

The World Class

Study Anywhere,
Valued Everywhere.

BACHELOR'S Programme
Bachelor of Business Administration

MASTER'S Programme
Master of Business Administration

CERTIFICATE Programme IN
DIGITAL MARKETING

CERTIFICATE Programme IN
HOSPITAL & HEALTH CARE MANAGEMENT



Revolutionizing the
Online Learning Experience

PROSPECTUS



UGC
Approved
Programme



AICTE
Approved
Programme



Top 50
Ranked in
Universities



A++ Grade
Accreditation by
AACSB



ISO
9001:2015 &
14001:2005



Strong
Alumni
Across Globe



ASSOCHAM
India
Member



WES
Recognized
University

TOP

8

REASONS TO CHOOSE US



①
UGC Approved
Programmes



②
Placement
Assistance



③
Industry Relevant
Courses



④
Holistic Training
Infrastructure



⑤
Online
Assignments



⑥
Employment
Driven Education



⑦
Employment
Enhancement
Programme



⑧
Virtual
Sessions



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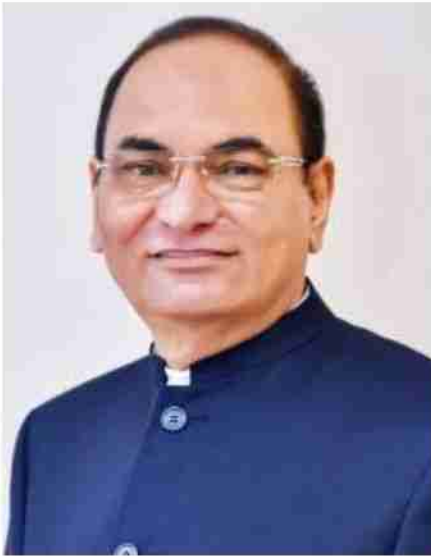
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Dr. P. D. Patil

Chancellor

Dear Students,

Welcome to the Centre for Online Learning!

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

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

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

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

Wishing you all the best...

Dr. P D Patil



Dr. N. J. Pawar

Vice Chancellor

Dear Students,

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

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

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

Best Wishes.....

Dr. N J Pawar



Dr. Smita Jadhav

Executive Director,
Dr. D Y Patil Vidyapeeth, Pune

Dear Students,

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

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

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

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

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

Dr. Smita Jadhav



Dr. Safia Farooqui

Director,
DPU COL

Dear Students,

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

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

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

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

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

Dr. Safia Farooqui

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

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

OUR VISION

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



OUR MISSION

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



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



Dr. D. Y. Patil Vidyapeeth's Centre for Online Learning (DPU-COL)

Over the past decade, we have seen a massive change. Working professionals are increasingly looking to upskill themselves. We have worked on our Programme content, keeping in mind this need of the professionals. We ensure that the Programmes remain relevant to the Global job market and have sought input from industry leaders and key influencers.

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

The Programmes look beyond the boundaries of the lecture room. By studying online, one no longer need to spend time away from ones workplace. And can pursue ones career and build on it as one progress. One also have the opportunity to build their global network and collaborate with peers from around the world, learning from a wealth of inspiring backgrounds and experience.

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

The Programmes Offered by DPU-COL



Bachelor of
Business
Administration



Master of
Business
Administration



Certificate
Programme in
Digital Marketing



Certificate Programme
in Hospital and
Health Care Management



ONLINE, FLEXIBLE AND BLENDED LEARNING EXPERIENCES



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

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

HOW DPU-COL WORKS

Why study with us?

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

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



Online Programme Delivery

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

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

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

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

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

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

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

All our Programmes are delivered through SWAYAM's Learning Management Systems (LMS).



BACHELOR'S Programme

Bachelor of Business Administration



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

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

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

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



EDUCATIONAL OBJECTIVES

Programme Objectives

Graduates of the Programme:

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

Programme Outcome

At the end of the BBA Programme the learner will possess the

- **Management domain Knowledge** - They shall understand general and management terms, concepts, ideas and principles, and shall apply, illustrate, analyse the solutions of real-world complex business issues.
- **Effective Communication ability** - They shall be able to communicate effectively with all stakeholders of the organization and society.
- **Leadership and Teamwork ability** - They shall exhibit leadership skills in diversified and multi disciplinary areas collaborating with organizational context and across organizational boundaries and lead themselves and others achieving organizational goals.
- **Entrepreneurship ability** - They shall be able to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.
- **Environment and Sustain ability** - They shall be able to demonstrate environmental awareness knowledge and need for sustainable development to achieve business goals of the corporate world.
- **Social Responsiveness ability** - They shall be able to take ethical decisions in day to day activities by demonstrating social responsiveness.

BACHELOR'S Programme

Bachelor of Business Administration



Programme STRUCTURE

Credit System

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

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

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

The Components of the Programme are

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

Validity

The validity of the Programme is double the duration i.e. a student can complete the 3 years BBA Programme in 6 years duration.

Eligibility

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



BACHELOR'S Programme

Bachelor of Business Administration



First Year courses common for all 5 specialisations

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

Second Year courses common for all 5 specialisations

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

Third Year courses common for all 5 specialisations

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

List of specialisations

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

Specialisation Courses

Marketing Management

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

Human Resource Management

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

Finance Management

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

IT and Systems Management

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

International Business Management

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

MASTER'S Programme Master of Business Administration



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

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

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

EDUCATIONAL OBJECTIVES

Programme Objectives

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

Programme Outcome

A learner should be able to-

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



MASTER'S Programme Master of Business Administration



Programme STRUCTURE

Credit System

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

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

The Components of the Programme are

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

Validity

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

Eligibility

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



MASTER'S Programme Master of Business Administration



Semester I

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

Semester II

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

Specialization for Semester- III and IV

Sr.No. Specializations

- I Marketing Management (MM)
- II Human Resource Management (HRM)
- III Finance Management (FM)
- IV IT Management (ITM)
- V Project Management (PM)
- VI Operations Management (OM)
- VII Hospital Administration and Health Care Management (HAHM)
- VIII International Business Management (IBM)
- IX FinTech (FT)
- X Business Analytics (BA)
- XI Artificial Intelligence & Machine Learning (AIML)
- XII Logistics, Materials & Supply chain Management (LSCM)
- XIII Block Chain Management (BCM)
- XIV Digital Marketing (DM)



Specialisation Courses for Semester III & IV

Marketing Management (MM)

Course Code	Semester III	Course Code	Semester IV
OMBM 301	Consumer Behavior	OMBM 401	International Marketing
OMBM 302	Marketing Research	OMBM 402	Integrated Marketing Communication
OMBM 303	Sales & Distribution Management	OMBE 403/404	Generic Elective-II
OMBM 304	Product and Brand Management	OMBP 405	Project Work Report
OMBM 305	Retail Management		
OMBM 306	Marketing of services		
OMBE 307/308	Generic Elective-I		
Note: For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.		Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.	
Course Code	Course Title	Course Code	Course Title
OMBE 307	Digital Marketing	OMBE 403	Soft Skill
OMBE 308	Business English	OMBE 404	Business Ethics and Corporate Governance

Human Resource Management (HRM)

Course Code	Semester III	Course Code	Semester IV
OMBH 301	Manpower Planning	OMBH 401	Strategic HR
OMBH 302	Compensation Management	OMBH 402	HR Audit
OMBH 303	Performance & Potential Management	OMBE 403/404	Generic Elective-II
OMBH 304	Labour Laws	OMBP 405	Project Work Report
OMBH 305	Training & Development		
OMBH 306	Organisational Design, Development & Change		
OMBE 307/308	Generic Elective-I		
Note: For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.		Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.	
Course Code	Course Title	Course Code	Course Title
OMBE 307	Digital Marketing	OMBE 403	Soft Skill
OMBE 308	Business English	OMBE 404	Business Ethics and Corporate Governance

Finance Management (FM)

Course Code	Semester III	Course Code	Semester IV
OMBF 301	Capital & Financial Markets	OMBF 401	Project Finance & Budgetary Control
OMBF 302	Financial Institutions & Banking	OMBF 402	Insurance & Risk Mgmt
OMBF 303	Taxation	OMBE 403/404	Generic Elective-II
OMBF 304	International Financial Management	OMBP 405	Project Work Report
OMBF 305	Advanced Financial Management		
OMBF 306	Security Analysis & Portfolio Management		
OMBE 307/308	Generic Elective-I		
Note: For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.		Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.	
Course Code	Course Title	Course Code	Course Title
OMBE 307	Digital Marketing	OMBE 403	Soft Skill
OMBE 308	Business English	OMBE 404	Business Ethics and Corporate Governance

IT Management (ITM)

Course Code	Semester III	Course Code	Semester IV
OMBI 301	Fundamentals of Information Technology	OMBI 401	Software Project Mgmt
OMBI 302	C Programmimg	OMBI 402	Emerging Trends in IT
OMBI 303	DBMS & Oracle	OMBE 403/404	Generic Elective-II
OMBI 304	Web Designing and Content Management	OMBP 405	Project Work Report
OMBI 305	Software Engineering		
OMBI 306	Enterprise Resource Planning		
OMBE 307/308	Generic Elective-I		
Note: For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.		Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.	
Course Code	Course Title	Course Code	Course Title
OMBE 307	Digital Marketing	OMBE 403	Soft Skill
OMBE 308	Business English	OMBE 404	Business Ethics and Corporate Governance

Specialisation Courses for Semester III & IV

Project Management (PM)

Course Code	Semester III	Course Code	Semester IV
OMBP 301	Fundamentals of Project Management	OMBP 401	Quantitative Methods in Project Management
OMBP 302	Project Planning and Scheduling	OMBP 402	Project Quality Management
OMBP 303	Business laws and Regulations	OMBE 403/404	Generic Elective-II
OMBP 304	Project Finance & Budgetary Control	OMBP 405	Project Work Report
OMBP 305	Project Performance Measurement & Control		
OMBP 306	IT in Projects		
OMBE 307/308	Generic Elective-I		
Note: For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.		Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.	
Course Code	Course Title	Course Code	Course Title
OMBE 307	Digital Marketing	OMBE 403	Soft Skill
OMBE 308	Business English	OMBE 404	Business Ethics and Corporate Governance

Operations Management (OM)

Course Code	Semester III	Course Code	Semester IV
OMBO 301	Production Planning & Control	OMBO 401	Work System Design
OMBO 302	Fundamentals of Project Management	OMBO 402	Technology Management
OMBO 303	Logistics & Supply Chain Management	OMBE 403/404	Generic Elective-II
OMBO 304	World class manufacturing	OMBP 405	Project Work Report
OMBO 305	Operations in Service Industry		
OMBO 306	Statistics & Quantitative Techniques		
OMBE 307/308	Generic Elective-I		
Note: For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.		Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.	
Course Code	Course Title	Course Code	Course Title
OMBE 307	Digital Marketing	OMBE 403	Soft Skill
OMBE 308	Business English	OMBE 404	Business Ethics and Corporate Governance

Hospital Administration and Health Care Management (HAHM)

Course Code	Semester III	Course Code	Semester IV
OMBHA 301	Indoor and Outdoor Hospital Services	OMBHA 401	Hospital Administration & Bio medical waste Management
OMBHA 302	Ancillary Hospital Services	OMBHA 402	Operations Management in Hospitals
OMBHA 303	Legal Aspects of Hospital and Health Management	OMBE 403/404	Generic Elective-II
OMBHA 304	Marketing of Health Care Services	OMBP 405	Project Work Report
OMBHA 305	Community Health & Hospital Safety & Risk Management		
OMBHA 306	Quality Management in Health Care Services		
OMBE 307/308	Generic Elective-I		
Note: For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.		Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.	
Course Code	Course Title	Course Code	Course Title
OMBE 307	Digital Marketing	OMBE 403	Soft Skill
OMBE 308	Business English	OMBE 404	Business Ethics and Corporate Governance

International Business Management (IBM)

Course Code	Semester III	Course Code	Semester IV
OMBIB 301	International trade, WTO & Trade Policy issues	OMBIB 401	Foreign Exchange Management
OMBIB 302	Business Laws and Regulations	OMBIB 402	Insurance and Risk Management
OMBIB 303	Financial institutions and Banking	OMBE 403/404	Generic Elective-II
OMBIB 304	International Marketing	OMBP 405	Project Work Report
OMBIB 305	International Finance Management		
OMBIB 306	Security Analysis and Portfolio Management		
OMBE 307/308	Generic Elective-I		
Note: For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.		Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.	
Course Code	Course Title	Course Code	Course Title
OMBE 307	Digital Marketing	OMBE 403	Soft Skill
OMBE 308	Business English	OMBE 404	Business Ethics and Corporate Governance

Specialisation Courses for Semester III & IV

FinTech (FT)

Course Code	Semester III	Course Code	Semester IV
OMBFT 301	Basics of FinTech Management	OMBFT 401	Project Finance & Budgetary Control
OMBFT 302	Financial Institutions and Banking	OMBFT 402	Cyber Laws & Hacking
OMBFT 303	Quantitative Methods in Project Management	OMBE 403/404	Generic Elective-II
OMBFT 304	E-Commerce & Global Financial Trends	OMBP 405	Project Work Report
OMBFT 305	Security Analysis and Portfolio Management		
OMBFT 306	Capital & Financial Markets		
OMBE 307/308	Generic Elective-I		
Note: For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.		Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.	
Course Code	Course Title	Course Code	Course Title
OMBE 307	Digital Marketing	OMBE 403	Soft Skill
OMBE 308	Business English	OMBE 404	Business Ethics and Corporate Governance

Business Analytics (BA)

Course Code	Semester III	Course Code	Semester IV
OMBA 301	Business Analytics	OMBA 401	Data Visualization
OMBA 302	Cyber Laws & Hacking	OMBA 402	Machine Learning
OMBA 303	Statistics & Quantitative Techniques	OMBE 403/404	Generic Elective-II
OMBA 304	Emerging Trends in Information Technology	OMBP 405	Project Work Report
OMBA 305	Performing Analytics with Python		
OMBA 306	Machine Learning		
OMBE 307/308	Generic Elective-I		
Note: For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.		Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.	
Course Code	Course Title	Course Code	Course Title
OMBE 307	Digital Marketing	OMBE 403	Soft Skill
OMBE 308	Business English	OMBE 404	Business Ethics and Corporate Governance

Artificial Intelligence & Machine Learning (AIML)

Course Code	Semester III	Course Code	Semester IV
OMBAIML 301	Basics of Artificial Intelligence & Machine Learning	OMBAIML 401	Application of AI in Business
OMBAIML 302	Machine Learning	OMBAIML 402	Introduction to Deep Learning
OMBAIML 303	Performing Analytics with Python	OMBE 403/404	Generic Elective-II
OMBAIML 304	Statistics & Quantitative Techniques	OMBP 405	Project Work Report
OMBAIML 305	Business Intelligence		
OMBAIML 306	Data Visualization		
OMBE 307/308	Generic Elective-I		
Note: For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.		Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.	
Course Code	Course Title	Course Code	Course Title
OMBE 307	Digital Marketing	OMBE 403	Soft Skill
OMBE 308	Business English	OMBE 404	Business Ethics and Corporate Governance

Logistics, Materials & Supply chain Management (LSCM)

Course Code	Semester III	Course Code	Semester IV
OMBLSCM301	Logistics & Supply Chain Management	OMBLSCM 401	Supply chain analytics
OMBLSCM302	Production Planning & Control	OMBLSCM 402	Just in time & Lean
OMBLSCM 303	Inventory Management & MRP Systems	OMBE 403/404	Generic Elective-II
OMBLSCM 304	Packaging and Distribution Management	OMBP 405	Project Work Report
OMBLSCM 305	World Class Manufacturing		
OMBLSCM 306	Statistics & Quantitative Techniques		
OMBE 307/308	Generic Elective-I		
Note: For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.		Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.	
Course Code	Course Title	Course Code	Course Title
OMBE 307	Digital Marketing	OMBE 403	Soft Skill
OMBE 308	Business English	OMBE 404	Business Ethics and Corporate Governance

Specialisation Courses for Semester III & IV

Block Chain Management (BCM)

Course Code	Semester III	Course Code	Semester IV
OMBBCM 301	Basics of Blockchain Technology	OMBBCM 401	Enterprise Blockchain Applications & Hyperledger
OMBBCM 302	Blockchain Technology and Management	OMBBCM 402	Design and Develop of Blockchain Applications
OMBBCM 303	Cryptography and Information Security	OMBE 403/404	Generic Elective-II
OMBBCM 304	Cloud Infrastructure and Services	OMBP 405	Project Work Report
OMBBCM 305	Statistics & Quantitative Techniques		
OMBBCM 306	Blockchain and FinTech		
OMBE 307/308	Generic Elective-I		
Note: For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.		Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.	
Course Code	Course Title	Course Code	Course Title
OMBE 307	Digital Marketing	OMBE 403	Soft Skill
OMBE 308	Business English	OMBE 404	Business Ethics and Corporate Governance

Digital Marketing (DM)

Course Code	Semester III	Course Code	Semester IV
OMBDM 301	Introduction to Digital Marketing	OMBDM 401	Product and Brand Management
OMBDM 302	Search Engine Optimization	OMBDM 402	International Marketing
OMBDM 303	Integrated Marketing Communication	OMBE 403/404	Generic Elective-II
OMBDM 304	Social Media Marketing	OMBP 405	Project Work Report
OMBDM 305	Emerging Trends in Information Technology		
OMBDM 306	Web Designing and Content Management (MM)		
OMBE 307/308	Generic Elective-I		
Note: For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.		Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.	
Course Code	Course Title	Course Code	Course Title
OMBE 307	Digital Marketing	OMBE 403	Soft Skill
OMBE 308	Business English	OMBE 404	Business Ethics and Corporate Governance

Upskill yourself with Online Certification in Collaboration with edX





EDUCATIONAL OBJECTIVES

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

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

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

Programme Objectives

1. Get strategic understanding of Digital Marketing
2. Understand how to use social media tools for branding and sales
3. Understand its advantages and limitations
4. Become familiar with best practices, tools & technologies
5. Blend digital with offline marketing
6. Plan and manage digital marketing budget
7. Manage reporting & tracking metrics
8. Understand the future of Digital Marketing and prepare for it

Programme Outcome

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

Who can attend

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



CERTIFICATE Programme IN DIGITAL MARKETING



Programme STRUCTURE

Credit System

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

The Components of the Programme are

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

Validity

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

Eligibility

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

CERTIFICATE Programme IN DIGITAL MARKETING

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



CERTIFICATE Programme IN HOSPITAL & HEALTH CARE MANAGEMENT



EDUCATIONAL OBJECTIVES

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

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

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

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

Programme Objectives

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

Programme Outcome

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

Who can attend

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



CERTIFICATE PROGRAMME IN HOSPITAL & HEALTH CARE MANAGEMENT



PROGRAMME STRUCTURE

Credit System

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

The Components of the Programme are

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

Validity

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

Eligibility

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

CERTIFICATE PROGRAMME IN HOSPITAL AND HEALTH CARE MANAGEMENT

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



Admission Process

To apply, please follow these steps



Learner's Authentication

Visit

<https://idladmissions.dpu.edu.in/login2019.aspx>

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



Admission Form

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



Admission Confirmation by DPU

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

Documents Required

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

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

Document Format

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

Payment Modes

DPU Payment Gateway -

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

Demand Draft

- ✓ Draw DD in favour of: Institute of Distance Learning (Payable at Pune)
- ✓ Send your DD on following address: Dr. D. Y. Patil Vidyapeeth Centre for Online Learning, Sant Tukaram Nagar, Pimpri, Pune, Maharashtra 411018

(Please mention learner's name and Programme name on the back side of DD)

Evaluation Policy

For BBA

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

1. Formative Assessment

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

Total Marks	: 50 Marks
Assignment I	: 40 Marks
Assignment II	: 10 Marks

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

The term end examination will be conducted by Dr. D. Y. Patil Vidyapeeth Centre for Online Learning twice a year. The question papers will consist of multiple choice questions and descriptive questions in the following pattern.

Total Marks	: 50 Marks
Section I (MCQs)	: 40 Marks
Section II (Descriptive questions)	: 10 Marks

For MBA

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

1. Formative Assessment

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

1.2 Formative Assessment of Generic Core courses

Total Marks	: 40 Marks
Assignment I	: 30 Marks
Assignment II	: 10 Marks

Total Marks	: 50 Marks
Assignment I	: 30 Marks
Assignment II	: 20 Marks

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

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

Total Marks	: 60 Marks
Section I (MCQs)	: 40 Marks
Section II (Descriptive questions)	: 20 Marks

Grading and Award of Class for BBA & MBA Programme

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

Grade Point Average is calculated using formula:

$GPA = \text{Sum of (Course Credits x Grade Point)} / \text{Total Credits}$

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

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

Fees Structure

Bachelor of Business Administration (BBA)

Student Category	Fee type	Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI	Total Fee
		Indian ₹	Indian ₹	Indian ₹	Indian ₹	Indian ₹	Indian ₹	Indian ₹
Indian - Civilian	Programme Fee	21,100	21,100	21,100	21,100	8,900	8,900	1,02,200

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

Master of Business Administration (MBA)

Student Category	Fee type	Sem I	Sem II	Sem III	Sem IV	Total Fee
		Indian ₹	Indian ₹	Indian ₹	Indian ₹	Indian ₹
Indian - Civilian	Programme Fee	35,000	35,000	30,000	30,000	1,30,000

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

Note: Concession in Fee are available in the following cases -

- ✓ Full payment (One Time Payment)
- ✓ Indian Defence / Differently abled
- ✓ DPU Staff/Alumni

** For Details contact admission cell



Programme	Fee type	Indian - Civilian	Foreign Students
		Indian ₹	US \$
Certificate Programme in Digital Marketing (DM)	Programme Fee	28000	625
Certificate Programme in Hospital & HealthCare Management (HAHM)	Programme Fee	28000	625

Note: Concession in Fee are available in the following cases -

- ✓ Full payment (One Time Payment)
- ✓ Indian Defence / Differently abled
- ✓ DPU Staff/Alumni

** For Details contact admission cell

Rules about Payment and Refund of fees

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

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

Note:

- A candidate, after confirmed admission, shall be treated as registered student of the University and will be governed by the rules and regulations of the University.
- In case you encounter problems or have any queries during the Admission process, you can call us on 0091-20-27805702
- To check your application status, please check the dashboard of the Online Admission portal.



1

Expert Faculty

We have both internal and external faculty. The core faculty lends an immaculate academic impetus to the learning environment while the visiting faculty brings to the classroom the latest developments of the corporate world, industry and the business world. The reputation of the Institute owes much to the exceptional caliber of its faculty.



2

Mentors

Each learner is provided with an mentor soon after he/she is enrolled under a Programme. The mentor provides students end-end support regarding any query related to academic , technical or that of examination. Any important communication is pass through the mentor.



3

Valuable Course Materials

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



4

Video Conferencing Facilities

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



5

Web Based Support Systems

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



Student Support Services



Student FAQs

Director's Response



FREQUENTLY ASKED QUESTIONS

1. Is DPU-COL recognized by the University Grants Commission (UGC) and AICTE?

Ans: Yes, DPU-COL is one of the online learning education institutes in India recognized by the University Grants Commission (UGC) and AICTE.

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

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

3. How does one enroll in DPU-COL's Programmes?

Ans: By filling an online registration form which is available at the DPU-COL website.

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

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

5. How can the tuition fees be paid?

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

6. What are the modes of fees payment?

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

7. Are the Programmes offered at DPU-COL accepted by the Industry?

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

8. What are the highlights of the teaching methodology at DPU-COL?

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

9. How can I interact with the faculty?

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

10. Will I get academic support from DPU-COL?

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

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

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

12. What will be the evaluation method?

Ans: Students will be evaluated on the basis of Formative & Summative Assessment.

13. Are the examinations paper-based or online?

Ans: Online

14. Whether online examination can be given from home?

Ans: Yes, Online Examinations can be given from home.

15. From where will I get the examination form?

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

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

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

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

Ans: If you miss any exam or full semester, then you have to pay exam fees to re-appear the examination.

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

Ans: Placement assistance is provided through our Placement cell.



Specializations

MBA - Marketing Management

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

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

charities, heritage organisations or the education sector.

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

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

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

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

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

MBA - Human Resource Management (HRM)

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

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

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

handle employee relations, payroll and benefits and training

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

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

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

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





Specializations

MBA – Finance Management

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

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

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

presentation skills.

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

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

Career path and progression: With experience, you could

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



MBA – IT Management

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

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

network planning, tech support etc.

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

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

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

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

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



Specializations

MBA – Project Management

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

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

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

negotiation, budgeting and IT skills.

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

Job Profiles available in Market:

Sr. Project Manager, Project Manager, Associate Project Manager.

Career path and progression:

With experience, you could move into senior management or become a freelance consultant.



MBA – Operations Management

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

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

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

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

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

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

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

Job Profiles available in Market:

Operations Manager, Business Operations Manager, Distribution Branch Manager.

Career path and progression:

With experience, you could progress to senior planning jobs and consultancy work.



Specializations

MBA - Hospital Administration and Health Care Management

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

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

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

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

contract management skills, and excellent communication skills.

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

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

Job Profiles available in Market:

Hospital Administrator, Hospital Chief Financial Officers (CFOs), Health Information Manager.

Career path and progression:

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



MBA - International Business Management

International Training in a Global Business Setting

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

Participants learn export-import policies, documentation,

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

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

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

Career path and progression

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



Specializations

MBA - FinTech

With Masters in FinTech Programme you gain the skills and insights to have an impact on the job from day one with positions around the world in finance, data science, and tech.

Financial Technology is an emerging area which integrates Technology and Finance through seamless and efficient delivery of Financial Services using innovative and new Technology. It will change and disrupt the way business is done by banks, insurance firms, non-banking finance companies (NBFC), payment banks, stock trading and investment advisory firms. Be at the forefront of the global FinTech revolution with this state-of-the-art FinTech course – designed and delivered by FinTech experts.

Skills Required: Data Scientist & Analysts need excellent knowledge about machine learning, AI, alternative lending, and payments, WealthTech, RegTech, Fintech Regulation, risks

and challenges.

Job Profile: FinTech managers work on developing AI tools for the financial services industry is, undoubtedly one of the best 'career opportunities for any developer. There is a mountain load of Data being generated every second in the world of finance that offers an even bigger opportunity. Blockchain has already gone mainstream with banks and tech, companies pouring billions into development projects ranging from trading to transactions and from contract management to data storage. The regulatory burden is increasing every year and companies are looking for tools that can help them reduce this cost without compromising on quality. RegTech

fills the gap. A rapidly growing, trillion-dollar industry attracting the attention of tech giants and start-ups alike. What's not to like? Cyber security is the #1 priority for CEOs. Crowdfunding makes it possible, for enthusiasts to fund everything, from their favourite games to physical products and everything, in between! It's Venture Capital + Market Research rolled into one.

Job Profiles available in Market:

Fintech Engineer, QA Analyst, Product Manager, Business Analyst, Credit Risk Analyst, Data Analyst, Block Chain Manager,

Career path and progression:

With experience, you could move into senior management or start your own Fintech company

MBA - Business Analytics

Business analysts are data driven manager who evaluate past and current business data with the primary goal of improving decision-making processes within organizations.

Business Analytics is a combination of Data Analytics, Business Intelligence and Computer Programming. It is the science of analysing data to find out patterns that will be helpful in developing strategies. Its usage can be found in almost every industry. It is a field that drives practical, data-driven changes in a business. Analysts in this field focus on how to apply the insights they derive from data and how it shall help the business further.

Skills Required: Business analysts need to know how to pull, analyse and report data trends, and be able to share that information with

others and apply it on the business side. Budgeting and forecasting, Planning and monitoring, Variance analysis, Pricing, Reporting are some key skills that an BA should have hands-on experience in.

Job Profile: Business analysts use real-time user data and analytics Programmes to identify user trends, successful functions and potential user adoption problems with the applications. As data becomes more valuable to organizations, so do business analysts.

Organizations often assign BAs to several projects at a time if the projects are small enough, or they

May be assigned to a single project if it's complex.

Job Profiles available in Market:

Management Consulting, Growth Manager, Business consultant, Leadership Roles in Business Analytics, Sales, HR, Marketing & Finance, Growth & Strategy roles

Career path and progression:

Beginning with the position of QA, those who wish to move higher up in the profession can move up to the project manager role, senior/lead business analyst, product manager, and consulting roles with years of experience.



Specializations

MBA - Artificial Intelligence & Machine Learning

With AI & Machine Learning one understand how AI works at a technical level using Multi-layer Neural Networks and works on deep learning algorithms

Artificial Intelligence refers to the development of computer systems that mimic a human brain and enable them to perform tasks that usually require human intelligence.

Machine learning is a specific form of AI that allows computers to learn and grow after they are introduced to scenarios in the form of data. Both of these areas offer promising career opportunities.

Skills Required: A Data Scientist models and analyses key data to continually improve how businesses utilize data. Data Scientists aim to make accurate predictions about the future using in-depth data modeling and deep learning. The following can be

attained by having right knowledge of Programming skills (SAS, R, Python), statistical and mathematical skills, storytelling and data visualization, Hadoop, SQL, machine learning

Job Profile: An Artificial Intelligence & Machine Learning professional, examine which questions need answering and where to find the related data. They have business acumen and analytical skills as well as the ability to mine, clean, and present data. Businesses uses them to source, manage, and analyze large amounts of unstructured data. Results are then synthesized and communicated to key stakeholders to drive strategic decision-making in the organization. They are

provided with the questions that need answering from an organization and then organize and analyze data to find results that align with high-level business strategy.

Job Profiles available in Market: Data analyst, Data scientist, Senior data scientist, Data engineer

Career path and progression: Having taken AI & Machine Learning as a career path, you begin your journey as an analyst or junior researcher, and with the right years of experience and skill, you can climb up to the position of Senior Data Scientist and Chief Technological Manager officer of an organization

MBA - Logistics, Materials & Supply Chain Management

With Logistics, Materials & Supply Chain Management, businesses reduce overhead costs using strategic planning and increases visibility and build transparent business processes.

Logistics management is the process of integration and maintenance (flow and storage) of goods in an organization and **Materials management** is a core function of supply chain management, involving the planning and execution of supply chains to meet the material requirements of a company or organisation. Whereas **Supply Chain Management** is the coordination and management (movement) of supply chains of an organization.

Skills Required: Simulation, modelling, forecasting, problem solving, and negotiation skills are extremely important skills that a Logistics, Materials & Supply Chain

professional should have. Knowledge of logistics, supply chain management, and transportation. Should know financial planning, Forecasting, Workflow optimization, General management and business, work on international business practices and must also possess Knowledge of laws and regulations.

Job Profile: An professional in the given domain is to expected to organise the storage and distribution of goods, ensure that the right products are delivered to the right location on time and at a good cost, and also be involved in transportation, stock control, warehousing and monitoring the flow of goods. Analyze operational

performance and resolve issues, collaborate with vendors and suppliers to ensure all operations meet quality and safety standards.

Job Profiles available in Market: Supply chain design and planning, Procurement and supply management, Freight transportation, Warehouse design and management, Distribution network design and planning, Inventory management and control.

Career path and progression: From executive, associate to manager, with experience, you could move into senior management or you can start your distributorship locally.



Specializations

MBA - Block Chain Management

With Block Chain Management, companies, eliminate transaction costs and use outside resources as easily as internal resources.

A blockchain is essentially a digital ledger of transactions that is duplicated and distributed across the entire network of computer systems on the blockchain. As a database, a blockchain stores information electronically in digital format. Blockchains are best known for their crucial role in cryptocurrency systems, such as Bitcoin, for maintaining a secure and decentralized record of transactions. With blockchain one can make it difficult or impossible to change, hack, or cheat the system.

Skills Required: An Blockchain Professional should be equipped

with overall Blockchain skill along with Bitcoins network Bitcoin mining Bitcoin wallets Blockchain alternatives Ethereum virtual machine Merkle tree, Smart Contracts, Hyperledger and MultiChain.

Job Profile: An Blockchain professional is expected to develop and maintain decentralized applications, developing web apps, optimizing blockchain protocols, etc. To design effective UIs, assignments, connections, and other tasks like developing complete blockchain solutions, offer legal expertise on investments, their implications,

and how to handle finances and management. Promote cryptocurrencies and spread awareness about their product.

Job Profiles available in Market: Technology Architect, Product Manager, Risk Analyst, Analyst Relation Manager, Cryptocurrency Community Manager, Blockchain Solution Architect

Career path and progression: With right years of experience in the field of Blockchain Management and attaining right skills you could move up to the senior management or can start with your own consultancy or organisation.

MBA - Digital Marketing

Digital marketing practices allow business to boost its sales exponentially making it more visible & accessible to more consumers who are looking for the product and services in that niche.

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel. At a high level, digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps. Using these online media channels, digital marketing is the method by which companies endorse goods, services, and brands. Consumers heavily rely on digital means to research products.

Skills Required: Paid search, Search engine optimization, Content marketing, Social media marketing, Email marketing, Mobile marketing, and Marketing automation are some of the key skills that a Digital Marketer should be well versed with.

Job Profile: A digital marketer is responsible for using a variety of digital channels to generate leads and build brand awareness. Beyond this, a digital marketer must also use measurable analytics to identify weaknesses and find ways to improve performance across these channels. In this role, you can be responsible for all aspects of a company's digital strategy or just

focus on one.

Job Profiles available in Market: Digital Marketing Executive/Manager, Social Media executive, Performance Marketer, PPC Specialist, SEO Executive, Digital Marketing Specialist/Strategist

Career path and progression: Like any other profile in the industry, one with the right years of experience and knowledge in the field of digital marketing can grow exponentially in profile from an executive, manager to CMO.

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

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Fleet Ocean Maritime Academy	Path Finder	Byju's Learning
Angel Broking	Talent Corner HR Services	BCapgemini
BVG Group	Bajaj Finserv	Capital Aim Advisory Services
AU Small Finance Bank	Kantar Operations	CC Wilson India
Absolute Reports Pvt Ltd.	Karvy Broking	Reval Analytics
ACPL Group	Kotak Bank	RSPL Ltd.
American Express	KPIT	Rubi con
Apollo Munich Health Insurance	Kurl-on	Ruby Capital
Aquaspade Pvt. Ltd.	Lexi Pens	Rustomjee Developers
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