



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



POWERED BY:



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ABOUT US



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

D.Y. Patil Vidyapeeth's Centre of Online Learning (COL) was established to further our efforts towards this goal. The Online Programme has been carefully designed, in order to bridge the gap between the expectations of the industry and the skills of our students by a selected panel 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

Specialization

8

Mode of Instruction

**LIVE + RECORDED
LECTURES**



PwC India Expert-Led Lectures

Flexible Learning

Live Masterclass

Cutting-edge Curriculum

Adherence to 4 Quadrants of UGC

WHY CHOOSE US?

Flexible Learning Options

Pursue your education from anywhere, at any time.

PwC India Data-Driven Learning

Learn through data-backed frameworks, real-world case studies, and industry insights powered by PwC India expertise.

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

BBA WITH EXCLUSIVE PWC INDIA INDUSTRY INSIGHTS

This BBA program builds strong business fundamentals, strategic thinking, and leadership skills to help learners succeed in today's competitive business environment.

What sets this BBA apart is its exclusive collaboration with PwC India, offering PwC India-certified, data-driven learning and direct industry exposure.

PwC India Certification:

A short course designed and delivered by PwC India experts, including 3–4 hours of lectures and a 2-hour live masterclass. Learners receive an official PwC India e-certificate on completion.

PwC India Immersion Opportunity

A select cohort of 50 students participates in a 4-hour onsite immersion at the PwC Mumbai office, working on a real-world business case.

Together, this adds 6+ hours of industry-led learning beyond the regular BBA curriculum, enhancing practical exposure and career readiness.

DATA-DRIVEN DECISION-MAKING MODULE – KEY CURRICULUM

Understanding AI: Foundations, importance, and data role

AI-Driven Decision Making: Tools, techniques, and intelligent decision loop

Business Use Cases: Marketing, Finance, and turnaround applications

AI Limitations: Biases, risks, and responsible use

SPECIALIZATIONS

The D Y Patil Deemed to be University 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.

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

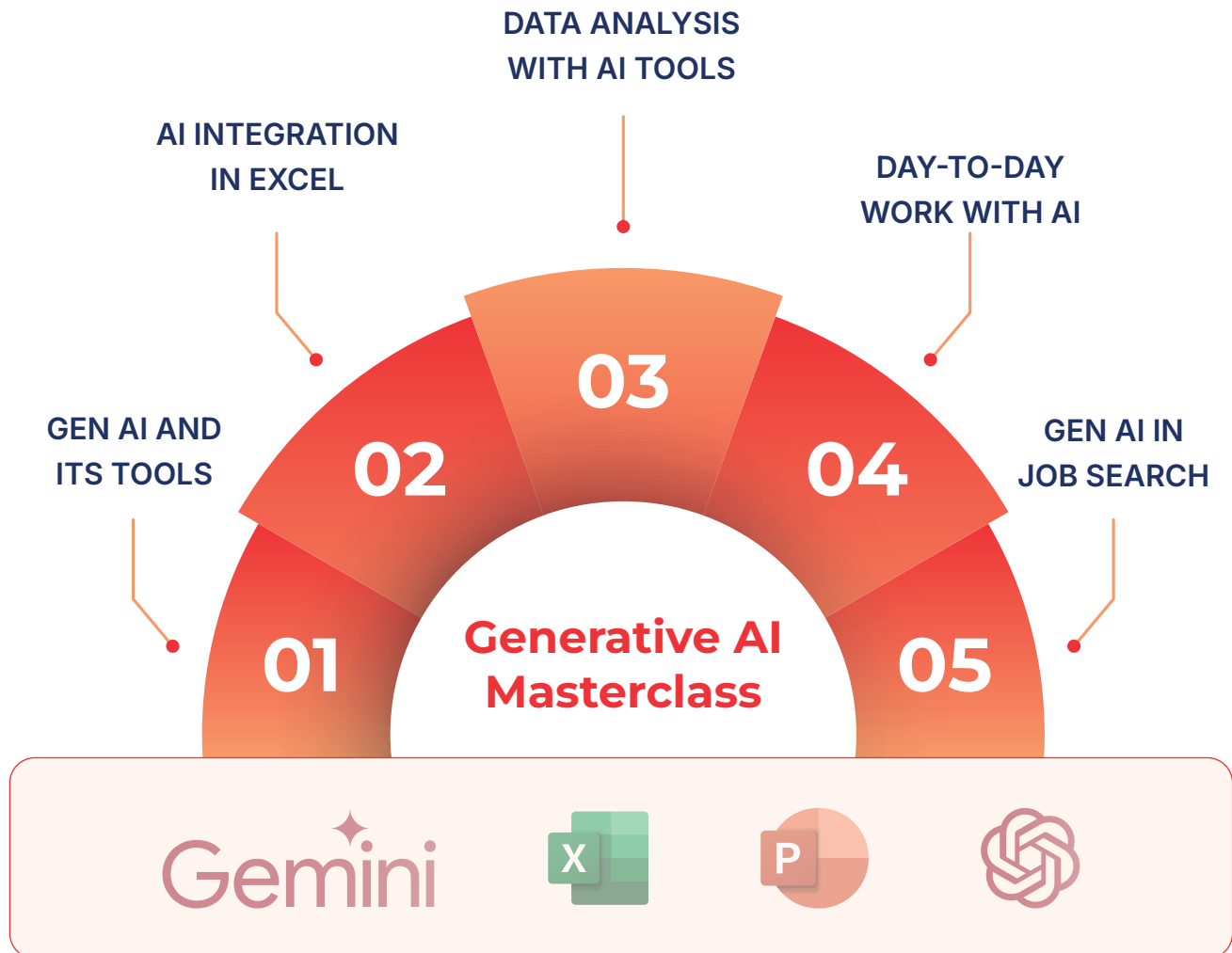


Soft Skills Development

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 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.



Career 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 Deemed to be 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 Deemed to be University has proven to be an excellent organisation for pursuing my studies. I am extremely satisfied with my decision to choose D Y Patil Deemed to be University for my Bachelor's.



Bobby Baiju

Choosing D Y Patil Deemed to be 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 Deemed to be 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)

- Regulatory Aspects Of Financial Systems & Capital Markets
- Customer Relationship Management
- Security Analysis And Valuation
- Portfolio Management
- Investment Marketingt

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 (Marketintg Management)

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

Semester 6 (Event Management)

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

Semester 6 (Human Resources)

- Corporate 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 and Brand Management
- Retail Branding
- Rural Retailing
- Retail Data Analytics

Semester 6 (Hospital Management)

- Health Insurance
- Clinical Law And Medical Ethics
- Hospital Emergency Disaster Management
- Support, Utility & Clinical Services
- Healthcare Information Systems

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

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