



D Y PATIL
UNIVERSITY

PUNE | AMBI

॥ ज्ञानधीनं जगत् सर्वम् ॥

School of
Management

Gain the Advantage Through
Strategic Management
For Transformational
Growth



BBA

Bachelor of
Business Administration.

BCA

Bachelor of
Computer Application

MBA

Master of
Business Administration

MCA

Master of
Computer Application



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.

It owes its existence to the wisdom, benefaction, and hard work of a far sighted visionary-Padmashree Dr. D. Y. Patil, Ex-Governor of States of Tripura, West Bengal and Bihar, who sowed the seed of education in Kolhapur, Maharashtra in 1983 with a motto: "Knowledge is Supreme" Established in 1983 primarily for extending quality education to rural population of the State, today, it is one of the largest private educational providers in the State of Maharashtra. Presently, it has more than 182 Institutes, Three Deemed Universities, Four State Private Universities, 96,000 + Students, 3.75 Lacs + Alumni, 11,000+ Employees under its expansive umbrella.

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, D Y Patil School of Design 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 17 years resulted into transform as D Y Patil University, Pune and continued to provide cutting-edge programs.



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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.

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 at 19th World Education Summit

HIGHLIGHTS

- UG and PG Programs offered are BBA, BCA, MBA, MCA and PhD
- BBA and MBA Program offers specializations in Marketing, Human Resource, Operation, Finance, Digital Marketing, Business Analytics.
- BCA and MCA Programme provides emerging skill Cloud Technology, Data Science, Cyber & IT, Mobile Computing and AI.
- Credit based certifications* in Tally, Artificial Intelligence, IOT, Machine Learning, Block Chain in new areas.
- Freshman Orientation Programme, Executive Development, 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
- CIAP for providing career services, internship, live projects and final placement for students.
- 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 to gain experience through 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

BACHELOR OF BUSINESS ADMINISTRATION (BBA)



Programme Highlights

- Duration: Four Years
- Semesters: 8 Semesters (with multiple entry/exit options)
- Choice Based Credit System (CBCS)
- As per NEP 2020

Specialization

- Financial Management
- Human Resource Management
- Marketing Management



Programme Objectives

- To develop precise understanding about business environment and organizations.
- To develop managerial aptitude among the students in order to work independently and in organized groups.
- To inculcate among the students the qualities of a dynamic manager, capable of taking various decisions and communicating effectively to different groups of people.
- To understand and gain knowledge of various financial institutions and agencies.

Programme Delivery

Classrooms

- Case studies
- Business Simulations
- Group Activities
- Role Plays
- Management games
- Scenario Analysis
- Quizzes

Beyond Classroom

- Master Class
- Dissertation and Internship
- Competency Development Programs
- Business Leadership Programs
- Industry Projects
- Corporate Social Responsibility & Community Engagement
- Data Analytics
- Certifications in Data Science and Analytics, AI, Metaverse and Block chain



Core Subjects

Economics | Research Methodology | Leadership Development | Project Management | Entrepreneurship Development | Strategic Management

Financial Management



- Economic Analysis
- Business and Management Accounting
- Financial Accounting
- Cost Accounting
- Financial Modelling
- Strategic Cost Management
- Taxation
- Cash Flow Management

Human Resource Management



- Organizational Behaviour
- Talent Acquisition and L&D
- People's Skills
- Compensation and Performance Management
- HR Analytics
- Organizational Development

Marketing Management



- Social Media Marketing
- Digital Marketing
- Market Research
- Sales Force Management
- Sales and Channel Management
- Marketing Strategy
- Brand Management
- International Marketing
- Strategic Marketing

Career Opportunities

**Managers in the respective Functional Domains | Research Analyst | Market Analyst | Sales Managers
Finance Managers | Cost Analyst | Financial Analyst | Investment banker | Financial Consultant
HR Manager | Talent Acquisition Manager | HR Generalist | HR Executive**

BACHELOR OF COMPUTER APPLICATION (BCA)



Programme Highlights

- Duration: Four Years
- Semesters: 8 Semesters (with multiple entry/exit options)
- Choice Based Credit System (CBCS)
- As per NEP 2020

BCA

The programme structure of BCA is designed to

Create detailed understanding and detailed knowledge of subjects and IT related applications.

To focus on enabling the students to familiarize with the new technologies,

Enhance and strengthen the fundamental knowledge in Computer Technologies, Computer Applications and Systems.

To equip trends insights, critical thinking, and innovation skills

Programme Objectives

- To inculcate logical thinking amongst the young minds.
- To be a foundation graduate Programme which will act as base for Computer Science/Applications skills.
- To develop skills in software development so as to enable the BCA graduates to take up self-employment in Indian & Global software market.
- Become a responsible citizen with leadership qualities to strengthen India's economy in the IT sector.
- Analytical and computational approaches on and face the challenges boldly.
- To Drive scientific and societal advancement through technological innovation and become an entrepreneur.

Programme Delivery

Classrooms

- Case studies
- Business Simulations
- Management games
- Scenario Analysis
- Assessment Groups

Beyond Classroom

- Master Class
- Dissertation and Internship
- Competency Development Programs
- Business Leadership Programs
- Industry Projects
- Corporate Social Responsibility & Community Engagement
- Data Analytics
- Certifications* in Data Science and Analytics, AI, Metaverse, and Blockchain



Technical Courses



- Web development using Django
- Machine Learning
- C++ and .Net Programming
- R Programming
- Data Warehousing and Mining
- Data Visualization
- Advanced Web Scripting
- Object Oriented Programming

Core Subjects



- Computational Thinking
- Advance Web Scripting
- Search Engine Optimization
- Jawa Enterprise Framework
- Cloud Architecture and Security
- Big Data Analytics
- SQL Using Oracle
- Internet of Things
- R Programming
- Azure Architecture and Application
- E-commerce Technology



Career Opportunities

**Software Development Trainee | Data Scientist Technical | Analyst Web Developer | E-commerce Analyst
Cyber Security Expert | Blockchain Analyst | Product Management | AI Developer | Network Engineer**

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

MASTER OF BUSINESS ADMINISTRATION (MBA)



Programme Highlights

- Duration: Two Years
- Semesters: 4 Semesters
- Choice Based Credit System (CBCS)

Specialization

- **Financial Management**
- **Human Resource Management**
- **Marketing Management**
- **Operations and Supply Chain Management**
- **Agri Business Management**

Programme Objectives

- To create student centric teaching - learning environment which prepare them to achieve their career goals
- To select and apply suitable tools for decision making required for solving complex managerial problems
- To develop sound knowledge of the business processes and inculcate creativity and innovation in the work place
- To produce industry ready graduates having utmost look for professional, personal and institutional integrity, social responsibility and continuous learning
- To collaborate with industry, social organizations and academic institutions for the development of students, institute and society at large
- To develop professional, entrepreneurial skills and social awareness among students to mold them into a good citizen of our country.

Programme Delivery

Classrooms

- Case studies
- Business Simulations
- Experiential learning
- Management games
- Scenario Analysis
- Project Based Learning
- Continuous assessment & Evaluation

Beyond Classroom

- Master Class
- Dissertation and Internship
- Competency Development Programs
- Business Leadership Programs
- Industry Projects
- Corporate Social Responsibility & Community Engagement
- Data Analytics
- Certifications in Data Science and Analytics, AI, Metaverse and Block chain



Financial Management



- Finance Statement Analysis
- Investment Banking
- Derivative Markets
- Advanced Technical Analysis
- Financial Modelling
- Financial Risk Management
- Merger & Acquisition
- Good and Services Tax

Human Resource Management



- HR Audit and Scorecard
- Talent Acquisition and L&D
- HR Analytics
- Organizational Development & Change Management
- Conflict & Negotiation Management
- Managing Cross Cultural Workforce and Diversity
- Employer Branding

Marketing Management



- Digital and Social Marketing
- Marketing Analytics
- Marketing for Bottom of Pyramid
- Sales and Channel Management
- Marketing Strategy
- Brand Management
- International Marketing
- Strategic Marketing

// Dive into the fundamentals of strategic thinking and implement value based strategy //

Operations & Supply Chain Management



- Operations Strategy & Control
- Project Management
- Supply Chain Analytics & Strategy
- Business Analysis
- Technology And Innovation Management
- Operations Excellence in Manufacturing
- Supply Chain and Logistics: Modelling and Design
- Procurement and Material Management
- Sustainable Green Supply Chain Management

Agri Business Management



- Innovative Technology in Agriculture
- Marketing of Agri Inputs and Outputs
- Post-Harvest Techniques and Management
- Rural & Agriculture Marketing
- Quality Management in Agriculture
- Food Retail Management
- Agri Supply Chain Management
- Agri Import & Export Management

Core Subjects



- **Strategic Management**
- **Business Simulation for Strategic Decision Making**
- **Innovation Management**
- **Business Forecasting**
- **Advance Project Management**
- **Game Theory for Strategic Thinking**
- **Corporate Governance & Ethics**

Career Opportunities



- | | |
|------------------------------|-----------------------------|
| • Brand Manager | • Finance Manager |
| • Marketing Manager | • Investment Banker |
| • Market Research Analyst | • Recruitment |
| • Sales Manager | • Training and Development |
| • Media Manager | • Industrial Relations |
| • Internet Marketing Manager | • Payroll Management |
| • Financial Manager/Analyst | • HR Generalist |
| • Credit Analyst | • Supply Chain Manager |
| • Accounting Manager | • Logistics Manager |
| • Risk and Insurance Manager | • Inventory Control Manager |
| • Treasurer | • Project Managers |
| | • Operations Manager |



MASTER OF COMPUTER APPLICATION (MCA)

Programme Highlights

- Duration: Two Years
- Semesters: 4 Semesters
- Choice Based Credit System (CBCS)
- Four months Industry Internship program at the end of second year



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 interdisciplinary teams.

Programme Delivery

Classrooms

- Case studies
- Hands on Training
- Experiential learning
- Project Based Learning
- Continuous assessment & Evaluation
- Live Projects from Industry

Beyond Classroom

- Master Class
- Dissertation and Internship
- Competency Development Programs
- Business Leadership Programs
- Industry Projects
- Corporate Social Responsibility & Community Engagement
- Data Analytics
- Certifications* in Data Science and Analytics, AI, Metaverse, and Block chain



First Semester

- C, C++ Programming and Data Structure
- Software Engineering Practices
- Business Statistics
- Advance DBMS Business Process Domain
- Internet Programming
- Computer Fundamental
- Principles and Practices of Management and Organisational Behaviour
- Linux Administration (LAB)
- Mini Project using C & C++
- Software Project Management
- Internet Programming Lab

Second Semester

- Programming in JAVA
- Data Communication and Computer Networks
- Optimization Techniques
- Web Technologies
- Digital Marketing
- Information Security and Cyber Law
- Cloud Computing
- Marketing Fundamentals
- Python Programming (LAB)
- Mini Project Based on web Technologies
- Software Testing and Quality Assurance
- RDBMS using Oracle
- Augmented Reality

Third Semester

- Android Application Development
- Internet of Things
- Application development using Dot Net
- Cloud and Big Data Analytics
- E- Commerce and CMS
- Entrepreneurship Development
- Swift Programming
- Agile Software Development
- Mini Project based on Android
- Mini Project based on Dot Net Framework
- Analytical Skills
- Artificial Intelligence and Machine Learning

Fourth Semester

- Departmental elective
- Pathway Elective
- Industrial Internship

Career Opportunities



- Software Engineer
- Data Scientist
- Cloud Architect
- Hardware & Network Engineer

CORPORATE RELATIONS AND CAREER SERVICES



University has created the two important services to promote discovery, innovation driven environment through CIAP and KRITI. Platforms are created to bring companies and university for the collaboration with an outcome of developing competencies, future skills, research, projects and final placement.

Centre For Industry and Academia Partnerships (CIAP)

Vision

Develop the young workforce as corporate professionals, techno-managers and entrepreneur through academic and industry partnership.

Mission

- CIAP aims to be engaged to provide advance education, research, skill building program and employment through various interventions.
- Build the competencies and provide the exposure to industry practices.
- Use of behavioral- technical assessments and conduct training programs to build competencies.
- Collaborate and partner with industry and government for development of knowledge and skills.

Initiatives

CTO Summit | CHRO Summit | CEO Summit | Honhar Bharat | MOUs | Guest Lectures, Seminars, Panel Discussion, Industry Visits

Centre for Excellence KRITI

Knowledge | Research | Ideation | Technology | Innovation

Vision

Focus on upskilling to develop the technical and professional skills through professional organizations and trainers.

Mission

Identify the latest requirement of the industry and design the program

Initiatives

- Up-Skilling through leading partners for credit based and additional certifications
- Hackathon | Skill- Hackathon | Business Idea Pitching Competition | Business Modelling | Prototyping

SOME OF OUR TOP RECRUITERS



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

Prof. Dr. Ajim Shaikh

University Campus Head Corporate Relations



CAMPUS TO CORPORATE >>>>>



Hrushikesh Ghoti
COGNIZANT



Dhawal Kasar
ALLSTATE



Janhavi Pardhi
ACCENTURE



Ritik Shende
REPLICON



Sanket Yergude
REPLICON



Vaibhav Pandiya
REPLICON



Kapil Bharambe
CODECASTE PVT.LTD



Suraj Baderao
CHEGG



Nikhil Bondre
ACCENTURE



Raviraj Gaikwad
ACCENTURE



Pratyush Jha
Cognizant



Saurabh Sudheer
BEELOGICAL



Abhishek Maurya
YASH TECHNOLOGY



Bhagyashri Lolage
PROBITY SOFT



Aarshi Gupta
SUMA SOFT



Pratiksha Gowswami
SUMA SOFT



Khushi Sukhani
SUMA SOFT



Kailash Mohite
LTI



Harshad Sutar
L&T



Kajal Walmik
APS Microtech

A wide banner image showing a large, modern, multi-story university building with a grid of windows. In the foreground, there is a well-maintained green lawn with several trees and a paved walkway. A white tent is visible on the right side of the lawn.

CAMPUS LIFE

CAMPUS

DY Patil University is known for its Architecturally well designed buildings, large campuses, world class stadium and sports culture. Ambi campus is spread over more than 40 acres of land, fresh air and climate, lush green and amidst of nature near the valley. Campus has modern structure, academic spaces include library, studio, labs & workshops.

STUDENT CLUBS

Students at campus can pursue their passions through clubs like Photography club, the dancing club, the film club, the singing club, the theatre/ club, storytelling club, book reading club and sports club are engaged to organize various competitions and events.

STUDENT COUNCIL

University has elected student council which contributes in the academic and disciplinary proceedings. Committees are Student Welfare Committee, Sports Committee, Cultural Committee and Youth Leadership Development Committee.

INFRASTRUCTURE

The campus is amidst nature with flora and fauna gives the campus a uniqueness and located near the valley. Infrastructure is a modern design which resulting into a scenic and beautiful campus with quietness and harmony.

ACCOMMODATION*

University has best accommodation facilities for boys and girls students.

LIBRARY

Library is equipped with books, journals, E Resources & Data bases. DYPU quarterly publish journal "IJSTEAM With ISSN No. 2582-8509

**// Creativity is inventing, experimenting, growing,
taking risks, breaking rules, making mistakes
and having fun //**





**Nail Your
Application to
D Y Patil University**

Eligibility Criteria

BBA & BCA

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.

Admission Process



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