



## **Dr. D. Y. Patil Vidyapeeth, Pune (Deemed to be University)**

Re-accredited by NAAC with a CGPA of 3.64 on a four-point scale at 'A++' Grade

An ISO 9001: 2015 Certified University

**Sant Tukaram Nagar Pimpri, Pune – 411018**

**Centre for Online Learning**

## **Program Structure**

**Master of Business Administration (MBA)**

## The Components of the Program

- i. Compulsory domain core courses and compulsory generic core courses for 1<sup>st</sup> year (Semesters I & II).
- ii. Specialization courses and generic elective courses for 2<sup>nd</sup> year (Semesters III & IV Semesters);
- iii. Assignments, formative, and summative assessment test.
- iv. Project work, report submission, evaluation, and viva in semester IV.

**Note:** A student has to continue with the same specialization that she/he opts in Semester III till the final Semester IV.

### Summary

| Semester | Total Credits | Total Courses             | Total Marks |
|----------|---------------|---------------------------|-------------|
| I        | 27            | 7                         | 650         |
| II       | 27            | 7                         | 650         |
| III      | 28            | 7                         | 700         |
| IV       | 20            | 3                         | 500         |
| Total    | 102           | 24 courses + Project work | 2500        |

### Online MBA Programme Course Types & Evaluation Pattern:

| Sr. No.                   | Course Type            | Credits | Nature                  | Formative Continuous Assessment | Summative Proctored Assessment | Total Marks |
|---------------------------|------------------------|---------|-------------------------|---------------------------------|--------------------------------|-------------|
| <b>BASIC COURSE TYPES</b> |                        |         |                         |                                 |                                |             |
| 1                         | Domain Core            | 4       | Compulsory              | 30                              | 70                             | 100         |
| 2                         | Generic Core           | 3       | Compulsory              | 50                              | 0                              | 50          |
| 3                         | Specialization Courses | 4       | Specialization specific | 30                              | 70                             | 100         |
| 4                         | Generic Elective       | 4       | Elective                | 30                              | 70                             | 100         |



**Domain Core Courses: 12 courses of 4 credits each**

**Semester I**

| Course code | Course Title                           |
|-------------|----------------------------------------|
| OMBC 101    | Principles And Practices of Management |
| OMBC 102    | Organizational Behaviors               |
| OMBC 103    | Management Accounting                  |
| OMBC 104    | Managerial Economics                   |
| OMBC 105    | Business Communication                 |
| OMBC 106    | Research Methodology                   |

**Semester II**

| Course code | Course Title                           |
|-------------|----------------------------------------|
| 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 |



**Generic Core Courses: 2 courses of 3 Credits Semester I**

| Course code | Course Title                                    |
|-------------|-------------------------------------------------|
| OMBC 107    | Environmental Awareness and Disaster Management |

**Semester II**

| Course code | Course Title                 |
|-------------|------------------------------|
| OMBC 207    | Entrepreneurship Development |

**Generic Elective Courses: 2 courses of 4 Credits each Semester III**

| Course code | Course Title      |
|-------------|-------------------|
| OMBE 307    | Digital Marketing |
| OMBE 308    | Business English  |

**Generic Elective Courses: 2 courses of 4 Credit each Semester IV**

| Course code | Course Title                             |
|-------------|------------------------------------------|
| OMBE 403    | Soft Skill                               |
| OMBE 404    | Business Ethics and Corporate Governance |



**Specialization Courses: - 171 courses 4 Credits each.**

**Semester III & IV: Marketing Management (MM) Specialization Courses**

| Course code | Course Title                       |
|-------------|------------------------------------|
| OMBM 301    | Consumer Behavior                  |
| OMBM 302    | Marketing Research                 |
| OMBM 303    | Sales & Distribution Management    |
| OMBM 304    | Product and Brand Management       |
| OMBM 305    | Retail Management                  |
| OMBM 306    | Marketing of services              |
| OMBM 401    | International Marketing            |
| OMBM 402    | Integrated Marketing Communication |

**Semester III & IV: Human Resource Management (HRM) Specialization Courses**

| Course code | Course Title                                |
|-------------|---------------------------------------------|
| OMBH 301    | Manpower Planning                           |
| OMBH 302    | Compensation Management                     |
| OMBH 303    | Performance & potential Management          |
| OMBH 304    | Labour Laws                                 |
| OMBH 305    | Training & Development                      |
| OMBH 306    | Organisational Design, Development & Change |
| OMBH 401    | Strategic HR                                |
| OMBH 402    | HR Audit                                    |

**Semester III & IV: Finance Management (FM) Specialization Courses**

| Course code | Course Title                             |
|-------------|------------------------------------------|
| OMBF 301    | Capital & Financial Markets              |
| OMBF 302    | Financial Institutions & Banking         |
| OMBF 303    | Taxation                                 |
| OMBF 304    | International Financial Management       |
| OMBF 305    | Advanced Financial Management            |
| OMBF 306    | Security Analysis & Portfolio Management |
| OMBF 401    | Project Finance & Budgetary Control      |
| OMBF 402    | Insurance & Risk Management              |

### **Semester III & IV: IT Management (ITM) Specialization Courses**

| Course code | Course Title                              |
|-------------|-------------------------------------------|
| OMBI 301    | Fundamentals of Information Technology    |
| OMBI 302    | C Programming                             |
| OMBI 303    | DBMS & Oracle                             |
| OMBI 304    | Web Designing and Content Management      |
| OMBI 305    | Software Engineering                      |
| OMBI 306    | Enterprise Resource Planning              |
| OMBI 401    | Software Project Management               |
| OMBI 402    | Emerging Trends in Information Technology |

### **Semester III & IV: Project Management (PM) Specialization Courses**

| Course code | Course Title                               |
|-------------|--------------------------------------------|
| OMBP 301    | Fundamentals of Project management         |
| OMBP 302    | Project Planning and Scheduling            |
| OMBP 303    | Business laws and Regulations              |
| OMBP 304    | Project Finance & Budgetary Control        |
| OMBP 305    | Project Performance Measurement & Control  |
| OMBP 306    | IT in Projects                             |
| OMBP 401    | Quantitative Methods in Project Management |
| OMBP 402    | Project Quality Management                 |

### **Semester III & IV: Operations Management (OM) Specialization Courses**

| Course code | Course Title                         |
|-------------|--------------------------------------|
| OMBO 301    | Production Planning & Control        |
| OMBO 302    | Fundamentals of Project Management   |
| OMBO 303    | Logistics & Supply Chain Management  |
| OMBO 304    | World class manufacturing            |
| OMBO 305    | Operations in Service Industry       |
| OMBO 306    | Statistics & Quantitative Techniques |
| OMBO 401    | Work System Design                   |
| OMBO 402    | Technology Management                |

**Semester III & IV: Hospital Administration and Health Care Management (HAHM) Specialization Courses**

| Course code | Course Title                                             |
|-------------|----------------------------------------------------------|
| OMBHA 301   | Indoor and Outdoor Hospital Services                     |
| OMBHA 302   | Ancillary Hospital Services                              |
| OMBHA 303   | Legal Aspects of Hospital and Health Management          |
| OMBHA 304   | Marketing of Health Care Services                        |
| OMBHA 305   | Community Health & Hospital Safety & Risk Management     |
| OMBHA 306   | Quality Management in HealthCare Services                |
| OMBHA 401   | Hospital Administration and Bio medical waste Management |
| OMBHA 402   | Operations Management in Hospitals                       |

**Semester III & IV: International Business Management (IBM) Specialization Courses**

| Course code | Course Title                                   |
|-------------|------------------------------------------------|
| OMBIB 301   | International trade, WTO & Trade Policy issues |
| OMBIB 302   | Business Laws and Regulations                  |
| OMBIB 303   | Financial institutions and Banking             |
| OMBIB 304   | International Marketing                        |
| OMBIB 305   | International Finance Management               |
| OMBIB 306   | Security Analysis and Portfolio Management     |
| OMBIB 401   | Foreign Exchange Management                    |
| OMBIB 402   | Insurance and Risk Management                  |



### **Semester III & IV: Artificial Intelligence & Machine Learning Specialization Courses**

| Course code | Course Title                                         |
|-------------|------------------------------------------------------|
| OMBAIML 301 | Basics of Artificial Intelligence & Machine Learning |
| OMBAIML 302 | Machine Learning                                     |
| OMBAIML 303 | Performing Analytics with Python                     |
| OMBAIML 304 | Statistics & Quantitative Techniques                 |
| OMBAIML 305 | Business Intelligence                                |
| OMBAIML 306 | R-Programming for Data Analysis and Visualization    |
| OMBAIML 401 | Application of AI in Business                        |
| OMBAIML 402 | Introduction to Deep Learning                        |

### **Semester III & IV: Blockchain Technology Management Specialization Courses**

| Course code | Course Title                                      |
|-------------|---------------------------------------------------|
| OMBBTM 301  | Basics of Blockchain Technology                   |
| OMBBTM 302  | Blockchain Technology and Management              |
| OMBBTM 303  | Cryptography and Information Security             |
| OMBBTM 304  | Cloud Infrastructure and Services                 |
| OMBBTM 305  | Statistics & Quantitative Techniques              |
| OMBBTM 306  | Blockchain and FinTech                            |
| OMBBTM 401  | Enterprise Blockchain Applications & Hyperledger  |
| OMBBTM 402  | Design and Development of Blockchain Applications |

### **Semester III & IV: Business Analytics Management Specialization Courses**

| Course code | Course Title                                      |
|-------------|---------------------------------------------------|
| OMBBA301    | Business Analytics-I                              |
| OMBBA302    | Business Analytics-II                             |
| OMBBA303    | DBMS                                              |
| OMBBA304    | Business Statistics and Econometrics              |
| OMBBA305    | Performing Analytics with Python.                 |
| OMBBA306    | R programming for Data analysis and Visualization |
| OMBBA 401   | Business Mathematics & Optimization Techniques    |
| OMBBA 402   | Python Programming for data visualization         |





### **Semester III & IV: Digital Marketing Management Specialization Courses**

| Course code | Course Title                              |
|-------------|-------------------------------------------|
| OMBDM 301   | Introduction to Digital Marketing         |
| OMBDM 302   | Search Engine Optimization                |
| OMBDM 303   | Integrated Marketing Communication        |
| OMBDM 304   | Social Media Marketing                    |
| OMBDM 305   | Emerging Trends in Information Technology |
| OMBDM 306   | Web Designing and Content Management (MM) |
| OMBDM 401   | Product and Brand Management              |
| OMBDM 402   | International Marketing                   |

### **Semester III & IV: FinTech Management Specialization Courses**

| Course code | Course Title                               |
|-------------|--------------------------------------------|
| OMBFT 301   | FinTech Management                         |
| OMBFT 302   | Financial Institutions and Banking         |
| OMBFT 303   | Quantitative Methods in Project Management |
| OMBFT 304   | E-Commerce & Global Financial Trends       |
| OMBFT 305   | Security Analysis and Portfolio Management |
| OMBFT 306   | Capital & Financial Markets                |
| OMBFT 401   | Project Finance & Budgetary Control        |
| OMBFT 402   | Cyber Laws & Hacking                       |

### **Semester III & IV: Logistics, Materials and Supply Chain Management Specialization Courses**

| Course code | Course Title                          |
|-------------|---------------------------------------|
| OMBLSCM 301 | Logistics & Supply Chain Management   |
| OMBLSCM 302 | Production Planning & Control         |
| OMBLSCM 303 | Inventory Management & MRP Systems    |
| OMBLSCM 304 | Packaging and Distribution Management |
| OMBLSCM 305 | World Class Manufacturing             |
| OMBLSCM 306 | Statistics & Quantitative Techniques  |
| OMBLSCM 401 | Supply Chain Analytics                |
| OMBLSCM 402 | Just in time & Lean                   |



### **Semester III & IV: Agri Business Management Specialization**

| <b>Course code</b> | <b>Course Title</b>                             |
|--------------------|-------------------------------------------------|
| OMAB301            | Current Trends in Agri Business Management      |
| OMAB302            | Livestock Management and Fodder Technology      |
| OMAB303            | Management of Agricultural Engineering Business |
| OMAB304            | Marketing of Agri- Inputs and Outputs           |
| OMAB305            | Post-Harvest Technology and Management          |
| OMAB306            | Agri Import and Export Management               |
| OMAB401            | Emerging Trends in Organic Farming              |
| OMAB402            | Agricultural Economics                          |

### **Semester III & IV: Business Executive Management**

| <b>Course code</b> | <b>Course Title</b>                                     |
|--------------------|---------------------------------------------------------|
| OMBBE 301          | Artificial Intelligence & Machine Learning for business |
| OMBBE 302          | Business Intelligence                                   |
| OMBBE 303          | Business Laws and Regulations                           |
| OMBBE 304          | Business Informatics                                    |
| OMBBE 305          | Business Processes and Practices                        |
| OMBBE 306          | Business Analysis                                       |
| OMBBE 401          | Technology Management                                   |
| OMBBE 402          | Modern Management Science                               |

### **Semester III & IV: Pharmaceutical Management**

| <b>Course code</b> | <b>Course Title</b>                                       |
|--------------------|-----------------------------------------------------------|
| OMBPM 301          | Global Pharmaceutical Business Environment                |
| OMBPM 302          | HRM & Sales Force Dynamics in Pharma                      |
| OMBPM 303          | Pharmaceutical Laws & Legal Frameworks                    |
| OMBPM 304          | Marketing of Pharmaceutical Products and Brand Management |
| OMBPM 305          | Pharmaceutical Production & Supply Chain management       |
| OMBPM 306          | Hospital Medication Management & Clinical Pharmacy        |
| OMBPM 401          | Quality Management in Pharma                              |
| OMBPM 402          | AI & Digital Transformation in Pharma                     |



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**Semester III & IV: Travel, Tourism and Hospitality Management**

| <b>Course code</b> | <b>Course Title</b>                                        |
|--------------------|------------------------------------------------------------|
| OMBTT 301          | Strategic Management in Global tourism                     |
| OMBTT 302          | International Hospitality & Hotel Management               |
| OMBTT 303          | Travel Agency & Tour Operations Management                 |
| OMBTT 304          | Revenue Management & Dynamic Pricing                       |
| OMBTT 305          | Entrepreneurship & Start-up Ecosystems in Tourism industry |
| OMBTT 306          | Crisis Management & Wellness Tourism                       |
| OMBTT 401          | Legal & Ethical Aspects of Tourism                         |
| OMBTT 402          | AI & Robotics in Travel and Tourism                        |



**Programme Structure**

**Programme Title: Online Master of Business Administration (Online MBA)**

**Semester I**

| Course Code | Course Title                                    | Credits | Marks                           |                                | Total Marks | Online course delivery: Learner's engagement in hours |
|-------------|-------------------------------------------------|---------|---------------------------------|--------------------------------|-------------|-------------------------------------------------------|
|             |                                                 |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                                       |
| OMBC 101    | Principles And Practices of Management          | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBC 102    | Organizational Behaviour                        | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBC 103    | Management Accounting                           | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBC 104    | Managerial Economics                            | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBC 105    | Business Communication                          | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBC 106    | Research Methodology                            | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBC 107    | Environmental Awareness and Disaster Management | 3       | 50                              | -                              | 50          | 90                                                    |
|             | Total                                           | 27      |                                 |                                | 650         |                                                       |



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### Semester II

| Course Code | Course Title                           | Credits | Marks                           |                                | Total Marks | Online course delivery: Learner's engagement in hours |
|-------------|----------------------------------------|---------|---------------------------------|--------------------------------|-------------|-------------------------------------------------------|
|             |                                        |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                                       |
| OMBC 201    | Human Resource Management              | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBC 202    | Marketing Management                   | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBC 203    | Financial Management                   | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBC 204    | Operations Management                  | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBC 205    | Management Information System          | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBC 206    | Strategic Management & Business Policy | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBC 207    | Entrepreneurship Development           | 3       | 50                              | -                              | 50          | 90                                                    |
|             | Total                                  | 27      |                                 |                                | 650         |                                                       |

**The List of Specialization for Semester III and IV**

| <b>Sr. No.</b> | <b>Specializations</b>                                    |
|----------------|-----------------------------------------------------------|
| 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)                   |
| IX             | Artificial Intelligence & Machine Learning                |
| X              | Blockchain Technology Management                          |
| XI             | Business Analytics                                        |
| XII            | Digital Marketing                                         |
| XIII           | FinTech                                                   |
| XIV            | Logistics, Materials and Supply Chain Management          |
| XV             | Agri Business Management Specialization                   |
| XVI            | Business Executive Management                             |
| XVII           | Pharmaceutical Management                                 |
| XVIII          | Travel, Tourism, and Hospitality Management               |



**Semester III: Marketing Management Specialization**

| Course Code  | Course Title                    | Credits | Marks                           |                                | Total Marks | Online course delivery: Learner's engagement in hours |
|--------------|---------------------------------|---------|---------------------------------|--------------------------------|-------------|-------------------------------------------------------|
|              |                                 |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                                       |
| OMBM 301     | Consumer Behavior               | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBM 302     | Marketing Research              | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBM 303     | Sales & Distribution Management | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBM 304     | Product and Brand Management    | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBM 305     | Retail Management               | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBM 306     | Marketing of services           | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBE 307/308 | Generic Elective-I              | 4       | 30                              | 70                             | 100         | 120                                                   |
|              | Total                           | 28      |                                 |                                | 700         |                                                       |

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

| Course Code | Course Title      |
|-------------|-------------------|
| OMBE 307    | Digital Marketing |
| OMBE 308    | Business English  |



**Semester IV: Marketing Management Specialization**

| Course Code  | Course Title                       | Credits | Marks                           |                                | Total Marks | Online course delivery: Learner's engagement in hours |
|--------------|------------------------------------|---------|---------------------------------|--------------------------------|-------------|-------------------------------------------------------|
|              |                                    |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                                       |
| OMBM 401     | International Marketing            | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBM 402     | Integrated Marketing Communication | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBE 403/404 | Generic Elective-II                | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBP 405     | Project Work Report                | 8       | -                               | -                              | 200         | -                                                     |
|              | Total                              | 20      |                                 |                                | 500         |                                                       |

**Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.**

| Course Code | Course Title                             |
|-------------|------------------------------------------|
| OMBE 403    | Soft Skill                               |
| OMBE 404    | Business Ethics and Corporate Governance |





**Semester III: HRM Specialization**

| Course Code  | Course Title                                | Credits | Marks                           |                                | Total Marks | Online course delivery: Learner's engagement in hours |
|--------------|---------------------------------------------|---------|---------------------------------|--------------------------------|-------------|-------------------------------------------------------|
|              |                                             |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                                       |
| OMBH 301     | Manpower Planning                           | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBH 302     | Compensation Management                     | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBH 303     | Performance & potential Management          | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBH 304     | Labour Laws                                 | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBH 305     | Training & Development                      | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBH 306     | Organisational Design, Development & Change | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBE 307/308 | Generic Elective-I                          | 4       | 30                              | 70                             | 100         | 120                                                   |
| Total        |                                             | 28      |                                 |                                | 700         |                                                       |

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

| Course Code | Course Title      |
|-------------|-------------------|
| OMBE 307    | Digital Marketing |
| OMBE 308    | Business English  |



**Semester IV: HRM Specialization**

| Course Code  | Course Title        | Credits | Marks                           |                                | Total Marks | Online course delivery: Learner's engagement in hours |
|--------------|---------------------|---------|---------------------------------|--------------------------------|-------------|-------------------------------------------------------|
|              |                     |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                                       |
| OMBH 401     | Strategic HR        | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBH 402     | HR Audit            | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBE 403/404 | Generic Elective-II | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBP 405     | Project Work Report | 8       | -                               | -                              | 200         | -                                                     |
| Total        |                     | 20      |                                 |                                | 500         |                                                       |

**Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.**

| Course Code | Course Title                             |
|-------------|------------------------------------------|
| OMBE 403    | Soft Skill                               |
| OMBE 404    | Business Ethics and Corporate Governance |



**Semester III: Finance Management Specialization**

| Course Code  | Course Title                             | Credits | Marks                           |                                | Total Marks | Online course delivery: Learner's engagement in hours |
|--------------|------------------------------------------|---------|---------------------------------|--------------------------------|-------------|-------------------------------------------------------|
|              |                                          |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                                       |
| OMBF 301     | Capital & Financial Markets              | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBF 302     | Financial Institutions & Banking         | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBF 303     | Taxation                                 | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBF 304     | International Financial Management       | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBF 305     | Advanced Financial Management            | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBF 306     | Security Analysis & Portfolio Management | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBE 307/308 | Generic Elective-I                       | 4       | 30                              | 70                             | 100         | 120                                                   |
| Total        |                                          | 28      |                                 |                                | 700         |                                                       |

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

| Course Code | Course Title      |
|-------------|-------------------|
| OMBE 307    | Digital Marketing |
| OMBE 308    | Business English  |



**Semester IV: Finance Management Specialization**

| Course Code  | Course Title                        | Credits | Marks                           |                                | Total Marks | Online course delivery: Learner's engagement in hours |
|--------------|-------------------------------------|---------|---------------------------------|--------------------------------|-------------|-------------------------------------------------------|
|              |                                     |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                                       |
| OMBF 401     | Project Finance & Budgetary Control | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBF 402     | Insurance & Risk Mgmt.              | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBE 403/404 | Generic Elective-II                 | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBP 405     | Project Work Report                 | 8       | -                               | -                              | 200         | -                                                     |
|              | Total                               | 20      |                                 |                                | 500         |                                                       |

**Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.**

| Course Code | Course Title                             |
|-------------|------------------------------------------|
| OMBE 403    | Soft Skill                               |
| OMBE 404    | Business Ethics and Corporate Governance |



**Semester III: Information Technology Management Specialization**

| Course Code  | Course Title                           | Credits | Marks                           |                                | Total Marks | Online course delivery: Learner's engagement in hours |
|--------------|----------------------------------------|---------|---------------------------------|--------------------------------|-------------|-------------------------------------------------------|
|              |                                        |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                                       |
| OMBI 301     | Fundamentals of Information Technology | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBI 302     | C Programming                          | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBI 303     | DBMS & Oracle                          | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBI 304     | Web Designing and Content Management   | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBI 305     | Software Engineering                   | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBI 306     | Enterprise Resource Planning           | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBE 307/308 | Generic Elective-I                     | 4       | 30                              | 70                             | 100         | 120                                                   |
|              | Total                                  | 28      |                                 |                                | 700         |                                                       |

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

| Course Code | Course Title      |
|-------------|-------------------|
| OMBE 307    | Digital Marketing |
| OMBE 308    | Business English  |



**Semester IV: Information Technology Management Specialization**

| Course Code  | Course Title           | Credits | Marks                           |                                | Total Marks | Online course delivery: Learner's engagement in hours |
|--------------|------------------------|---------|---------------------------------|--------------------------------|-------------|-------------------------------------------------------|
|              |                        |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                                       |
| OMBI 401     | Software Project Mgmt. | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBI 402     | Emerging Trends in IT  | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBE 403/404 | Generic Elective-II    | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBP 405     | Project Work Report    | 8       | -                               | -                              | 200         | -                                                     |
| Total        |                        | 20      |                                 |                                | 500         |                                                       |

**Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.**

| Course Code | Course Title                             |
|-------------|------------------------------------------|
| OMBE 403    | Soft Skill                               |
| OMBE 404    | Business Ethics and Corporate Governance |

### Semester III: Project Management Specialization

| Course Code  | Course Title                              | Credits | Marks                           |                                | Total Marks | Online course delivery: Learner's engagement in hours |
|--------------|-------------------------------------------|---------|---------------------------------|--------------------------------|-------------|-------------------------------------------------------|
|              |                                           |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                                       |
| OMBP 301     | Fundamentals of Project management        | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBP 302     | Project Planning and Scheduling           | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBP 303     | Business laws and Regulations             | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBP 304     | Project Finance & Budgetary Control       | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBP 305     | Project Performance Measurement & Control | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBP 306     | IT in Projects                            | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBE 307/308 | Generic Elective-I                        | 4       | 30                              | 70                             | 100         | 120                                                   |
| Total        |                                           | 28      |                                 |                                | 700         |                                                       |

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

| Course Code | Course Title      |
|-------------|-------------------|
| OMBE 307    | Digital Marketing |
| OMBE 308    | Business English  |



**Semester IV: Project Management Specialization**

| Course Code  | Course Title                               | Credits | Marks                           |                                | Total Marks | Online course delivery: Learner's engagement in hours |
|--------------|--------------------------------------------|---------|---------------------------------|--------------------------------|-------------|-------------------------------------------------------|
|              |                                            |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                                       |
| OMBP 401     | Quantitative Methods in Project Management | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBP 402     | Project Quality Management                 | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBE 403/404 | Generic Elective-II                        | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBP 405     | Project Work Report                        | 8       | -                               | -                              | 200         | -                                                     |
| Total        |                                            | 20      |                                 |                                | 500         |                                                       |

**Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.**

| Course Code | Course Title                             |
|-------------|------------------------------------------|
| OMBE 403    | Soft Skill                               |
| OMBE 404    | Business Ethics and Corporate Governance |





**Semester III: Operation Management Specialization**

| Course Code  | Course Title                         | Credits | Marks                           |                                | Total Marks | Online course delivery: Learner's engagement in hours |
|--------------|--------------------------------------|---------|---------------------------------|--------------------------------|-------------|-------------------------------------------------------|
|              |                                      |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                                       |
| OMBO 301     | Production Planning & Control        | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBO 302     | Fundamentals of Project Management   | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBO 303     | Logistics & Supply Chain Management  | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBO 304     | World class manufacturing            | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBO 305     | Operations in Service Industry       | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBO 306     | Statistics & Quantitative Techniques | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBE 307/308 | Generic Elective-I                   | 4       | 30                              | 70                             | 100         | 120                                                   |
| Total        |                                      | 28      |                                 |                                | 700         |                                                       |

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

| Course Code | Course Title      |
|-------------|-------------------|
| OMBE 307    | Digital Marketing |
| OMBE 308    | Business English  |



**Semester IV: Operation Management Specialization**

| Course Code  | Course Title          | Credits | Marks                           |                                | Total Marks | Online course delivery: Learner's engagement in hours |
|--------------|-----------------------|---------|---------------------------------|--------------------------------|-------------|-------------------------------------------------------|
|              |                       |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                                       |
| OMBO 401     | Work System Design    | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBO 402     | Technology Management | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBE 403/404 | Generic Elective-II   | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBP 405     | Project Work Report   | 8       | -                               | -                              | 200         | -                                                     |
|              | Total                 | 20      |                                 |                                | 500         |                                                       |

**Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.**

| Course Code | Course Title                             |
|-------------|------------------------------------------|
| OMBE 403    | Soft Skill                               |
| OMBE 404    | Business Ethics and Corporate Governance |

### Semester III: HAHM Specialization

| Course Code  | Course Title                                         | Credits | Marks                           |                                | Total Marks | Online course delivery: Learner's engagement in hours |
|--------------|------------------------------------------------------|---------|---------------------------------|--------------------------------|-------------|-------------------------------------------------------|
|              |                                                      |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                                       |
| OMBHA 301    | Indoor and Outdoor Hospital Services                 | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBHA 302    | Ancillary Hospital Services                          | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBHA 303    | Legal Aspects of Hospital and Health Management      | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBHA 304    | Marketing of Health Care Services                    | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBHA 305    | Community Health & Hospital Safety & Risk Management | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBHA 306    | Quality Management in HealthCare Services            | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBE 307/308 | Generic Elective-I                                   | 4       | 30                              | 70                             | 100         | 120                                                   |
|              | Total                                                | 28      |                                 |                                | 700         |                                                       |

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

| Course Code | Course Title      |
|-------------|-------------------|
| OMBE 307    | Digital Marketing |
| OMBE 308    | Business English  |



**Semester IV: HAHM Specialization**

| Course Code  | Course Title                                           | Credits | Marks                           |                                | Total Marks | Online course delivery: Learner's engagement in hours |
|--------------|--------------------------------------------------------|---------|---------------------------------|--------------------------------|-------------|-------------------------------------------------------|
|              |                                                        |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                                       |
| OMBHA 401    | Hospital Administration & Bio medical waste Management | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBHA 402    | Operations Management in Hospitals                     | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBE 403/404 | Generic Elective-II                                    | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBP 405     | Project Work Report                                    | 8       | -                               | -                              | 200         | -                                                     |
|              | Total                                                  | 20      |                                 |                                | 500         |                                                       |

**Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.**

| Course Code | Course Title                             |
|-------------|------------------------------------------|
| OMBE 403    | Soft Skill                               |
| OMBE 404    | Business Ethics and Corporate Governance |



**Semester III: IBM Specialization**

| Course Code  | Course Title                                   | Credits | Marks                           |                                | Total Marks | Online course delivery: Learner's engagement in hours |
|--------------|------------------------------------------------|---------|---------------------------------|--------------------------------|-------------|-------------------------------------------------------|
|              |                                                |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                                       |
| OMBIB 301    | International trade, WTO & Trade Policy issues | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBIB 302    | Business Laws and Regulations                  | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBIB 303    | Financial institutions and Banking             | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBIB 304    | International Marketing                        | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBIB 305    | International Finance Management               | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBIB 306    | Security Analysis and Portfolio Management     | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBE 307/308 | Generic Elective-I                             | 4       | 30                              | 70                             | 100         | 120                                                   |
|              | Total                                          | 28      |                                 |                                | 700         |                                                       |

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

| Course Code | Course Title      |
|-------------|-------------------|
| OMBE 307    | Digital Marketing |
| OMBE 308    | Business English  |

**Semester IV: IBM Specialization**

| Course Code  | Course Title                  | Credits | Marks                           |                                | Total Marks | Online course delivery: Learner's engagement in hours |
|--------------|-------------------------------|---------|---------------------------------|--------------------------------|-------------|-------------------------------------------------------|
|              |                               |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                                       |
| OMBIB 401    | Foreign Exchange Management   | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBIB 402    | Insurance and Risk Management | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBE 403/404 | Generic Elective-II           | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBP 405     | Project Work Report           | 8       | -                               | -                              | 200         | -                                                     |
|              | Total                         | 20      |                                 |                                | 500         |                                                       |

**Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.**

| Course Code | Course Title                             |
|-------------|------------------------------------------|
| OMBE 403    | Soft Skill                               |
| OMBE 404    | Business Ethics and Corporate Governance |

### Semester III: Artificial Intelligence & Machine Learning Specialization

| Course Code  | Course Title                                         | Credits | Marks                           |                                | Total Marks | Online course delivery: Learner's engagement in hours |
|--------------|------------------------------------------------------|---------|---------------------------------|--------------------------------|-------------|-------------------------------------------------------|
|              |                                                      |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                                       |
| OMBAIML 301  | Basics of Artificial Intelligence & Machine Learning | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBAIML 302  | Machine Learning                                     | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBAIML 303  | Performing Analytics with Python                     | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBAIML 304  | Statistics & Quantitative Techniques                 | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBAIML 305  | Business Intelligence                                | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBAIML 306  | R-Programming for Data Analysis and Visualization    | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBE 307/308 | Generic Elective-I                                   | 4       | 30                              | 70                             | 100         | 120                                                   |
|              | Total                                                | 28      |                                 |                                | 700         |                                                       |

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

| Course Code | Course Title      |
|-------------|-------------------|
| OMBE 307    | Digital Marketing |
| OMBE 308    | Business English  |



**Semester IV: Artificial Intelligence & Machine Learning Specialization**

| Course Code  | Course Title                  | Credits | Marks                           |                                | Total Marks | Online course delivery: Learner's engagement in hours |
|--------------|-------------------------------|---------|---------------------------------|--------------------------------|-------------|-------------------------------------------------------|
|              |                               |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                                       |
| OMBAIML 401  | Application of AI in Business | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBAIML 402  | Introduction to Deep Learning | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBE 403/404 | Generic Elective-II           | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBP 405     | Project Report                | 8       | -                               | -                              | 200         | -                                                     |
|              | Total                         | 20      |                                 |                                | 500         |                                                       |

**Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.**

| Course Code | Course Title                             |
|-------------|------------------------------------------|
| OMBE 403    | Soft Skill                               |
| OMBE 404    | Business Ethics and Corporate Governance |



**Semester III: Blockchain Technology Management**

| Course Code  | Course Title                          | Credits | Marks                           |                                | Total Marks | Online course delivery: Learner's engagement in hours |
|--------------|---------------------------------------|---------|---------------------------------|--------------------------------|-------------|-------------------------------------------------------|
|              |                                       |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                                       |
| OMBBTM 301   | Basics of Blockchain Technology       | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBBTM 302   | Blockchain Technology and Management  | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBBTM 303   | Cryptography and Information Security | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBBTM 304   | Cloud Infrastructure and Services     | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBBTM 305   | Statistics & Quantitative Techniques  | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBBTM 306   | Blockchain and FinTech                | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBE 307/308 | Generic Elective-I                    | 4       | 30                              | 70                             | 100         | 120                                                   |
|              | Total                                 | 28      |                                 |                                | 700         |                                                       |

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

| Course Code | Course Title      |
|-------------|-------------------|
| OMBE 307    | Digital Marketing |
| OMBE 308    | Business English  |



**Semester IV: Blockchain Technology Management**

| Course Code  | Course Title                                      | Credits | Marks                           |                                | Total Marks | Online course delivery: Learner's engagement in hours |
|--------------|---------------------------------------------------|---------|---------------------------------|--------------------------------|-------------|-------------------------------------------------------|
|              |                                                   |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                                       |
| OMBBTM 401   | Enterprise Blockchain Applications & Hyperledger  | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBBTM 402   | Design and Development of Blockchain Applications | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBE 403/404 | Generic Elective-II                               | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBP 405     | Project Work Report                               | 8       | -                               | -                              | 200         | -                                                     |
|              | Total                                             | 20      |                                 |                                | 500         |                                                       |

**Note: For Generic Elective-II course (Course code-0); students can select any one of the following courses.**

| Course Code | Course Title                             |
|-------------|------------------------------------------|
| OMBE 403    | Soft Skill                               |
| OMBE 404    | Business Ethics and Corporate Governance |

**Semester III: Business Analytics Specialization**

| Course Code  | Course Title                                      | Credits | Marks                           |                                | Total Marks | Online course delivery: Learner's engagement in hours |
|--------------|---------------------------------------------------|---------|---------------------------------|--------------------------------|-------------|-------------------------------------------------------|
|              |                                                   |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                                       |
| OMBBA301     | Business Analytics-I                              | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBBA302     | Business Analytics-II                             | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBBA303     | DBMS                                              | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBBA304     | Business Statistics and Econometrics              | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBBA305     | Performing Analytics with Python.                 | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBBA306     | R programming for Data analysis and Visualization | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBE 307/308 | Generic Elective-I                                | 4       | 30                              | 70                             | 100         | 120                                                   |
|              | Total                                             | 28      |                                 |                                | 700         |                                                       |

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

| Course Code | Course Title      |
|-------------|-------------------|
| OMBE 307    | Digital Marketing |
| OMBE 308    | Business English  |



**Semester IV: Business Analytics Specialization**

| Course Code  | Course Title                                   | Credits | Marks                           |                                | Total Marks | Online course delivery: Learner's engagement in hours |
|--------------|------------------------------------------------|---------|---------------------------------|--------------------------------|-------------|-------------------------------------------------------|
|              |                                                |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                                       |
| OMBBA 401    | Business Mathematics & Optimization Techniques | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBBA 402    | Python Programming for data visualization      | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBE 403/404 | Generic Elective-II                            | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBP 405     | Project Work Report                            | 8       | -                               | -                              | 200         | -                                                     |
|              | Total                                          | 20      |                                 |                                | 500         |                                                       |

**Note: For Generic Elective-II course (Course code-()); students can select any one of the following courses.**

| Course Code | Course Title                             |
|-------------|------------------------------------------|
| OMBE 403    | Soft Skill                               |
| OMBE 404    | Business Ethics and Corporate Governance |

### Semester III: Digital Marketing Specialization

| Course Code  | Course Title                              | Credits | Marks                           |                                | Total Marks | Online course delivery: Learner's engagement in hours |
|--------------|-------------------------------------------|---------|---------------------------------|--------------------------------|-------------|-------------------------------------------------------|
|              |                                           |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                                       |
| OMBDM 301    | Introduction to Digital Marketing         | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBDM 302    | Search Engine Optimization                | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBDM 303    | Integrated Marketing Communication        | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBDM 304    | Social Media Marketing                    | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBDM 305    | Emerging Trends in Information Technology | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBDM 306    | Web Designing and Content Management (MM) | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBE 307/308 | Generic Elective-I                        | 4       | 30                              | 70                             | 100         | 120                                                   |
|              | Total                                     | 28      |                                 |                                | 700         |                                                       |

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

| Course Code | Course Title      |
|-------------|-------------------|
| OMBE 307    | Digital Marketing |
| OMBE 308    | Business English  |



**Semester IV: Digital Marketing Management Specialization**

| Course Code  | Course Title                 | Credits | Marks                           |                                | Total Marks | Online course delivery: Learner's engagement in hours |
|--------------|------------------------------|---------|---------------------------------|--------------------------------|-------------|-------------------------------------------------------|
|              |                              |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                                       |
| OMBDM 401    | Product and Brand Management | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBDM 402    | International Marketing      | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBE 403/404 | Generic Elective-II          | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBP 405     | Project Work Report          | 8       | -                               | -                              | 200         | -                                                     |
|              | Total                        | 20      |                                 |                                | 500         |                                                       |

**Note:** For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.

| Course Code | Course Title                             |
|-------------|------------------------------------------|
| OMBE 403    | Soft Skill                               |
| OMBE 404    | Business Ethics and Corporate Governance |

**Semester III: FinTech Specialization**

| Course Code  | Course Title                               | Credits | Marks                           |                                | Total Marks | Online course delivery: Learner's engagement in hours |
|--------------|--------------------------------------------|---------|---------------------------------|--------------------------------|-------------|-------------------------------------------------------|
|              |                                            |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                                       |
| OMBFT 301    | FinTech Management                         | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBFT 302    | Financial Institutions and Banking         | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBFT 303    | Quantitative Methods in Project Management | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBFT 304    | E-Commerce & Global Financial Trends       | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBFT 305    | Security Analysis and Portfolio Management | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBFT 306    | Capital & Financial Markets                | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBE 307/308 | Generic Elective-I                         | 4       | 30                              | 70                             | 100         | 120                                                   |
|              | Total                                      | 28      |                                 |                                | 700         |                                                       |

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

| Course Code | Course Title      |
|-------------|-------------------|
| OMBE 307    | Digital Marketing |
| OMBE 308    | Business English  |



**Semester IV: FinTech Specialization**

| Course Code  | Course Title                        | Credits | Marks                           |                                | Total Marks | Online course delivery: Learner's engagement in hours |
|--------------|-------------------------------------|---------|---------------------------------|--------------------------------|-------------|-------------------------------------------------------|
|              |                                     |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                                       |
| OMBFT 401    | Project Finance & Budgetary Control | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBFT 402    | Cyber Laws & Hacking                | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBE 403/404 | Generic Elective-II                 | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBP 405     | Project Work Report                 | 8       | -                               | -                              | 200         | -                                                     |
|              | Total                               | 20      |                                 |                                | 500         |                                                       |

**Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.**

| Course Code | Course Title                             |
|-------------|------------------------------------------|
| OMBE 403    | Soft Skill                               |
| OMBE 404    | Business Ethics and Corporate Governance |



**Semester III: Logistics, Materials and Supply Chain Management Specialization**

| Course Code  | Course Title                          | Credits | Marks                           |                                | Total Marks | Online course delivery: Learner's engagement in hours |
|--------------|---------------------------------------|---------|---------------------------------|--------------------------------|-------------|-------------------------------------------------------|
|              |                                       |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                                       |
| OMBLSCM 301  | Logistics & Supply Chain Management   | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBLSCM 302  | Production Planning & Control         | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBLSCM 303  | Inventory Management & MRP Systems    | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBLSCM 304  | Packaging and Distribution Management | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBLSCM 305  | World Class Manufacturing             | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBLSCM 306  | Statistics & Quantitative Techniques  | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBE 307/308 | Generic Elective-I                    | 4       | 30                              | 70                             | 100         | 120                                                   |
|              | Total                                 | 28      |                                 |                                | 700         |                                                       |

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

| Course Code | Course Title      |
|-------------|-------------------|
| OMBE 307    | Digital Marketing |
| OMBE 308    | Business English  |



**Semester IV: Logistics, Materials and Supply Chain Management Specialization**

| Course Code  | Course Title           | Credits | Marks                           |                                | Total Marks | Online course delivery: Learner's engagement in hours |
|--------------|------------------------|---------|---------------------------------|--------------------------------|-------------|-------------------------------------------------------|
|              |                        |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                                       |
| OMBLSCM 401  | Supply Chain Analytics | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBLSCM 402  | Just in time & Lean    | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBE 403/404 | Generic Elective-II    | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBP 405     | Project Work Report    | 8       | -                               | -                              | 200         | -                                                     |
|              | Total                  | 20      |                                 |                                | 500         |                                                       |

**Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.**

| Course Code | Course Title                             |
|-------------|------------------------------------------|
| OMBE 403    | Soft Skill                               |
| OMBE 404    | Business Ethics and Corporate Governance |



# Dr. D. Y. Patil Vidyapeeth, Pune

(Deemed to be University)

(Re-accredited by NAAC with a CGPA of 3.64 on a four-point scale at 'A++' Grade)

(An ISO 9001: 2015 Certified University)

## Centre for Online Learning

### Semester III: Agri Business Management Specialization

| Course Code  | Course Title                                    | Credits | Marks                           |                                | Total marks | Online course delivery: Learner's engagement in hours |
|--------------|-------------------------------------------------|---------|---------------------------------|--------------------------------|-------------|-------------------------------------------------------|
|              |                                                 |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                                       |
| OMAB301      | Current Trends in Agri Business Management      | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMAB302      | Livestock Management and Fodder Technology      | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMAB303      | Management of Agricultural Engineering Business | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMAB304      | Marketing Of Agri-Inputs and Outputs            | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMAB305      | Post-Harvest Technology and Management          | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMAB306      | Agri Import and Export Management               | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBE 307/308 | Generic Elective-I                              | 4       | 30                              | 70                             | 100         | 120                                                   |
|              | Total                                           | 28      |                                 |                                | 700         |                                                       |

#### Note:

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

| Course Code | Course Title      |
|-------------|-------------------|
| OMBE307     | Digital Marketing |
| OMBE308     | Business English  |



**Semester IV: Agri Business Management Specialization**

| Course Code  | Course Title                       | Credits | Marks                           |                                | Total marks | Online course delivery: Learner's engagement in hours |
|--------------|------------------------------------|---------|---------------------------------|--------------------------------|-------------|-------------------------------------------------------|
|              |                                    |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                                       |
| OMAB401      | Emerging Trends in Organic Farming | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMAB402      | Agricultural Economics             | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBE 403/404 | Generic Elective-II                | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBP 405     | Project Work Report                | 8       | -                               | -                              | 200         | -                                                     |
|              | Total                              | 20      |                                 |                                | 500         |                                                       |

**Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.**

| Course Code | Course Title                             |
|-------------|------------------------------------------|
| OMBE403     | Soft Skill                               |
| OMBE404     | Business Ethics and Corporate Governance |

**Semester III: Business Executive Management Specialization**

| Course Code  | Course Title                                            | Credits | Marks                           |                                | Total Marks | Learners engagement in hours (Online) |
|--------------|---------------------------------------------------------|---------|---------------------------------|--------------------------------|-------------|---------------------------------------|
|              |                                                         |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                       |
| OMBBE 301    | Artificial Intelligence & Machine Learning for business | 4       | 30                              | 70                             | 100         | 120                                   |
| OMBBE 302    | Business Intelligence                                   | 4       | 30                              | 70                             | 100         | 120                                   |
| OMBBE 303    | Business Laws and Regulations                           | 4       | 30                              | 70                             | 100         | 120                                   |
| OMBBE 304    | Business Informatics                                    | 4       | 30                              | 70                             | 100         | 120                                   |
| OMBBE 305    | Business Processes and Practices                        | 4       | 30                              | 70                             | 100         | 120                                   |
| OMBBE 306    | Business Analysis                                       | 4       | 30                              | 70                             | 100         | 120                                   |
| OMBE 307/308 | Generic Elective-I                                      | 4       | 30                              | 70                             | 100         | 120                                   |
|              | Total                                                   | 28      |                                 |                                | 700         |                                       |

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

| Course Code | Course Title      |
|-------------|-------------------|
| OMBE 307    | Digital Marketing |
| OMBE 308    | Business English  |



**Semester IV: Business Executive Management Specialization**

| Course Code  | Course Title              | Credits | Marks                           |                                | Total Marks | Learners engagement in hours (Online) |
|--------------|---------------------------|---------|---------------------------------|--------------------------------|-------------|---------------------------------------|
|              |                           |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                       |
| OMBBE 401    | Technology Management     | 4       | 30                              | 70                             | 100         | 120                                   |
| OMBBE 402    | Modern Management Science | 4       | 30                              | 70                             | 100         | 120                                   |
| OMBE 403/404 | Generic Elective-II       | 4       | 30                              | 70                             | 100         | 120                                   |
| OMBP 405     | Project Work Report       | 8       | -                               | -                              | 200         | -                                     |
|              | Total                     | 20      |                                 |                                | 500         |                                       |

**Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.**

| Course Code | Course Title                             |
|-------------|------------------------------------------|
| OMBE 403    | Soft Skill                               |
| OMBE 404    | Business Ethics and Corporate Governance |



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**Semester III: Business Executive Management Specialization**

| Course Code  | Course Title                                            | Credits | Marks                           |                                | Total Marks | Learners engagement in hours (Online) |
|--------------|---------------------------------------------------------|---------|---------------------------------|--------------------------------|-------------|---------------------------------------|
|              |                                                         |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                       |
| OMBBE 301    | Artificial Intelligence & Machine Learning for business | 4       | 30                              | 70                             | 100         | 120                                   |
| OMBBE 302    | Business Intelligence                                   | 4       | 30                              | 70                             | 100         | 120                                   |
| OMBBE 303    | Business Laws and Regulations                           | 4       | 30                              | 70                             | 100         | 120                                   |
| OMBBE 304    | Business Informatics                                    | 4       | 30                              | 70                             | 100         | 120                                   |
| OMBBE 305    | Business Processes and Practices                        | 4       | 30                              | 70                             | 100         | 120                                   |
| OMBBE 306    | Business Analysis                                       | 4       | 30                              | 70                             | 100         | 120                                   |
| OMBE 307/308 | Generic Elective-I                                      | 4       | 30                              | 70                             | 100         | 120                                   |
|              | Total                                                   | 28      |                                 |                                | 700         |                                       |

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

| Course Code | Course Title      |
|-------------|-------------------|
| OMBE 307    | Digital Marketing |
| OMBE 308    | Business English  |

**Semester IV: Business Executive Management Specialization**

| Course Code   | Course Title              | Credits | Marks                           |                                | Total Marks | Learners engagement in hours (Online) |
|---------------|---------------------------|---------|---------------------------------|--------------------------------|-------------|---------------------------------------|
|               |                           |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                       |
| OMBBE 401     | Technology Management     | 4       | 30                              | 70                             | 100         | 120                                   |
| OMBBE 402     | Modern Management Science | 4       | 30                              | 70                             | 100         | 120                                   |
| OMBBE 403/404 | Generic Elective-II       | 4       | 30                              | 70                             | 100         | 120                                   |
| OMBP 405      | Project Work Report       | 8       | -                               | -                              | 200         | -                                     |
|               | Total                     | 20      |                                 |                                | 500         |                                       |

**Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.**

| Course Code | Course Title                             |
|-------------|------------------------------------------|
| OMBE 403    | Soft Skill                               |
| OMBE 404    | Business Ethics and Corporate Governance |

**Semester III: Pharmaceutical Management Specialization**

| Course Code  | Course Title                                              | Credits | Marks                           |                                | Total Marks | Online course delivery: Learner's engagement in hours |
|--------------|-----------------------------------------------------------|---------|---------------------------------|--------------------------------|-------------|-------------------------------------------------------|
|              |                                                           |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                                       |
| OMBPM 301    | Global Pharmaceutical Business Environment                | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBPM 302    | HRM & Sales Force Dynamics in Pharma                      | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBPM 303    | Pharmaceutical Laws & Legal Frameworks                    | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBPM 304    | Marketing of Pharmaceutical Products and Brand Management | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBPM 305    | Pharmaceutical Production & Supply Chain management       | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBPM 306    | Hospital Medication Management & Clinical Pharmacy        | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBE 307/308 | Generic Elective-I                                        | 4       | 30                              | 70                             | 100         | 120                                                   |
|              | Total                                                     | 28      |                                 |                                | 700         |                                                       |

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

| Course Code | Course Title      |
|-------------|-------------------|
| OMBE 307    | Digital Marketing |
| OMBE 308    | Business English  |

**Semester IV: Pharmaceutical Management Specialization**

| Course Code  | Course Title                          | Credits | Marks                           |                                | Total Marks | Online course delivery: Learner's engagement in hours |
|--------------|---------------------------------------|---------|---------------------------------|--------------------------------|-------------|-------------------------------------------------------|
|              |                                       |         | Formative Continuous Assessment | Summative Proctored Assessment |             |                                                       |
| OMBPM 401    | Quality Management in Pharma          | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBPM 402    | AI & Digital Transformation in Pharma | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBE 403/404 | Generic Elective-II                   | 4       | 30                              | 70                             | 100         | 120                                                   |
| OMBPM 405    | Project Work Report                   | 8       | -                               | -                              | 200         | -                                                     |
|              | Total                                 | 20      |                                 |                                | 500         |                                                       |

**Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.**

| Course Code | Course Title                             |
|-------------|------------------------------------------|
| OMBE 403    | Soft Skill                               |
| OMBE 404    | Business Ethics and Corporate Governance |





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**Semester III: Travel, Tourism, and Hospitality Management Specialization**

| Course Code  | Course Title                                               | Credits   | Marks                           |                                | Total Marks | Online course delivery: Learner's engagement in hours |
|--------------|------------------------------------------------------------|-----------|---------------------------------|--------------------------------|-------------|-------------------------------------------------------|
|              |                                                            |           | Formative Continuous Assessment | Summative Proctored Assessment |             |                                                       |
| OMBTT 301    | Strategic Management in Global tourism                     | 4         | 30                              | 70                             | 100         | 120                                                   |
| OMBTT 302    | International Hospitality & Hotel Management               | 4         | 30                              | 70                             | 100         | 120                                                   |
| OMBTT 303    | Travel Agency & Tour Operations Management                 | 4         | 30                              | 70                             | 100         | 120                                                   |
| OMBTT 304    | Revenue Management & Dynamic Pricing                       | 4         | 30                              | 70                             | 100         | 120                                                   |
| OMBTT 305    | Entrepreneurship & Start-up Ecosystems in Tourism industry | 4         | 30                              | 70                             | 100         | 120                                                   |
| OMBTT 306    | Crisis Management & Wellness Tourism                       | 4         | 30                              | 70                             | 100         | 120                                                   |
| OMBE 307/308 | Generic Elective-I                                         | 4         | 30                              | 70                             | 100         | 120                                                   |
| <b>Total</b> |                                                            | <b>28</b> |                                 |                                | <b>700</b>  |                                                       |

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

| Course Code | Course Title      |
|-------------|-------------------|
| OMBE 307    | Digital Marketing |
| OMBE 308    | Business English  |

**Semester IV: Travel, Tourism, and Hospitality Management Specialization**

| Course Code  | Course Title                        | Credits   | Marks                           |                                | Total Marks | Online course delivery: Learner's engagement in hours |
|--------------|-------------------------------------|-----------|---------------------------------|--------------------------------|-------------|-------------------------------------------------------|
|              |                                     |           | Formative Continuous Assessment | Summative Proctored Assessment |             |                                                       |
| OMBTT 401    | Legal & Ethical Aspects of Tourism  | 4         | 30                              | 70                             | 100         | 120                                                   |
| OMBTT 402    | AI & Robotics in Travel and Tourism | 4         | 30                              | 70                             | 100         | 120                                                   |
| OMBE 403/404 | Generic Elective-II                 | 4         | 30                              | 70                             | 100         | 120                                                   |
| OMBP 405     | Project Work Report                 | 8         | -                               | -                              | 200         | -                                                     |
| <b>Total</b> |                                     | <b>20</b> |                                 |                                | <b>500</b>  |                                                       |

**Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.**

| Course Code | Course Title                             |
|-------------|------------------------------------------|
| OMBE 403    | Soft Skill                               |
| OMBE 404    | Business Ethics and Corporate Governance |