery models that use a multi-pronged, collaborative, and technology-enabled approach are more likely to yield positive results.

On the other hand, Health Care Management also known as Health Care administration is a growing industry. It is the administration, management, or oversight of Health Care systems, public health systems, hospitals, entire hospital networks or other medical facilities. Duties of these professionals include ensuring that individual departments run smoothly, qualified employees are hired, information is disseminated efficiently throughout the organization, specific outcomes are reached and resources are used efficiently, among many other responsibilities. There are general Health Care managers and those who are considered specialists.

DPU COL has designed this programme to develop proficient and skilled hospital administration professionals for Health Care administration. It equips students with the requisite knowledge, skills and right attitude necessary to provide effective leadership in a global environment and in hospital administration and Health Care management.

After the completion of the programme, students will be able to plan, organize and administer hospital activities and possess knowledge of hospital legislation.

### Programme Objectives

1. To develop competent hospital administration professionals in the Health Care administration.
2. To equip students with requisite knowledge, skills and the right attitude necessary to provide effective leadership in a global environment.
3. To equip students with administration skills of hospital administration and Health Care management.

### Programme Outcome

1. After the certification course, students will inculcate skills of hospital administration.
2. Student will be able to plan, organize and administer hospital activities after completion of this programme.
3. After completion of this certification programme, students will possess knowledge of hospital legislation.

### Who can attend

1. Doctors
2. Nursing Staff
3. Hospital Administration Staff
4. Hospital Housekeeping Managers
5. Medical and Nursing Students
6. Medical College Professors/Nursing College Teachers



# CERTIFICATE PROGRAMME IN HOSPITAL & HEALTH CARE MANAGEMENT



## PROGRAMME STRUCTURE

### Credit System

DPU COL follows the credit system for its Certificate Programme in Hospital and Health Care Management. Each credit amounts to 15 hours of study comprising of learning activities such as the thorough reading of the materials, video lectures through tutorials, virtual classes, web sources, open content on the internet, case study, history, self-assessments, and discussion forums.

The Hospital and Health Care Management Programme has 5 courses of 4 credits each, which in total is of 20 credits.

### The Components of the Programme are

- 1) Compulsory domain of 5 core courses;
- 2) Assignments, formative, and summative assessment test for all the five courses of the programme.

### Validity

The validity of the Certificate Programme is double the duration for the programme, i.e. a student can complete the 6 months Certificate Programme in the duration of 1 year.

### Eligibility

Bachelor's Degree Holder / Graduate in any Discipline from a Recognised University or a Diploma Holders.

## CERTIFICATE PROGRAMME IN HOSPITAL AND HEALTH CARE MANAGEMENT

Course Code	Course Title
HAHM -101	Hospital Administration
HAHM -102	Marketing of Health Care Services
HAHM -103	Indoor and Outdoor Hospital Services
HAHM -104	Quality Management in Health Care Services
HAHM -105	Legal Aspects of Hospital and Health Management

# Admission Process

To apply, please follow these steps

STEP  
01

## Learner's Authentication

### Visit

[https://idladmissions.dpu.edu.in/  
login2019.aspx](https://idladmissions.dpu.edu.in/login2019.aspx)

- ✓ Fill in your basic details
- ✓ Complete Mobile number verification
- ✓ Complete e-Mail verification

STEP  
02

## Admission Form

- ✓ Fill in basic personal information

- ✓ Fill in Educational and Employment details
- ✓ Upload Photo and Signature
- ✓ Online Fees Payment
- ✓ Submit Form

STEP  
03

## Admission Confirmation by DPU

- ✓ After the verification of all the documents and fee receipts, admission confirmation email and SMS will be sent, which will include the student login credentials along with link.

## Documents Required

- ✓ Any one of the following Government ID - e-AADHAR, Passport, PAN Card, Driving License
- ✓ Upload your photo

- ✓ 10th Marksheets, 12th Marksheets, Graduation Marksheets, Degree Certificate / Passing Certificate
- ✓ Student's signature

### Document Format

- a. File type : JPEG/JPG/PNG
- b. Dimensions : 320px X 240px
- c. Size : <600kb
- d. Colour photo

## Payment Modes

### DPU Payment Gateway -

- ✓ Credit Card,
- ✓ Debit Card,
- ✓ Net Banking,
- ✓ UPI

### Demand Draft

- ✓ Draw DD in favor of: Institute of Distance Learning (Payable at Pune)
  - ✓ Send your DD on following address: Dr. D. Y. Patil Vidyapeeth Institute of Distance Learning, Sant Tukaram Nagar, Pimpri, Pune, Maharashtra 411018
- (Please mention learner's name and programme name on the back side of DD)

# Evaluation Policy

## For BBA

The overall assessment for a course will consist of following two components

### 1. Formative Assessment

1.1 Formative Assessment of Domain Core Courses, Specialization Courses and Generic Elective Courses.

<b>Total Marks</b>	: 50 Marks
Assignment I	: 40 Marks
Assignment II	: 10 Marks

### 2. Summative Assessment / Term End Examination (Proctored Examination)

The Term End examination will be conducted by Dr. D. Y. Patil Vidyapeeth Centre for Online Learning (COL) twice a year. The question papers will consist of multiple choice questions and Descriptive Questions in the following pattern.

<b>Total Marks</b>	: 50 Marks
Section I (MCQs)	: 40 Marks
Section II (Descriptive questions)	: 10 Marks

## For MBA

The overall assessment for a course will consist of following two components

### 1. Formative Assessment

1.1 Formative Assessment of Domain Core,  
Specialization Courses and Generic Elective Courses

1.2 Formative Assessment of Generic Core courses

<b>Total Marks</b>	: 40 Marks
Assignment I	: 30 Marks
Assignment II	: 10 Marks

<b>Total Marks</b>	: 50 Marks
Assignment I	: 30 Marks
Assignment II	: 20 Marks

### 2. Summative Assessment / Term End Examination (Proctored Examination)

The Term End Examinations will be conducted by Dr. D. Y. Patil Vidyapeeth Centre for Online Learning twice in a year. The question papers will consist of multiple-choice questions and descriptive questions in the following pattern:

<b>Total Marks</b>	: 60 Marks
Section I (MCQs)	: 40 Marks
Section II (Descriptive questions)	: 20 Marks

## Grading and Award of Class for Online BBA & MBA Programme

On the basis of the total obtained marks in each subject, a letter grade is converted in a scale of 8 as mentioned in below table:

**Grade Point Average is calculated using formula:**

GPA = Sum of (Course Credits x Grade Point) / Total Credits

Percentage	Grade	Grade Point
> 80	O	8
75 to 79	A+	7.5
70 to 74	A	7
65 to 69	B+	6.5
60 to 64	B	6
55 to 59	C+	5.5
50 to 54	C	5
45 to 49	D+	4.5
40 to 44	D	4
< 40 (Fail)	F	F

(Grade F : stands for failure) (Fraction to be rounded up to next higher integer)

# Fees Structure

## Bachelor of Business Administration (BBA)

Student Category	Fee type	Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI	Total Fee
		Indian ₹						
Indian - Civilian	Programme Fee	16,100	16,100	16,100	16,100	16,700	21,100	1,02,200
Paid full fee in one installment	Programme Fee (3% scholarship)	16,100	16,100	16,100	16,100	16,700	18,850	99,950
Indian Defence / Differently Abled	Programme Fee (5% scholarship)	16,100	16,100	16,100	16,100	16,700	17,350	98,450
DPU Staff / Alumni	Programme Fee (15% scholarship)	16,100	16,100	16,100	16,100	16,700	9,850	90,950

Student Category	Fee type	Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI	Total Fee
		US \$	US \$	US \$	US \$	US \$	US \$	US \$
International Students	Programme Fee	445	444	444	444	469	544	2,790

## Master of Business Administration (MBA)

Student Category	Fee type	Sem I	Sem II	Sem III	Sem IV	Total Fee
		Indian ₹				
Indian - Civilian	Programme Fee	35,000	35,000	30,000	30,000	1,30,000
Paid full fee in one installment	Programme Fee (3% scholarship)	35,000	35,000	30,000	27,000	1,27,000
Indian Defence / Differently Abled	Programme Fee (5% scholarship)	35,000	35,000	30,000	25,000	1,25,000
DPU Staff / Alumni	Programme Fee (15% scholarship)	35,000	35,000	30,000	15,000	1,15,000

Student Category	Fee type	Sem I	Sem II	Sem III	Sem IV	Total Fee
		US \$	US \$	US \$	US \$	US \$
International Students	Programme Fee	650	650	675	725	2,700

<b>Programme</b>	<b>Fee type</b>	<b>Indian - Civilian</b>	<b>Indian - Defence</b>	<b>DPU Staff</b>	<b>Foreign Students</b>
		Indian ₹	Indian ₹	Indian ₹	US \$
Certificate Programme in Digital Marketing (DM)	Programme Fee	28000	26750	24250	625
Certificate Programme in Hospital & Healthcare Management (HAHM)	Programme Fee	28000	26750	24250	625

### Rules about Payment and Refund of fees

1. The tuition fees can be paid through the online payment gateway or can be paid by a Demand Draft/Pay order drawn in favor of the "DPU Centre for Online Learning", drawn on any Nationalized Bank, payable at Pune or at the Dr. D.Y. Patil Vidyapeeth accounts department.
2. Refund of the annual fee shall be done as per the following chart:

<b>Period from the date of admission</b>	<b>Deduction of fees</b>
Within 15 calendar days	Rs.1000/- will be deducted for Indian Students \$100 will be deducted for International Students
After 15 calendar days	No Refund

#### Note: For BBA

- A candidate, after confirmed admission, shall be treated as registered student of the University and will be governed by the rules and regulations of the University.

#### Note: For MBA

1. In case you encounter problems or have any queries during the Admission process, you can call us on 0091-20-27805702
2. To check your application status, please check the dashboard of the Online Admission portal.

# Student Support Services



## Expert Faculty

Centre for Online Learning (COL) has both internal and external faculty. The core faculty lends an immaculate academic impetus to the learning environment while the visiting faculty brings to the classroom the latest developments of the corporate world, industry and the business world. The reputation of the Institute owes much to the exceptional caliber of its faculty.



## Course Mentors

The COL student mentors aim to improve the learning experience of the students and assist them to complete their Programmes successfully. The mentors will help learners to: develop communication, study and personal skills; develop strategies for dealing with both personal and academic issues; and give valuable insight into the next stage of their professional career.



## Valuable Course Materials

The Course Materials provided by the Centre for Online Learning are written by eminent personalities, industry

experts, and renowned academicians and are updated regularly. These are presented to the students in various formats like Interactive e-Text, Articles/Notes, PPTs, external Web Links to extra reading materials and Video Conferencing. Students can correspond with faculty for clearing of their doubts etc. through emails. The courses are digitalized and uploaded on the website for the benefit of the students.



## Video Conferencing Facilities

The COL has a high-end multi-point-to-multi-point video conferencing system with the latest video and audio equipment supported by high speed leased lines.



## Web Based Support Systems

Web support is available 24x7. Students can email the Centre for any queries, complaints, and requests with respect to the courses conducted by COL. Communication with the Centre shall be bilateral and COL aims to revert to the students within 48 hours of their query.



# Student FAQs

## Director's Response

### 1. Is DPUCOL recognized by the University Grants Commission (UGC)?

**Ans:** Yes, DPUCOL is one of the online learning education institutes in India recognized by the University Grants Commission (UGC).

### 2. Are the values of the Online learning certificate and regular certificate the same?

**Ans:** Yes, both the degrees have the same weightage/value.

### 3. How does one enroll in DPUCOL's Programmes?

**Ans:** By filling an online registration form which is available at the DPUCOL website.

### 4. Which documents do I need to submit along with the admission application form?

**Ans:** The students will have to submit the mark sheets from X, XII to graduation certificate, as well as the marriage certificate (if the student is married). All the documents have to be uploaded online).

### 5. How can the tuition fees be paid?

**Ans:** The tuition fees are to be paid on DPU's Online Payment Gateway which includes: Net banking, credit card, debit card, UPI, Mobile Wallets etc. EMI facility is available on credit cards of some banks (Nominal charges are levied by the banks). Fees can also be paid by Demand Draft/pay order drawn in the favour of the "Institute of Distance Learning, Pune," payable at Pune.

### 6. What are the modes of fees payment?

**Ans:** There are 2 modes of payment: i) Full payment; ii) Part payment/Semester wise payment.

### 7. Are the programmes offered at DPUCOL accepted by the Industry?

**Ans:** The programmes offered by DPUCOL has a very high industrial acceptance. It is also an education provider to leading global corporates such as Hindustan Antibiotics Limited, ONGC, Bharati Pvt. Ltd., Cipla, Volkswagen, Cognizant, Sunguard, HCL, Vodafone, Wal-Mart, Wipro, etc.

### 8. What are the highlights of the teaching methodology at DPUCOL?

**Ans:** DPUCOL helps to achieve your qualification without restrictions of time, place and pace. The highlight of the programme is the Learning Management System (LMS) and curriculum designed by the academic and industry experts.

### 9. How can I interact with the faculty?

**Ans:** You can interact with the faculty via live virtual classes, discussion forums, online chat, e-mail.

### 10. Will I get academic support from DPUCOL?

**Ans:** Yes, we provide academic support. We will provide all the e-content through Learning Management System (LMS) through SWAYAM. Besides that, there will be a Mentor for every 250 learners to handle the learners' queries (both academic and administrative).

### 11. How can I interact with the other students of the course?

**Ans:** Interaction between the students will be maintained through online forums.

### 12. What will be the evaluation method?

**Ans:** Students will be evaluated on the basis of formative assessment (40% total marks) that includes Self-Assessment Questions, Assignment I & Assignment II and on the performance in the Summative Assessment (60% total marks).

### 13. Are the examinations paper-based or online?

**Ans:** Online

### 14. Whether online examination can be given from home?

**Ans:** Formative Assessment can be given from home as per schedule, but for Summative Assessment (Term End Exam) students have to appear in Exam Centres only.

### 15. Do I have the choice to select the exam centre?

**Ans:** Yes, learners can select the date, time slot, and exam centre as per their convenience (as per the exam schedule).

### 16. From where will I get the examination form?

**Ans:** The Examination Form will be available on the student portal as per the Academic Calendar.

### 17. From where do I need to collect my Admit Card for the exam?

**Ans:** Students have to download the Admit Card from the Student Portal.

### 18. If I have paid the exam fees, but due to some reason I am unable to appear in the exam, for reappearing, do I have to pay the exam fees again?

**Ans:** Yes

### 19. What are the placement prospects for Online MBA's?

**Ans:** Placement assistance is provided through our Placement cell.



# Specializations

## MBA - Marketing Management

*Marketing Managers Plan How To Promote Products, Services or Brands and Oversee All Marketing Activity*

**Marketing Management** is the organizational discipline which focuses on the practical application of marketing orientation, techniques and methods inside enterprises and organizations and on the management of a firm's marketing resources and activities. Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals. Marketing Managers work for sales and marketing agencies, or in marketing departments of organisations like financial services or manufacturing. They can also work for fund - raising

charities, heritage organisations or the education sector.

**Skills Required:** Marketing Managers need to have leadership and motivational skills, creativity and great attention to detail, excellent communication and IT skills, budgeting and project management skills.

**Job Profile:** Their day-to-day tasks include, researching and analyzing market trends and your target markets, creating marketing and social media strategies, planning and managing the launch of new products and services, setting budgets, targets and timelines, working with in-house or external agencies to produce attractive

campaigns that increase business, organising and attending events to meet new and existing clients, managing budgets and reporting on the effectiveness of campaigns, managing a team of marketing executives.

**Job Profiles available in Market:** Executive Director, Marketing Manager, Marketing executive, Brand Strategist: Enterprise Marketing Management.

**Career Path and Progression:** With experience, students can become a regional manager or marketing director. One can also become a brand or account director. Another option is to become a freelance marketing consultant.

## MBA - Human Resource Management (HRM)

*HUMAN RESOURCE Managers Develop, Deliver and Manage HR Policies and Plans*

**Human Resource Management (HRM)** is the management of human resources. It is designed to maximize employee performance in the service of an employer's strategic objectives. HR is primarily concerned with the management of people within organizations, focusing on policies and on systems.

Human Resources Managers plan, direct, and coordinate the administrative functions of an organization. They oversee the recruiting, interviewing, and hiring of new staff, consult with top executives on strategic planning and serve as a link between an organization's management and its employees. They may also

handle employee relations, payroll and benefits and training.

**Skills required:** Human Resources Managers need excellent communication skills, management and leadership skills, and the ability to persuade people, accuracy and attention to detail.

**Job Profile:** Their day-to-day tasks include, leading an organisation's HR team, supporting managers in getting the best out of their staff, planning staff policies, designing and advising on company benefits packages, training and developing staff, handling complicated HR issues, working to improve employee relations, managing budgets.

**Job Profiles Available In Market:** Consultants, Experts & Trainers, Human Resource Manager, Senior Manager / AGM, HR Executive - Talent Management.

**Career Path and Progression:** With experience, you could set up your own consultancy offering recruitment services, training, or advice on HR strategy and policy planning.





# Specializations

## MBA – Finance Management

*Finance Officers Help To Manage The Finances Of An Organisation By Keeping Track Of Its Income and Controlling Its Expenditure*

**Financial management** refers to the efficient and effective management of money (funds) in such a manner as to accomplish the objectives of the organization. It is the specialized function directly associated with the top management. Financial Management means planning, organizing, directing and controlling the financial activities such as procurement and utilization of funds of the enterprise. It means applying general management principles to financial resources of the enterprise.

**Skills Required:** Finance Officers need to have excellent mathematical skills, IT skills, attention to detail and

presentation skills.

**Job Profile:** Their day-to-day duties include, recording financial transactions on computer systems, producing financial forecasts, dealing with payroll, invoices, expenses and VAT, carrying out financial audits, creating monthly, quarterly and annual budget reports, presenting report findings to the finance managers.

**Job Profiles available in Market:** Client Financial Management Analyst, Accounts Officer - Corporate Finance, Accounts Officer - Treasury, Accounts Manager.

**Career Path and Progression:** With experience, you could

become a senior finance officer or finance manager, or train to become an accountant.



## MBA – IT Management

*Information Scientists manage an organisation's Information Resources and make sure it's readily available*

**IT management** is the discipline whereby all of the information technology resources of a firm are managed in accordance with its needs and priorities. These resources may include tangible investments like computer hardware, software, data, networks and data centre facilities, as well as the staff who are hired to maintain them. Managing this responsibility within a company entails many of the basic management functions, like budgeting, staffing, change management, and organizing and controlling, along with other aspects that are unique to technology, like software design,

network planning, tech support etc.

**Skills Required:** IT Managers need to have excellent organisational skills, a high level of accuracy and attention to detail, research skills, IT skills.

**Job Profile:** Their day-to-day tasks include cataloguing, classifying and storing information, researching and acquiring new resources, making sure that information is up to date and comprehensive, dealing with research enquiries from colleagues, managers or clients, managing electronic information, making sure that information

systems meet data protection laws, writing reports, briefings and website content, managing an information budget, training colleagues how to use information systems, managing a team of information assistants.

**Job Profiles available in Market:** Vice President Information Technology, IT Manager, Information Technology Supervisor.

**Career Path and Progression:** With experience, you may progress into senior management. You could also become self-employed as an information systems consultant.



# Specializations

## MBA – Project Management

*Business Project Managers plan and co-ordinate Tasks, People and Resources to complete a Project on time and in budget*

**Project management** is the discipline of initiating, planning, executing, controlling, and closing the work of a team to achieve specific goals and meet specific success criteria. More specifically, it is a temporary endeavor undertaken to create a unique product, service or result. A project is temporary in that it has a defined beginning and end in time, and therefore defined scope and resources. And a project is unique in that it is not a routine operation, but a specific set of operations designed to accomplish a singular goal.

**Skills Required:** Project Managers need excellent organisational, planning and time management skills, leadership, communication

and negotiation skills, budgeting skills, IT skills to use project management software, project management skills.

**Job Profile:** Project Managers work on different types of projects in almost any industry, from introducing a new computer system to overseeing a large building development. They will be finding out what the client or business wants to achieve, choosing and leading a project team, agreeing timescales, costs and resources, drawing up a plan for each project stage, negotiating with contractors and suppliers, monitoring progress, quality and costs, reporting regularly to senior managers and the client, using specialised software and

spreadsheets for planning, costing and analysing risks.

**Job Profiles available in Market:**  
Sr. Project Manager, Project Manager, Associate Project Manager

**Career path and progression:**  
With experience, you could move into senior management or become a freelance consultant.



## MBA – Operations Management

*Production workers manufacture goods and parts in industries like pharmaceuticals, food and drink, construction and engineering*

**Operations management** is an area of management concerned with designing and controlling the process of production and redesigning business operations in the production of goods or services. Operations management refers to the administration of business practices to create the highest level of efficiency possible within an organization. It is concerned with converting materials and labor into goods and services as efficiently as possible to maximize the profit of an organization.

**Skills Required:** Operations managers need to have good practical skills, the ability to work

quickly and methodically, the ability to concentrate while doing repetitive tasks, the ability to follow instructions

**Job Profile:** Their day-to-day tasks may include measuring, grading and feeding batches of raw materials into production machinery, operating production line equipment, like a reporting equipment faults to maintenance staff, finishing products, for example applying protective coatings, monitoring the production process and carrying out basic testing and quality checks, storing goods and raw materials in the factory or warehouse, using lifting

equipment and forklift trucks, packing goods ready for shipment, cleaning and maintaining work areas and machinery

They usually work as part of a team under the supervision of a shift leader, carrying out several tasks within the same shift.

**Job Profiles available in Market:**  
Operations Manager, Business Operations Manager, Distribution Branch Manager

**Career Path and Progression:**  
With experience, you could progress to senior planning jobs and consultancy work.



# Specializations

## MBA - Hospital Administration and Health Care Management

*Health Service Managers run health Care services such as Hospitals, GP Practices and Community Health Services*

**Health Administration or Health Care Administration** is the field relating to leadership, management, and administration of public Health Care systems, hospitals, and hospital networks.

Hospital administrators fall under the broader category of Health Care service managers who may work in a variety of settings, including nursing home facilities and medical clinics. As a hospital administrator, your main role will be to plan and oversee the health services your hospital provides.

**Skills required:** Hospital administrators need, leadership and negotiating skills, budget and policy planning skills, the ability to recruit and supervise staff,

contract management skills, and excellent communication skills.

**Job Profile:** They are responsible for controlling resources in a range of roles, like chief executive of a large hospital, or manager of a GP practice with specialization in finance, human resources (HR), project management, health informatics, facilities management and premises security.

Their day-to-day duties include, supervising staff, dealing with the health service's day-to-day performance, writing reports and producing presentations, setting and managing budgets, making sure regulations are followed, working with clinical staff and other professionals

**Job Profiles available in Market:** Hospital Administrator, Hospital Chief Financial Officers (CFOs), Health Information Manager.

**Career Path and Progression:** With experience, You'll increase your chances for career progression if you complete a specific higher level management qualification, like a master's in business administration (MBA) or a diploma in management studies (DMS). You could also apply for jobs at director or chief executive level.



## MBA - International Business Management

*International Training in a Global Business Setting*

The international business environment is dynamic. A new and very different market reality is emerging. Students of today need to adopt flexible patterns of thinking and behaviour to succeed as the managers of tomorrow. The programme has been designed to explore in detail the nature and implications of these changes and provide students with the skills and mind-sets that will allow them to operate effectively within and lead the organisations of the future.

Participants learn export-import policies, documentation,

international finance, in addition to the functioning of various financial institutes and banking. The programme emphasises the contemporary issues including international commercial law and business environment. Knowledge of India's foreign trade along with international marketing prepares the students to strike the right note when they enter the demanding world of corporate management.

**Job Profile:** An MBA in International Business gives you an understanding of the global economy at your fingertips. International business workers are

the compelling public faces of their companies. They act with knowledge, elegance and cultural sensitivity to facilitate deals and transactions that benefit both parties. All the key elements of success in business at home apply to business abroad: strong leadership skills, implementation of ethical behavior, expertise in your industry and adaptability to evolving technologies.

**Career Path and Progression**  
With experience, you could progress to senior planning jobs in the export-import and consultancy work.

\* **Disclaimer:** DPU denies any responsibility for the above details on specialisations. They are as discussed on various websites.

# Industry Mentors



**Mr. Sushil Kumar Aggarwal**  
Chairman – AVRO INDIA LIMITED



**Dr. CP Shrimali**  
Former Director, MDI Gurgaon  
Professor, Human Resource Management



**Mr. Ayan Chatterjee**  
CEO (Business Impact Group)



**Mr. Daya Prakash**  
Founder & CEO – Talent on Lease



**Mr. Anand Munshi**  
Leadership Coach,  
TEDx speaker & Motivational Speaker



**Anu Sukhija**  
OD Consultant, Certified Coach and Virtual Instructor  
Led Training Facilitator



**Mr. Ketan Gandhi-**  
President & CEO (KgGuruji.com)



**Dr. S. S. Mantha**  
Former Chairman - AICTE, New Delhi  
Chairman - National Technical Committee, NCSSS



**Dr D S Bhamare**  
Orthopaedic Doctor)



**Dr. Aniruddh Bhaidkar**  
Mumbai

# Alumni Working at

Marketyers Consulting	Dr. D.Y. Patil Hospital	Bajaj Capital
LIVEHealth	Fab India	Bandhan Bank
Jaro Education	Global Logistics Solutions	Bestla Group
HDFC Bank	ITC	Butterfly Edufields Pvt. Ltd.
Fleet Ocean Maritime Academy	Path Finder	Byju's Learning
Angel Broking	Talent Corner HR Services	BCapgemini
BVG Group	Bajaj Finserv	Capital Aim Advisory Services
AU Small Finance Bank	Kantar Operations	CC Wilson India
Absolute Reports Pvt Ltd.	Karvy Broking	Reval Analytics
ACPL Group	Kotak Bank	RSPL Ltd.
American Express	KPIT	Rubi con
Apollo Munich Health Insurance	Kurl-on	Ruby Capital
Aquaspade Pvt. Ltd.	Lexi Pens	Rustomjee Developers
Ascentrik Research Pvt. Ltd	Samruddhi Distribution Channel	SPIRO LIFECARE PRIVATE LIMITED





## SAMPLE DEGREE FORMAT



150452

**DPU**  
**Dr. D. Y. Patil Vidyapeeth**  
**Pune (India)**

(Deemed to be University)

(Under Section 3 of the UGC Act, 1956)

Student  
Photo

*We, the Chancellor,  
the Vice-Chancellor,*

*the Members of the Board of Management and of the  
Academic Council of Dr. D. Y. Patil Vidyapeeth, Pune certify that*

Student Name

( Student of Online Program Name )

*having been examined and found duly qualified for  
the degree of*

**Name of the Program**  
*(Finance Management)*

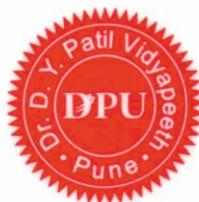
*and has secured A grade  
in ( Year )*

*The said degree has been conferred on her at the  
Sixth Convocation held on Twenty Sixth June Two Thousand Fifteen.  
In testimony whereof is set the seal of the said University.*

Vice Chancellor

110507023

Chancellor



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AICTE Approved programme



Ministry of External Affairs  
Government of India

DPU-COL has got the approval from Ministry of External Affairs to admit the African Nationals



Programme approved by Ministry of External Affairs of India and Human Resource



Programme that will help to be eligible for UGC NET, PHD and various Fellowship



Industry Relevant Courses



Employment Enhancement programme



Employment Driven Education



Virtual Online Live Session from Expert Faculties



Holistic Training Infrastructure



Online Assignments



Mentor System to every student



Placement Assistance through Alumni Network and Corporate Tie-ups



Time to time webinar from Industry experts



Counselling Sessions



Time to time revision sessions



Separate Q&A sessions from faculty members on special request



Weekly Planner and Mentorship



Faculty Feedback call every 15 days for smooth progress of Studies



Faculties with high Industry and academic experience



Sant Tukaram Nagar,  
Pimpri, Pune, India.  
- 411 018

**Mob. : 0091-9225252155/54**  
**Enquiry : admissions.col@dpu.edu.in**  
**Website : www.dypatilonline.com**