



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



UGC  
Entitled



NAAC 'A++'  
Grade Accredited

# Online BBA

BACHELOR OF BUSINESS ADMINISTRATION

Connecting Education and Brilliance



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# ABOUT D.Y. PATIL UNIVERSITY



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

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



# 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**

# WHY D.Y. PATIL UNIVERSITY?

## **Flexible Learning Options**

Pursue your education from anywhere, at any time.

## **Diverse Course Offerings**

Explore a wide range of courses with multiple specialization options across various disciplines.

## **Engaging Virtual Classroom Experience**

Immerse yourself in an interactive virtual classroom environment.

## **Expert Faculty**

Learn from our distinguished faculty members and industry experts.

## **Comprehensive Support Services**

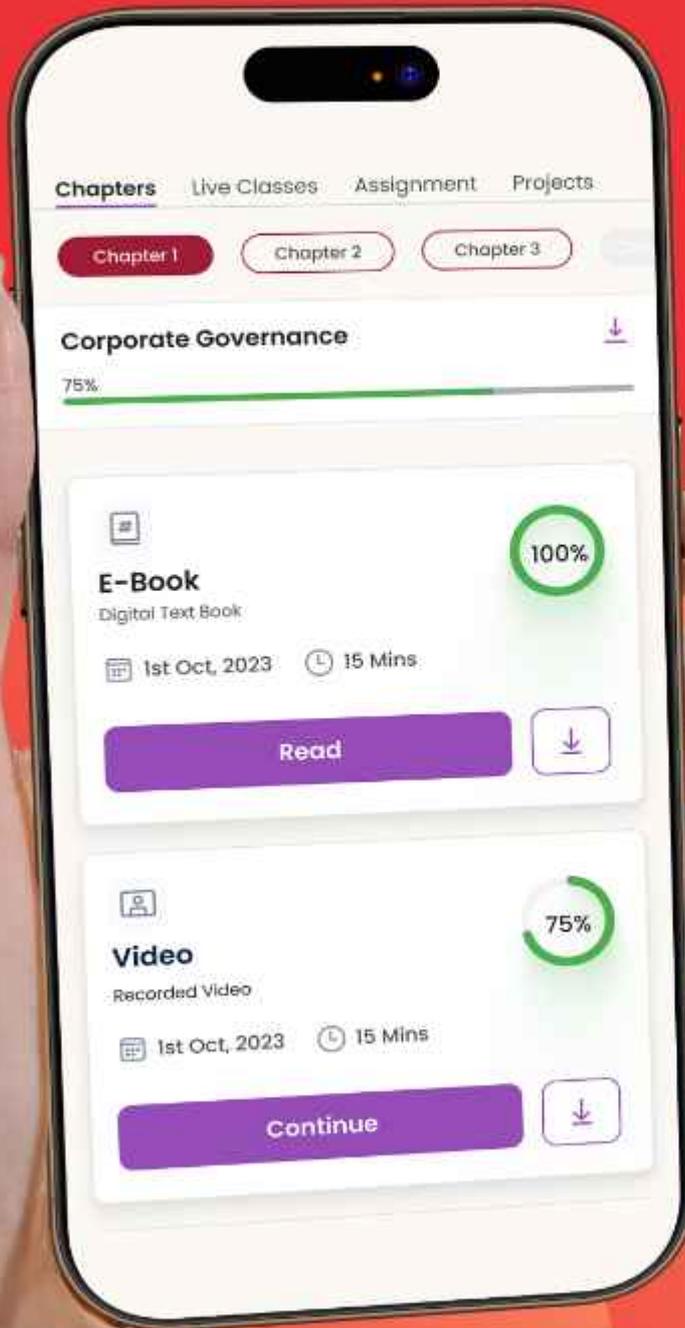
Receive personalized support throughout your journey, with dedicated relationship officers.

## **Convenient Online Exams**

Take exams conveniently from home or any location with internet access, at your convenience

# DY PATIL LEARNER APP:

Your learning, always on-the-go!



Offline Learning



Real-time Notification



Personalized Calendar



Analytics Dashboard

Install DY Patil Learner App



# 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.*



# PROGRAM STRUCTURE

## Semester 1 (same for all)

- Principles of Management - I
- Principles of Micro Economics
- Basic Accounts - I
- Business Communication
- Computer Fundamentals

## Semester 2 (same for all)

- Organizational Behavior
- Principles of Macro Economics
- Basic Accounts - II
- Management Information System
- International Business

## Semester 3 (same for all)

- Human Resource Management
- Marketing Management
- Legal Aspects of Business
- Cost and Management Accounting
- Conflict Management & Negotiation Skills

## Semester 4 (same for all)

- Entrepreneurship Development
- Leader Skills and Managerial Effectiveness
- Project Management
- Small Business Management
- Digital Marketing & E - Commerce

## Semester 5 (General)

- Advertising & Public Relations
- Financial Institutions and Markets
- Banking Law & Practice
- Indian Economy
- Manpower Management

### **Semester 5 (Logistics & Supply Chain)**

- Material Management
- Managing Business Process Flows - I
- Logistics Systems - I
- Procurement & Supply Operations
- Optimization Methods in Management Science - I

### **Semester 5 (Marketing Management)**

- Total Quality Management
- Consumer Behavior
- Retail Management
- Rural Marketing
- Distribution & Salesmanship

### **Semester 5 (Event Management)**

- Introduction of Event Management
- Event Marketing Management
- Human Resource in Event Management
- Public Relation
- Event Laws & Licenses

### **Semester 5 (Human Resources)**

- HR Analytics
- Recruitment & Selection
- Organizational Performance Management
- Performance Appraisals
- Industrial Relation & Labor Legislation

### **Semester 5 (Retail Operations)**

- Fundamentals Of Retailing
- Retail & Visual Merchandising Management
- Retail Logistics Management
- Customer Relationship Management
- Retail Supply Chain Management

### **Semester 5 (Hospital Management)**

- Medical Terminology
- Hospital Operations Management
- Medical Records Management
- Inventory Control Of Purchasing Management
- Hospital & Health System

### Semester 5 (Investment Banking)

- Financial Systems & Capital Markets
- Customer Relationship Management
- Security Analysis And Valuation
- Portfolio Management
- Investment Marketing

### Semester 6 (General)

- Production & Operation Management
- Industrial Relations & Labour laws
- Office Management
- Corporate Tax Planning
- Strategic Management

### Semester 6 (Logistics & Supply Chain)

- Supply Chain Concepts & Planning
- Managing Business Process Flows - II
- Logistics Systems - II
- Optimization Methods in Management Science - II
- Export & Import Logistics

### Semester 6 (Marketing Management)

- Customer Management
- Advertising & Branding
- International Marketing
- Services Marketing
- Visual Merchandising

### Semester 6 (Event Management)

- Event Logistics
- Production & Sponsorship
- Event Concept & Designing
- Special Events
- Event Risk Management

### Semester 6 (Human Resources)

- Co-operate Social Responsibility
- Human Resource Development
- International Human Resource Management
- Training & Development, Contemporary Human Resources Practices
- Project Management

### **Semester 6** (Retail Operations)

- Retail Store Operations & Mall Management
- Product & Service Strategy
- Retail Branding
- Rural Retailing
- Retail Data Analytics

### **Semester 6** (Hospital Management)

- Health Insurance
- Clinical Law And Medical Ethics
- Disaster Management
- Support, Utility & Clinical Services
- Analysis Of Health Information

### **Semester 6** (Investment Banking)

- Financial Derivatives
- Commodities Market
- Mutual Funds & Risk Management
- Forex Management & Currency derivatives
- Merger & Acquisition

# 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

 [www.dypatiledu.com](http://www.dypatiledu.com)

 [admission@dypatiledu.com](mailto:admission@dypatiledu.com)

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