



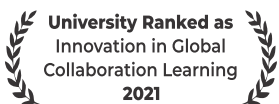
**D Y PATIL**  
**UNIVERSITY**  
PUNE, AMBI

School of  
**MANAGEMENT**



**BBA | BCA**

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



Best University Campus  
**Vanashree Award**  
Govt. of Maharashtra



**Top 20**  
School of Architecture  
in Maharashtra



University in Excellence for  
Pharmacy Education

## 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,  
UPOHAN



**Charuhas Limaye**  
Product Manager  
GIESEKE & DEVRIENT



**Rahul Andrews**  
Founder Cognify Labs

# SCHOOL OF MANAGEMENT

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, BCA programmes. School of Management is hub for academic experience at university and provides state of art infrastructure, faculty, latest software and IT research tools. 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

- **BCA**
- **BBA in Marketing | HR | Finance | Digital Marketing | International Business**
- **Duration 3 Years Full Time**
- D Y Patil University is awarded as University for Innovation in Global Collaborative Learning in World Education Summit.
- BBA and BCA Programs as per UGC Norms and regulations
- Programs focused on developing students for the management professions, entrepreneurship and family business.
- Industry Oriented Curriculum with blend of Professional Certifications\* are explored with EdX, Course Era, NASSCOM, MOOCs, NPTEL etc.
- 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
- 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.
- Highest placement package in campus is Rs 7 lakhs
- Finishing School to gain experience through 9 Student Clubs.
- 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

BBA is a professional management programme aims at inculcating managerial, entrepreneurial attitude and skills amongst the learners. This programme is designed to provide basic understanding about Management Education and prepare the students to avail the opportunities. It also helps them to become entrepreneurs for creating self-employment opportunities. It is basically a development programme for enhancing leadership qualities and encouraging the students to build the required business acumen.

### Following are the 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 Structure

- Generic Courses
- Subject Core Courses
- Open Elective Courses
- Additional Credit Courses

## Specializations

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

## Core Courses

### First Semester

- Principles of Management
- Business Accounting
- Organizational Behaviour
- Micro Economic Analysis
- Business Mathematics
- Computer Applications in Business
- Basics of Tally

### Second Semester

- Business Organization and System
- Cost and Financial Management
- Human Resource Management
- Macro-Economic Analysis
- Fundamentals of Marketing
- Entrepreneurship Development
- Advanced Tally

### Third Semester

- Research Methodology
- Business Statistics
- Soft Skills
- Business Exposure - I (IA & DR)

### Fourth Semester

- International Business
- Operations Management
- Business Law
- Quality Management



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



### Fifth Semester

- Corporate Governance and Ethics
- Supply Chain & Logistics Management
- Leadership Development
- Business Exposure - II (SIP)

### Sixth Semester

- Global Business Environment
- Operations Research
- Business Simulation
- Family Business Management
- Dissertation

## Specialization Elective Courses

### Digital Marketing

- Introduction to Search Engine Optimization
- Digital Media Laws
- Data Mining and Business Intelligence
- Social Media Marketing
- Market Research Basics
- Search Engine Marketing

### Financial Management

- Financial Management
- Indian Financial System and Regulators
- Auditing
- Financial Reporting and Standards
- International Finance
- Corporate Taxation

### Human Resource Management

- Training and Development
- Industrial Relations
- Compensation Management
- Labour Laws and International Labour Organization
- Performance Management system
- Global Trends in HRM

### International Business

- International Relations & Management
- Export Import Management
- International Business Laws
- Dimensions of International Business
- International Business Economics
- Indian Economy and Trade Dependencies

### Marketing Management

- Introduction to Digital Marketing
- Consumer Behaviour and Insights
- Fundamentals of Brand Management
- Sales and Distribution Management
- Elementary Retail Marketing
- IMC and Advertising

## Eligibility

- HSC (10+2) from any stream with English as passing subjects and minimum 50% marks (45% for reservation category) in aggregate in 12th standard.  
OR
- Two years / Three years Diploma of Board of Technical Education or its equivalent with minimum 50% marks (45% for reservation category) in aggregate.  
OR
- Minimum Competency and Vocational Courses (MCVC) with minimum of 50% marks (45% for reservation category) in aggregate.

Conditions Apply\*\*\*





# BACHELOR OF COMPUTER APPLICATIONS (BCA)

- Duration: Three Year Programme
- Semesters: SIX
- Pattern: Choice Based Credit System (CBCS)

## Programme Objectives

### BCA Programme aims to:

- Produce trained professionals in software industry for Global competency
- Develop skilled work force in the various areas of information technology like Data base management, Software Development, Computer-Languages, Software engineering, Web based applications etc.
- Acquire the knowledge, skills, experience and values to become lifelong learners able to obtain employment in a computer-related field or pursue higher studies
- Create an objective platform for women who would like to work independently as software developers or system analysts for any modern developing systems

## Programme Structure

- Generic Courses
- Subject Core Courses
- Open Elective Courses
- Additional Credit Courses

## Core Courses

### First Semester

- Computational Thinking
- Web Technologies
- Elements of Mathematics
- Introduction to Database Management Systems
- Communication Skills
- Introduction to Operating System
- Introduction to Python

### Second Semester

- Application of Spreadsheets in Business
- Advanced Programming in Python
- Data Structures
- Network Essentials
- Web Development using CMS
- Elements of System and Software Development
- Structured Query Language

### Third Semester

- Digital Systems and Computer Organization
- Object Oriented Programming
- Design and Implementation of Algorithms
- Big Data Analytics
- Real Time Operating System

### Fourth Semester

- Software Engineering Practices
- Service Learning
- Introduction to Java Enterprise Framework
- Internet Programming
- Machine Learning

### Fifth Semester

- JAVA Programming
- Web Technology
- Research Methods and Statistical Analysis
- Network Security Essentials
- Mini Project

### Sixth Semester

- Industry Internship
- Software Project Management
- Cloud Architectures and Security
- Computer Graphics

## Generic Elective Courses

### Third Semester (any two)

- Foundation of Data Warehousing and Data Mining
- Introduction to Cloud Computing
- Network Infrastructure Essentials
- Advanced Web Scripting

### Fourth Semester (any two)

- Cloud Application Development
- e-Commerce and e-Commerce Governance
- Internet of Things
- Software Project Practices

### Fifth Semester

- C++ and .NET Programming
- Statistics Lab
- Advanced Internet of Things
- Network Monitoring and Troubleshooting

## Eligibility

In order to be eligible for admission to Bachelor of Computer Applications a candidate must have passed -

- HSC (10+2) from any stream with English as passing Subject with minimum 40% marks in aggregate.  
OR
- Two years Diploma in Pharmacy Course of Board of Technical Education, conducted by Government of Maharashtra or its equivalent.  
OR
- Three Year Diploma Course (after S.S.C. i.e., 10th Standard), of Board of Technical Education Conducted by Government of Maharashtra or its equivalent.  
OR
- Minimum Competency and Vocational Course (MCVC)

Every eligible candidate has to pass / clear selection process as per the University criteria

“ 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. Sachin Kulkarni**  
Head, UG Program

## OUR FUTURE RECRUITERS





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**D Y PATIL**  
**UNIVERSITY**  
PUNE, AMBI

**School of  
Management**

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Application Form Technical Support  
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\*Conditions Apply