



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)

Centre for Online Learning

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
	Total	27			650	



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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	



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The List of Specialization for Semester III and IV

Sr. No.	Specializations
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



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Semester III: MM Specialization

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



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Semester IV: MM Specialization

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



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Semester III: HRM Specialization

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.

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OMBE 307	Digital Marketing
OMBE 308	Business English



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Semester IV: HRM Specialization

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	

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Semester III: FM Specialization

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.

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OMBE 307	Digital Marketing
OMBE 308	Business English



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Semester IV: FM Specialization

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	

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Semester III: ITM Specialization

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 InformationTechnology	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	

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Semester IV: ITM Specialization

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	

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Semester III: PM Specialization

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	

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OMBE 307	Digital Marketing
OMBE 308	Business English



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Semester IV: PM Specialization

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	

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Semester III: OM Specialization

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.

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OMBE 307	Digital Marketing
OMBE 308	Business English



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Semester IV: OM Specialization

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	

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Semester III: HAHM Specialization

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	

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OMBE 307	Digital Marketing
OMBE 308	Business English



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Semester IV: HAHM Specialization

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	

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Semester III: IBM Specialization

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	

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OMBE 307	Digital Marketing
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Semester IV: IBM Specialization

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	

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OMBE 403	Soft Skill
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Semester III: Artificial Intelligence & Machine Learning Specialization

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	

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Course Code	Course Title
OMBE 307	Digital Marketing
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Semester IV: Artificial Intelligence & Machine Learning Specialization

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.

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Semester III: Blockchain Technology Management Specialization

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	

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Semester IV: Blockchain Technology Management Specialization

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	

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Semester III: Business Analytics Specialization

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	

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Semester IV: Business Analytics Specialization

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 Management Specialization

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	

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Semester IV: Digital Marketing Management Specialization

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



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Centre for Online Learning

Semester III: FinTech Specialization

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



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Centre for Online Learning

Semester IV: FinTech Specialization

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



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Centre for Online Learning

Semester III: Logistics, Materials and Supply Chain Management Specialization

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



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Centre for Online Learning

Semester IV: Logistics, Materials and Supply Chain Management Specialization

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