



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



UGC
Entitled



NAAC 'A++'
Grade Accredited



AICTE
Approved

TRANSFORM YOUR TOMORROW

Online MBA

MASTER OF BUSINESS ADMINISTRATION

Connecting Education and Brilliance



FLEXIBLE
RELEVANT
FUTURE-READY

LEARN
GROW
ACHIEVE
TOGETHER

SAME
EDUCATION.
BRIGHTER
FUTURES.



INDUSTRY
ALIGNED CURRICULUM



LEARN FROM
EXPERT FACULTY



ANYTIME,
ANYWHERE



BUILD A
BRIGHTER TOMORROW



About D.Y. Patil

D.Y. Patil is the former Governor of Bihar, Tripura, and West Bengal and a well-known Educationist and Philanthropist from an agricultural town Kolhapur in the state of Maharashtra. He strongly believes that youth in India needed a greater platform that offers multiple opportunities to educate themselves across geographies. He envisioned a goal of spreading education across the length and breadth of India and since then, there has been no turning back and today he has Established more than three deemed universities with more than 150 independent institutions in India.



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.

Why D.Y. Patil?



Develop relevant & up-to-date skills

In this competitive world, online learning updates your skills to industry standards and helps in maintaining a relevant portfolio.



Study whenever, wherever

Learn on your own schedule without time limitations.



Learn without any age limitation

Online learning programs have no age limit, allowing you to pursue your passion at any stage of your life.



Pursue job & academics simultaneously

Enroll in online learning programs to enhance your skills while employed, broadening career prospects through a learn-and-earn approach.



Learn at your own pace

Engage in online learning at your own pace without worrying about rigid deadlines.



Increased chances of promotion & higher remuneration

Online learning boosts knowledge, unlocking larger growth opportunities by enhancing skills for higher positions.



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Online BBA

BACHELOR OF BUSINESS ADMINISTRATION

Connecting Education and Brilliance



PROGRAM OVERVIEW

Duration (in yrs)

3

Specializations

8

Mode of Instruction

**LIVE + RECORDED
LECTURES**



Flexible Learning

Live Masterclass

Cutting-edge Curriculum

Adherence to 4 Quadrants of UGC

OPTIONAL SPECIALIZATIONS

The D.Y. Patil University Online offers a wide range of professional programs to set an aspirant's career on the right track

BBA General



**BBA in Logistics
& Supply Chain**



**BBA in Marketing
Management**



**BBA in Event
Management**



**BBA in Human
Resources**



**BBA in Retail
Operations**



**BBA in Hospital
Management**



**BBA in Investment
Banking**



INTERACTIVE INDUSTRY READY MASTERCLASS

- Gain profound industry insights and real-world perspectives from seasoned professionals during these sessions
- Engage in direct conversations with experts, fostering dynamic discussions and personalized learning experiences
- Immerse in success stories shared by industry experts



Some of Our Notable Masterclass Experts



Dr. Ganesh Natarajan

Chairman - Honeywell
Automation India



Ms. Rakhi Aswal

CFO - Saxo Group India,
Ex-Infosys



Ms. Ankita Poddar

Senior HRBP - Amazon Web
Services, Dublin, Ireland

LEARN THE IIM WAY: REAL WORLD CASE STUDIES

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



Transforming Customer Experience During Challenging Times

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

HR Planning and Retention Strategy

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



Optimizing Freight Logistics

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

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.



BECOME A GEN AI EXPERT

GENERATIVE AI MASTERCLASS

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



GENERATIVE AI FOUNDATIONS CERTIFICATE PROGRAM

1. Joint Completion Certification from upGrad and Microsoft
2. Paid access to AI tools worth the course fee
3. Learn to use 15+ AI tools like a pro - MS copilot, Azure AI
and many more.



copy.ai



Eleven
Labs

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.



Access to resume building tool:

Get access to Hiration, a powerful resume-building platform that helps you craft professional resumes, write impactful cover letters, and optimize your LinkedIn profile. Use ready-made templates or upload your own resume to receive an ATS (Applicant Tracking System) score. Refine and re-upload as many times as needed until your resume is recruiter-ready.



Employability Assessment:

Take the guesswork out of your career planning. This career-focused assessment provides a personalized report outlining your strengths, growth areas, and ideal job roles using Verbal Ability, Aptitude and Logical Reasoning metrics. Use the insights to chart a confident path forward.



Placement Opportunity:

Learning is just the beginning. Upon successful completion of your course, you'll unlock access to job opportunities with our trusted hiring partners - based on open roles and your profile fit. We help you go from classroom to career.



STUDENT TESTIMONIALS



Shubham Kudase

Choosing D.Y. Patil University for my BBA has been an amazing decision. The entire process, including fee payment, admission, and documentation, was smooth and hassle-free. The live classes have been immensely helpful, and the support staff has provided excellent assistance. The exams and internals are structured in a way that is feasible for everyone. As a working professional, D.Y. Patil University has proven to be an excellent organisation for pursuing my studies. I am extremely satisfied with my decision to choose D.Y. Patil University for my Bachelor's.



Bobby Baiju

Choosing D.Y. Patil University for my BBA program was a great decision. The practical and industry-oriented approach stood out, providing a balance between theory and real-world application. The expertise and guidance of the faculty was exceptional. My advice to prospective students is to actively engage in discussions, participate in extracurricular activities, and seek internships. The program enhanced my leadership, decision-making, and strategic thinking skills. Overall, I highly recommend D.Y. Patil University for its comprehensive and industry-focused education.



ADMISSION PROCESS



STEP 1

Register

Fill the application form and pay registration fees.



STEP 2

Documentation & Payment

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

No Cost EMI
Available



STEP 3

Welcome Onboard

Get confirmation of admission & access course material via LMS.

ELIGIBILITY CRITERIA

- $\geq 40\%$ in 10th from recognized board/ SSC is mandatory
- Either $\geq 40\%$ in 12th from Recognized Board or Overall 50%+ in 3 years of Polytechnic/Diploma from recognized board

Note: Documents must be attested (true copies with self-declaration) on Rs. 100 stamp paper



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Master of Business Administration

CONNECTING EDUCATION AND BRILLIANCE

Program Overview



Duration

2 Y



Specializations

11



Mode of Instruction

Online

PROGRAM HIGHLIGHTS:

Experience the new way of learning



Learning via
Mobile App



Advanced
Masterclass



Cutting Edge
Short Courses



Industry
Leader Talks



Adherence to 4
Quadrants of UGC



Real-World
Case Studies



Expert-Led Learning/
Faculty Excellence



Personalized
Mentorship

Specializations

Sales and Marketing

Consumer Behavior

Strategic Brand Marketing

Sales & Distribution Strategy

Human Resource Management

Talent Management

Compensation Management

Performance Management Systems

Hospital and Healthcare Management

Hospital Planning & Project Management

Quality & Accreditations

Finance

Financial Institution & Markets

Options and Derivatives

Portfolio Management

Retail Management

Product Management

Strategic Personal Selling

Digital Retailing

Logistics & Supply Chain Management

Procurement & Strategic Sourcing

E-commerce Supply Chain

Supply Chain Analytics

Specializations

International Business

Cross-cultural Management

Global Trade & Economics

International Negotiations

Entrepreneurship Management

Entrepreneur Finance

Strategy & Innovation

Entrepreneurial Risk Management

Event Management

Event Conceptualization & Design

Event Laws & Licenses

Event Budgeting

Digital Marketing

Inbound Marketing: Content & Search Marketing

Digital Product Management

Data Science & Business Analytics

Business Intelligence & Data Visualization

Statistical Thinking

Predictive Analytics

Business Leaders as Guest Faculty



Hetal Sonpal

TedX Speaker,
24+ years experience



Praveen Malla

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



Sushant Mathur

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



Vikash Singh

Senior Data Scientist, AP Moller Maersk
24+ years experience



Joydeep Sen

Group Product Manager, YouTube,
15+ years of experience



Nipun Mudaliar

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



Dr. Farooq Sheikh

Faculty, NM College of Commerce,
10+ years experience

**10+ More
Guest Faculties**

Learn the IIM way: Real-world Case Studies

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Industry Leader Masterclasses

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



Mohua Das Gupta

Chief Revenue Officer, Peepul Group

XLRI JAMSHEDPUR



Prashanth Balasubramanian

Head of Strategy & Operations, Facebook

IIM BANGALORE



Rakesh Godhwani

Ex Adjunct Professor, IIM Bangalore

IIM BANGALORE



Dr Sharan Kumar Shetty

HOD Management Studies, AJIIT Mangalore

VTU BELGAUM

Many more industry experts

Become a Gen AI Expert

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

GENERATIVE AI MASTERCLASS

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



Career-oriented Upskilling

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

Access To Analytical Tool Learning Videos

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



Data Analysis and Visualisation:



MS Excel



Tableau



Power BI

Soft Skills Development

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



Transition Support: Smoothing your Path to Career Success

Resume & Interview Preparation

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



Program Structure

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

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

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

Program Structure

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

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

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

Program Structure

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

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

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

Program structure

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

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

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

Program structure

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

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

Admission Process

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

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



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MBA Overview

Duration

2 Years

Specialisations

11

Mode of Instruction

Online

MBA Highlights



Live Masterclass

Live video sessions every month with industry experts to broaden knowledge and become proficient in industry best-practices



Adherence to 4 Quadrants of UGC

Bridging the digital divide by providing e-learning resources, assessments & discussion forums catering to UGC's 4 quadrant course approach



Cutting-Edge Curriculum

Meticulously designed course curriculum focusing on latest industry updates ensuring zero redundancy



Industry Connect

Multiple certifications & masterclasses by industry experts to bridge the gap between academic learning & industry application



Personalized Mentorship

Thorough mentorship by career counselors to streamline learners career objectives & goals

MBA Specializations



MBA Program Structure



Semester 1 (Common)	Credits
Organizational Behaviour	3
Principle of Accounting	3
Managerial Economics	3
Principles of Management	3
Quantitative Techniques	3
COMPULSORY CREDITS	15
Electives – Any One*	
Global Business Environment	2
Business Law & Corporate Governance	2
Business Communication	2
SEMESTER TOTAL CREDITS	17

Semester 2 (Common)	Credits
Human Resource Management-I	3
Strategic Management	3
Financial Management-I	3
Principles of Marketing-I	3
Production & Operation Management	3
COMPULSORY CREDITS	15
Electives – Any One*	
Supply Chain Management	2
Management Information System	2
Sales Management	2
SEMESTER TOTAL CREDITS	17



Semester 3 (Common)

Credits

International Business	3
Research Methodology	3
Project Management	3
Entrepreneurship Essentials	3
Cost & Management Accounting	3
Project Work -Part 1	credits in sem 4

COMPULSORY CREDITS

15

Operation Research	2
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SEMESTER TOTAL CREDITS

17

1 MBA in Sales And Marketing (SM)

Semester 4

Credits

Services Marketing	3
Advertising & Sales Promotion	3
Consumer Behaviour	3
Strategic Brand Management	3
Sales and Distribution Management	3
Retail management	3
Project Work -Part 2 Final Submission	3

SEMESTER TOTAL CREDITS

21

2 MBA In Human Resource Management (HRM)

Semester 4

Credits

Human Resources Management-II	3
Training & Development	3
Performance Management	3
Employee Relation, Labour Law & compensation	3
International HRM	3
Managing Individuals in organisations	3
Project Work –Part 2 Final Submission	3
SEMESTER TOTAL CREDITS	21

3 MBA In Healthcare and Hospital Management (HHM)

Semester 4

Credits

Clinical Service Management	3
Epidemiology and Bio Statistics	3
Healthcare Communications	3
Hospital Planning & Hospitals project Management	3
Medico Legal Framework in Healthcare	3
Quality and Accreditations of Hospitals	3
Project Work –Part 2 Final Submission	3
SEMESTER TOTAL CREDITS	21

4 MBA In Finance (FIN)

Semester 4

Credits

Financial Institution and Financial Markets	3
Investment Strategy & Portfolio Management	3
Options and Derivatives	3
Advance Corporate Financial Management	3
Financial Risk Management	3
Project Finance	3
Project Work –Part 2 Final Submission	3

SEMESTER TOTAL CREDITS

21

5 MBA In International Business (IB)

Semester 4

Credits

International Finance	3
International Marketing	3
Import & Export Management	3
Legal Aspects & Ethics of International Business	3
Management of firm in global business	3
International HRM	3
Project Work –Part 2 Final Submission	3

SEMESTER TOTAL CREDITS

21

6 MBA In Logistic & Supply Chain Management (LSM)

Semester 4	Credits
Logistic Management	3
Retail Logistics & Supply Chain Management	3
Global Supply chain Management	3
Maritime Logistics & Documentation	3
Inventory Management	
Procurement and sourcing Management	3
Project Work –Part 2 Final Submission	3
SEMESTER TOTAL CREDITS	21

7 MBA In Entrepreneurship Management (EM)

Semester 4	Credits
Entrepreneur Finance, strategy & Innovation	3
Data Analytics for Entrepreneurs	3
Customer Relationship Management	3
Entrepreneurship Ecosystem	3
Advance Corporate Financial Management	3
Risk Management for Entrepreneur	3
Project Work –Part 2 Final Submission	3
SEMESTER TOTAL CREDITS	21

8 MBA In Event Management (EVM)

Semester 4	Credits
Event Concepts & Designing	3
Budgeting & Costing of Events	3
Event Laws & Licences	3
Event Logistics & Risk Management	3
Cross Cultural Event Management	3
Customer Relationship Management	3
Project Work –Part 2 Final Submission	3
SEMESTER TOTAL CREDITS	21

9 MBA In Retail Management (RM)

Semester 4	Credits
Concepts of Retail Management	3
Product & Brand Management	3
Business Analytics	3
Merchandising & Retail Environment	3
Strategic Personal Selling	3
Customer Relationship Management	3
Project Work –Part 2 Final Submission	3
SEMESTER TOTAL CREDITS	21

10 Data Science and Business Analytics(DSBA)

Semester 4

Credits

Essentials of Data Science	3
Statistical Thinking for Data Science	3
Data Analysis and Visualization	3
Business Analytics	3
Business Analysis using Excel	3
Predictive Analysis for Business Decisions	3
Project Work – Part 2 Final Submission	3
SEMESTER TOTAL CREDITS	21

11 Digital Marketing(DM)

Semester 4

Credits

Digital Marketing Fundamentals	3
Inbound Marketing: Content & Search Marketing	3
Outbound Marketing: Digital Advertisements & Social Media Marketing	3
Web and Social Media Analytics	3
Growth Marketing	3
Digital Product Management	3
Project Work – Part 2 Final Submission	3
SEMESTER TOTAL CREDITS	21



Industry Connect

Industry Connect bridges the gap between academic knowledge & real-world applications igniting a holistic subject understanding. Through hands-on experiences, learners gain invaluable insights, cultivating skills that seamlessly transition into professional success.

- **Communication Bootcamp**

- **Career Booster Capsule**

- **MS Excel Mastery**

- **5 Job-Oriented Micro Certifications**

- **Recorded Masterclasses**

- **Access to analytical tool learning videos**

- **Soft Skills Recorded Content**

- **Interactive Live Masterclass**

Communication Bootcamp

Duration
6 Months

A customized communication bootcamp designed to enwrap various oratory & non-verbal techniques of communication.

Program Overview :

- Highly Interactive & practice-based sessions
- Target Skills: Speaking, Writing, & Presentation

Skills

Pre-assessment

A 15-minute pre-assessment is taken & students are divided among three levels: L1, L2, L3 based on the performance in the assessment.

Batch assignment

Instructor is assigned & a Whatsapp group is formed with the instructor.

All Skills

Commencement of Classes

Extempore

Practice of extempore to speak off the cuff on different topics.

Speaking

GD on current affairs

Discussions on current affairs to develop both communication skills and current affairs.

Speaking

GD on video clips

Lengthy discussions on what learners hear and see to develop an ability to voice one's opinion and comprehension.

Speaking

Conference Discussions

Discussions to master various issues with confidence and clarity.

Speaking

Interview preparation

Discussions around building personal & professional competency to approach key HR-related interview questions for effective performance.

Speaking

Linkedin post writing

Discussion on art of writing effective linkedin posts.

Writing

Week 11

Voice modulation

Master the art of enunciation and modulation to attract the attention of audience towards what one says.

Speaking

Week 12

Storytelling

Apply the elements of effective storytelling to craft compelling stories in your presentations and talks.

Speaking

Week 13

Powerpoint presentations

Make effective presentations by learning the intricacies & best practices.

Presentation

Week 14

Communication with stakeholders

Master the strategy of communicating with your clients and teammates to build your interpersonal skills.

Stakeholder
Management

Post Assessment

Week 15 – 20

Post assessment

Students are scored again on the same parameters as pre-assessment.

All Skills

“ Change is the end result
of all true learning ”

– Leo Buscaglia

Career Booster Capsule

[Mode: self-paced, Live & 1:1 sessions]



Async Content (46 Hours)

1st & 2nd Semester

Enhance critical thinking, quantitative reasoning, arithmetic, and advanced logical skills through recorded content.



Live Sessions (20 Hours)

2nd semester

Join live sessions to enhance your critical thinking, analytical abilities, and other soft skills, and best prepare yourself for the professional world.



Masterclasses on Core Specializations (8)

1st to 4th semester

Attend masterclasses led by industry experts to develop leadership skills and strategic thinking.



Career Coaching Calls (2)

2nd semester

Engage in personalized career coaching sessions to receive tailored advice and guidance on your career path.



Mentorship Calls (2)

3rd semester

Benefit from one-on-one mentorship calls to discuss your goals and gain insights from experienced professionals.



Mock Interviews (2)

4th semester

Prepare for real-world interviews with one-on-one mock interview sessions for personalized feedback and improvement.



Access to upGrad Career Portal

4th semester

Utilize the upGrad Career Portal to apply for jobs, monitor application statuses, and track your career progress in real time.

MS Excel Mastery

A one-stop destination for Basic, Intermediate & Advanced Excel users.

Duration
3 Months

Level of Proficiency:

☒ Basic ☒ Intermediate ☒ Advanced

Topics Covered

Session 1

Ribbons, Conditional Formatting, Data Validation, SUM, AVERAGE, COUNT, PRODUCT, MEDIAN, MODE, WORKDAY, WEEKDAY, DAYS, WEEKNUM

Session 2

SUMIF, AVERAGEIF, COUNTIF, SUMIFS, COUNTIFS, AVERAGEIFS, WILD CARDS, TEXTJOIN, CONCAT, IF, NESTEDIF

Session 3

VLOOKUP, XLOOKUP, INDEX, MATCH, TEXTAFTER, TEXTSPLIT, SUBSTITUTE, REPLACE

Session 4

Pivot Tables Basics

Session 5

Advanced Pivot Tables, Calculations, Calculated Fields, Calculated Items

Session 6

Table, Fact and Lookup Data, Power Pivot and Data Modelling

Session 7

Power Query and Data Transformations

Session 8

Charts and Customization Options, Exploratory, Informatory, Explanatory

Session 9

Dashboarding Frameworks and Building a Simple Dashboard

Session 10

Advanced Dashboarding – Building a Relationship Dashboard

“Education’s purpose is to replace an empty mind with an open one.”

—Malcolm Forbes

5 Job-Oriented Micro Certifications

New-age, skills-based certifications for learners, over and above their regular course subjects.

1

Digital Marketing

- Gain an in-depth grasp on diverse digital marketing channels and strategies
- Acquire skills to create and implement successful digital marketing campaigns
- Learn to engage with target audiences effectively and measure campaign success

Topics covered :

- Search engine optimisation (SEO)
- Social media marketing
- Email marketing
- Paid advertising



2

Product Management

- Master end-to-end product or service lifecycle management
- Acquire skills in driving product innovation and strategy
- Collaborate with cross-functional teams to create successful products

Topics covered :

- Market research
- Customer need identification
- Product ideation and development
- Competitive analysis
- Project management
- Product metrics
- Product launch



Finance

- Gain insights into organisational financial management
- Understand financial statements and evaluate investments
- Make informed decisions for maximizing shareholder value

Topics covered :

- Financial analysis • Budgeting
- Capital budgeting • Risk management
- Valuation • Financial decision-making



Leadership

- Learn problem-solving & strategic thinking techniques
- Understand conflict resolution tactics
- Learn to be a quick decision maker

Topics covered :

- Effective communication • Strategic thinking
- Conflict resolution • Decision-making
- Team building • Inspiring and motivating others



Entrepreneurship

- Develop vital skills and knowledge to thrive as an entrepreneur
- Efficiently manage business ventures and ensure success
- Dive into the intricacies of market analysis

Topics covered :

- Business ideation and opportunity assessment
- Market analysis • Marketing and sales strategies
- Financial management and budgeting
- Legal and Regulatory considerations



Recorded Masterclasses

Explore insightful recorded masterclasses covering entrepreneurship, leadership, marketing, HR, and finance, delving into practical aspects of each field.

Examples of Leadership Lessons :



Neera Nundy
Co-Founder &
Partner, Dasra



Pawan Goenka
Former MD & CEO,
Mahindra &
Mahindra Ltd

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.

Examples:

Data Analysis and Visualisation :



MS Excel



Tableau



Power BI



Soft Skills Recorded Videos

Approximately 8-10 hours of meticulously curated videos, developed by industry experts, covering the following essential soft skills:

Interview Skills

Elevate your confidence and readiness on mastering interview techniques and acing professional conversations

Communication Skills

Enhance your skills to convey ideas effectively, emphasizing communication strategies and interpersonal dynamics

Problem-Solving Skills

Sharpen your critical thinking and decision-making prowess for complex real-world challenges





Interactive Live Masterclass



Gain profound industry insights and real-world perspectives from seasoned professionals during these sessions



Engage in direct conversations with experts, fostering dynamic discussions and personalized learning experiences



Immerse in success stories shared by industry experts

Some Of Our Notable Masterclass Experts



Dr. Ganesh Natarajan

Chairman - Honeywell
Automation
India



Ms. RAKHI ASWAL

CFO - Saxo Group India,
Ex-Infosys



Ms. Ankita Poddar

Senior HRBP - Amazon
Web Services, Dublin,
Ireland

1 Live Session Taken By Industry Expert For Each Subject



Industry expert insights:

Engage in live sessions led by professionals, uncovering real-world challenges and trends beyond textbooks.



Practical problem solving:

Discuss industry issues with experts, honing analytical skills and learning applicable strategies.



Case study integration:

Explore real-life cases, bridging theory and practice for a deeper understanding.



Networking and exposure:

Interact with your peers during the live sessions, share perspectives, and build a network of like-minded individuals.

Our Leading Recruiters



TATA CONSULTANCY SERVICES



Hindustan Unilever Limited



“ Discipline is one of the basic and primary requirements for success in life. ”

– Sunday Adelaja

Testimonials



Ashish Singh – MBA

“ I choose this university for its global reputation, and I’m thrilled to have been placed as a Business Development Manager at 1 of India’s largest Insurance Company. The university’s guidance on placements, expert-led masterclasses, and faculty support have been invaluable. Thanks to them, I’m ready to step into the corporate world! ”

Sejal Kharat – MBA

“ I’m Sejal Kharat, a housewife who got a second chance to study thanks to my family’s support. The D Y Patil University Online MBA program has been perfect for me—flexible, convenient, and easy to balance with family life. If you’re looking to continue your education, I highly recommend it! ”



Imran Pathan – MBA

“ I used to work as a bar executive and wanted to get promoted to a senior level. My seniors suggested pursuing a management degree, but as the sole earning member, I couldn’t leave my job. While researching, I discovered D Y Patil University’s Online MBA program. With the support of their knowledgeable faculty, I completed my MBA with flying colors, got promoted, and now own a beverage training academy. This program truly transformed my career! ”

Admission Process

01

STEP



REGISTER

Fill the registration form and pay registration fees.



02

STEP



ENROLLMENT AND PAYMENT

Submit required documents (attested)

- 10th (SSC) and 12th (HSC) Statement of Marks
- Graduation Statement of Marks and Certificate
- Photo ID Proof (PAN card / Passport / Driving License / Election Card)
- Aadhaar Card
- 1 Stamp Size photographs
- Declaration Form of Rs. 100

Payment options:

- Online payment gateway (credit/debit cards, net banking)



03

STEP



Welcome on Board (Admission Confirmed)

- Admission confirmed after document verification and fee payment.
- Access course material online.
- Receive login credentials of LMS.

Note: Documents must be attested true copies with self-declaration on ₹100 Stamp Paper.

Eligibility

The University welcomes applications from all the aspirants who have completed following criteria :

- 40%+ in 10th from Recognised board / SSC is Mandatory. (As per the existing policy of University)
- Either 40%+ in 12th / HSC / Recognised Board or Overall 50%+ in 3 years of Polytechnic Diploma from recognised board
- Overall 40%+ in Bachelor's Degree from recognised University (For 10+2 + regular graduation)
- If student applying for MBA; wherein 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

