



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



UGC
Entitled



NAAC 'A++'
Grade Accredited



Online MBA

Master of Business Administration

POWERED BY: **pwc**

CONNECTING EDUCATION AND BRILLIANCE

Table of Contents

01 ABOUT US

02 PROGRAM OVERVIEW

03 WHY CHOOSE US?

04 MBA WITH EXCLUSIVE PWC INDIA INDUSTRY INSIGHTS

05 ELECTIVES

06 FACULTY MEMBERS

07 REAL WORLD CASE STUDIES

08 INDUSTRY LEADER TALKS

09 PERSONALIZED MENTORSHIP

10 CUTTING-EDGE SHORT COURSES

11 TRANSITION SUPPORT

12 PROGRAM STRUCTURE

13 ADMISSION PROCESS

14 CONTACT INFORMATION

About Us

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



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



Program Overview



Duration

2 Y



Electives

11



Mode of Instruction

Online

PROGRAM HIGHLIGHTS:

Experience the new way of learning



Career
Assistance



Advanced
Masterclass



Cutting Edge
Short Courses



PwC India Expert-
Led Lectures



Adherence to 4
Quadrants of UGC



Real-World
Case Studies



Expert-Led Learning/
Faculty Excellence



PwC India
Office Immersion

Why Choose Us?



Expert Faculty

Learn from our distinguished faculty members and industry experts



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



New-age Course Offerings

Explore industry relevant and contemporary courses across specializations



Comprehensive Support Services

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



Convenient Online Exams

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

MBA with Exclusive PwC India Industry Insights

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

What sets this MBA 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 delivered by PwC India experts during Semester 1, including 3–4 hours of lectures and a 2-hour live masterclass. Students receive an official PwC India e-certificate upon 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

Electives

Marketing & Sales Management

Product Management

Hospital and Healthcare Management

Fintech & Digital Banking

HRM & People Analytics

Hospital and Healthcare Management

Finance

Operations & Supply Chain Management

Entrepreneurship & Venture Strategy

Data Science and Business Analytics

Digital Marketing & AI

Business Leaders as Guest Faculty



Hetal Sonpal

TedX Speaker,
24+ years experience



Praveen Malla

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



Sushant Mathur

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



Vikash Singh

Senior Data Scientist, AP Moller Maersk
24+ years experience



Joydeep Sen

Group Product Manager, YouTube,
15+ years of experience



Nipun Mudaliar

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



Dr. Farooq Sheikh

Faculty, NM College of Commerce,
10+ years experience

**10+ More
Guest Faculties**

Learn the IIM way: Real-world Case Studies

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



Transforming Customer Experience During Challenging Times

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



HR Planning and Retention Strategy

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

Industry Leader Masterclasses

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



Mohua Das Gupta

Chief Revenue Officer, Peepul Group



XLRI JAMSHEDPUR



Prashanth Balasubramanian

Head of Strategy & Operations, Facebook



IIM BANGALORE



Rakesh Godhwani

Ex Adjunct Professor, IIM Bangalore



IIM BANGALORE



Dr Sharan Kumar Shetty

HOD Management Studies, AJIIT Mangalore

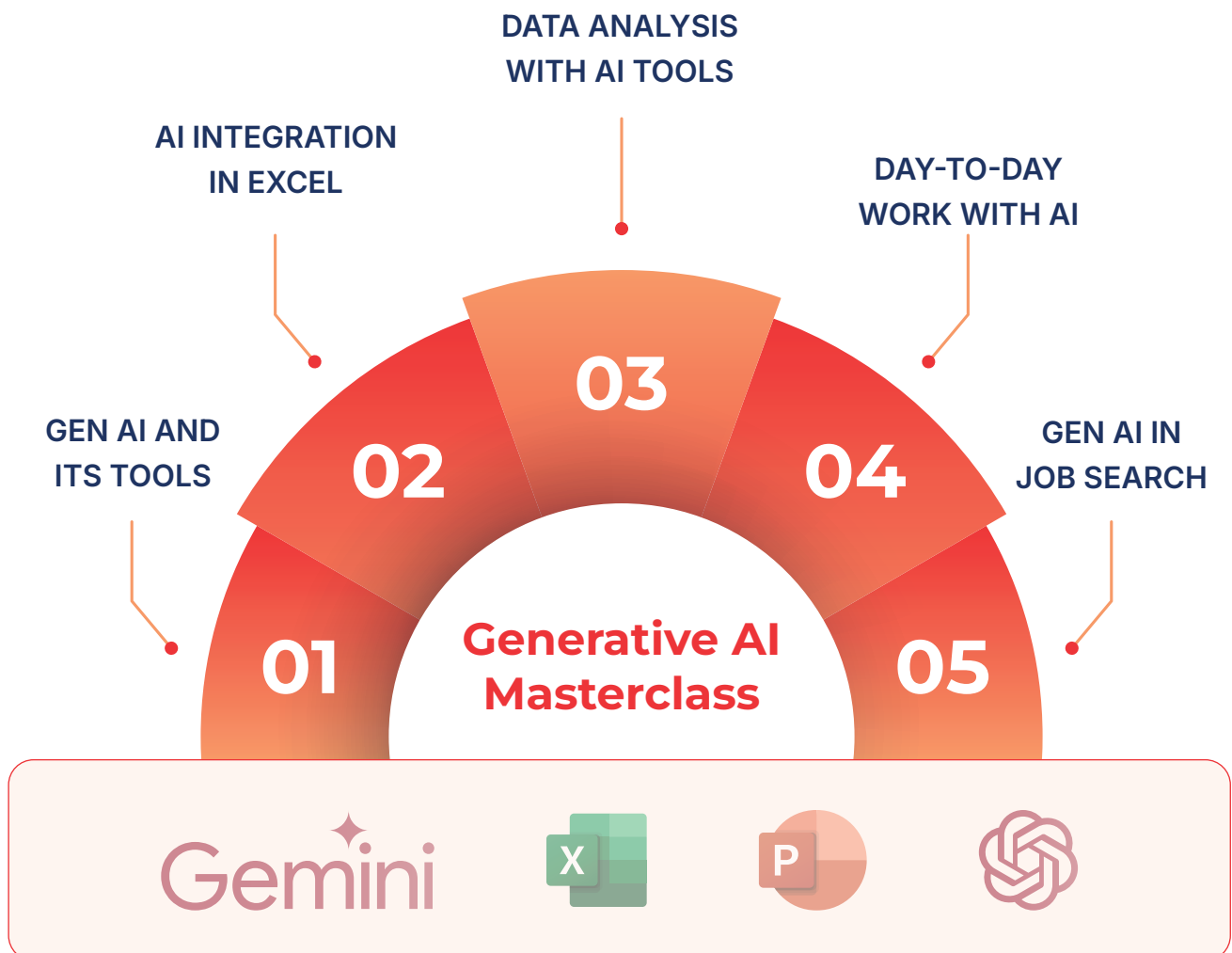


VTU BELGAUM

Many more industry experts

Become a Gen AI Expert

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



Career-oriented Upskilling

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

Access To Analytical Tool Learning Videos

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



Data Analysis and Visualisation:



MS Excel



Tableau



Power BI

Soft Skills Development

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



Transition Support: Smoothing your Path to Career Success

Resume & Interview Preparation

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



Program Structure

SEMESTER 1 (COMMON)

Organizational Behaviour	Electives - Any One (Compulsory Credits)
Principle of Accounting	AI & Data-Driven Decision Making
Managerial Economics	Business Law & AI Governance
Principles of Management	Business Communication & Executive Presence
Quantitative Techniques	

SEMESTER 2 (COMMON)

Human Resource Management	Electives - Any One (Compulsory Credits)
Strategic Management	Supply Chain Management & Automation Tool
Financial Management	Business Technology & Data Platforms
Principles of Marketing	Sales Management
Production & Operation Management	

SEMESTER 3 (COMMON)

International Business	Cost & Management Accounting
Research Methodology	Project Work -Part 1
Project Management	Electives - Any One (Compulsory Credits)
Entrepreneurship Essentials & AI Driven Innovations	Operations Research & AI-Powered Optimisation
	AI-Powered Digital Marketing & Growth

Program Structure

SEMESTER 4 (MARKETING & SALES MANAGEMENT)

Customer Experience & Service Design	AI-Powered Revenue Intelligence & Sales Operations
Omnichannel Brand Strategy & Communications	Growth Strategy, Performance Marketing, AI & Experimentation
AI-Powered Consumer Analytics & Buyer Behaviour	Project Work -Part 2 Final Submission
Brand Strategy & Equity Management	

SEMESTER 4 (HRM & PEOPLE ANALYTICS)

Strategic HR & Workforce Planning	AI in Recruitment, Workforce Analytics & HR Tech
Learning & Talent Development	Organisation Development & Change Leadership
Performance Management, OKRs & HR Analytics	Project Work -Part 2 Final Submission
Employment Law, Compensation & Total Rewards	

SEMESTER 4 (HOSPITAL & HEALTHCARE MANAGEMENT)

Clinical Operations & Patient-Centred Care	Healthcare Regulation, Ethics & Medico-Legal Frameworks
Health Data Analytics & AI in Diagnostics	AI in Healthcare, Digital Health & Quality Accreditation
Healthcare Communications & Patient Engagement	Project Work -Part 2 Final Submission
Hospital Operations, Planning & Project Management	

Program Structure

SEMESTER 4 (FINANCE)

Financial Markets, Institutions & Fintech Disruption	AI-Driven Risk Management & Credit Analytics
Investment Strategy & Portfolio Management	ESG, Sustainable Finance & Impact Investing
Options & Derivatives	Project Work -Part 2 Final Submission
Advanced Corporate Finance & Valuation	

SEMESTER 4 (PRODUCT MANAGEMENT)

Product Strategy, Vision & Roadmapping	AI Product Management & LLM-Powered Features
User Research, Customer Discovery & Design Thinking	AI-Enabled Platform Strategy, Products & Monetisation
Agile Product Development & Engineering Collaboration	Project Work -Part 2 Final Submission
Product Analytics, AI-Driven Experimentation & Growth	

SEMESTER 4 (OPERATIONS & SUPPLY CHAIN MANAGEMENT)

Smart Logistics & Last-Mile Innovation	Inventory Management & Demand Intelligence
E-commerce Fulfilment & Omnichannel Supply Chain	Strategic Procurement & Sustainable Sourcing
Global Supply Chain Resilience & Risk Analysis	Project Work -Part 2 Final Submission
AI-Predictive Supply Chain & Digital Twins	

Program structure

SEMESTER 4 (ENTREPRENEURSHIP & VENTURE STRATEGY)

Startup Finance, Fundraising & Cap Tables	Venture Capital, Private Equity & Exits
Growth Metrics & Venture Analytics	Venture Risk, Resilience & Scaling Frameworks
New Venture Design & Lean Innovation	Project Work -Part 2 Final Submission
Startup system, Accelerators & Innovation Hubs	

SEMESTER 4 (FINTECH & DIGITAL BANKING)

Digital Payments, UPI & Cross-Border Fintech	AI-Driven Fraud Detection, RegTech & Compliance
Blockchain, Web3 & Digital Assets	FinTech Strategy, Growth & Monetisation
AI-Powered Lending & Credit Scoring	Project Work -Part 2 Final Submission
Neo-Banking, InsurTech & Embedded Finance	

SEMESTER 4 (E-COMMERCE & RETAIL MANAGEMENT)

Retail Strategy & Omnichannel Commerce	Retailing, Conversational Commerce & CX
Product & Category Management in E-commerce	CRM, Loyalty Analytics & Customer Lifetime Value
AI-Powered E-commerce & Platform Economics	Project Work -Part 2 Final Submission
Visual Merchandising, AR/VR & Retail Experience Design	

Program structure

SEMESTER 4 (DATA SCIENCE & BUSINESS ANALYTICS)

Essentials of Data Science	Business Analysis using Excel
Statistical Thinking for Data Science	Predictive Analysis for Business Decisions
Data Analysis and Visualization	Project Work -Part 2 Final Submission
Business Analytics	

SEMESTER 4 (DIGITAL MARKETING & AI)

Digital Marketing Strategy & Consumer Journeys	Growth Marketing
AI-Powered Content Strategy & Search Marketing	Digital Product Management
AI-Optimised Performance Marketing & Paid Media	Project Work -Part 2 Final Submission
Marketing Analytics, AI Insights & Experimentation	

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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