



**D Y PATIL**  
**UNIVERSITY**

PUNE, AMBI



# School of **MANAGEMENT**

**BBA | MBA | MCA | Ph.D**

**AICTE Approved**

Welcome to  
**# 21<sup>st</sup> Century**  
**University**  
in India

## D Y PATIL UNIVERSITY, PUNE

Since 1983, D Y Patil Group of Institutions is a leading group known amongst the top education institutions in India. ' D Y Patil University, Pune was established vide Government of Maharashtra Act No. VI of 2019 and recognized by UGC, New Delhi, India.

D Y Patil Group of Institutions is founded to provide quality education and contribute towards the social responsibility. The foundation was laid by Hon'ble Dr D Y Patil in the year 1983 by starting the first engineering college in Navi Mumbai. Group began to grow exponentially in all the fields of education namely, Agriculture, Medical, Science, Engineering, Management, Design and many more. Under the leadership of father founder Padma Shri Dr D Y Patil group has more than 12 campuses across India those includes 7 Universities and more than 150 Institutes which are engaged in delivering education from KG to PG.

### Our Journey

From 2006, at D Y Patil Technical Campus colleges namely **D Y Patil College of Engineering, D Y Patil School of Engineering Academy, D Y Patil Institute of Engineering and Technology, School of Pharmacy, Padmabhushan Vasantdada Patil College of Agriculture, D Y Patil Polytechnic, D Y Patil Institute of Management and D Y Patil School of Architecture** are successfully running UG and PG programmes which are approved by AICTE, MSBTE, PCI and COA wherein more than 7000 students are studying in the various programmes of campus.

Rich legacy and history of excellence spanning more than **13 years** resulted into transform as D Y Patil University, Pune and continued to provide cutting-edge programs.

### MANAGEMENT LEADERSHIP



**Dr. D. Y. Patil**  
Founder President



**Dr. Vijay D. Patil**  
President & Chancellor



**Mrs. Shivani V. Patil**  
Managing Trustee



**Dr. Sayalee Gankar**  
Vice Chancellor

### ADVISORY BOARD



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Former Director,  
Skill Development Centre SPPU



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CEO,  
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**Charuhas Limaye**  
Product Manager  
GIESEKE & DEVRIENT



**Rahul Andrews**  
Founder Cognify Labs



# SCHOOL OF MANAGAMENT

School of Management endeavours to be in the forefront of management and information technology education by providing transformative educational experience. Our undergraduate and post graduate programmes are designed to inspire the students and make them ready to take the complex challenges, business practices, economic changes at national and international level. Educational experience is aimed at equipping students with the management and information technology skills. Collaboration with industry, research organizations and world class universities bring the dynamic curriculum to master the skills and methods. Case based learning is major pedagogy in classroom to learn business scenarios. Students are sensitized towards social responsibility and sustainable development goals.

School of Management runs undergraduate and post-graduate and research programme namely BBA, MBA, MCA and PhD programmes. School of Management is hub for academic experience at university and provides state of art infrastructure, faculty, latest software and IT research tools. MBA and MCA Programmes are approved by AICTE

## ACHIEVEMENTS

- University Campus has received “Vanashree Award” as Green Campus by Government of Maharashtra and Ministry of Environment.
- D Y Patil University is awarded as University for Innovation in Global Collaborative Learning in 2021 at 19th World Education Summit

## HIGHLIGHTS

- MCA Programme provides emerging skill Cloud Technology, Data Science, Cyber & IT, Mobile Computing and AI.
- \*Certifications are explored with EdX, Course Era, NASSCOM, MOOCs, NPTEL and Swayam.
- Freshman Orientation Programme, Competency Mapping - Behavioral Labs, Boot Camps, and Immersion Programmes for professional development
- 75 % Industry Faculty with extensive use of Case study, Projects and Business Simulation
- Blended Teaching of Online and Offline mode
- CIAP for providing career services, internship, live projects and final placement.
- Centre for Entrepreneurship, Innovation, and Incubation (CEII) to support Start-Up India
- MOU and partnership with leading Universities and Industry for academic, imparting technology joint research and leadership -managerial development through guest lectures, seminars, conferences, on the job training, projects, and internships.
- Finishing School : 9 Student Clubs Readers' Club, Sport Club, Cultural Club, Photography Club, Film & Theater Club, Expressions Club, Social Media Club, Environmental Club and Outreach Club
- Residential Campus\*



## VISION

School of management aims to be the premier business management school by providing management and information technology education to transform careers and lives by creating next leaders, intrapreneurs and entrepreneurs.

## MISSION

- Delivering quality and value based education for transformative educational experience
- Emphasizing the extensive use of case based learning, research based projects and practical approach in teaching
- Imparting fundamental functional business skills, data analytics and innovation management through the advanced curriculum and practical based learning
- Introducing innovative methods for developing leadership for managing complex decisions with the help of technology based tools.
- Inculcate entrepreneurial skills to identify and explore business opportunities
- Project based learning with the help and monitoring of the industry practioners



## BACHELORS IN BUSINESS ADMINISTRATION (BBA)

- Duration Three Year Programme
- Six Semesters
- Choice Based Credit System

### Programme Objectives

- Provide management education with specialization for the laying the strong foundation with core specialization like marketing, HR, Finance and International Business
- Impart communication and management skills to work as executive career in business, industry and consultancy.
- To unleash the potential, channelize the energy to take the responsibility in organizations at trainee level.
- Develop intellectual ability, executive and managerial skills Develop entrepreneurial mindset and skills

### Programme Structure

- Foundation Courses
- Generic Core Courses
- Specialization Core Courses
- Open Elective Courses

### Specializations

- Marketing Management
- Financial Management
- Human Resource Management
- International Business Management
- Digital Marketing
- Computer Application

### Programme Delivery

#### Classrooms


- Case Studies
- Simulations
- Group Activities
- Role Play and management games
- Scenario Analysis
- GD & PI
- Quizzes

#### Beyond Classrooms

- Guest Lectures and Seminar
- Winter & Summer Internship
- Personality Development Programs
- Industry Visits
- Live Projects
- Social Responsibility & Community Engagement
- Certifications\*
- Foreign Language\*

Conditions Apply\*\*\*

\* University has right to make the changes in programme structure/subject basket/assessment/evaluation.







## MASTERS IN BUSINESS ADMINISTRATION (MBA)

- Duration: Two Year Programme
- Four Semesters
- Choice Based Credit System

### Programme Objectives

- Critical thinking and critical writing, working in teams and project management skills are an integral part of the programme.
- Designed to train students to become managers, strategist, entrepreneurs
- Understand national & global opportunities and challenges to respond effectively in the context of uncertainty, changes in the economic, technological, educational, cultural and political environments.
- Develop deep understanding in core specializations and required specific skills in the domains of finance, marketing, human resource, operations, and international business
- Develop technical skills required for Industry 4.0

### Programme Structure

- Foundation Courses
- Generic Core Courses
- Specialization Core Courses
- Open Elective Courses

### Specializations


- Marketing Management
- Financial Management
- Human Resource Management
- International Business Management
- Digital Marketing
- Computer Application

### Programme Delivery

- Continuous Evaluation and assessment
- Case Based Learning
- Group assignments, presentations, business plan
- Experiential learning through guest lecture, seminars and conferences
- Project based learning under the industry mentors
- Professional Leadership Series
- Live projects, group projects, winter projects and summer internship
- Projects on Business Simulations CAPSTONE\*

Conditions Apply\*\*\*

\* University has right to make the changes in programme structure/subject basket/assessment/evaluation.



# MASTERS IN COMPUTER APPLICATION (MCA)

- Duration: Two Year Programme
- Four Semesters
- Choice Based Credit System

## Programme Objectives

- It provides skills on upcoming technologies and foundation for acquiring a wide range of rewarding careers into the rapidly expanding world of information Technology.
- To achieve peer-recognition; as an individual or in a team; by adopting ethics and professionalism and communicate effectively to excel well in cross culture and inter-

## Programme Structure

FIRST SEMESTER	SECOND SEMESTER	THIRD SEMESTER	FOURTH SEMESTER
Course Name	Course Name	Course Name	Course Name
<ul style="list-style-type: none"> <li>• C, C++ Programming &amp; Data Structure</li> <li>• Software Engineering Practices</li> <li>• Business Statistics</li> <li>• Advanced DBMS Business Process Domain</li> <li>• Internet Programming</li> <li>• Computer Fundamental</li> <li>• Principles and Practices of Management and Organizational Behaviour</li> <li>• Linux Administration (LAB)</li> <li>• Mini Project Using C &amp; C++</li> <li>• Soft Skills ( Microsoft Office Tools)</li> <li>• Software Project Management</li> <li>• Internet Programming Lab</li> </ul>	<ul style="list-style-type: none"> <li>• Programming in Java</li> <li>• Data Communication &amp; Computer Networks</li> <li>• Optimization Techniques</li> <li>• Web Technologies</li> <li>• Digital Marketing</li> <li>• Information Security &amp; Cyber Law</li> <li>• Cloud Computing</li> <li>• Marketing Fundamentals</li> <li>• Python Programming (LAB)</li> <li>• Mini Project based on Web Technologies</li> <li>• Software Testing and Quality Assurance</li> <li>• RDBMS using Oracle</li> <li>• Augmented Reality</li> </ul>	<ul style="list-style-type: none"> <li>• Android Application Development</li> <li>• Internet of Things</li> <li>• Application Development using Dot Net</li> <li>• Cloud &amp; Big Data Analytics</li> <li>• E-Commerce and CMS</li> <li>• Entrepreneurship Development</li> <li>• Summer Industry Internship</li> <li>• Swift Programming</li> <li>• Agile Software Development</li> <li>• Mini Project based on Android</li> <li>• Mini Project based on Dot Net Framework</li> <li>• Analytical Skills</li> <li>• Artificial Intelligence &amp; Machine Learning</li> </ul>	<ul style="list-style-type: none"> <li>• Departmental Elective</li> <li>• Pathway Elective</li> <li>• Industrial Internship</li> </ul>

### Programme Delivery

- Continuous Evaluation and assessment Group assignments, presentations, business plan
- Project based learning under the industry mentors
- Live projects, group projects

**“Our role & purpose is as a future-maker for our State, our Nation and our World”**

Prof. Jaykar Jadhav

\* University has right to make the changes in programme structure/subject basket/assessment/evaluation.

Conditions Apply\*\*

***\*The School/College has all the rights to revise the syllabus/curriculum at any time.***

# CENTRE FOR INDUSTRY & ACADEMIA PARTNERSHIP

## Industry Partnership | Collaborations | MOU

Proximity to Indian Corporates in Mumbai and Pune

University campus has become the “Seat of Education and Knowledge”. It is preferential education destination for students. Campus is equally distanced from Pune and Mumbai. Due to which academicians, industry practioners and industry from India's Financial Capital Mumbai are partnered and providing training, internship and placement.

- Mumbai
- Pimpri Chinchwad Industry
- IT Industry- Hinjewadi
- MIDC-Chakan
- Pune
- MIDC-Talegaon

### Industry Focused Learning

Programs are designed, developed and reviewed in consultation with academic experts and leading industry practitioners for ensuring relevant learning.

### Practice, Experience and Experimentation

Industry projects, Joint programs, certifications, research, internships and placements are the outcome of partnership.

“ Be the next forward thinker to tackle social, economic and industry challenges through theoretical and practical approach, we prepare you to work for Industry 4.0 ”

Dr Rajesh Kherde  
Head - CIAP

## OUR FUTURE RECRUITERS



TATA MOTORS

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## Eligibility Criteria

### BBA

#### Maharashtra Candidate

- 1) The Candidate should have passed Class XII (10+2) in any stream (Science/ Commerce/ Humanities/ MCVC). OR Equivalent examination passed from any recognized board or equivalent Government approved Diploma (10+3) from recognized educational Board.
- 2) Candidate should be domicile of Maharashtra and passed with minimum 45% Marks (40% for backward class Candidates).

#### All India and International Candidate

- 1) The Candidate should have passed Class XII (10+2) in any stream or equivalent examination passed in any discipline from any recognized Board/Council/University.
- 2) Candidate should have passed with minimum 45% Marks.

### MBA

- 1) The Candidate should be Indian National
- 2) Passed minimum three year duration Bachelor's Degree awarded by any of the Universities recognized by University Grants Commission or Association of Indian Universities in any discipline with at least 50% marks in aggregate or equivalent ( at least 45% in case of candidates of backward class categories and Persons With Disability belonging to Maharashtra State only) or its equivalent
- 3) Obtained non zero score in CAT / MAT / XAT / GMAT / CMAT / MH-MBA-CET

For PIO/OCI/NRI Point 2 and Any other criterion declared from time to time by the appropriate authority as defined under the Act.

### MCA

- 1) The Candidate should be an Indian National
  - 2) Graduate BCA / B.Sc./ B.Com./ B.A. with Mathematics as one of the subjects (at 10+2 level or at Graduation level examination ) and obtained at least 50% marks in aggregate (at least 45% in case of candidates of backward class categories and Persons with Disability belonging to Maharashtra State only
  - 3) Obtained non zero positive score in MAH-CET
- For PIO/OCI/NRI Point 2 and Any other criterion declared from time to time by the appropriate authority as defined under the Act.

\*As per the norms of respective regulatory authorities (UGC | AICTE | PCI | COA | MSBTE | DTE) etc.

**Apply Online [www.dypatiluniversitypune.edu.in](http://www.dypatiluniversitypune.edu.in)**



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PUNE, AMBI

**School of  
Management**

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\*Conditions Apply

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