

PROSPECTUS

DPUCOL
for the
Nation

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

GROW
WITH
COMFORT
LEARNING

We are On a Mission to
EMPOWER
EDUCATION



Admissions Open Now!

India's Only
Comfort
Learning
Platform

Alifiya Poonawala ☎ **+91 8591083603**

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.*

CONTENTS



1. : Message from the Chancellor & Directors



2. : About DPU



3. : About DPU-COL



4. : DPU Accreditations



5. : The Pillars of DPU-COL



6. : Alumni - Placement & Recruiters



7. : All Programme Curriculum



8. : Admission Process



9. : Industry Mentorship

UPGRADE WITH EASE





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

1000+
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 DPU, 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. 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.



Registered
with The
Revered!

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, BBA, 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 organizations 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**



Introduction

Bachelor of Business Administration

BBA programme gears students to become successful professionals in any type of organization, 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, term-end examination
- ❑ Specialization courses for 3 year & Honors with 4 years
- ❑ Project work, report submission, evaluation and viva



Fundamentals



Mode

Online



Category

Management



Learning Path

Graduation

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		-----	

Indian Civilian (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		-----	

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

BBA 9 SPECIALIZATIONS



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

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.



Wait no more,
Break down barriers
to gate your degree!



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 organization and the society.
- To create global and cross-cultural understanding for exploring innovative business practices to enhance profitability.
- To manifest intra-perineural and entrepreneurial skills.
- To imbibe ethical decision-making ability in day-to-day activities.

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 organization and society.

Leadership and Teamwork Qualities

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

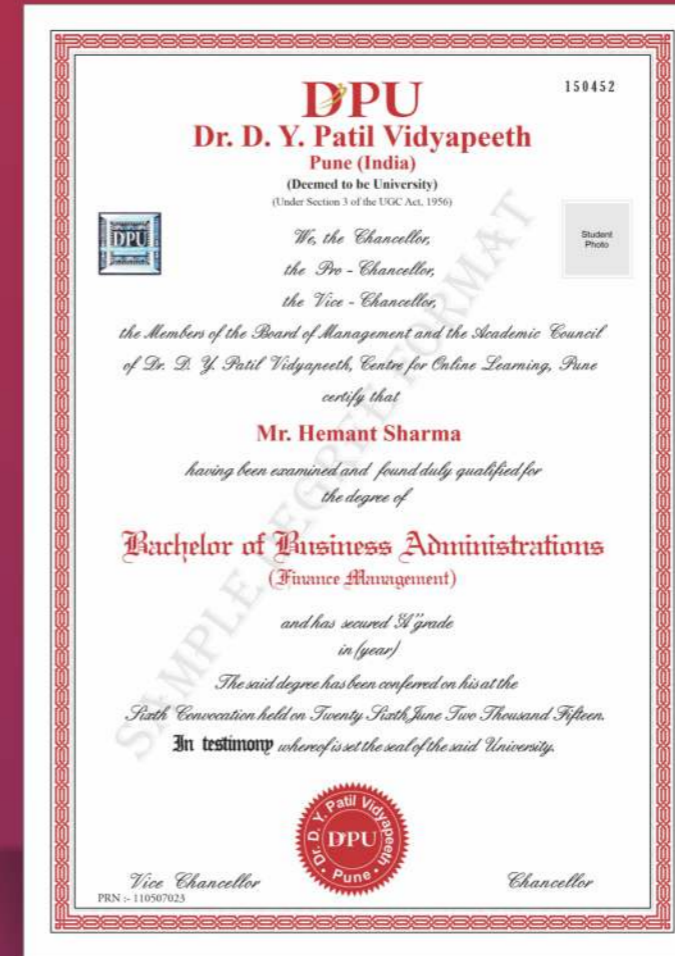
Environmental Awareness

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.

Celebrating Milestones - Sample Certificate



Get yourself into job profiles of

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

MBA

MASTER'S PROGRAMME Master of Business Administration

GROW
WITH
COMFORT
LEARNING

dypationline.com

Introduction

Master of Business Administration

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 1st year
- ❑ Specialization courses and generic elective courses for 2nd year
- ❑ Assignments - formative and summative
- ❑ Project work, report submission, evaluation and viva in Semester 4

Fundamentals

MBA Fees

Mode **Online**

Category **Management**

Learning Path **Post Graduation**

Duration **2 Years**
(4 Sem & Validity year 4)

Credits **102**

Courses **24**
(Subjects + Project Work)

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\$ 1000 + Semester 2 US\$ 1000 + Semester 3 US\$ 800 + Semester 4 US\$ 800

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 15 SPECIALIZATIONS



Marketing Management



Fintech Management



Operations Management



Agribusiness Management



Block Chain Management



Project Management



Finance Management



Human Resource Management



IT Management



Business Analytics Management



International Business Management



Artificial Intelligence & Machine Learning



Digital Marketing Management



Logistics, Materials & Supply Chain Management



Hospital Administration and Healthcare 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.

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.

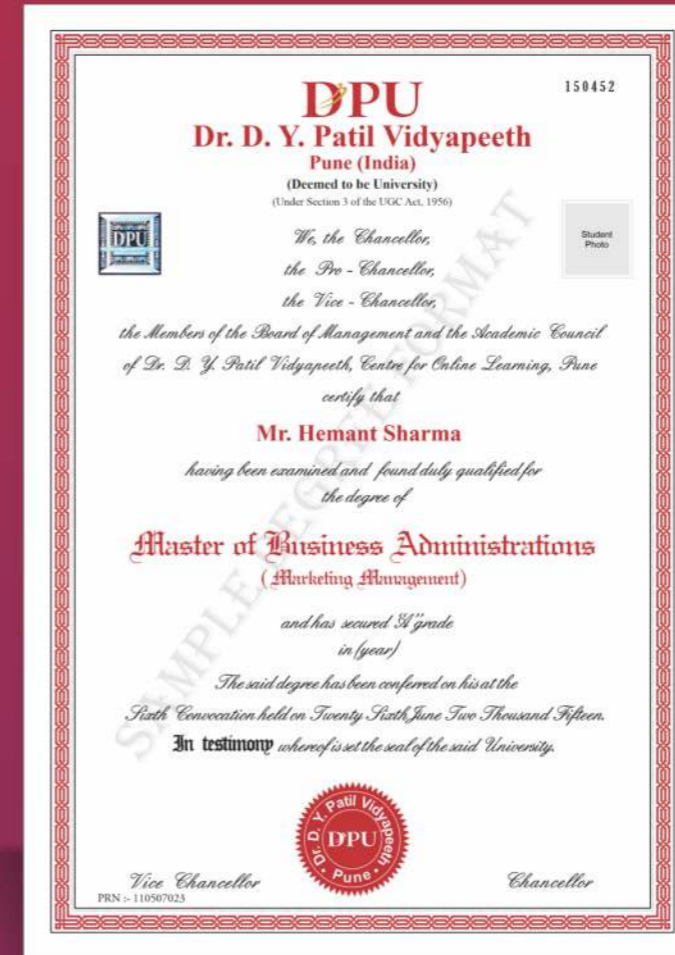
Inter-Disciplinary Knowledge

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.

Celebrating Milestones - Sample Certificate



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...

LEARN 25+ AI TOOLS

Within a Year &
Future Proof Your Career



& Many More...

Celebrating Milestones - Sample Certificate



With Certification that is
Industry Recognized



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

**Verified
Certificate**



This is to certify that

Dr Ewelina Lacka
Reader in Digital Marketing & Analytics
The University of Edinburgh

Hemant Sharma

successfully completed and received a passing grade in

DM1.2PCx: Digital Marketing Strategy

a course of study offered by EdinburghX, an online learning initiative
of University of Edinburgh.



Verified Certificate
Issued March 9, 2024

Valid Certificate ID

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 specializations 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 PROGRAM



*Glimpse
of the past
Student Exchange Program*



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



Student Exchange Program
in **MALAYSIA** - February 16 to 22, 2025



CPDM

CERTIFICATE PROGRAMME IN Digital Marketing



GROW
WITH
COMFORT
LEARNING

dypationline.com

Introduction

Certificate Programme in Digital Marketing

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

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

International Students : Total Fee : US\$ 625/-

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 5 COURSES

 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



Introduction

Certificate Programme in **Hospital & Health Care Management**

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 organization, 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

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

International Students : Total Fee : US\$ 625/-

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 5 COURSES

 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, organize 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://idladmissions.dpu.edu.in/login.aspx>

- ✓ Fill in your details
- ✓ Enter DEBUnique ID
- ✓ Mobile verification
- ✓ Email verification
- ✓ Upload e-Aadhar

STEP
02

Admission Form

- ✓ Fill personal details
- ✓ Fill educational and employment details.
- ✓ Upload photo and signature
- ✓ Online fees payment
- ✓ Submit form

STEP
03

Admission Confirmation by DPU

- ✓ Document verification
- ✓ Fee receipts
- ✓ Admission confirmation Email
- ✓ SMS with student login credentials and link

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

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

We are here to help!

For admission related queries, please feel free to get in touch with us at the following email address:

admissions.col@dpu.edu.in

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\$)
MBA	INR 1,89,400	\$3,600
BBA (3 Years)	INR 1,45,400	\$2,800
BBA (4 Years)	INR 1,92,400	\$3,700
CPDM	INR 28,000	\$625
CPHAHM	INR 28,000	\$625

Refund Policy:

Period- From the date of admission within 15 Days.

* For Indian Learners Deduction of INR 1000

* For International Learners Deduction of \$100

** After 15 days of Admission, No Refund.

For details please contact the admission cell.

DPUCOL's Expert from Industry & Academia



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



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



Mr. Sushil Aggarwal
Chairman
AVRO INDIA LIMITED



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

Ascend towards growth,
one step at a time!

Admissions Open Now!

FOR PROGRAM INFORMATION & BATCH COMMENCEMENT CONTACT US:

Alifiya Poonawala  **+91 8591083603**