D Y PATIL
DEEMED TO BE
UNIVERSITY
ONLINE
NAVI MUMBAI

UGC
Entitled

NAAC 'A++'
Grade Accredited



Online MBA

Master of Business Administration

CONNECTING EDUCATION AND BRILLIANCE

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About Us

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



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



Program Overview

Duration	Electives	Mode of Instruction
2 Y	11	Online

PROGRAM HIGHLIGHTS:

Experience the new way of learning

- Career Assistance
- Advanced Masterclass
- Cutting Edge Short Courses
- Industry Leader Talks
- Adherence to 4 Quadrants of UGC
- Real-World Case Studies
- Expert-Led Learning/ Faculty Excellence
- Personalized Mentorship

Why Choose Us?



Expert Faculty

Learn from our distinguished faculty members and industry experts



Built for Your Career Goals

Professional resume and interview training to help you land your dream role



Engaging Virtual Classroom Experience

Immerse yourself in an interactive virtual classroom environment



New-age Course Offerings

Explore industry relevant and contemporary courses across specializations



Comprehensive Support Services

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



Convenient Online Exams

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

Electives

Sales and Marketing

- Consumer Behavior
- Strategic Brand Marketing
- Sales & Distribution Strategy

Human Resource Management

- Talent Management
- Compensation Management
- Performance Management Systems

Hospital and Healthcare Management

- Hospital Planning & Project Management
- Quality & Accreditations

Finance

- Financial Institution & Markets
- Options and Derivatives
- Portfolio Management

Retail Management

- Product Management
- Strategic Personal Selling
- Digital Retailing

Logistics & Supply Chain Management

- Procurement & Strategic Sourcing
- E-commerce Supply Chain
- Supply Chain Analytics

Electives

International Business

- Cross-cultural Management
- Global Trade & Economics
- International Negotiations

Entrepreneurship Management

- Entrepreneur Finance
- Strategy & Innovation
- Entrepreneurial Risk Management

Event Management

- Event Conceptualization & Design
- Event Laws & Licenses
- Event Budgeting

Digital Marketing

- Inbound Marketing: Content & Search Marketing
- Digital Product Management

Data Science & Business Analytics

- Business Intelligence & Data Visualization
- Statistical Thinking
- Predictive Analytics

Business Leaders as Guest Faculty



Hetal Sonpal

TedX Speaker,
24+ years experience



Praveen Malla

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



Sushant Mathur

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



Vikash Singh

Senior Data Scientist, AP Moller Maersk
24+ years experience



Joydeep Sen

Group Product Manager, YouTube,
15+ years of experience



Nipun Mudaliar

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



Dr. Farooq Sheikh

Faculty, NM College of Commerce,
10+ years experience

10+ More Guest Faculties

Learn the IIM way:
Real-world Case Studies

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

Transforming Customer Experience During Challenging Times

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

HR Planning and Retention Strategy

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

Industry Leader Masterclasses

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



Mohua Das Gupta

Chief Revenue Officer, Peepul Group

XLRI JAMSHEDPUR



Prashanth Balasubramanian

Head of Strategy & Operations, Facebook

IIM BANGALORE



Rakesh Godhwani

Ex Adjunct Professor, IIM Bangalore

IIM BANGALORE



Dr Sharan Kumar Shetty

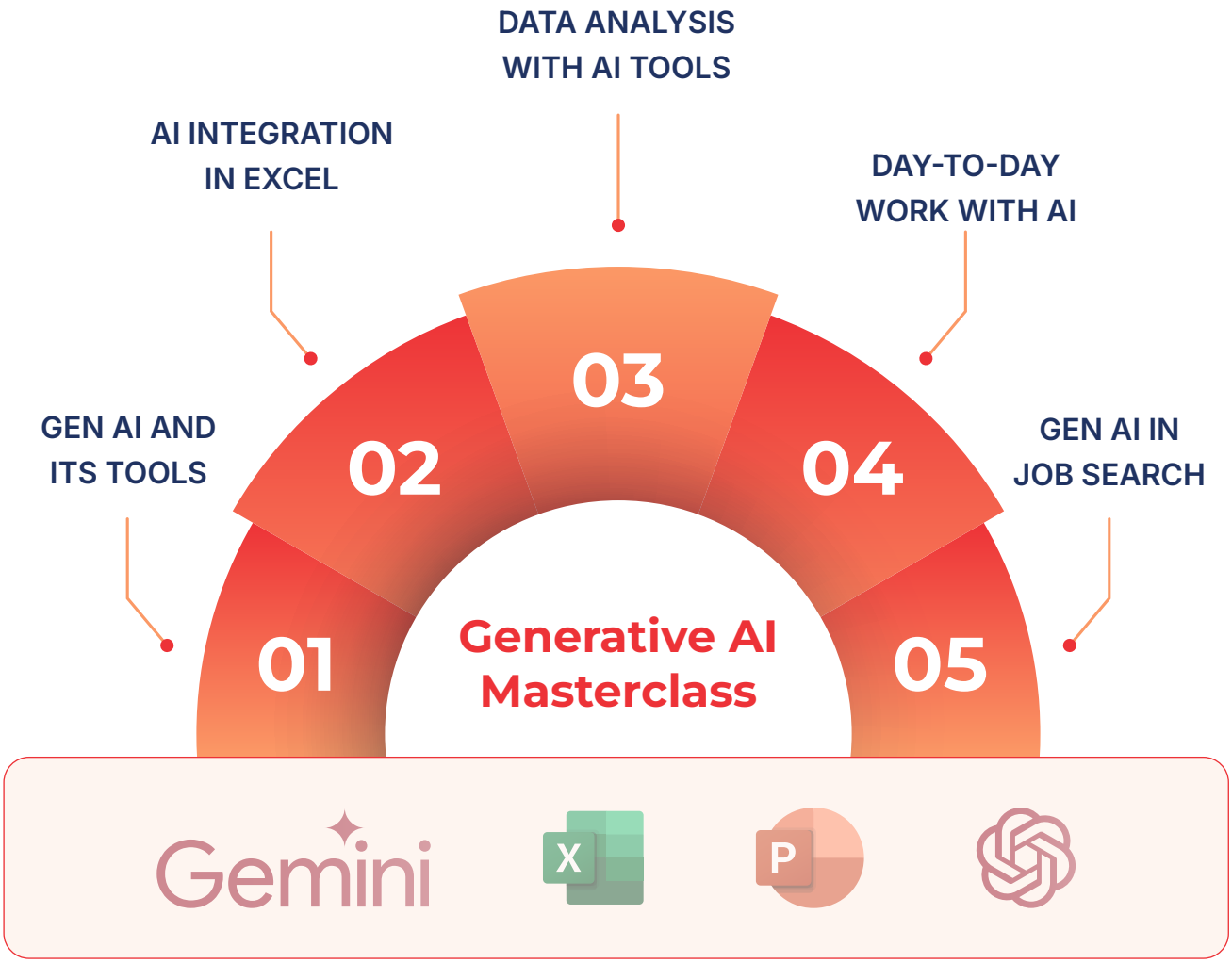
HOD Management Studies, AJIIT Mangalore

VTU BELGAUM

Many more industry experts

Become a Gen AI Expert

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



Career-oriented Upskilling

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

Access To Analytical Tool Learning Videos

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

Data Analysis and Visualisation:



MS Excel



Tableau



Power BI

Soft Skills Development

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

Transition Support:
Smoothing your Path to Career Success

Resume & Interview Preparation

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



Program Structure

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

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

SEMESTER 3 (COMMON)	
International Business	Cost & Management Accounting
Research Methodology	Project Work -Part 1
Project Management	**Electives - Any One (Compulsory Credits)**
Entrepreneurship Essentials	Digital Marketing
	Operation Research

Program Structure

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

SEMESTER 4 (HUMAN RESOURCES MANAGEMENT)	
Concepts of Human Resources	International HRM
Training & Development	Managing Individuals in organisations
Performance Management	Project Work -Part 2 Final Submission
Employee Relation ,Labour Law & compensation	

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

Program Structure

SEMESTER 4 (FINANCE)	
Financial Institution and Financial Markets	Customer Relationship Management
Investment Strategy & Portfolio Management	Financial Risk Management
Options and Derivatives	Project Work -Part 2 Final Submission
Advance Corporate Financial Management	

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

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

Program structure

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

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

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

Program structure

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

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

Admission Process

STEP
01



Register

Fill the application form and pay registration fees.

STEP
02



Documentation & Payment

Submit mandatory documents & pay course fees via Debit/ Credit card /UPI/Net Banking.

No Cost EMI Available

STEP
03



Welcome Onboard

Get confirmation of admission & access course material via LMS

ELIGIBILITY CRITERIA

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



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