

DPUCOL  
for the Nation

**DPU** **GROW WITH COMFORT LEARNING**  
DR. D. Y. PATIL VIDYAPEETH, PUNE  
(DEEMED TO BE UNIVERSITY)  
CENTRE FOR ONLINE LEARNING

PROSPECTUS

# EMPOWERING EDUCATION with Gen AI

Powered Programmes



Hootsuite Trello Jasper Jira slack  
Copilot ChatGPT asana HubSpot

Future Proof  
Your Career  
with

India's Only  
**Comfort  
Learning  
Platform**

TOP  
8

REASONS

TO CHOOSE US

UGC Entitled Programmes



Flexible learning and Assessments at Self-pace



Webinars, quizzes & expert talks for better learning!



Holistic Training Infrastructure



Industrial Exposure through Workshops & Webinars.



Employment Driven Education



Enhanced Learning with Exclusive Certification.



Placement Assistance



*The World Class:*

*Study Anywhere,  
Valued everywhere.*

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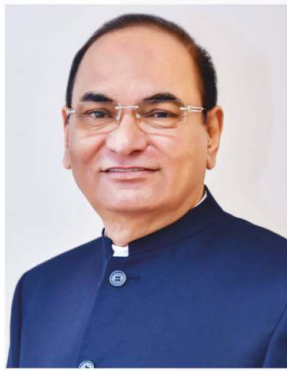
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UPGRADE WITH EASE





## Dr. P. D. Patil

Chancellor



### Chancellor's Message

Dear Students,

Welcome to the Centre for Online Learning!

Dr. D. Y. Patil Centre for Online Learning, Pune stands tall among the hoi polloi of educational institutes catering to online education in Management. It has established its credentials for providing the best online education to students, working employees and to those professionals who want to pursue an online MBA degree.

The Centre fosters and nurtures leaders of tomorrow who are capable of making a difference in the society. It works very closely with the industry and actively seeks the participation of industry leaders in the development of course offerings. This also helps us to keep our offerings current and relevant as per the needs of the industry.

Dr. D. Y. Patil Centre for Online Learning believes in a well-rounded and all-pervasive student experience to maximize learning opportunities. To achieve this, the institution provides the Online MBA programme course structure that has been designed to enable the students to hone their managerial skills and get them acquainted with the new developments taking place in the industry.

The pedagogical tools applied by the faculty members constantly motivate the students to be innovative, competent, and creative. The learning imparted by our highly experienced faculty encourages students to inculcate in them, the values of self-reliance, which stand them in good stead in becoming successful managers and brand ambassadors of their organisations.

I take this opportunity to extend a personal invitation to you to visit Dr. D. Y. Patil Centre for Online Learning, Pune and experience the shaping of future global leaders.

Wishing you all the best!

**Dr. P. D. Patil**



## Dr. N. J. Pawar

Vice Chancellor



### Vice Chancellor's Message

Dear Students,

I am indeed very happy to welcome you to this prestigious Institution, Dr. D. Y. Patil Vidyapeeth, Pune. I know that you all have chosen this Institution of learning with lot of aspirations and hopes. I am sure that by acquiring the knowledge and skills and with a positive attitude and values you will certainly make your dreams come true. Education is a lifelong process and just reading books, gathering knowledge alone is not true education. It is more important to assimilate and put into practice at least a fraction of what one has learnt. Dr. D. Y. Patil Vidyapeeth, Pune believes in this philosophy and has taken steps forward in that direction to provide quality education for the holistic development of the student. Vidyapeeth offers a wide range of professional programmes for the development of youth in the area of education.

To provide quality education, Dr. D. Y. Patil Vidyapeeth, Pune has been established. Presently, it comprises of nine constituent units – Dr. D. Y. Patil Medical College, Hospital & Research Centre, Dr. D. Y. Patil Dental College & Hospital, Dr. D. Y. Patil Biotechnology & Bioinformatics Institute, Dr. D. Y. Patil Institute of Optometry & Visual Sciences, Dr. D. Y. Patil College of Physiotherapy, Dr. D. Y. Patil College of Nursing, Dr. D. Y. Patil Global Business School and Research Centre, Dr. D. Y. Patil College of Ayurved and Research Centre, Dr. D. Y. Patil Homoeopathic Medical College and Research Centre. Further, Dr. D. Y. Patil Vidyapeeth has opened a Centre for Online Learning providing Online Programmes.

The Vidyapeeth provides unique learning opportunities to the students by combining pedagogically sound and comprehensive professional courses for a variety of subjects. It also incorporates innovative teaching and learning methodologies supported by state-of-the-art library resources and focus on the all-round development of the student. The curricula provide market-driven programmes and studies, developed, tested and continually improved by the competent faculty based on the feedback from stakeholders. I am sure that as a student; you will learn, grow and cherish your journey here.

Best Wishes....

**Dr. N. J. Pawar**



## Dr. Smita Jadhav

Pro Vice-Chancellor,  
Dr. D Y Patil Vidyapeeth, Pune



### Pro Vice-Chancellor Message

Dear Students,

Michelle Obama said, "The ability to read, write and analyse; the confidence to stand up and demand justice and equality; the qualifications and connections to get your foot in that door and take your seat at that table; all starts with education".

Education can dispel the darkness of ignorance. A useful, proper and true education can make a stagnant society dynamic, both socially and economically. That was the main idea of establishing DPU-COL to make our society dynamic by providing quality education to students through the applicable and scientific method.

The teaching and learning process is the heart of DPU-COL. Our institute offers a brilliant portfolio of educational programmes that are recognized by UGC & AICTE. We believe in learning by doing and in empowering our students so that they are prepared to accept the diverse challenges of the future.

We use case studies, experiential learning, role-plays and simulation to enrich the online learning experience of our students. Students can experience experiential education combined with creativity, innovation, entrepreneurship and management that assist them to become competent experts in their subject field and value-based leaders. We also encourage our students to organise and participate in conferences and various student-driven activities organised by us.

Our faculty members are excellent in teaching and research, and bring innovation and diversity to the classroom which helps us deliver memorable learning experiences to students. Students also get a chance to interact with industry specialists and alumni who help broaden their understanding of various business concepts through their own experiences. DPU-COL offers exciting educational programmes to shape students' future. It offers an open road, an unturned page, a map to another world to change their life for the better.

A new beginning!

As Robert Frost said, "Two roads diverged in a wood, and I took the one less travelled by. And that has made all the difference".

**Dr. Smita Jadhav**



## Dr. Safia Farooqui

Director,  
DPU COL



### Director's Message

Dear Students,

Transformation has been a constant thing in management education. Global edges are vanishing, merging people of diverse cultures, nationalities and age groups. Education is emerging as the most powerful platform in the "edgeless" world.

Dr. D.Y. Patil Vidyapeeth Centre for Online Learning opens new dimensions of opportunities for students to pursue higher education without the constraints of location and time. We accomplish this through the optimal and seamless integration of the latest technology into our enrollment and admissions processes, delivery of learning, administration of assessment tasks, reporting of evaluation results, and facilitation of two-way communication among students, faculty, and members of the administrative staff.

As we all know, change is constant and very much a part of our lives. Well, not only in life but also in the fast-changing global environment. It has been observed in corporate and industrial practices. Today, the progressing advancements in science and technology, globalization of economics, a flurry of new products and services in the industry and major growth all over the world are ushering in a change in various industries like Telecommunication, Banking and Finance, Insurance, Automobile, Aviation, Media and Entertainment, Retail, Pharmaceutical etc. This evolution and expansion has led to increasing demand for management professionals who can deliver efficiently, irrespective of the change.

Programmes are designed to develop future-focused capabilities sought out by employers across the globe. Here's your chance to be mentored by leading academicians and industry experts and you can study at your own time, at your own pace, from anywhere across the globe.

I welcome each one of you to our Campus, where the latest technology, pioneering teaching methodologies and quality education are blended to create unique learning experiences. It will help you to think critically, innovate successfully, and solve problems creatively. Congratulations on the start of a journey that will transform your career and enhance your life.

Wish you all a fulfilling and empowering journey ahead!

**Dr. Safia Farooqui**



## About DPU

Dr. D. Y. Patil Vidyapeeth, Pune (DPU) was founded in 1984, under the visionary leadership of Dr. D. Y. Patil, and has worked extensively towards enhancing the quality of education and its reach to nurture the future of this nation.

Starting off with the Dr. D. Y. Patil Medical College, Hospital & Research Centre, DPU now has 15 institutions in the fields of Medicine, Dentistry, Nursing, Physiotherapy, Optometry, Biotechnology, Homeopathy, Ayurveda, Online Learning and Management.

With more than 1 lakh students who have graduated from various institutions of DPU, the mission to provide quality education while serving the society and making a positive difference continues to drive Dr. D. Y. Patil Vidyapeeth, Pune.

40+  
Years' Legacy

150+  
Curated Courses

1,000+  
Excellent Faculty

15  
World-class Institutes

100+  
Acres of Campus

500+  
Global Recruiters

# Dr. D. Y. Patil Vidyapeeth Centre for Online Learning (DPUCOL)

Built on the deep understanding of the education sector, acquired as a part of the legacy of Dr. D. Y. Patil Vidyapeeth, Pune Centre for Online Learning is the next step in taking quality education to more and more people while going beyond the constraints of geography.

It has been established keeping in mind the needs of the modern learning community and at the same time equipping them with the requisite knowledge and skills that are demanded by the industry. Further, as per University Grants Commission Regulation 22, degrees obtained through ODL and Online modes are equivalent to those offered through the conventional mode.

The Online Programme is carefully designed in order to impart the necessary managerial and leadership skills, and bridge the gap between the expectations of the industry and the actual attainment by the student. Taking the next step in online learning, DPU-COL offers India's first Comfort Learning Platform that upgrades the online learning experience through a set of thoughtful features. The curriculum has been designed by a selected panel of business professionals and prominent academicians, and focuses extensively on business case studies and examples from the real world.



## Approvals & Recognitions

**1,50,000+**  
Strong Alumni Across  
**20+ Countries**



## The Pillars of DPU-COL

DPU-COL is committed to and focused on enriching the idea of conventional online learning. As one of the largest online learning education universities, DPU-COL is driven by the philosophy of Comfort Learning, which aims to take online learning to the next level.

Offering MBA, MBA with certification, MCA, MCA with certification, BBA, BBA (Honors), BBA with certification and certification programmes, Comfort Learning by DPU-COL is built on thoughtful pillars that enrich the overall learning experience.



### Top-notch Faculty

- Faculty members with good industrial and academic experience
- Dedicated mentor for each student
- Faculty feedback call every 15 days for smooth progress of studies
- Separate Q&A sessions with faculty members



### Empowered Learning

- EDX certification from top universities
- Holistic training infrastructure
- Content access through AI Empowered Learning Management System (LMS)
- Virtual live sessions and Webinars



### Enhanced Assessments

- Online assignments & examination
- Weekly planner and mentorship
- Counselling sessions
- Revision sessions



### Enriched Industry interaction

- Employment enhancement programme
- Employment driven education
- Internship projects with guidance from the industry experts in association with Qollabb



### Alumni & Placements

- Placement assistance through alumni network
- Corporate tie-ups for placements
- Strong alumni connect across the globe

# Our Yardsticks of Success!

At Dr. D. Y. Patil Vidyapeeth - Centre for Online Learning (Deemed-to-be University), we take pride in our outstanding alumni and believe in treasuring memories of our students who have graduated from the institution.

Our success is measured by our achievements and the continued efforts of our former students who are educating future generations with excellence. We always take our best efforts to see that we leave a pivotal impression on new students so that they can reach new heights of success with their areas of interest from the programmes offered at the University. This underpins the University's growing reputation and value for the education we offer.

Our alumni are all over the globe and are associated with renowned organisations in different sectors. We at DPU-COL are working towards creating opportunities to network, share nostalgic moments, help juniors and be a partner in the growth of their Alma Mater.

## Profound Portfolio of Our Notable Alumni





## Comfort Learning Systems for Effortless Growth

Learning has undergone a sea of change and is still evolving. To keep abreast with the changing times and the tech-savvy millennial learners, DPU-COL has adopted the latest learning and training tools.

# DPU Online LMS Approach

LMS integrates tools and cloud-based services. The features and tools of this Learning Management System improve the learning outcomes across the board.

This is primarily due to the fact that it is one of the essential tools of e-learning on which all our online courses and training modules are built. It has enabled us to instantaneously and dexterously set up individualized learning paths for each of our

students. It gives us immediate and correct feedback.

Automated nudges help us to keep students on track. It easily inspires learners and motivates them to take ownership of their own education. Learning Management System also helps to increase a learner's engagement by making it easy for students to connect with each other.



## Feasible Features

### Virtual Class

Interactive classroom sessions to facilitate communication between students and course coordinators. Real-time attendance is recorded.

### Teaching Aids

Engaging courses with videos, virtual classrooms, game-based learning, awards and badging facilities.

### Interaction

Enables class conversations and allows comments for specific relevant discussions which can be easily located for reference.

### Access

Students can view the pre-recorded (asynchronous) lectures anytime from anywhere.

### Data

Retains and displays each learner's picture and profile.

### Multi lingual AI based

The LMS is available in multiple languages to help learners understand better.



# BBA

BACHELOR'S PROGRAMME  
**Bachelor of Business  
Administration**

Preparing  
Leaders for  
New Heights.



## Introduction

### Bachelor of Business Administration (BBA)

BBA programme gears students to become successful professionals in any type of organisation, from a multinational company to a fast-growing start-up.

Since the curriculum has been designed by a selected panel of business professionals and prominent academicians, students are equipped with relevant industry practices. Applying skills and insights gained during the BBA Programme, our students make significant contributions in every sphere of management and business in all corners of the world.

### Programme Components

- ❑ Compulsory core courses
- ❑ Assignments, Procter Online term-end examination
- ❑ Specialisation courses for 3 year & Honors with 4 years
- ❑ Project work, report submission, evaluation and viva



## Fundamentals



Mode

Online



Category

Management



Learning Path

Graduation



Duration

3/4 Years

(6 Sem/8 Sem & Validity year 6/8)



Credits

BBA-120  
BBAH-160



Courses

33+1/40+3

(Subjects + Project Work)

## BBA Fees

Indian Civilian (3 Years) Total Fee: ₹ 1,45,400/-	Semester 1	+	Semester 2	+	Semester 3	+
	₹ 35,000		₹ 35,000		₹ 30,000	
	Semester 4	+	Semester 5	+	Semester 6	+
	₹ 30,000		₹ 15,400		-----	

(4 Years) Total Fee: ₹ 1,92,400/-	Semester 7	+	Semester 8
	₹ 32,000		₹ 15,000

International Students (3 Years) Total Fee: US\$ 2,800/-	Semester 1	+	Semester 2	+	Semester 3	+
	US\$ 600		US\$ 600		US\$ 600	
	Semester 4	+	Semester 5	+	Semester 6	+
	US\$ 600		US\$ 400		-----	

(4 Years) Total Fee: US\$ 3,700/-	Semester 7	+	Semester 8
	US\$ 500		US\$ 400

## BBA with Certification Fees

Indian Civilian (3 Years) Total Fee: ₹ 1,75,400/-	Semester 1	+	Semester 2	+	Semester 3	+
	₹ 50,000		₹ 50,000		₹ 30,000	
	Semester 4	+	Semester 5	+	Semester 6	+
	₹ 30,000		₹ 15,400		-----	

International Students (3 Years) Total Fee: US\$ 3,400/-	Semester 1	+	Semester 2	+	Semester 3	+
	US\$ 800		US\$ 800		US\$ 600	
	Semester 4	+	Semester 5	+	Semester 6	+
	US\$ 600		US\$ 600		-----	

### Note:-

Concession in fee are available in the following cases-

- A scholarship of Rs 5,000/- will be offered at payment of full fee in single or two transactions within 15 days
  - No Cost EMI
- \* For details please contact the admission cell.

### Eligibility :

HSC (10+2) or its equivalent Exam with any stream and English as one of the subject from a recognized Board.

For Honors: 7.5 CGPA / 75% and above in all six semesters of BBA

## BBA SPECIALISATIONS - 9



Marketing Management



Human Resource Management



Finance Management



IT and Systems Management



Retail Management



International Business Management



E-Commerce Management



Banking, Financial Services and Insurance Management



Shipping and Logistics Management



## Objectives

- ❑ To encourage the ability to make effective decisions about real-world business issues in the challenging corporate world.
- ❑ To develop analytical and problem-solving competencies in various facets of management.
- ❑ To nurture value-centred leadership skills in diversified and multi-disciplinary areas.
- ❑ To train to communicate effectively with all stakeholders of the organisation and the society.
- ❑ To create global and cross-cultural understanding for exploring innovative business practices to enhance profitability.
- ❑ To manifest intra-perineurial and entrepreneurial skills.
- ❑ To imbibe ethical decision-making ability in day-to-day activities.



### Get yourself into job profiles of

- ★ Marketing Executive
- ★ Business Development Executive
- ★ Sales Executive
- ★ Human Resource Manger
- ★ Market Research Analyst
- ★ Management trainee and many more...

## Outcomes



### Management Domain Knowledge

They shall understand management terms, concepts, ideas and principles. They shall analyse complex business issues and discover competent solutions.



### Effective Communication Skills

They shall be able to communicate effectively with all stakeholders of the organisation and society.



### Leadership and Teamwork Qualities

They shall exhibit leadership skills in diversified and multi-disciplinary areas, across organisational boundaries and lead themselves and others to achieve organisational goals.



### Entrepreneurship

They shall be able to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.



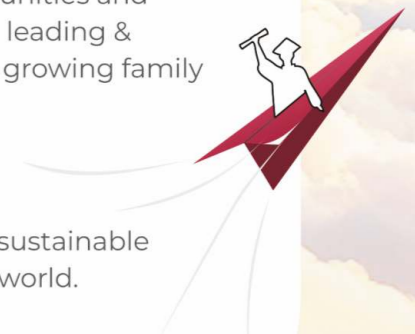
### Environmental Awareness

They shall be able to give environment-friendly and sustainable solutions to achieve business goals of the corporate world.



### Social responsiveness

They shall be able to take ethical decisions in day to day activities by demonstrating social responsiveness.



**GROW  
WITH  
COMFORT  
LEARNING**

# MBA

MASTER'S PROGRAMME  
**Masters of Business  
Administration**

Where  
Ambition  
Takes  
Flight.

GROW  
WITH  
COMFORT  
LEARNING

[dypationline.com](http://dypationline.com)

## Introduction

### Masters of Business Administration (MBA)

Based on market research and interaction with industry experts we have identified that qualified professionals are at a dearth of skills. There is an imbalance in the supply and demand chain. This balance can be restored only through professionals who have acquired a degree in MBA

It is seen that professionals have to adapt themselves to the continuous changes within the business world. To combat these demands, management training is a must. It will help them to develop futuristic strategies and Implement adaptive changes.

The MBA programme at DPU-COL is conceived as per the UCC guidelines and designed to deliver the best. The programme empowers and equips students with leadership skills, global awareness, and critical and analytical thinking for accelerated career enhancement. It also accoutres students with the requisite knowledge to think pro-actively so that they can perform effectively in the dynamic socio-economic and business ecosystem. Drawing upon their learning from the programme, students can analyse problems, explore alternative solutions and apply judgments based on a full assessment of the evidence.

### Programme Components

- ❑ Compulsory domain core courses
- ❑ Compulsory generic courses for 1<sup>st</sup> year
- ❑ Specialisation courses and generic elective courses for 2nd year
- ❑ Assignments - formative and summative
- ❑ Project work, report submission, evaluation and viva in Semester 4

# Fundamentals

- Mode** | Online
- Category** | Management
- Learning Path** | Post Graduation
- Duration** | 2 Years (4 Sem & Validity year 4)
- Credits** | 102
- Courses** | 24 (Subjects + Project Work)

## MBA Fees

**Indian Civilian Total Fee: ₹ 1,89,400/-**

Semester 1 ₹ 50,000 + Semester 2 ₹ 50,000 + Semester 3 ₹ 45,000 + Semester 4 ₹ 44,400

**International Students Total Fee : US\$ 3,600/-**

Semester 1 US\$ 1,000 + Semester 2 US\$ 1,000 + Semester 3 US\$ 800 + Semester 4 US\$ 800

## MBA with Certification Fees

**Indian Civilian Total Fee: ₹ 2,19,400/-**

Semester 1 ₹ 65,000 + Semester 2 ₹ 65,000 + Semester 3 ₹ 45,000 + Semester 4 ₹ 44,400

**International Students Total Fee : US\$ 4,200/-**

Semester 1 US\$ 1,100 + Semester 2 US\$ 1,100 + Semester 3 US\$ 1,000 + Semester 4 US\$ 1,000

**Note:-**

Concession in fee are available in the following cases-

- A **scholarship of Rs 10,000/-** will be offered at payment of full fee in single or two transactions within 15 days
- No Cost EMI

\* For details please contact the admission cell.

**Eligibility :**

A Bachelor's degree from a recognized university in any discipline  
Minimum 50% aggregate marks or 45% in case of candidates belonging to reserved categories



# MBA SPECIALISATIONS - 18

- Marketing Management
- Operations Management
- Block Chain Management
- Finance Management
- IT Management
- International Business Management
- Digital Marketing Management
- Hospital Administration and Healthcare Management
- Pharmaceutical Management
- Fintech Management
- Agribusiness Management
- Project Management
- Human Resource Management
- Business Analytics Management
- Artificial Intelligence & Machine Learning
- Logistics, Materials & Supply Chain Management
- Business Executive Management
- Travel Tourism and Hospitality Management



# Objectives








- ❑ To equip students with the requisite knowledge, skills, and attitude necessary to provide effective leadership in a global environment.
- ❑ To develop competent management professionals with strong ethical values.
- ❑ To be proactive and develop thinking abilities so that they can perform effectively in the dynamic socio-economic and business ecosystem.
- ❑ To develop strategy integrated thinking for effective decision making.
- ❑ To harness the entrepreneurial approach and skill sets.



## Get yourself into job profiles of

- ★ Financial Advisor
- ★ Marketing Manager
- ★ Management Analyst
- ★ Investment Banker
- ★ Finance Manager
- ★ IT Manager
- ★ HR Manager
- ★ Business Consultant and many more...

# Outcomes

-  **Analytical Skills**  
They will develop analytical abilities to face the business situation.
-  **Management Studies and Application Strategies**  
They will use management knowledge in decision making and understand contemporary management practices.
-  **Research Methodologies**  
They shall undertake research activities to understand the business environment.
-  **Self-Introspection**  
They can reflect upon personal beliefs, assumptions and behaviours, so as to Increase effectiveness while working in social and corporate settings.
-  **Extrinsic Understanding**  
They will understand the importance of the external environment in decision making.
-  **Inter-Disciplinary Knowledge**  
They will understand the functions and responsibilities of various management disciplines and apply them in practice.
-  **Soft Skills**  
They shall imbibe business etiquettes and exhibit good communication skills.



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# MCA

MASTER'S PROGRAMME  
**Master of Computer  
Application**

Launch Your  
Tech Journey.

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WITH  
COMFORT  
LEARNING

[dypatiionline.com](https://dypatiionline.com)

## Master of Computer Application (MCA)

DPUCOL's Online Master of Computer Application (MCA) is more than just a degree—it's a career accelerator for aspiring tech professionals. With AICTE and UGC approval, this 2-year postgraduate program offers the perfect blend of theoretical depth and industry relevance, delivered 100% online.

Whether you're a recent graduate or a working professional, this programme enables you to:



Build in-demand technical expertise in software development, data science, AI, and more.



Access a flexible, high-quality learning experience anytime, anywhere.



Earn a globally recognized degree while continuing your career or other responsibilities.

## The World is Going Digital. Are You Ready?

The MCA programme equips you for success in today's fast-evolving tech landscape. Learn to code, analyse data, build applications, and solve real-world IT problems through a curriculum aligned with industry standards.

# Fundamentals



Mode

Online



Category

Science & Technology



Learning Path

Post Graduation



Duration

2 Years  
(4 Sem & Validity year 4)



Credits

80



Courses

21+1  
(Subjects + Research Project)

## MCA Fees

**Indian Civilian Total Fee: ₹ 1,40,000/-**

Semester 1	+	Semester 2	+	Semester 3	+	Semester 4
₹ 40,000		₹ 40,000		₹ 30,000		₹ 30,000

**International Students Total Fee : US\$ 2,700/-**

Semester 1	+	Semester 2	+	Semester 3	+	Semester 4
US\$ 750		US\$ 750		US\$ 600		US\$ 600

## MCA with Certification Fees

**Indian Civilian Total Fee: ₹ 1,70,000/-**

Semester 1	+	Semester 2	+	Semester 3	+	Semester 4
₹ 55,000		₹ 55,000		₹ 30,000		₹ 30,000

**International Students Total Fee : US\$ 3,300/-**

Semester 1	+	Semester 2	+	Semester 3	+	Semester 4
US\$ 800		US\$ 800		US\$ 800		US\$ 900

### Note:-

Concession in fee are available in the following cases-

- A **scholarship of Rs 10,000/-** will be offered at payment of full fee in single or two transactions within 15 days
- No Cost EMI

\* For details please contact the admission cell.

### Eligibility :

Passed any graduation degree (e.g.: B.E. / B. Tech. / B.Sc / B.Com. / B.A./ B. Voc./ BCA etc.,) preferably with Mathematics at 10+2 level or at Graduation level. Obtained at least 50% marks (45% marks in case of candidates belonging to reserved category) in the qualifying examination.



# MCA SPECIALISATIONS - 6



Artificial Intelligence & Machine Learning



Blockchain Technology



Business Analytics



Digital Marketing



FinTech



General



## Get yourself into job profiles of

- ★ Software Developer
- ★ Full Stack Engineer
- ★ Cloud Architect / Cloud Engineer
- ★ Data Scientist / Analyst
- ★ AI/ML Engineer
- ★ Cybersecurity Analyst
- ★ Blockchain Developer
- ★ Mobile App Developer
- ★ IT Project Manager / Scrum Master
- ★ AR/VR & IoT Developer
- ★ Quantum Computing Analyst
- ★ RPA Developer and more.









## Objectives

- ❑ Develop advanced knowledge and expertise in computer applications and emerging technologies.
- ❑ Apply research methods and analytical skills to solve complex real-world problems.
- ❑ Utilize modern technological tools and techniques for effective problem-solving.
- ❑ Demonstrate professional competence, responsibility, and accountability in practice.
- ❑ Uphold ethical, moral, and constitutional values in personal and professional life.
- ❑ Understand and address environmental issues through sustainable solutions.
- ❑ Acquire employability and entrepreneurial skills for career advancement and innovation.
- ❑ Communicate effectively, collaborate in teams, and exhibit leadership qualities.
- ❑ Engage in self-directed, lifelong learning for continuous personal and professional growth.

## Outcomes

- ❑ **Specialised Knowledge:** Apply comprehensive theoretical and practical knowledge in computer applications and emerging technologies.
- ❑ **Research & Critical Thinking:** Analyse complex problems and design innovative, research-based solutions.
- ❑ **Independent Problem-Solving:** Evaluate information and address challenges responsibly and independently.
- ❑ **Professional Competence:** Perform technical and professional tasks using modern tools and methodologies.
- ❑ **Technological Proficiency:** Use advanced technologies, programming languages, and frameworks effectively.
- ❑ **Ethics & Values:** Uphold ethical, moral, and constitutional principles in professional practice.
- ❑ **Environmental Sustainability:** Promote eco-friendly and sustainable technological practices.
- ❑ **Employability & Entrepreneurship:** Demonstrate skills for career growth, innovation, and venture creation.
- ❑ **Lifelong Learning:** Engage in continuous learning to adapt to technological advancements.
- ❑ **Communication & Leadership:** Communicate effectively and exhibit leadership in diverse team settings.

## Key Highlights That Set Us Apart

-  **Industry-Aligned Curriculum**  
Stay ahead with modules designed in consultation with tech industry leaders.
-  **Job-Focused Specialisations**  
Choose your career path with options like Data Science, AI/ML, Cloud Computing, and Cybersecurity.
-  **Practical Learning**  
Engage in hands-on coding, capstone projects, simulations, and virtual labs that simulate real-world tech challenges.
-  **Expert-Led Live Sessions & Webinars**  
Learn from top faculty and industry practitioners.
-  **Global Learning Environment**  
Connect with peers and faculty from across India and abroad.
-  **Dedicated Career Support**  
Resume reviews, mock interviews, industry networking, and placement assistance.
-  **Scholarships & Affordability**  
Merit-based scholarships on course payment.
-  **AICTE + UGC Approved**  
Your degree holds weight - both in India and globally.

# LEARN 25+ AI TOOLS

Within a Year &  
Future Proof Your Career



& Many More...

## Programme Highlight

# Upskill yourself

with Online Certification  
in Collaboration with



Learners can now earn additional certifications from the world class universities.

**With No additional Charges/Hidden Cost**



Harvard  
University



Columbia  
University



New York  
University



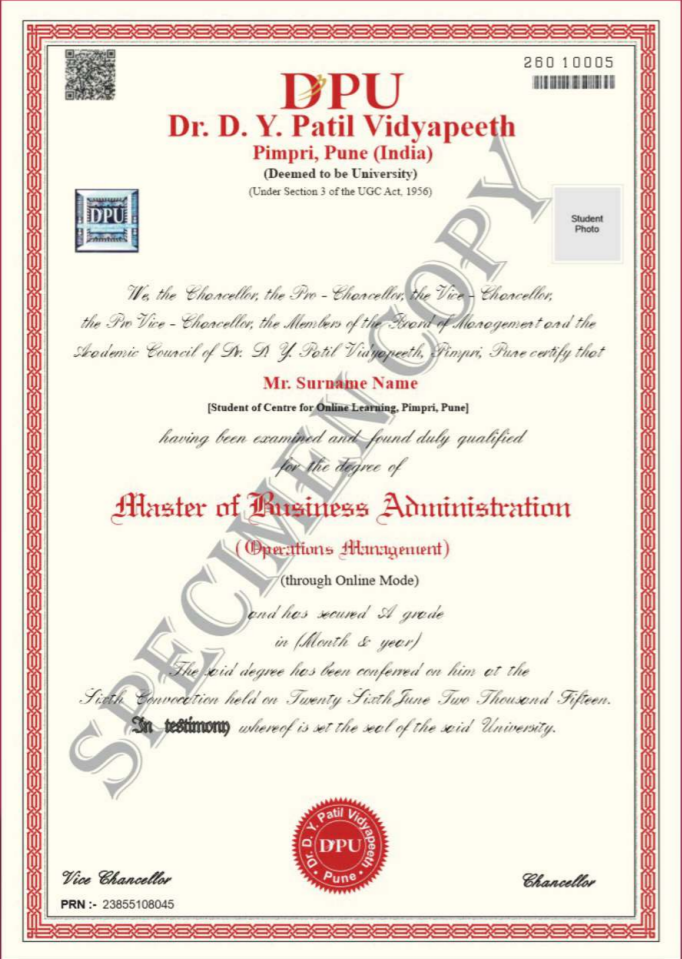
University of  
Washington



Massachusetts  
Institute of  
Technology

And Many More.....!

# Celebrating Milestones - Sample Certificate



With Certification that is  
**Industry Recognized**



**1000+ Certifications to choose from.**

# INTERNSHIP

## Guided & Mentored by Industry Experts



DPU Pune, has partnered with Qollabb EduTech, Bangalore to provide company-based project work and virtual internship opportunities to learners directly under senior professionals from various industry sectors. Our learners will get to work under the guidance of senior professionals on projects and internships that are custom-designed and this will ensure quality industry exposure.

This project and internship will be available for all specialisations and all industry sectors. After successful completion the Learner will receive a completion certificate that can be used to boost the quality of the learners Curriculum Vitae (CV) or Resume.



“  
Opportunity  
to experience  
Real World  
Environment

## Exiting Opportunities with GLOBAL IMMERSION PROGRAMME

*Glimpse*  
of the past  
Student Exchange Programme



Student Exchange Programme  
in **Dubai** - October 21 to 25, 2024



Student Exchange Programme  
in **Singapore** - July 01 to 6, 2025



Student Exchange Programme  
in **Malaysia** - February 16 to 22, 2025



Student Exchange Programme  
in **Indonesia** - March 31 to April 1, 2026



# CPDM

## CERTIFICATE PROGRAMME IN Digital Marketing



Learn Digital,  
Lead Global.

GROW  
WITH  
COMFORT  
LEARNING

[dypatilonline.com](http://dypatilonline.com)

## Introduction

### Certificate Programme in Digital Marketing (CPDM)

DIGITAL MARKETING is the component of marketing that utilizes the internet, digital gadgets, digital media and platforms to promote products and services. The Digital Marketing programme has been designed with the objective to familiarize students with key aspects of digital marketing.

The learners will gain a working knowledge of the domain and understand the framework of online marketing businesses and their operations effectively. They will learn how to use social media tools for branding and sales along with grasping technical skills. Further, students will familiarize themselves with the best practices, tools and technologies, understand the future of digital marketing, and prepare themselves for it.

After the completion of the programme, students will be exposed to digital marketing activities and will be able to start a website or an app/video channel on their own. They can also start their own digital marketing agency.

## Programme Components

- ▣ Compulsory domain of 5 core courses
- ▣ Assignments formative and summative assessment tests for all the five courses of the programme



# Fundamentals



Mode **Online**

Category **Management**

Learning Path **Certification**

Duration **6 Months**  
(Validity year 1)

Credits **20**  
(4 each)

Courses **5**  
(Subjects Only)

## Certificate Programme in Digital Marketing (CPDM)

**Indian Civilian : Total Fee : ₹ 28,000/-**

**International Students : Total Fee : US\$ 560/-**

### Eligibility:

A Bachelor's degree - Or -  
Graduate in any discipline - Or -  
Diploma holder  
(Approved Board/ Recognized University)

### Also Recommended for:

- Marketing Professionals
- Digital Marketing Professionals
- Sales Professionals
- Business Owners, Entrepreneurs
- Job Seekers, New Ventures / Startups Students



## CPDM COURSES - 5

 Introduction to Digital Marketing

 Search Engine Optimization

 Integrated Marketing Communication

 Social Media Marketing

 Emerging Trends in IT



### Get yourself into job profiles of

- ★ Digital Marketing Executive/Manager
- ★ Social Media Executive
- ★ Performance Marketer
- ★ PPC Specialist
- ★ Digital Marketing Specialist/
- ★ DM Strategist
- ★ SEO Executive and many more...

## Objectives & Outcomes

### Objectives:

- ❑ To get a strategic understanding of Digital Marketing.
- ❑ To understand how to use social media tools for branding and sales.
- ❑ To understand its advantages and limitations.
- ❑ To become familiar with best practices, tools & technologies.
- ❑ To blend digital with offline marketing.
- ❑ To plan and manage a digital marketing budget.
- ❑ To manage reporting & tracking metrics.
- ❑ To understand the future of Digital Marketing and prepare for it.

### Outcomes:

- ❑ They can get practical exposure to digital marketing activities.
- ❑ They will be able to start a website/blog.
- ❑ They can start an app/video channel and monetize it.
- ❑ They can start a digital marketing agency.
- ❑ They will develop skills in technical aspects.

# CPHAHM

## CERTIFICATE PROGRAMME IN HOSPITAL & HEALTH CARE MANAGEMENT



Lead the Care System

### Certificate Programme in **Hospital & Health Care Management (CPHAHM)**

HEALTHCARE MANAGEMENT also known as healthcare administration is a fast-growing industry. It is a multi-faceted branch that involves administration, management, and oversight of healthcare systems, public health systems, hospitals, entire hospital networks, and other medical facilities.

Among many responsibilities, the duties of these professionals include ensuring individual departments run smoothly, qualified employees are hired, information is disseminated efficiently throughout the organisation, specific outcomes are achieved and resources are utilized efficiently.

### Programme Components

- ❑ There are two types of healthcare administrators: General healthcare managers and Specialists.
- ❑ DPU-COL has designed this programme to develop proficient administrators who are skilled at both fieldwork and consultation tasks.

# Fundamentals

- Mode** | Online
- Category** | Management
- Learning Path** | Certification
- Duration** | 6 Months (Validity year 1)
- Credits** | 20 (4 each)
- Courses** | 5 (Subjects Only)

## Certificate Programme in Hospital & Health Care Management (CPHAHM)

**Indian Civilian : Total Fee : ₹ 28,000/-**

**International Students : Total Fee : US\$ 560/-**

### Eligibility:

A Bachelor's degree - Or -  
Graduate in any discipline - Or -  
Diploma holder  
(Approved Board/ Recognized University)

### Also Recommended for:

- Doctors
- Nursing Staff
- Hospital Administration Staff
- Hospital Housekeeping Managers
- Medical and Nursing Students
- Medical College Professors/Nursing College Teachers

## CPHAHM COURSES - 5

-  Hospital Administration
-  Marketing of Health Care Services
-  Indoor and Outdoor Hospital Services
-  Quality Management in Health Care Services
-  Legal Aspects of Hospital Administration



### Get yourself into job profiles of

- ★ Hospital Administrator
- ★ Blood Bank Administrator
- ★ Planning Adviser
- ★ Clinical Manager
- ★ Assistant Health Manager
- ★ Assistant Health Administrator
- ★ and many more...

## Objectives & Outcomes

### Objectives:

- ❑ To develop competent professionals in healthcare administration.
- ❑ To equip students with the requisite knowledge, skills and attitude necessary to provide effective leadership in a global environment.
- ❑ To equip students with administrative skills in hospital administration and healthcare management.

### Outcomes:

- ❑ Students will inculcate skills in hospital administration.
- ❑ Students will be able to plan, organise and administer hospital activities.
- ❑ Students will possess knowledge of hospital legislation.



# Admission Process

Simple steps to a bright future!

STEP  
01

## Learner's Authentication

Visit

<https://admissions.dypatilonline.com/Login.aspx>

- ✓ Fill in your details
- ✓ Verify Email and Mobile No. With OTP

STEP  
02

## Admission Form

- ✓ Fill Personal details
- ✓ Online fee payment
- ✓ Fill Educational and employment details.
- ✓ Upload E Aadhaar, Photo, Signature, Educational and other documents
- ✓ Update ABC and DEB id.

STEP  
03

## Admission Confirmation by DPU

- ✓ Document Verification.
- ✓ Admission confirmation SMS
- ✓ Admission confirmation email with the student login credentials

**Note:** A candidate after confirmed admission shall be treated as a registered student of the University and will be governed by the rules and regulations of the University.

## Documents

- ✓ Government ID (any one) e-Aadhaar/ Passport
- ✓ Upload Passport size photo
- ✓ Student's Signature
- ✓ Marriage Certificate (if Name Change- Female)
- ✓ The Gazette of India: (Name change - Male)

## Document Format

- a. File type: **JPEG/JPG/PNG**
- b. Dimensions: **320px X 240px**
- c. Photo (Colour)& Sign: **<600kb**
- d. Educational Documents: **1 MB**

## We are here to help!

For admission related queries, please feel free to get in touch

To review your application status, please check the dashboard of the Online Admissions Portal.

# Payment and Refund Policy

## DPU Payment Gateways:

Credit Card , Debit Card , Net Banking , UPI , NEFT

Programme	Indian Students (INR)	International Students (US\$)
BBA (3 Years)	INR 1,45,400	\$2,800
BBA (3 Years) with Certification	INR 1,75,400	\$3,400
BBA (4 Years)	INR 1,92,400	\$3,700
MBA	INR 1,89,400	\$3,600
MBA with Certification	INR 2,19,400	\$4,200
MCA	INR 1,40,000	\$2,700
MCA with Certification	INR 1,70,000	\$3,300
CPDM	INR 28,000	\$560
CPHAHM	INR 28,000	\$560

## Refund Policy:

Period- From the date of admission within 15 Days.

\*\* After 15 days of Admission, No Refund.

\* For Indian Learners Deduction of INR 1000

For details please contact the admission cell.

\* For International Learners Deduction of \$100

# DPUCOL

# Experts from

# Industry & Academia



**Mr. Sushil Aggarwal**  
Chairman  
AVRO INDIA LIMITED



**Dr. C. P. Shrimali**  
Former Director, MDI Gurgaon  
Professor,  
Human Resource Management



**Mr. Lothar Pirc**  
Professor of Practice  
owner and CEO  
Maharishi Ayurveda Health  
Centre



**Dr. C. M. Chitale**  
Director (Addl. Charge)  
Skill Development Centre  
Savitribai Phule Pune University  
Professor  
Shantanurao Kirloskar Chair



**Dr. Sachin Vernekar**  
Leadership Coach,  
TEDx speaker &  
Motivational Speaker



**Dr. S. S. Mantha**  
Former Chairman -  
AICTE, New Delhi  
Chairman - National Technical  
Committee, NCSSS



**Dr. Sanjeev Kulkarni**  
Professor & Visiting Faculty  
DPUCOL



**Dr. Kamal Upreti**  
Associate Professor in CHRIST  
(Deemed to be University),  
Delhi NCR



**Mr. Anand Munshi**  
Leadership Coach,  
TEDx speaker &  
Motivational Speaker



**Anu Sukhija**  
OD Consultant, Certified Coach  
& Virtual Instructor  
Led Training Facilitator



**Prof. Shantilal Hajeri**  
M.com, MPM, LLB, CAIIB



**Dr. Aniruddh Bhaidkar**  
Mumbai



**Mr. Ketan Gandhi**  
President & CEO  
KgGuruji.com



**Mr. Amit Kumar Goel**  
Managing Director  
AKG Global Support



**Ms. Dharti Rathod**  
Educator, Corporate Trainer,  
Image Coach and a  
Management Consultant



**Prof. Manashi Medhi**  
M.Com, MBA, MPA, UGC-NET



**Prof. Rakesh Chopra**  
International  
Soft Skill Trainer &  
Motivational Speaker



**Dr. Asha Nagendra**  
Msc, Phd, Post Doctoral  
Senior Research Fellow  
Ex-Director,  
Symbiosis International University



**Prof. Roshan Shetty**  
Author,  
Transformational Coach  
& Business Consultant



**Dr. Vivek Marathe**  
MCM, MMS, Ph.D



**Ms. Bénédicte Favre**  
Dean for Int. Development  
MediaSchool Group



**Mr. Devendra Jani**  
+20 Years of Experience in the  
field of Product Management  
(Lead Product Manager)



**Ms. Antonia Dubrulle**  
Strategic Entrepreneur  
Keynote Speaker  
France



**Prof. Maureen Gouttman**  
Business, Marketing &  
Digital Consultant

Scan the QR for Video Introduction

Online BBA



Online MBA



Online MCA



Our Other Programme  
CPDM | CPHAHM



Get Social with us

Ascend towards growth,  
one step at a time!

Admissions Open Now!

[dypatilonline.com](http://dypatilonline.com) / 91369 62967