



**Dr. D. Y. Patil Vidyapeeth, Pune  
(Deemed to be University)**

Re-accredited by NAAC with a CGPA of 3.64 on a four-point scale at 'A++' Grade  
An ISO 9001: 2015 Certified University

**Sant Tukaram Nagar Pimpri, Pune – 411018**

**Centre for Online Learning**

**Program Project Report (PPR)**

**Master of Business Administration (MBA)**

**Resolution Passed in the meeting of**

**Board of Management**

**Held on 27/12/2018.**



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## Centre for Online Learning

### Dr. D.Y. Patil Vidyapeeth's Centre for Online Learning

#### PROGRAM PROJECT REPORT

#### MBA – Online Mode

1	Degree Awarding Body	Dr. D.Y. Patil Vidyapeeth, Pune (Deemed to Be University)
2	Teaching Institution	Centre for Online Learning, Pune
3	Name of the Program	Online MBA
4	Minimum duration of the program (yrs.) As per UGC norms	2 years
5	Minimum Eligibility for Admission	Graduation in any discipline, from a recognized University
6	Program Credits	102
7	Qualification's framework level	Masters
8	Nature of Target Group of Learners	Any Graduate, employed, self- employed, unemployed or housewives aspiring to acquire knowledge for higher career growth.
9	Type of Program: Professional or Technical	Professional



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**a) Programme's Mission & Objectives:**

The Online MBA program will gear its students to become successful leaders in any type of organization, from a multinational company to a fast-growing start-up, or a business of their own. Developing the skills and insights gained during the programme, our students would make significant contributions in every sphere of management and business in every corner of the world.

The objective of Online MBA programme will be to educate and prepare a varied group of managers with the knowledge, analytical ability and management perspectives, and skills needed to provide leadership to organizations competing in a world increasingly characterized by the diversity in the workforce, rapid technological change, and a severely competitive global marketplace. It will display competencies and knowledge in key business functional areas including accounting, finance, marketing, human resource, operations, logistics, supply chain, international business, analytics, etc.



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### **Online MBA Programme Educational Objectives (PEOs):**

- PEO1: Graduates of the program will be able to take effective decisions on the real-world business issues and situations in the challenging corporate world by improving strategic integrated thinking.
- PEO2: Graduates of the program will possess analytical and problem-solving competencies in various facets of management.
- PEO3: Graduates of the program will exhibit value-centered leadership skills in diversified and multidisciplinary areas.
- PEO4: Graduates of the program will be able to communicate effectively with all stake holders of the organization and society.
- PEO5: Graduates of the program will be able to demonstrate global and cross-cultural understanding for exploring innovative business practices to enhance profitability.
- PEO6: Graduates of the program will exhibit intrapreneurial and entrepreneurial skills.
- PEO7: Graduates of the program will take ethical decisions in the day-to-day activities.

After the completion of the Online MBA, aspirants would have enhanced their managerial competencies to take on the corporate challenges in various sectors of the Indian economic environment. The Online MBA programme is designed by academic and industry experts with the intention of improving various skill sets of the participants.

Effective decision making by improving strategic integrated thinking, managing resources such as human, finance, infrastructure etc., improving operational efficiency of various business processes, qualitative and quantitative techniques will be some of the few managerial competencies focused as the programme's outcome.



## **b) Relevance of the Program with DPU's Mission and Goals**

### **Our Vision:**

To help build an enlightened, culturally and economically vibrant India developed through education in diverse disciplines and imparting online management education for the socio-economic development of India.

### **Our Mission:**

To contribute to the socio-economic and ethical development of the nation, by providing high-quality education through institutions that have dedicated faculty and state-of-the-art infrastructure and developing competent professional and liberal-minded citizens.

With this mission, the University has been providing quality education in the Faculties of Medicine, Dentistry, Allied Medical Sciences, Nursing, Biotechnology & Bioinformatics, Management and Distance Learning through seven institutions. In each of these programmes, the University ensures the pursuit of knowledge and the creation of new ideas.

### **Linkage with Program Mission:**

The online program will allow learners to learn at their own pace along with pursuing their other professional endeavors. Adequate counseling will be done for the students to assist them to make an informed decision and to choose from a range of specializations offered by the Centre. The students' support services will take timely feedback to ensure timely response and enhance the overall quality standards.

## **(c) Nature of Prospective Target Group of Learners:**

Any graduate, employed, self-employed, unemployed or housewives aspiring to acquire knowledge for higher career growth.

## **(d) Appropriateness of Program to be Conducted in Online Learning Mode to Acquire Specific Skills and Competence:**

After the completion of the Online MBA, aspirants would have enhanced their managerial competencies to take on the corporate challenges in various sectors of the Indian economic environment. The Online

MBA programme is designed by academic and industry experts with the intention of improving various skill sets of the participants.

Effective decision making by improving strategic integrated thinking, managing resources such as human, finance, infrastructure, etc., improving operational efficiency of various business processes, qualitative and quantitative techniques will be some of the few managerial competencies focused as the programme's outcome.

### **Programme Outcomes (POs):**

At the end of the Online MBA programme the learner will possess:

1. Generic and Management Domain Knowledge– They will not just be able to understand the general and management terms, concepts, ideas, and principles, but will be able to apply, illustrate, analyze, and synthesize to the solutions of real-world complex business issues.
2. Problem Solving & Innovation Ability- They will come out with unique creative, innovative, or out of the box solutions for the corporate world.
3. Critical Thinking Ability– They will improve the critical and strategic integrated thinking to conduct investigation of multidimensional business problems using research-based knowledge and research methods to arrive at data-driven decisions.
4. Effective Communication Ability– They will be able to communicate effectively with all the stakeholders of the organization and society.
5. Leadership and Teamwork Ability- They will exhibit leadership skills in diversified and multidisciplinary areas. They will be able to collaborate in an organizational context and across organizational boundaries and lead themselves and others in the achievement of organizational goals and optimize outcomes for all stakeholders.
6. Global Orientation Ability– They will be able to approach any relevant business issues from a global perspective and exhibit an appreciation for the cross-cultural aspects of businesses.
7. Entrepreneurship Ability– They will be able to identify the entrepreneurial opportunities, and leverage managerial & leadership skills for founding, leading, and managing startups as well as professionalizing and growing family businesses.
8. Environment and Sustainability Ability– They will be able to demonstrate the knowledge of environmental awareness and the need for sustainable development to achieve business goals of the corporate world.
9. Social Responsiveness Ability- They will be able to take ethical decisions in the day-to-day

activities by demonstrating social responsiveness.

10. Life-Long Learning Ability– They will not only acquire new knowledge and skills and assimilate them into the improved business processes but also help others in learning new knowledge and skills. They will contribute in making the organization a learning organization.

### **Graduate Attributes (GAs):**

At the end of the Online MBA programme the learner will exhibit:

GA1: Managerial Competencies

GA2: Proficiency in Communication, Collaboration, Teamwork and Leadership GA3:  
Competence in Creativity & Innovation

GA4: Global Orientation

GA5: Proficiency in ICT & Digital Literacy

GA6: Entrepreneurship & Intrapreneurship Orientation GA7: Result Oriented Efforts

GA8: Professionalism, Ethical, Values Oriented & Socially Responsible Behaviour GA9: Life-  
Long Learning Orientation

### **(e) Instructional Design:**

For the Online MBA programme development, a thorough process is followed right from the need assessment to the preparation of an e-learning material. The programme development process at Dr. D.Y. Patil Vidyapeeth's Centre for Online Learning goes through three stages namely:

1. **Program Formulation:** Need assessment, defining target groups, course identification based on the level of the program to provide desired knowledge, competencies and skills, and adoption of a house style.
2. **Instructional Design:** Formulating structure, decision on appropriate media components: text, audio, video, multimodal, etc., finalizing unit-wise course outlines for all courses, deciding strategies for course delivery and designing online student assessments.
3. **Courseware Development:** Content development, content editing, format editing, development of graphics, illustrations, animations, etc., finalizing the e-content and uploading courseware on the LMS, and periodic assessment thereby revising and updating thee-material.

Online Programme/course is designed and developed by the in house faculties in collaboration with course experts from academics and industries. Online learning material is designed and developed by thoroughly following the four-quadrant approach as suggested in the UGC regulations 2018 for online programmes/courses. The four-quadrant approach is as follows:

Quadrants	Description
Quadrant-I (e-Tutorial)	Shall contain Video and Audio Content in an organized form, Animation, Simulations, video demonstrations, Virtual Labs, etc, along with the transcription of the video.
Quadrant-II (e-Content)	Shall contain self instructional material, e-Books, illustrations, case studies, presentations, Web Resources such as further references, Related Links, Open-source Content on Internet, Video, Case Studies, books including e-books, research papers & journals, Anecdotal information, Historical development of the subject, Articles, etc.
Quadrant-III (Discussion Forum)	Discussion forum for raising of doubts and clarifying them on a near real time basis by the Course Coordinator or his team.
Quadrant-IV (Assessment)	Shall contain problems and solutions, which could be in the form of Multiple-Choice Questions, Fill in the blanks, Matching Questions, Short Answer Questions, Long Answer Questions, Quizzes, Assignments and solutions, Discussion forum topics and setting up the FAQs, Clarifications on general misconceptions.

The developed course material is duly approved by the Board of Management, the Academic Council, and the Internal Quality Assurance Cell (IQAC.) After developing the courses unit wise, the e-content is uploaded onto the unique world-class Learning Management System (LMS) platform. Each unit has, pre-recorded video lectures, e-text material, article/notes, case studies, open resources, virtual class to clear doubts, FAQs, quizzes, and self-assessments. Learners will be engaged continuously through the LMS features such as discussion forums, chatting, class walls, messages, e-mails, RSS feed, etc. Learners will have a combination of synchronous and asynchronous learning experience.

Online MBA programs will be delivered through the LMS, where mentors will administer the course material for enrolled students. The framework of the LMS integrates tools and cloud-based services, such as lecture capture, text chat windows, streaming video, audio discussion forums, web conferencing, and interactive videos. Students will often have access to textbooks in the electronic form through the LMS, with the option





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to listen to voice recordings of the textbook material. Mentors and Course-Coordinators will handle the assignments through the LMS, and students will have to submit their completed work within the platform, to minimize the reliance on emails. This will also involve submitting recorded presentations or delivering them live through a webcam. Course-coordinators will be able to enable class conversations and allow comments within a specific assignment so that relevant discussions can be easily located for reference.

While students may view the pre-recorded (asynchronous) lectures anytime, interactive classroom sessions — also known as collaborate sessions — will require real-time attendance and interaction among students and mentors. Synchronous meeting participants will receive a URL and would be connect through a blackboard to join the meeting. Students would also be able to raise a virtual hand to ask a question anytime.



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## **Programme Structure for Online MBA**

### **Credit System:**

Online MBA will follow the Credit System as suggested in the UGC regulation for online programmes.

‘Credit’ means the Unit award, gained as a learning outcome, by a learner by study efforts required to acquire the prescribed level of learning in respect of that Unit. Study effort for one credit means time required by a learner to understand the contents equivalent to 15 hours classroom teachings.

Online MBA program has 24 courses and project work. Semester I & II has 27 credits each, semester III has 28 credits and semester IV has 20 credits. The program in all has 102 credits spread over four semesters, which has to be completed in 2 academic years.

Duration of the Online MBA: 2 years (Four Semester)

For detailed information on the curriculum, semester wise course objective, outcome and outline; refer to: DPU Centre for Online Learning, Online MBA Curriculum 2022-23.

Faculty and Support Staff Requirement: As mentioned in UGC regulation 2018 for Online Programmes/Courses.

### **Validity**

The validity of the program is double the duration, i.e., a student can complete the 2 years Online MBA program in 4 years.

## **Evaluation and Assessment Pattern for Online MBA Programme**

All examinations of Dr. D. Y. Patil Vidyapeeth's COL shall be conducted twice in a year (June and December), through proctored online mode. Conduct of Examinations, Passing Criteria and Students Disciplinary Control in the Examinations will be as per Regulations as amended from time to time by Dr. D Y Patil Vidyapeeth.

The overall assessment for a course will consist of the following three components:

1. Self-Assessment (Continuous Assessment)
2. Formative Assessment
3. Summative Assessment OR Term End Examination

### **1. Self-Assessment Questions (SAQ) :**

This continuous formative assessment facilitates a comprehensive study of the entire syllabus. Each unit shall have 10 Multiple Choice Questions (MCQs). These are non-graded and is to be treated as practice questions. The questions shall be designed to assess the remembering and understanding skills of learners.

### **Evaluation/assessment for 4 credit courses:**

### **2. Formative Assessment of Domain Core Courses, Specialization Courses and Generic Elective Courses**

Formative Assessment shall have Formative assignment I and Formative assignment II.

**Formative assignment I:** Shall have 20 MCQs (MCSR, TF, FIB) with unit proportionality. Each question shall carry 1 mark so that formative assignment I shall have 20 marks. The questions shall be designed to assess the remembering and understanding skills of learners.

**Formative assignment II:** shall have 5 MCMR type questions based on one situation exercise. Each question shall carry 2 marks so that formative assignment II shall have 10 marks. The questions shall be designed to assess the applying acquired knowledge skills of the learners.

Combined performance of formative assignment I and II will be evaluated for total 30 marks. Passing percentage is 40%

### **3. Summative Assessment / Term End Examination (Proctored Examination)**

Summative assessment shall have 2 sections with a total mark of 70.

**Section I (A):** This sections shall have 40 MCQs (MCSR, TF, FIB) of one mark each with unit proportionality. The questions shall be designed to assess the remembering, understanding, and applying acquired knowledge skills of learners.

**Section I (B):** This sections shall have 05 MCMR type questions based on situation exercise of 10 marks each questions shall carry 2 marks. The questions shall be designed to assess the analyzing and evaluating skills of the learners. This section carries 10 marks.

**Section II:** These sections shall have 3 subjective/descriptive type questions of 10 marks each out of which learners will have to attempt any 2 questions. The questions shall be designed to assess the analyzing and evaluating skills of the learners. This section carries 20 marks.

Combined performance of summative assessments sections I and II will be evaluated for total 70 marks. Passing percentage is 40%.

The combined performance of formative assignments and summative assessment shall be evaluated for 100 marks. Separate passing is necessary for formative assignments and summative assessment.

### **Evaluation of Generic Core (3 Credits):**

This shall have Formative assignment I and Formative assignment II.

**Formative assignment I** Shall have 30 MCQs (MCSR, TF, FIB) with unit proportionality. Each question shall carry 1 mark so that formative assignment shall have 30 marks. The questions to be designed to assess the remembering and understanding skills of learners.

**Formative assignment II** shall have 10 MCMR type questions. Each question shall carry 2 marks so that formative assignment II shall have 20 marks. The questions to be designed to assess the applying acquired knowledge skills of the learners.

Combined performance of formative assignment I and II will be evaluated for total 50 marks. Passing percentage is 40%

**Generic core (3 Credits) shall have no summative assessment.**

## Grading and Award of Class for Online MBA Programme

Based on the total obtained marks in each subject, a letter grade is converted in a scale of 10 as mentioned in below table:

Marks	Letter Grade	Grade Point
90 to 100	O : Outstanding	10
80 to 89	A+ : Excellent	9
70 to 79	A : Very Good	8
60 to 69	B+ : Good	7
50 to 59	B : Above Average	6
45 to 49	C : Average	5
40 to 44	P : Pass	4
00 to 39	F : Fail	0
-	AB : Absent	0

### Grace Marks

Grace Marks up to a maximum 1% of the total marks could be used in different courses, subject to a maximum of 5 marks in one course. There will be no re-evaluation for any course assessment. Students will have to appear for the course exam within the valid period, if she/he fails to secure minimum passing criteria.

### (g) Requirement of the Laboratory Support and Library Resources:

Online MBA programme does not have any practical laboratory support as a curricular requirement. Library resources or digital library facility will be provided to bonafide students.

### (h) Cost Estimate of the Programme and Provisions:

The DPU Centre for Online Learning has made the budgetary provisions to take care of necessary expenses towards the cost of Programme/course content development, delivery, and evaluation inclusive of the Learning Management System, an online learning platform.

**(i) Quality Assurance Mechanism and Expected Programme Outcomes:**

1. The DPU Centre for Online Learning has established an Internal Quality Assurance Cell (IQAC) online of the Centre for Internal Quality Assurance (CIQA) as specified in the University Grants Commission (Open and Distance Learning) Regulations, 2018 as amended from time to time.
2. The IQAC will take adequate measures for training and capacity building of its teaching, and administrative staff at regular intervals.
3. The IQAC will ensure that the quality of the course or Programme offered through online mode is maintained and at par with the standards laid down by the Commission or the other appropriate statutory authority from time to time.
4. The IQAC will ensure that the technical and instructional facilities with information resources for online delivery of the course or Programme are in compliance to the guidelines laid by the Commission from time to time and are commensurate with the number of Course or Programme and enrolments thereto.

The Online MBA Programme is designed by academic and industry experts to make it relevant to enhance employability and to enhance career prospects for the aspirant. On completion of the programme, aspirants would have enhanced their managerial competency to take on corporate challenges in various sectors of the Indian economic environment. Effective decision making by improving strategic integrated thinking, efficiently managing resources such as human, finance, infrastructure, systems etc., improving operational efficiency of various business processes, quantitative and qualitative techniques will be some of the few managerial competency focused as the programme's outcome.

The DPU Centre for Online Learning will ensure to monitor the effectiveness of the programme through the Board of Studies, the Academic Council and the IQAC statutory bodies.

### The Components of the Program

- i. Compulsory domain core courses and compulsory generic core courses for 1<sup>st</sup> year (Semesters I & II).
- ii. Specialization courses and generic elective courses for 2<sup>nd</sup> year (Semesters III & IV Semesters);
- iii. Assignments, formative, and summative assessment test.
- iv. Project work, report submission, evaluation, and viva in semester IV.

**Note:** A student has to continue with the same specialization that she/he opts in Semester III till the final Semester IV.

### Summary

Semester	Total Credits	Total Courses	Total Marks
I	27	7	650
II	27	7	650
III	28	7	700
IV	20	3	500
Total	102	24 courses + Project work	2500

### Online MBA Programme Course Types & Evaluation Pattern:

Sr. No.	Course Type	Credits	Nature	Formative Continuous Assessment	Summative Proctored Assessment	Total Marks
<b>BASIC COURSE TYPES</b>						
1	Domain Core	4	Compulsory	30	70	100
2	Generic Core	3	Compulsory	50	0	50
3	Specialization Courses	4	Specialization specific	30	70	100
4	Generic Elective	4	Elective	30	70	100



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## Domain Core Courses: 12 courses of 4 credits each

### Semester I

Course code	Course Title
OMBC 101	Principles And Practices of Management
OMBC 102	Organizational Behaviors
OMBC 103	Management Accounting
OMBC 104	Managerial Economics
OMBC 105	Business Communication
OMBC 106	Research Methodology

### Semester II

Course code	Course Title
OMBC 201	Human Resource Management
OMBC 202	Marketing Management
OMBC 203	Financial Management
OMBC 204	Operations Management
OMBC 205	Management Information System
OMBC 206	Strategic Management & Business Policy





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## Generic Core Courses: 2 courses of 3 Credits Semester I

Course code	Course Title
OMBC 107	Environmental Awareness and Disaster Management

## Semester II

Course code	Course Title
OMBC 207	Entrepreneurship Development

## Generic Elective Courses: 2 courses of 4 Credits each Semester III

Course code	Course Title
OMBE 307	Digital Marketing
OMBE 308	Business English

## Generic Elective Courses: 2 courses of 4 Credit each Semester IV

Course code	Course Title
OMBE 403	Soft Skill
OMBE 404	Business Ethics and Corporate Governance

**Specialization Courses: - 120 courses 4 Credits each.****Semester III & IV: Marketing Management (MM) Specialization Courses**

Course code	Course Title
OMBM 301	Consumer Behavior
OMBM 302	Marketing Research
OMBM 303	Sales & Distribution Management
OMBM 304	Product and Brand Management
OMBM 305	Retail Management
OMBM 306	Marketing of services
OMBM 401	International Marketing
OMBM 402	Integrated Marketing Communication

**Semester III & IV: Human Resource Management (HRM) Specialization Courses**

Course code	Course Title
OMBH 301	Manpower Planning
OMBH 302	Compensation Management
OMBH 303	Performance & potential Management
OMBH 304	Labour Laws
OMBH 305	Training & Development
OMBH 306	Organisational Design, Development & Change
OMBH 401	Strategic HR
OMBH 402	HR Audit

**Semester III & IV: Finance Management (FM) Specialization Courses**

Course code	Course Title
OMBF 301	Capital & Financial Markets
OMBF 302	Financial Institutions & Banking
OMBF 303	Taxation
OMBF 304	International Financial Management
OMBF 305	Advanced Financial Management
OMBF 306	Security Analysis & Portfolio Management
OMBF 401	Project Finance & Budgetary Control
OMBF 402	Insurance & Risk Management

**Semester III & IV: IT Management (ITM) Specialization Courses**

Course code	Course Title
OMBI 301	Fundamentals of Information Technology
OMBI 302	C Programming
OMBI 303	DBMS & Oracle
OMBI 304	Web Designing and Content Management
OMBI 305	Software Engineering
OMBI 306	Enterprise Resource Planning
OMBI 401	Software Project Management
OMBI 402	Emerging Trends in Information Technology

**Semester III & IV: Project Management (PM) Specialization Courses**

Course code	Course Title
OMBP 301	Fundamentals of Project management
OMBP 302	Project Planning and Scheduling
OMBP 303	Business laws and Regulations
OMBP 304	Project Finance & Budgetary Control
OMBP 305	Project Performance Measurement & Control
OMBP 306	IT in Projects
OMBP 401	Quantitative Methods in Project Management
OMBP 402	Project Quality Management

**Semester III & IV: Operations Management (OM) Specialization Courses**

Course code	Course Title
OMBO 301	Production Planning & Control
OMBO 302	Fundamentals of Project Management
OMBO 303	Logistics & Supply Chain Management
OMBO 304	World class manufacturing
OMBO 305	Operations in Service Industry
OMBO 306	Statistics & Quantitative Techniques
OMBO 401	Work System Design
OMBO 402	Technology Management

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**Semester III & IV: Hospital Administration and Health Care Management  
(HAHM) Specialization Courses**

Course code	Course Title
OMBHA 301	Indoor and Outdoor Hospital Services
OMBHA 302	Ancillary Hospital Services
OMBHA 303	Legal Aspects of Hospital and Health Management
OMBHA 304	Marketing of Health Care Services
OMBHA 305	Community Health & Hospital Safety & Risk Management
OMBHA 306	Quality Management in HealthCare Services
OMBHA 401	Hospital Administration and Bio medical waste Management
OMBHA 402	Operations Management in Hospitals

**Semester III & IV: International Business Management (IBM) Specialization Courses**

Course code	Course Title
OMBIB 301	International trade, WTO & Trade Policy issues
OMBIB 302	Business Laws and Regulations
OMBIB 303	Financial institutions and Banking
OMBIB 304	International Marketing
OMBIB 305	International Finance Management
OMBIB 306	Security Analysis and Portfolio Management
OMBIB 401	Foreign Exchange Management
OMBIB 402	Insurance and Risk Management

**Semester III & IV: Artificial Intelligence & Machine Learning Specialization Courses**

Course code	Course Title
OMBAIML 301	Basics of Artificial Intelligence & Machine Learning
OMBAIML 302	Machine Learning
OMBAIML 303	Performing Analytics with Python
OMBAIML 304	Statistics & Quantitative Techniques
OMBAIML 305	Business Intelligence
OMBAIML 306	R-Programming for Data Analysis and Visualization
OMBAIML 401	Application of AI in Business
OMBAIML 402	Introduction to Deep Learning

**Semester III & IV: Blockchain Technology Management Specialization Courses**

Course code	Course Title
OMBBTM 301	Basics of Blockchain Technology
OMBBTM 302	Blockchain Technology and Management
OMBBTM 303	Cryptography and Information Security
OMBBTM 304	Cloud Infrastructure and Services
OMBBTM 305	Statistics & Quantitative Techniques
OMBBTM 306	Blockchain and FinTech
OMBBTM 401	Enterprise Blockchain Applications & Hyperledger
OMBBTM 402	Design and Development of Blockchain Applications

**Semester III & IV: Business Analytics Management Specialization Courses**

Course code	Course Title
OMBBA301	Business Analytics-I
OMBBA302	Business Analytics-II
OMBBA303	DBMS
OMBBA304	Business Statistics and Econometrics
OMBBA305	Performing Analytics with Python.
OMBBA306	R programming for Data analysis and Visualization
OMBBA 401	Business Mathematics & Optimization Techniques
OMBBA 402	Python Programming for data visualization

**Semester III & IV: Digital Marketing Management Specialization Courses**

Course code	Course Title
OMBDM 301	Introduction to Digital Marketing
OMBDM 302	Search Engine Optimization
OMBDM 303	Integrated Marketing Communication
OMBDM 304	Social Media Marketing
OMBDM 305	Emerging Trends in Information Technology
OMBDM 306	Web Designing and Content Management (MM)
OMBDM 401	Product and Brand Management
OMBDM 402	International Marketing

**Semester III & IV: FinTech Management Specialization Courses**

Course code	Course Title
OMBFT 301	FinTech Management
OMBFT 302	Financial Institutions and Banking
OMBFT 303	Quantitative Methods in Project Management
OMBFT 304	E-Commerce & Global Financial Trends
OMBFT 305	Security Analysis and Portfolio Management
OMBFT 306	Capital & Financial Markets
OMBFT 401	Project Finance & Budgetary Control
OMBFT 402	Cyber Laws & Hacking

**Semester III & IV: Logistics, Materials and Supply Chain Management Specialization Courses**

Course code	Course Title
OMBLSCM 301	Logistics & Supply Chain Management
OMBLSCM 302	Production Planning & Control
OMBLSCM 303	Inventory Management & MRP Systems
OMBLSCM 304	Packaging and Distribution Management
OMBLSCM 305	World Class Manufacturing
OMBLSCM 306	Statistics & Quantitative Techniques
OMBLSCM 401	Supply Chain Analytics
OMBLSCM 402	Just in time & Lean



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**Semester III & IV: Agri Business Management Specialization Courses**

<b>Course code</b>	<b>Course Title</b>
OMAB301	Current Trends in Agri Business Management
OMAB302	Livestock Management and Fodder Technology
OMAB303	Management of Agricultural Engineering Business
OMAB304	Marketing of Agri- Inputs and Outputs
OMAB305	Post-Harvest Technology and Management
OMAB306	Agri Import and Export Management
OMAB401	Emerging Trends in Organic Farming
OMAB402	Agricultural Economics

**Programme Structure****Programme Title: Online Master of Business Administration (Online MBA)****Semester I**

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBC 101	Principles And Practices of Management	4	30	70	100	60
OMBC 102	Organizational Behaviour	4	30	70	100	60
OMBC 103	Management Accounting	4	30	70	100	60
OMBC 104	Managerial Economics	4	30	70	100	60
OMBC 105	Business Communication	4	30	70	100	60
OMBC 106	Research Methodology	4	30	70	100	60
OMBC 107	Environmental Awareness and Disaster Management	3	50	-	50	45
	<b>Total</b>	<b>27</b>			<b>650</b>	





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## Semester II

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBC 201	Human Resource Management	4	30	70	100	60
OMBC 202	Marketing Management	4	30	70	100	60
OMBC 203	Financial Management	4	30	70	100	60
OMBC 204	Operations Management	4	30	70	100	60
OMBC 205	Management Information System	4	30	70	100	60
OMBC 206	Strategic Management & Business Policy	4	30	70	100	60
OMBC 207	Entrepreneurship Development	3	50	-	50	45
	Total	27			650	

**The List of Specialization for Semester III and IV**

<b>Sr. No.</b>	<b>Specializations</b>
I	Marketing Management (MM)
II	Human Resource Management (HRM)
III	Finance Management (FM)
IV	IT Management (ITM)
V	Project Management (PM)
VI	Operations Management (OM)
VII	Hospital Administration and Health Care Management (HAHM)
VIII	International Business Management (IBM)
IX	Artificial Intelligence & Machine Learning
X	Blockchain Technology Management
XI	Business Analytics
XII	Digital Marketing
XIII	FinTech
XIV	Logistics, Materials and Supply Chain Management
XV	Agri Business Management Specialization

**Semester III: Marketing Management**

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBM 301	Consumer Behavior	4	30	70	100	60
OMBM 302	Marketing Research	4	30	70	100	60
OMBM 303	Sales & Distribution Management	4	30	70	100	60
OMBM 304	Product and Brand Management	4	30	70	100	60
OMBM 305	Retail Management	4	30	70	100	60
OMBM 306	Marketing of services	4	30	70	100	60
OMBE 307/308	Generic Elective-I	4	30	70	100	60
	Total	28			700	

**Note: For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.**

Course Code	Course Title
OMBE 307	Digital Marketing
OMBE 308	Business English

**Semester IV: Marketing Management**

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBM 401	International Marketing	4	30	70	100	60
OMBM 402	Integrated Marketing Communication	4	30	70	100	60
OMBE 403/404	Generic Elective-II	4	30	70	100	60
OMBP 405	Project Work Report	8	-	-	200	-
	Total	20			500	

**Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.**

Course Code	Course Title
OMBE 403	Soft Skill
OMBE 404	Business Ethics and Corporate Governance

**Semester III: Human Resource Management**

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBH 301	Manpower Planning	4	30	70	100	60
OMBH 302	Compensation Management	4	30	70	100	60
OMBH 303	Performance & potential Management	4	30	70	100	60
OMBH 304	Labour Laws	4	30	70	100	60
OMBH 305	Training & Development	4	30	70	100	60
OMBH 306	Organisational Design, Development & Change	4	30	70	100	60
OMBE 307/308	Generic Elective-I	4	30	70	100	60
	Total	28			700	

**Note: For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.**

Course Code	Course Title
OMBE 307	Digital Marketing
OMBE 308	Business English

**Semester IV: Human Resource Management**

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBH 401	Strategic HR	4	30	70	100	60
OMBH 402	HR Audit	4	30	70	100	60
OMBE 403/404	Generic Elective-II	4	30	70	100	60
OMBP 405	Project Work Report	8	-	-	200	-
	Total	20			500	

**Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.**

Course Code	Course Title
OMBE 403	Soft Skill
OMBE 404	Business Ethics and Corporate Governance

**Semester III: Finance Management**

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBF 301	Capital & Financial Markets	4	30	70	100	60
OMBF 302	Financial Institutions & Banking	4	30	70	100	60
OMBF 303	Taxation	4	30	70	100	60
OMBF 304	International Financial Management	4	30	70	100	60
OMBF 305	Advanced Financial Management	4	30	70	100	60
OMBF 306	Security Analysis & Portfolio Management	4	30	70	100	60
OMBE 307/308	Generic Elective-I	4	30	70	100	60
	Total	28			700	

**Note: For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.**

Course Code	Course Title
OMBE 307	Digital Marketing
OMBE 308	Business English

**Semester IV: Finance Management**

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBF 401	Project Finance & Budgetary Control	4	30	70	100	60
OMBF 402	Insurance & Risk Mgmt	4	30	70	100	60
OMBE 403/404	Generic Elective-II	4	30	70	100	60
OMBP 405	Project Work Report	8	-	-	200	-
	Total	20			500	

**Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.**

Course Code	Course Title
OMBE 403	Soft Skill
OMBE 404	Business Ethics and Corporate Governance



**Semester III: Information Technology Management**

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBI 301	Fundamentals of Information Technology	4	30	70	100	60
OMBI 302	C Programming	4	30	70	100	60
OMBI 303	DBMS & Oracle	4	30	70	100	60
OMBI 304	Web Designing and Content Management	4	30	70	100	60
OMBI 305	Software Engineering	4	30	70	100	60
OMBI 306	Enterprise Resource Planning	4	30	70	100	60
OMBE 307/308	Generic Elective-I	4	30	70	100	60
	Total	28			700	

**Note: For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.**

Course Code	Course Title
OMBE 307	Digital Marketing
OMBE 308	Business English

**Semester IV: Information Technology Management**

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBI 401	Software Project Mgmt	4	30	70	100	60
OMBI 402	Emerging Trends in IT	4	30	70	100	60
OMBE 403/404	Generic Elective-II	4	30	70	100	60
OMBP 405	Project Work Report	8	-	-	200	-
	Total	20			500	

**Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.**

Course Code	Course Title
OMBE 403	Soft Skill
OMBE 404	Business Ethics and Corporate Governance

**Semester III: Project Management**

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBP 301	Fundamentals of Project management	4	30	70	100	60
OMBP 302	Project Planning and Scheduling	4	30	70	100	60
OMBP 303	Business laws and Regulations	4	30	70	100	60
OMBP 304	Project Finance & Budgetary Control	4	30	70	100	60
OMBP 305	Project Performance Measurement & Control	4	30	70	100	60
OMBP 306	IT in Projects	4	30	70	100	60
OMBE 307/308	Generic Elective-I	4	30	70	100	60
	Total	28			700	

**Note: For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.**

Course Code	Course Title
OMBE 307	Digital Marketing
OMBE 308	Business English

**Semester IV: Project Management**

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBP 401	Quantitative Methods in Project Management	4	30	70	100	60
OMBP 402	Project Quality Management	4	30	70	100	60
OMBE 403/404	Generic Elective-II	4	30	70	100	60
OMBP 405	Project Work Report	8	-	-	200	-
	Total	20			500	

**Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.**

Course Code	Course Title
OMBE 403	Soft Skill
OMBE 404	Business Ethics and Corporate Governance

**Semester III: Operation Management**

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBO 301	Production Planning & Control	4	30	70	100	60
OMBO 302	Fundamentals of Project Management	4	30	70	100	60
OMBO 303	Logistics & Supply Chain Management	4	30	70	100	60
OMBO 304	World class manufacturing	4	30	70	100	60
OMBO 305	Operations in Service Industry	4	30	70	100	60
OMBO 306	Statistics & Quantitative Techniques	4	30	70	100	60
OMBE 307/308	Generic Elective-I	4	30	70	100	60
	Total	28			700	

**Note: For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.**

Course Code	Course Title
OMBE 307	Digital Marketing
OMBE 308	Business English

**Semester IV: Operation Management**

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBO 401	Work System Design	4	30	70	100	60
OMBO 402	Technology Management	4	30	70	100	60
OMBE 403/404	Generic Elective-II	4	30	70	100	60
OMBP 405	Project Work Report	8	-	-	200	-
	Total	20			500	

**Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.**

Course Code	Course Title
OMBE 403	Soft Skill
OMBE 404	Business Ethics and Corporate Governance

**Semester III: HAHM**

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBHA 301	Indoor and Outdoor Hospital Services	4	30	70	100	60
OMBHA 302	Ancillary Hospital Services	4	30	70	100	60
OMBHA 303	Legal Aspects of Hospital and Health Management	4	30	70	100	60
OMBHA 304	Marketing of Health Care Services	4	30	70	100	60
OMBHA 305	Community Health & Hospital Safety & Risk Management	4	30	70	100	60
OMBHA 306	Quality Management in HealthCare Services	4	30	70	100	60
OMBE 307/308	Generic Elective-I	4	30	70	100	60
	Total	28			700	

**Note: For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.**

Course Code	Course Title
OMBE 307	Digital Marketing
OMBE 308	Business English

**Semester IV: HAHM**

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBHA 401	Hospital Administration & Bio medical waste Management	4	30	70	100	60
OMBHA 402	Operations Management in Hospitals	4	30	70	100	60
OMBE 403/404	Generic Elective-II	4	30	70	100	60
OMBP 405	Project Work Report	8	-	-	200	-
	Total	20			500	

**Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.**

Course Code	Course Title
OMBE 403	Soft Skill
OMBE 404	Business Ethics and Corporate Governance



**Semester III: International Business Management**

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBIB 301	International trade, WTO & Trade Policy issues	4	30	70	100	60
OMBIB 302	Business Laws and Regulations	4	30	70	100	60
OMBIB 303	Financial institutions and Banking	4	30	70	100	60
OMBIB 304	International Marketing	4	30	70	100	60
OMBIB 305	International Finance Management	4	30	70	100	60
OMBIB 306	Security Analysis and Portfolio Management	4	30	70	100	60
OMBE 307/308	Generic Elective-I	4	30	70	100	60
	Total	28			700	

**Note: For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.**

Course Code	Course Title
OMBE 307	Digital Marketing
OMBE 308	Business English

**Semester IV: International Business Management**

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBIB 401	Foreign Exchange Management	4	30	70	100	60
OMBIB 402	Insurance and Risk Management	4	30	70	100	60
OMBE 403/404	Generic Elective-II	4	30	70	100	60
OMBP 405	Project Work Report	8	-	-	200	-
	Total	20			500	

**Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.**

Course Code	Course Title
OMBE 403	Soft Skill
OMBE 404	Business Ethics and Corporate Governance

**Semester III: Artificial Intelligence & Machine Learning**

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBAIML 301	Basics of Artificial Intelligence & Machine Learning	4	30	70	100	60
OMBAIML 302	Machine Learning	4	30	70	100	60
OMBAIML 303	Performing Analytics with Python	4	30	70	100	60
OMBAIML 304	Statistics & Quantitative Techniques	4	30	70	100	60
OMBAIML 305	Business Intelligence	4	30	70	100	60
OMBAIML 306	R-Programming for Data Analysis and Visualization	4	30	70	100	60
OMBE 307/308	Generic Elective-I	4	30	70	100	60
	Total	28			700	

**Note: For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.**

Course Code	Course Title
OMBE 307	Digital Marketing
OMBE 308	Business English



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## Semester IV: Artificial Intelligence & Machine Learning

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBAIML 401	Application of AI in Business	4	30	70	100	60
OMBAIML 402	Introduction to Deep Learning	4	30	70	100	60
OMBE 403/404	Generic Elective-II	4	30	70	100	60
OMBP 405	Project Report	8	-	-	200	-
	Total	20			500	

**Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.**

Course Code	Course Title
OMBE 403	Soft Skill
OMBE 404	Business Ethics and Corporate Governance

**Semester III: Blockchain Technology Management**

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBBTM 301	Basics of Blockchain Technology	4	30	70	100	60
OMBBTM 302	Blockchain Technology and Management	4	30	70	100	60
OMBBTM 303	Cryptography and Information Security	4	30	70	100	60
OMBBTM 304	Cloud Infrastructure and Services	4	30	70	100	60
OMBBTM 305	Statistics & Quantitative Techniques	4	30	70	100	60
OMBBTM 306	Blockchain and FinTech	4	30	70	100	60
OMBE 307/308	Generic Elective-I	4	30	70	100	60
	Total	28			700	

**Note: For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses**

Course Code	Course Title
OMBE 307	Digital Marketing
OMBE 308	Business English



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## Semester IV: Blockchain Technology Management

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBBTM 401	Enterprise Blockchain Applications & Hyperledger	4	30	70	100	60
OMBBTM 402	Design and Development of Blockchain Applications	4	30	70	100	60
OMBE 403/404	Generic Elective-II	4	30	70	100	60
OMBP 405	Project Work Report	8	-	-	200	-
	Total	20			500	

**Note: For Generic Elective-II course (Course code-()); students can select any one of the following courses.**

Course Code	Course Title
OMBE 403	Soft Skill
OMBE 404	Business Ethics and Corporate Governance

**Semester III: Business Analytics**

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBBA301	Business Analytics-I	4	30	70	100	60
OMBBA302	Business Analytics-II	4	30	70	100	60
OMBBA303	DBMS	4	30	70	100	60
OMBBA304	Business Statistics and Econometrics	4	30	70	100	60
OMBBA305	Performing Analytics with Python.	4	30	70	100	60
OMBBA306	R programming for Data analysis and Visualization	4	30	70	100	60
OMBE 307/308	Generic Elective-I	4	30	70	100	60
	Total	28			700	

**Note: For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses**

Course Code	Course Title
OMBE 307	Digital Marketing
OMBE 308	Business English

**Semester IV: Business Analytics**

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBBA 401	Business Mathematics & Optimization Techniques	4	30	70	100	60
OMBBA 402	Python Programming for data visualization	4	30	70	100	60
OMBE 403/404	Generic Elective-II	4	30	70	100	60
OMBP 405	Project Work Report	8	-	-	200	-
	Total	20			500	

**Note: For Generic Elective-II course (Course code-()); students can select any one of the following courses.**

Course Code	Course Title
OMBE 403	Soft Skill
OMBE 404	Business Ethics and Corporate Governance



**Semester III: Digital Marketing**

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBDM 301	Introduction to Digital Marketing	4	30	70	100	60
OMBDM 302	Search Engine Optimization	4	30	70	100	60
OMBDM 303	Integrated Marketing Communication	4	30	70	100	60
OMBDM 304	Social Media Marketing	4	30	70	100	60
OMBDM 305	Emerging Trends in Information Technology	4	30	70	100	60
OMBDM 306	Web Designing and Content Management (MM)	4	30	70	100	60
OMBE 307/308	Generic Elective-I	4	30	70	100	60
	Total	28			700	

**Note: For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.**

Course Code	Course Title
OMBE 307	Digital Marketing
OMBE 308	Business English

**Semester IV: Digital Marketing Management**

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBDM 401	Product and Brand Management	4	30	70	100	60
OMBDM 402	International Marketing	4	30	70	100	60
OMBE 403/404	Generic Elective-II	4	30	70	100	60
OMBP 405	Project Work Report	8	-	-	200	-
	Total	20			500	

**Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.**

Course Code	Course Title
OMBE 403	Soft Skill
OMBE 404	Business Ethics and Corporate Governance

**Semester III: FinTech**

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBFT 301	FinTech Management	4	30	70	100	60
OMBFT 302	Financial Institutions and Banking	4	30	70	100	60
OMBFT 303	Quantitative Methods in Project Management	4	30	70	100	60
OMBFT 304	E-Commerce & Global Financial Trends	4	30	70	100	60
OMBFT 305	Security Analysis and Portfolio Management	4	30	70	100	60
OMBFT 306	Capital & Financial Markets	4	30	70	100	60
OMBE 307/308	Generic Elective-I	4	30	70	100	60
	Total	28			700	

**Note: For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.**

Course Code	Course Title
OMBE 307	Digital Marketing
OMBE 308	Business English

**Semester IV: FinTech**

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBFT 401	Project Finance & Budgetary Control	4	30	70	100	60
OMBFT 402	Cyber Laws & Hacking	4	30	70	100	60
OMBE 403/404	Generic Elective-II	4	30	70	100	60
OMBP 405	Project Work Report	8	-	-	200	-
	Total	20			500	

**Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.**

Course Code	Course Title
OMBE 403	Soft Skill
OMBE 404	Business Ethics and Corporate Governance

**Semester III: Logistics, Materials and Supply Chain Management**

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBLSCM 301	Logistics & Supply Chain Management	4	30	70	100	60
OMBLSCM 302	Production Planning & Control	4	30	70	100	60
OMBLSCM 303	Inventory Management & MRP Systems	4	30	70	100	60
OMBLSCM 304	Packaging and Distribution Management	4	30	70	100	60
OMBLSCM 305	World Class Manufacturing	4	30	70	100	60
OMBLSCM 306	Statistics & Quantitative Techniques	4	30	70	100	60
OMBE 307/308	Generic Elective-I	4	30	70	100	60
	Total	28			700	

**Note: For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.**

Course Code	Course Title
OMBE 307	Digital Marketing
OMBE 308	Business English

**Semester IV: Logistics, Materials and Supply Chain Management**

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBLSCM 401	Supply Chain Analytics	4	30	70	100	60
OMBLSCM 402	Just in time & Lean	4	30	70	100	60
OMBE 403/404	Generic Elective-II	4	30	70	100	60
OMBP 405	Project Work Report	8	-	-	200	-
	Total	20			500	

**Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.**

Course Code	Course Title
OMBE 403	Soft Skill
OMBE 404	Business Ethics and Corporate Governance

**Semester III: Agri Business Management**

Course Code	Course Title	Credits	Marks		Total marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMAB301	Current Trends in Agri Business Management	4	30	70	100	60
OMAB302	Livestock Management and Fodder Technology	4	30	70	100	60
OMAB303	Management of Agricultural Engineering Business	4	30	70	100	60
OMAB304	Marketing Of Agri-Inputs and Outputs	4	30	70	100	60
OMAB305	Post-Harvest Technology and Management	4	30	70	100	60
OMAB306	Agri Import and Export Management	4	30	70	100	60
OMBE 307/308	Generic Elective-I	4	30	70	100	60
	Total	28			700	

**Note:**

For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.

Course Code	Course Title
OMBE307	Digital Marketing
OMBE308	Business English



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## Semester IV: Agri Business Management

Course Code	Course Title	Credits	Marks		Total marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMAB401	Emerging Trends in Organic Farming	4	30	70	100	60
OMAB402	Agricultural Economics	4	30	70	100	60
OMBE 403/404	Generic Elective-II	4	30	70	100	60
OMBP 405	Project Work Report	8	-	-	200	-
	Total	20			500	

**Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.**

Course Code	Course Title
OMBE403	Soft Skill
OMBE404	Business Ethics and Corporate Governance



Ref. No. : DPU/CO L/1168/2023

Date : 25/10/2023

### ACADEMIC CALENDAR

#### Programme:

Bachelor of Business Administration (BBA) / Master of Business Administration (MBA)

**Batch:** January 2024

Semester -I & III (Odd Semesters)	Schedule Month
<b>Admission Last Date</b>	30 <sup>th</sup> March
<b>Commencement</b> <ul style="list-style-type: none"><li>Online course delivery, (Learner's engagement &amp; Online Sessions).</li></ul>	1 <sup>st</sup> January to 1 <sup>st</sup> July
<b>Formative Assessment Completion</b> <ul style="list-style-type: none"><li>Assignment 1 &amp; Assignment 2</li></ul>	1 <sup>st</sup> January to 1 <sup>st</sup> July
<b>Summative Assessment</b> <ul style="list-style-type: none"><li>Term End Examination</li></ul>	15 <sup>th</sup> July to 31 <sup>st</sup> August
Semester II & IV (Even Semesters)	Schedule Month
<b>Commencement</b> <ul style="list-style-type: none"><li>Online course delivery, (Learner's engagement &amp; Online Sessions)</li></ul>	1 <sup>st</sup> September to 1 <sup>st</sup> January
<b>Formative Assessment Completion</b> <ul style="list-style-type: none"><li>Assignment 1 &amp; Assignment 2</li></ul>	1 <sup>st</sup> September to 1 <sup>st</sup> January
<b>Summative Assessment</b> <ul style="list-style-type: none"><li>Term End Examination</li></ul>	15 <sup>th</sup> January to 28 <sup>th</sup> February 25
Semester V & VI (Even Odd Semesters)	Schedule Month
<b>Commencement</b> <ul style="list-style-type: none"><li>Online course delivery, (Learner's engagement &amp; Online Sessions).</li></ul>	1 <sup>st</sup> January to 1 <sup>st</sup> July
<b>Formative Assessment Completion</b> <ul style="list-style-type: none"><li>Assignment 1 &amp; Assignment 2</li></ul>	1 <sup>st</sup> January to 1 <sup>st</sup> July
<b>Summative Assessment</b> Term End Examination	15 <sup>th</sup> July to 31 <sup>st</sup> August

