D Y PATIL
DEEMED TO BE
UNIVERSITY
ONLINE
NAVI MUMBAI

UGC
Entitled

NAAC 'A++'
Grade Accredited

Online BBA PLUS

BACHELOR OF BUSINESS ADMINISTRATION

Connecting Education and Brilliance →

POWERED BY: pwc

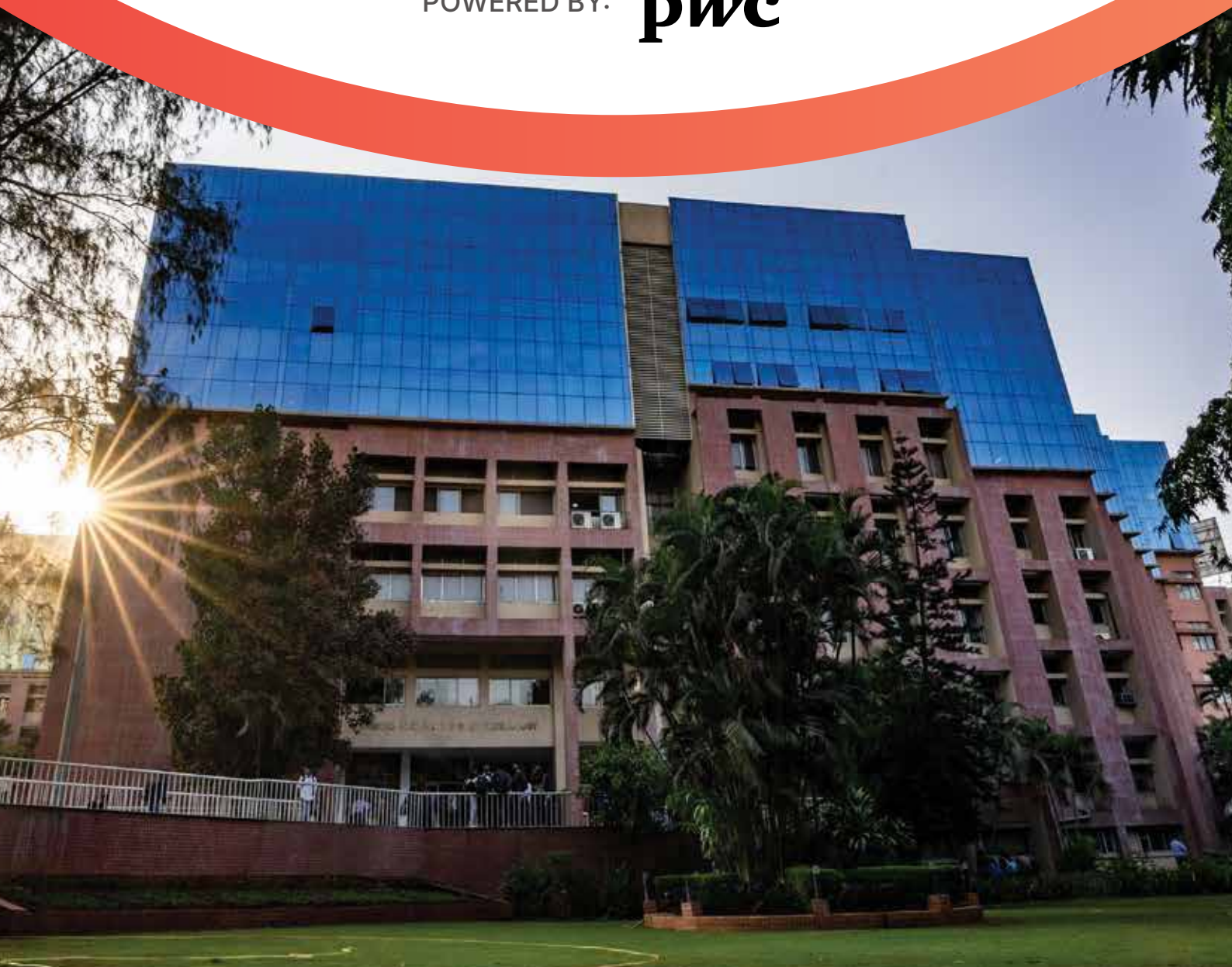


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About Us

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 of business professionals and prominent academicians and focuses extensively on business case studies and examples from the real world.



Program Overview

Duration (in yrs)	Specializations	Mode of Instruction
3	8	LIVE + RECORDED LECTURES

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



Personalized Mentorship

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!

BBA PLUS: Industry-Ready Skills with PwC India

The Online BBA PLUS at D Y Patil University is more than a degree — it's a career accelerator. Combining a strong academic foundation with PwC India-certified modules, it offers hands-on AI applications, real-world case studies, and decision-making frameworks.

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.

Additional Learning – 6+ hours of industry-led instruction beyond the regular BBA curriculum.
With digital tools, live business exposure, and career support, BBA PLUS equips you to lead, innovate, and excel in today's business world.

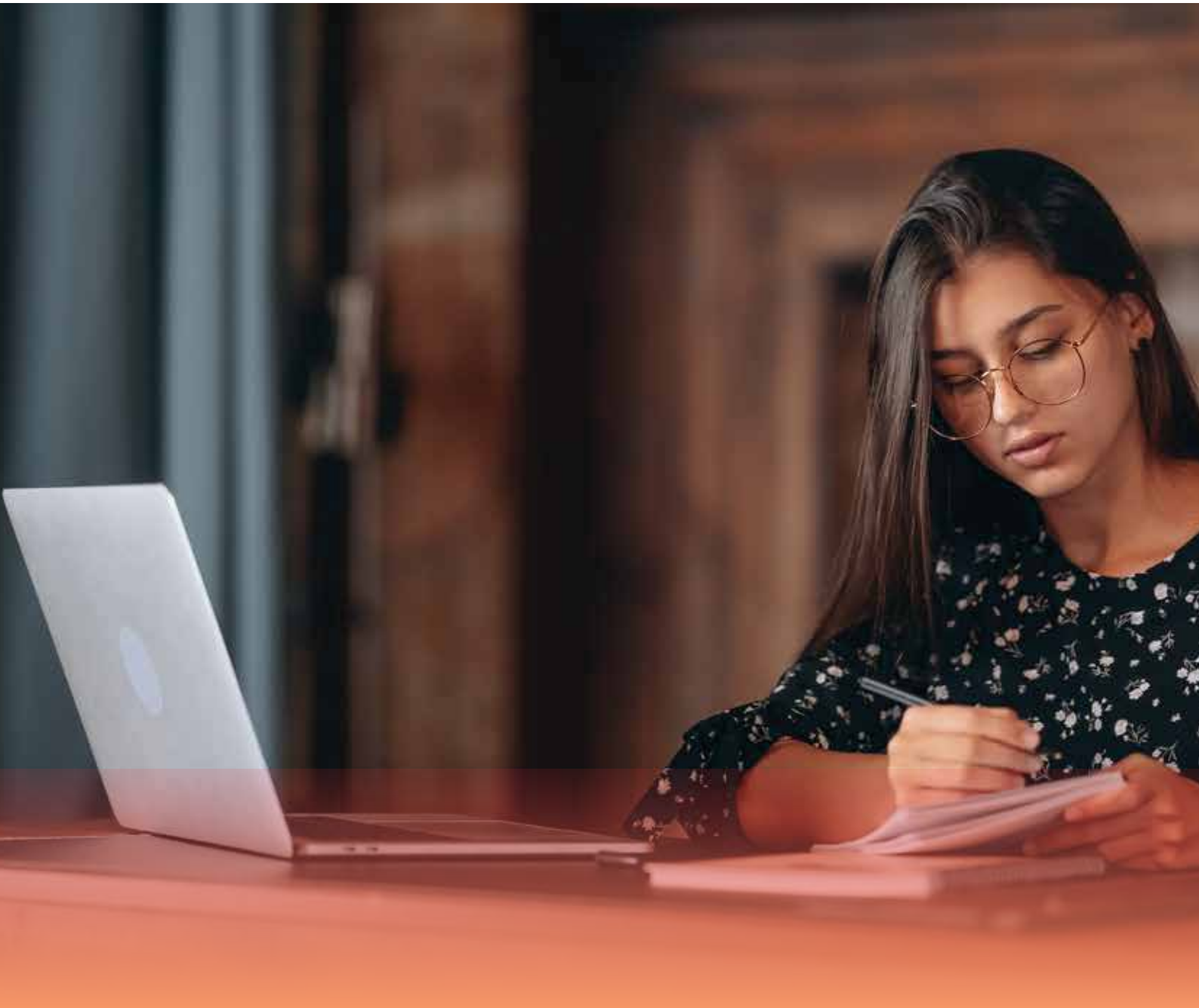
**The 50 students will be selected from a combined pool across all eligible BBA programs.*

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

- 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

Career-oriented Upskilling



Cutting-Edge Short Courses

New-age, skills-based certifications for learners, over and above their regular course subjects.

Digital Marketing

- Gain an in-depth grasp on diverse digital marketing channels and strategies
- Acquire skills to create and implement successful digital marketing campaigns
- Learn to engage with target audiences effectively and measure campaign success

Topics Covered

Search Engine Optimisation (SEO) | Email Marketing | Paid Advertising | Social Media Marketing (SMM)

Product Management

- Master end-to-end product or service lifecycle management
- Acquire skills in driving product innovation and strategy
- Collaborate with cross-functional teams to create successful products

Topics Covered

Market Research | Project Management | Competitive Analysis | Product Ideation & Development | Customer Need Identification | Product Metrics | Product Launch

Finance

- Gain insights into organizaional financial management
- Understand financial statements and evaluate investments
- Make informed decisions for maximizing shareholder value

Topics Covered

Financial Analysis | Budgeting | Capital Budgeting | Valuation | Risk Management | Financial Decision-making

Leadership

- Learn problem-solving & strategic thinking techniques
- Understand conflict resolution tactics
- Learn to be a quick decision maker

Topics Covered

Effective Communication | Strategic Thinking | Conflict Resolution | Decision-making | Team Building | Inspiring & Motivating Others

Entrepreneurship

- Develop vital skills and knowledge to thrive as an entrepreneur
- Efficiently manage business ventures and ensure success
- Dive into the intricacies of market analysis

Topics Covered

Business Ideation & Opportunity Assessment | Market Analysis | Marketing & Sales Strategies | Financial Management & Budgeting | Legal & Regulatory Considerations

Soft Skills Development

Approximately 8-10 hours of meticulously curated videos, developed by industry experts, covering essential soft skills:

Interview Skills
Elevate your confidence and readiness on mastering interview techniques and acing professional conversations

Communication Skills
Enhance your skills to convey ideas effectively, emphasizing communication strategies and interpersonal dynamics

Problem-solving Skills
Sharpen your critical thinking and decision-making prowess for complex real-world challenges

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

Communication Bootcamp

A customized communication bootcamp designed to enwrap various oratory & non-verbal techniques of communication.

Program Overview :

- Highly Interactive & practice-based sessions
- Target Skills: Speaking, Writing, & Presentation

WEEK 1 - 4	**Pre-assessment** A 15-minute pre-assessment is taken & students are divided among three levels: L1, L2, L3 based on the performance in the assessment.
	Batch Assignment Instructor is assigned & a WhatSapp group is formed with the instructor.
COMMENCEMENT OF CLASSES	
WEEK 5	**Extempore** Practice of extempore to speak off the cuff on different topics.
WEEK 6	**GD on Current Affairs** Discussions on current affairs to develop both communication skills and current affairs.
WEEK 7	**GD on Video Clips** Lengthy discussions on what learners hear and see to develop an ability to voice one's opinion and comprehension.
WEEK 8	**Conference Discussions** Discussions to master various issues with confidence and clarity.
WEEK 9	**Interview Preparation** Discussions around building personal & professional competency to approach key HR-related interview questions for effective performance.
WEEK 10	**LinkedIn Post Writing** Discussion on art of writing effective LinkedIn posts.
WEEK 11	**Voice Modulation** Master the art of enunciation and modulation to attract the attention of audience towards what one says.
WEEK 12	**Storytelling** Apply the elements of effective storytelling to craft compelling stories in your presentations and talks.
WEEK 13	**Powerpoint Presentations** Make effective presentations by learning the intricacies & best practices.
WEEK 13	**Communication with Stakeholders** Master the strategy of communicating with your clients and teammates to build your interpersonal skills.
SKILL ASSESSMENT	
WEEK 15-20	**Post Assessment** Students are scored again on the same parameters as pre-assessment.

Excel Bootcamp

A series of 10 live sessions with an expert covering basic, intermediate and, advanced features of MS Excel

Session 1	Ribbons, Conditional Formatting, Data Validation, SUM, AVERAGE, COUNT, PRODUCT, MEDIAN, MODE, WORKDAY, WEEKDAY, DAYS, WEEKNUM
Session 2	SUMIF, AVERAGEIF, COUNTIF, COUNTIFS AVERAGEIFS, WILD CARDS, TEXT JOIN, CONTACT, NESTEDIF
Session 3	VLOOKUP, XLOOKUP, INDEX, MATCH, TEXTAFTER, TEXTSPLIT, SUBSTITUTE, REPLACE
Session 4	Pivot Tables Basics
Session 5	Advanced Pivot Tables, Calculations, Calculated Fields, Calculated Items
Session 6	Fact and Lookup Data, Power Pivot, Data Modelling
Session 7	Power Query, Data Transformations
Session 8	Charts and Customization Options, Exploratory, Informatory, Explanatory
Session 9	Dashboarding Frameworks, Building a Simple Dashboard
Session 10	Advanced Dashboarding - Building a Relationship Dashboard

Entrepreneurial Thinking & Application



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

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.

Live Projects

Work with the real world, in real time.

Apply your learning in actual industry settings by solving challenges faced by top-tier companies. These projects are your opportunity to build credibility and real experience while still in school. Get hands-on with business problems from companies like

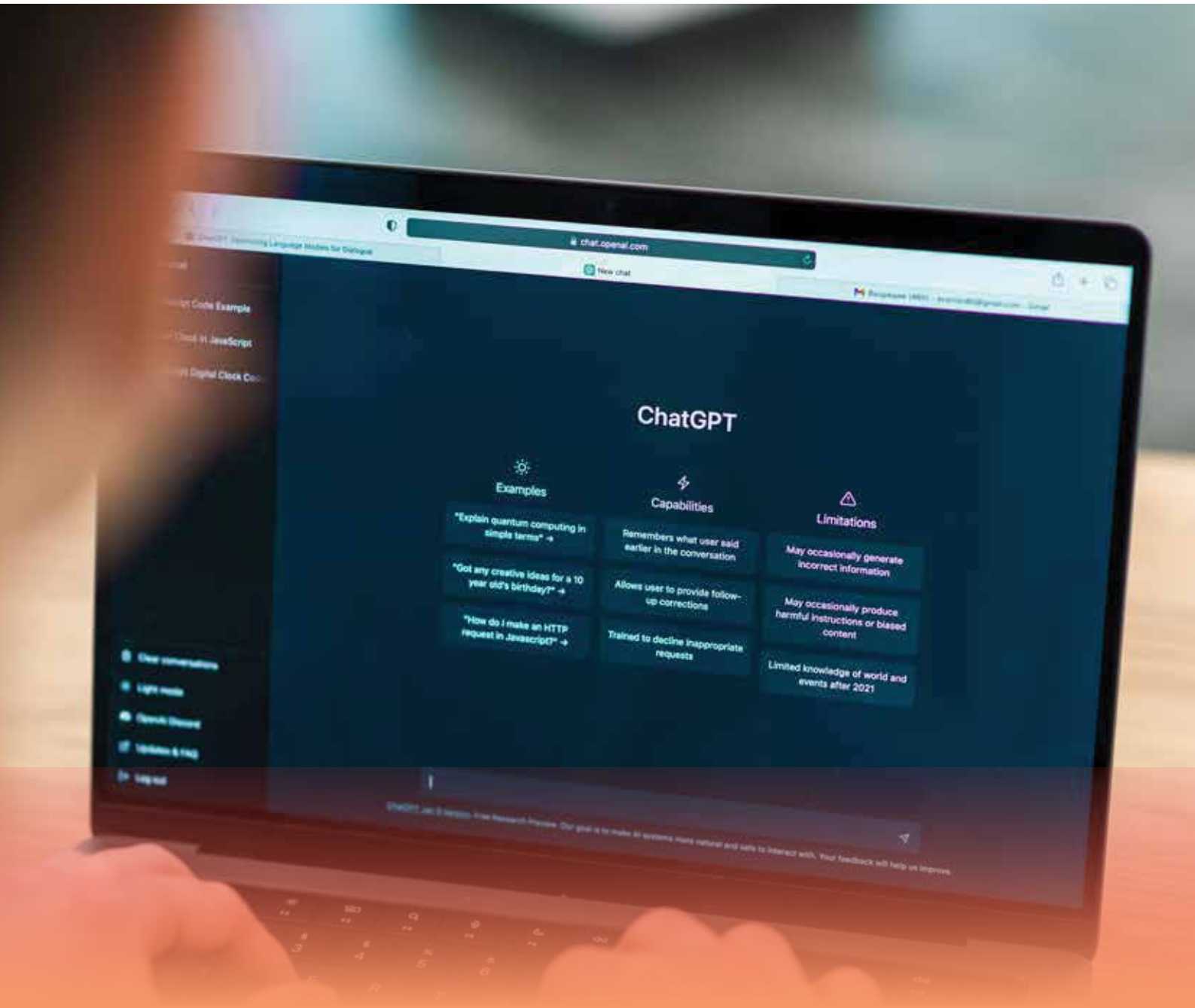


Real-world Business Understanding

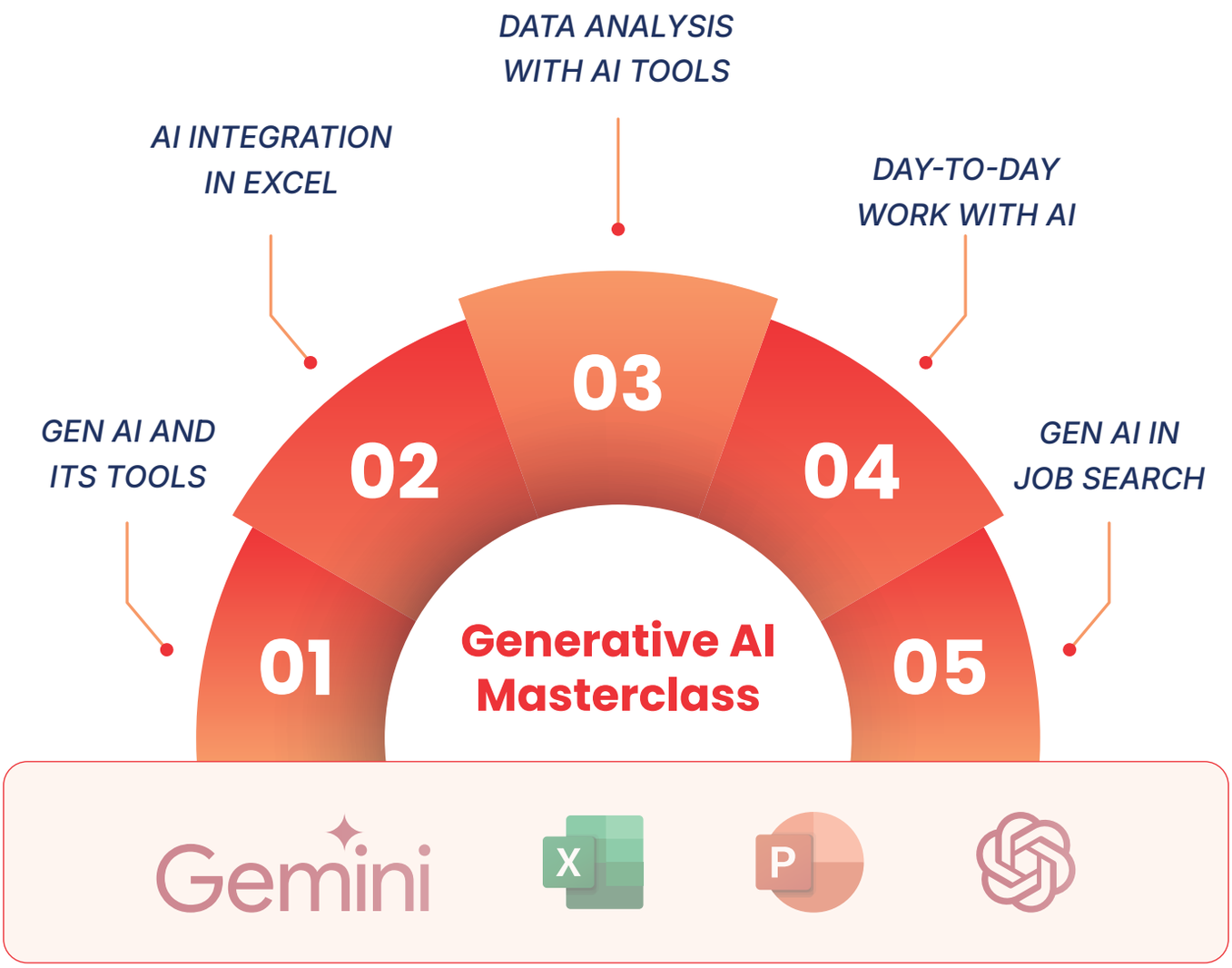
Step into the mindset of an entrepreneur through a structured series of interactive, hands-on workshops. Whether you have a business idea or not, this journey takes you from the basics of ideation, GTM strategy, building Minimum Viable Product (MVP) to launching a real venture.

This module isn't just theory. It's a guided path from concept to launch.

Tools & Tech for the Modern Workplace



Become a Gen AI Expert



MS365 Gen AI Foundational Course

Upgrade your skills. Get certified.

Lay the groundwork for your tech-enabled career with this two-week course. Designed for practical fluency, it covers essential Microsoft tools that every modern professional must know. And yes, it comes with a credential! On completion, earn an industry-recognized certificate from Microsoft.

Career Launchpad



Resume to Recruiter-ready

Resume Building Tool

Your resume is the first impression. So, make it count. Our tools will help you design a recruiter-friendly, ATS-optimized resume while giving you live feedback to improve.

With 8 months of access, you can:

- Create ready-made template resumes.
- Craft impactful cover letters and LinkedIn profiles
- Receive ATS scoring and seek improvements

Resume & Interview Preparation

In live group sessions, you'll learn the inside scoop on what hiring managers look for. It's your opportunity to understand recruitment from the other side of the table.

Employability Enhancement & Career Outcomes

Personalized Career Counseling

A career isn't one-size-fits-all. These sessions are designed to understand your unique goals and align them with the realities of your chosen industry. Access 1:1 session with a Subject Matter Expert and get clarity on your career path and role preferences.

1:1 Mock Interviews: Generic & Industry-Specific

Practice makes confident.

Interviews can make or break your opportunity and practice is the key to perfection. Simulate both general and role-specific interviews with real-time expert feedback.

Employability Assessment

Know where you stand. Plan where you go.

The employability assessment offers a quick yet insightful snapshot of your strengths and improvement areas. It evaluates verbal ability, logical reasoning, aptitude, and domain-specific skills, culminating in a personalized report to guide your next steps.

Career Opportunity

From classroom to career.

By the end of your BBA Plus journey, you'll be fully job-ready, with access to curated career opportunities that align with your skills and aspirations. Upon successful course completion and clearing employability test, you'll unlock access to job opportunities with our trusted hiring partners - based on open roles and your profile fit.

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

Semester 6 (Event Management)

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

Semester 6 (Human Resources)

- Co-operate 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 & Service Strategy
- Retail Branding
- Rural Retailing
- Retail Data Analytics

Semester 6 (Hospital Management)

- Health Insurance
- Clinical Law And Medical Ethics
- Disaster Management
- Support, Utility & Clinical Services
- Analysis Of Health Information

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

- ≥40% in 10th from recognized board/ SSC is mandatory
- Either ≥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

www.dypatiledu.com

admission@dypatiledu.com

+91 895 698 3919

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