SMDYPSS's

Dr. D.Y.Patil Center for Management & Research, Chikhali, Pune

MBA (Intake 180) & MCA (Intake 120)

D.Y. PATIL CENTRE FOR MANAGEMENT AND RESEARCH
NEWALE WASTI, CHIKHALI , PUNE
AICTE APPROVED AND AFFILIATED TO
SAVITRIBAI PHULE PUNE UNIVERSITY

MBA
MCA

MBA DTE CODE : MB6168
MBA Choice CODE : 616810110
MCA DTE CODE : MC6168
MCA Choice CODE : 616824110

AICTE Approved & Affiliated to
Savitribai Phule Pune University

Recognized by DTE & Govt of Maharashtra
Accredited by NAAC with 'B+' Grade

Semester		Course	Course Code	Credit	CCE	ESE
I	Compulsory	Managerial Accounting	GC-01	3	50	50
		Organisational Behaviour	GC-02	3	50	50
		Economic Analysis For Business Decisions	GC-03	3	50	50
		Business Research Methods	GC-04	3	50	50
		Basics Of Marketing	GC-05	3	50	50
		Digital Business	GC-06	3	50	50
	Any 3 courses to be selected from the following list in Semester I	Management Fundamentals	GE - UL - 01	2	O	50
		Indian Economy	GE - UL - 02	2	O	50
		Entrepreneurship Development	GE - UL - 03	2	O	50
		Essentials of Psychology for Managers	GE - UL - 04	2	O	50
		Legal Aspects of Business	GE - UL - 05	2	O	50
		Demand Analysis & Forecasting	GE - UL - 06	2	O	50
	Maximum 3 courses to be selected from the following list in Semester I	Verbal Communication Lab	GE - IL - 01	2	50	O
		Enterprise Analysis & Desk Research	GE - IL - 02	2	50	O
		Selling & Negotiation Skills La	GE - IL - 03	2	50	O
		MS Excel	GE - IL - 04	2	50	O
		Business Systems & Procedures	GE - IL - 05	2	50	O
		Managing Innovation	GE - IL - 06	2	50	O
		Foreign Language – I	GE - IL - 07	2	50	O

Semester		Course	Course Code	Credit	CCE	ESE
II	Compulsory	Marketing Management	GC – 07	3	50	50
		Financial Management	GC – 08	3	50	50
		Human Resources Management	GC – 09	3	50	50
		Operations & Supply Chain Management	GC – 10	3	50	50
	Any 3 courses to be selected from the following list in Semester I	Contemporary Frameworks in Management	GE - UL - 07	2	O	50
		Geopolitics & World Economic Systems	GE - UL - 08	2	O	50
		Start Up and New Venture Management	GE - UL - 09	2	O	50
		Qualitative Research Methods	GE - UL - 10	2	O	50
		Business, Government & Society	GE - UL - 11	2	O	50
		Business Process Re-engineering	GE - UL - 12	2	O	50
	Maximum 3 courses to be selected from the following list in Semester I	Written Analysis and Communication Lab	GE - IL - 08	2	50	O
		Industry Analysis & Desk Research	GE – IL - 09	2	50	O
		Entrepreneurship Lab	GE - IL - 10	2	50	O
		SPSS	GE – IL - 11	2	50	O
		Foreign Language – II	GE – IL - 12	2	50	O

Specialization – Marketing Management (MKT)

Semester		Course	Course Code	Credit	CCE	ESE
II	Compulsory	Marketing Research	SC – MKT- 01	3	50	50
		Consumer Behaviour	SC – MKT- 02	3	50	50
	Maximum 2 courses to be selected from the following list in Semester II	Integrated Marketing Communications	SE – IL - MKT- 01	2	50	O
		Product & Brand Management	SE – IL - MKT- 02	2	50	O
		Personal Selling Lab	SE – IL - MKT- 03	2	50	O
		Digital Marketing - I	SE – IL - MKT- 04	2	50	O
		Marketing of Financial Services - I	SE – IL - MKT- 05	2	50	O
		Marketing of Luxury Products	SE – IL - MKT- 06	2	50	O

Specialization – Financial Management (FIN)

Semester		Course	Course Code	Credit	CCE	ESE
II	Compulsory	Financial Markets and Banking Operations	SC – FIN - 01	3	50	50
		Personal Financial Planning	SC – FIN - 01	3	50	50
	Maximum 2 courses to be selected from the following list in Semester II	Securities Analysis & Portfolio Management	SE – IL - FIN - 01	2	50	O
		Futures and Options	SE – IL - FIN - 02	2	50	O
		Direct Taxation	SE – IL - FIN - 03	2	50	O
		Financial Reporting	SE – IL - FIN - 04	2	50	O
		Retail Credit Management- Lending & Recovery	SE – IL - FIN - 05	2	50	O
		Banking Laws & Regulations	SE – IL - FIN - 06	2	50	O
		Fundamentals of Life Insurance – Products and Underwriting	SE – IL - FIN - 07	2	50	O
		General Insurance - Health and Vehicle	SE – IL - FIN - 08	2	50	O

Semester		Course	Course Code	Credit	CCE	ESE
		Specialization – Human Resource Management (HRM)				
II	Compulsory	Competency Based Human Resource Management	SC – HRM – 01	3	50	50
		Employee Relations & Labour Legislation	SC – HRM – 02	3	50	50
	Maximum 2 courses to be selected from the following list in Semester II	Labour Welfare	SE – IL - HRM - 01	2	50	O
		Lab in Recruitment and Selection	SE – IL - HRM - 02	2	50	O
		Learning and Development	SE – IL - HRM - 03	2	50	O
		Public Relations & Corporate Communications	SE – IL - HRM - 04	2	50	O
		HR Analytics	SE – IL - HRM - 05	2	50	O
		Conflict and Negotiation Management	SE – IL - HRM - 06	2	50	O
		Operations & Supply Chain Management (OSCM)				
II	Compulsory	Services Operations Management - I	SC – OSCM - 01	3	50	50
		Supply Chain Management	SC – OSCM - 02	3	50	50
	Maximum 2 courses to be selected from the following list in Semester II	Planning & Control of Operations	SE – IL - OSCM - 01	2	50	O
		Productivity Management	SE – IL - OSCM - 02	2	50	O
		Inventory Management	SE – IL - OSCM - 03	2	50	O
		Theory of Constraints	SE – IL - OSCM - 04	2	50	O
		Quality Management Standards	SE – IL - OSCM - 05	2	50	O
		Service Value Chain Management	SE – IL - OSCM - 06	2	50	O
		Specialization – Business Analytics (BA)				
II	Compulsory	Basic Business Analytics using R	SC – BA - 01	3	50	50
		Data Mining	SC – BA - 02	3	50	50
	Maximum 2 courses to be selected from the following list in Semester II	Marketing Analytics	SE – IL - BA - 01	2	50	O
		Retailing Analytics	SE – IL - BA - 02	2	50	O
		Workforce Analytics	SE – IL - BA - 03	2	50	O
		Tableau	SE – IL - BA - 04	2	50	O
		Data Warehousing Project Life Cycle Management	SE – IL - BA - 05	2	50	O
		Specialization – Marketing Management (MKT)				
III	Compulsory	Strategic Management	GC – 11	3	50	50
		Decision Science	GC – 12	3	50	50
	Any 3 courses to be selected from the following list in Semester III	Summer Internship Project*	GC – 13	3	50	ESE
		International Business Economics	GE - UL - 13	2	O	50
		International Business Environment	GE - UL - 14	2	O	50
		Project Management	GE - UL - 15	2	O	50
		Quality Management	GE - UL - 16	2	O	50
		Corporate Governance	GE - UL - 17	2	O	50
		Management of Non-profit organizations	GE - UL - 18	2	O	50
		Specialization – Marketing Management (MKT)				
III	Compulsory	Services Marketing	SC – MKT- 03	3	50	50
		Sales & Distribution Management	SC – MKT- 04	3	50	50
	Maximum 3 courses to be selected from the following list in Semester III	Business to Business Marketing	SE – IL - MKT- 07	2	50	O
		International Marketing	SE – IL - MKT- 08	2	50	O
		Digital Marketing - II	SE – IL - MKT- 09	2	50	O
		Marketing of Financial Services - II	SE – IL - MKT- 10	2	50	O
		Marketing Analytics	SE – IL - MKT- 11	2	50	O
		Marketing of High Technology Products	SE – IL - MKT- 12	2	50	O
		Specialization – Financial Management (FIN)				
III	Compulsory	Advanced Financial Management	SC – FIN - 03	3	50	50
		International Finance	SC – FIN - 04	3	50	50
	Maximum 3 courses to be selected from the following list in Semester III	Behavioural Finance	SE – IL - FIN - 09	2	50	O
		Technical Analysis of Financial Markets	SE – IL - FIN - 10	2	50	O
		Commodities Markets	SE – IL - FIN - 11	2	50	O
		Indirect Taxation	SE – IL - FIN - 12	2	50	O
		Corporate Financial Restructuring	SE – IL - FIN - 13	2	50	O
		Financial Modeling	SE – IL - FIN - 14	2	50	O
		Digital Banking	SE – IL - FIN - 15	2	50	O
		Treasury Management	SE – IL - FIN - 16	2	50	O

Semester		Course	Course Code	Credit	CCE	ESE
III	Maximum 3 courses to be selected from the following list in Semester III	Project Finance and Trade Finance	SE – IL - FIN - 17	2	50	O
		Insurance Laws & Regulations	SE – IL - FIN - 18	2	50	O
		Marine Insurance	SE – IL - FIN - 19	2	50	O
		Fire Insurance	SE – IL - FIN - 20	2	50	O

Specialization – Human Resource Management (HRM)

Semester		Course	Course Code	Credit	CCE	ESE
III	Compulsory	Strategic Human Resource Management	SC – HRM - 03	3	50	50
		HR Operations	SC – HRM - 04	3	50	50
	Maximum 3 courses to be selected from the following list in Semester III	Talent Management	SE – IL - HRM - 07	2	50	O
		Psychometric Testing and Assessment	SE – IL - HRM - 08	2	50	O
		HR Perspectives in Mergers and Acquisition	SE – IL - HRM - 09	2	50	O
		International HR	SE – IL - HRM - 10	2	50	O
		Mentoring and Coaching	SE – IL - HRM - 11	2	50	O
		Compensation and Reward Management	SE – IL - HRM - 12	2	50	O
		Performance Management System	SE – IL - HRM - 13	2	50	O
		Change Management & New Technologies in HRM	SE – IL - HRM - 14	2	50	O

Operations & Supply Chain Management (OSCM)

Semester		Course	Course Code	Credit	CCE	ESE
III	Compulsory	Services Operations Management - II	SC – OSCM - 03	3	50	50
		Logistics Management	SC – OSCM - 04	3	50	50
	Maximum 3 courses to be selected from the following list in Semester III	Manufacturing Resource Planning	SE – IL - OSCM – 07	2	50	O
		Total Quality Management	SE – IL - OSCM – 08	2	50	O
		Business Excellence	SE – IL - OSCM – 09	2	50	O
		Toyota Production System	SE – IL - OSCM – 10	2	50	O
		Operations Strategy	SE – IL - OSCM – 11	2	50	O
		Services Strategy	SE – IL - OSCM – 12	2	50	O
		Operations Analytics	SE – IL - OSCM – 13	2	50	O

Specialization – Business Analytics (BA)

Semester		Course	Course Code	Credit	CCE	ESE
III	Compulsory	Advanced Statistical Methods using R	SC – BA - 03	3	50	50
		Machine Learning & Cognitive intelligence using Python	SC – BA - 04	3	50	50
	Maximum 3 courses to be selected from the following list in Semester III	Social Media, Web & Text Analytics	SE – IL - BA – 06	2	50	O
		Operations Analytics	SE – IL - BA – 07	2	50	O
		Supply Chain Analytics	SE – IL - BA – 08	2	50	O
		Financial Analytics	SE – IL - BA – 09	2	50	O
		Cognos Analytics	SE – IL - BA – 10	2	50	O
		Predictive Modelling using SPSS Modeler	SE – IL - BA – 11	2	50	O
		Foundations in Spark & Scala	SE – IL - BA – 12	2	50	O

MINOR ONLY SPECIALIZATIONS

Specialization – Rural & Agri -Business Management (RABM)

Semester		Course	Course Code	Credit	CCE	ESE
III	Compulsory	Agriculture and Indian Economy	SC – RABM – 01	3	50	50
	Maximum 1 courses to be selected from the following list in Semester III	Rural Credit and Finance	SE – RABM – 03	2	50	O
		Rural Marketing I	SE – RABM – 04	2	50	O

Specialization – Pharma & Health Care Management (PHCM)

Semester		Course	Course Code	Credit	CCE	ESE
III	Compulsory	Fundamentals of Pharma and Healthcare Management	SC – PHCM- 01	3	50	50
	Maximum 1 courses to be selected from the following list in Semester III	Strategic Planning & Healthcare Management	SE – PHCM- 03	2	50	O
		Information Technology in Pharma and Healthcare	SE – PHCM- 04	2	50	O

Specialization – Tourism & Hospitality Management (THM)

Semester		Course	Course Code	Credit	CCE	ESE
III	Compulsory	Fundamental of Hospitality Management	SC – THM - 01	3	50	50
	Maximum 1 courses to be selected from the following list in Semester III	Event Management	SE – THM - 03	2	50	O
		Tourism Planning & Development	SE – THM - 04	2	50	O

Specialization-International Business Management

Semester		Course	Course Code	Credit	CCE	ESE
III	Compulsory	Import Export Documentation and Procedure	SC – IB - 01	3	50	50
	Maximum 1 courses to be selected from the following list in Semester III	Cross Cultural Management and Global Leadership	SE – IB - 03	2	50	O
		International Business and Employment Laws	SE – IB - 04	2	50	O

Semester		Course	Course Code	Credit	CCE	ESE
IV	Compulsory	Enterprise Performance Management	GC – 14	3	50	50
		Indian Ethos & Business Ethics	GC – 15	3	50	50
	Any 2 courses to be selected from the following list in Semester IV	Global Strategic Management	GE - UL - 19	2	O	50
		Competing in Global Markets	GE - UL - 20	2	O	50
		Cyber Laws	GE - UL - 21	2	O	50
		CSR & Sustainability	GE - UL - 22	2	O	50

Specialization – Marketing Management (MKT)

Semester		Course	Course Code	Credit	CCE	ESE
IV	Compulsory	Marketing 4.0	SC – MKT- 05	3	50	50
		Marketing Strategy	SC – MKT- 06	3	50	50
	Maximum 2 courses to be selected from the following list in Semester IV	Customer Relationship Management	SE – IL - MKT- 13	2	50	O
		Rural & Agriculture Marketing	SE – IL - MKT- 14	2	50	O
		Tourism & Hospitality Marketing	SE – IL - MKT- 15	2	50	O
		Retail Marketing	SE – IL - MKT- 16	2	50	O
		Retailing Analytics	SE – IL - MKT- 17	2	50	O
		Marketing to Emerging Markets & Bottom of the Pyramid	SE – IL - MKT- 18	2	50	O

Specialization – Financial Management (FIN)

Semester		Course	Course Code	Credit	CCE	ESE
IV	Compulsory	Financial Laws	SC – FIN - 05	3	50	50
		Current Trends & Cases in Finance	SC – FIN - 06	3	50	50
	Maximum 2 courses to be selected from the following list in Semester IV	Fixed Income Securities	SE – IL - FIN – 21	2	50	O
		Business Valuation	SE – IL - FIN – 22	2	50	O
		Risk Management	SE – IL - FIN – 23	2	50	O
		Strategic Cost Management	SE – IL - FIN – 24	2	50	O
		Rural and Micro Finance	SE – IL - FIN – 25	2	50	O
		Reinsurance	SE – IL - FIN – 26	2	50	O
		Agricultural Insurance	SE – IL - FIN – 27	2	50	O

Specialization – Human Resource Management (HRM)

Semester		Course	Course Code	Credit	CCE	ESE
IV	Compulsory	Organizational Diagnosis & Development	SC – HRM - 05	3	50	50
		Current Trends & Cases in Human Resource Management	SC – HRM - 06	3	50	50
	Maximum 2 courses to be selected from the following list in Semester IV	Labour Legislations	SE – IL - HRM - 15	2	50	O
		Designing HR Policies	SE – IL - HRM - 16	2	50	O
		Labour Costing	SE – IL - HRM - 17	2	50	O
		Best Practices in HRM	SE – IL - HRM - 18	2	50	O
		Employee Engagement and Ownership	SE – IL - HRM - 19	2	50	O
		Leadershipand Succession Planning	SE – IL - HRM - 20	2	50	O
		E-HRM	SE – IL - HRM - 21	2	50	O

Specialization – Business Analytics (BA)

Semester		Course	Course Code	Credit	CCE	ESE
IV	Compulsory	Networks, Innovation and Value Creation	SC – BA - 05	3	50	50
		Artificial Intelligence in Business Applications	SC – BA - 06	3	50	50
	Maximum 2 courses to be selected from the following list in Semester IV	E tailing Analytics	SE – IL - BA - 13	2	50	O
		Insurance & Healthcare Analytics	SE – IL - BA - 14	2	50	O
		Banking Analytics	SE – IL - BA - 15	2	50	O
		Telecom Analytics	SE – IL - BA - 16	2	50	O
		ETL, Data Profiling and Data Modeling	SE – IL - BA - 17	2	50	O
		Cognitive Analytics Using Watson	SE – IL - BA - 18	2	50	O
		Data Science using Spark and Scala	SE – IL - BA - 19	2	50	O
		Unstructured Data Analytics with Hadoop / Big Data / NoSQL	SE – IL - BA - 20	2	50	O

MINOR ONLY SPECIALIZATIONS   **Specialization – Rural & Agri -Business Management (RABM)**

Semester		Course	Course Code	Credit	CCE	ESE
IV	Compulsory	Pharma and healthcare regulatory environment in India	SC – PHCM- 02	3	50	50
	Maximum 1 courses to be selected from the following list in Semester IV	Pharmaceutical Import and Export	SE – PHCM- 05	2	50	O
		Entrepreneurship in Pharma and Healthcare	SE – PHCM- 06	2	50	O

Specialization – Pharma & Health Care Management (PHCM)

Semester		Course	Course Code	Credit	CCE	ESE
IV	Compulsory	Tourism & Travel Management	SC – PHCM- 01	3	50	50
	Maximum 1 courses to be selected from the following list in Semester IV	Strategic Hospitality Management	SE – PHCM- 03	2	50	O
		Revenue Management	SE – PHCM- 04	2	50	O

IV	Compulsory	Fundamental of Hospitality Management	SC – THM - 02	3	50	50
	Maximum 1 courses to be selected from the following list in Semester IV	Event Management	SE – THM - 05	2	50	O
		Tourism Planning & Development	SE – THM - 06	2	50	O

Specialization-International Business Management

IV	Compulsory	Global Trade and Logistics Management	SC – IB - 02	3	50	50
	Maximum 1 courses to be selected from the following list in Semester IV	Global Competativeness , Value Chains and Alliances	SE – IB - 05	2	50	O
		International Banking and Foreign Exchange Management	SE – IB - 06	2	50	O

MCA I SEM I

1. Java Programming IT11
2. Data Structure and Algorithms IT12
3. Object Oriented Software Engineering IT13
4. Operating System Concepts IT14
5. Network Technologies IT15
6. Open Course 1 OC11 (Data Privacy and Protection)
7. Open Course 2 OC12 (Linux system administration)
8. Practical IT11L
9. Mini Project ITC11
10. Soft Skills I SS 11

MCA I Sem II

1. Python Programming IT21
2. Software Project Management IT22
3. Optimization Techniques MT21
4. Advanced Internet Technologies IT23
5. Advanced DBMS IT24
6. Open Course 3 OC21 (Basics of Tableau)
7. Open Course 4 OC22 (Big data Analytics)
8. Practical IT21L
9. Mini Project ITC21
10. Soft Skills – II SS 21

MCA II SEM III

1. Mobile Application Development IT31
2. Data Warehousing and Data Mining IT32
3. Software Testing and Quality Assurance IT33
4. Knowledge Representation & Artificial Intelligence - ML, DL IT34
5. Cloud Computing IT35
6. Open Course 5 OC31 (R Programming)
7. Open Course 6 OC32 (big data Technologies)
8. Practical IT31L
9. Mini Project ITC31
10. Soft Skills –III SS31

MCA II SEM IV

1. DevOps IT41
2. PPM and OB BM41
3. Project ITC41

MBA MCA Courses

Achievements:

* Awarded Best Management College in Maharashtra for Industry Interface 2022 by CEGR
* Received International Leadership Award from TIME CYBER MEDIA Pvt. Ltd for Best Emerging
* Management Institute in 2016
* Accreditated by NAAC with B+ Grade ISO 9001:2005 Certified

Fees as per fees regulatory authority, Mumbai

*Scholarship for all (No fees for SC/ST, no tuition fees for NT/SBC, 50% Fees for Open (EBC) / OBC, Minority Scholarships

Eligibility Criterion for Admission:

MBA:

MH-CET, ATMA, MAT, C-MAT any one entrance exam is compulsory
Graduation percentage: Minimum 50% for Open & 45% for other reserved category

MCA:

MH-CET entrance exam is compulsory
Graduation percentage: Minimum 50% for Open & 45% for other reserved category
IMP for MCA admission: Maths subject compulsory in 12" or Graduation

How to reach us:

Address : Dr. D. Y. Patil Centre for Management and Research, Newale wasti,

Behind Gharkul, Thermax-Chikhali Road, Chinchwad, Pune.

Website : www.dypatilmba.com

Contact Details : MBA: 9545556950 MCA : 9673996553

Features of the program:

* A K Cricket Club opportunity to play at State & National Level
* Placements in top companies
* % Internship
* CET form filling assistance
* % International Study Tours
* Inside and Out of Maharashtra Study Tours

Profile

Shikshan Maharshi Dr. D. Y. Patil Shikshan Sanstha was established in 1995 with 10 institutes and more than 6000 students under its fold. Dr. D. Y. Patil Center for Management & Research Chikhali, Pune was established in 2008, with 100% admissions and placements every year.

MBA - Specializations offered :

The following specializations shall be offered as MAJOR / MINOR:

MAJOR / MINOR:

1. Marketing Management (MKT)

2. Financial Management (FIN)

3. Human Resources Management (HRM)

4. Operations & Supply Chain Management (OSCM)

5. Business Analvtics (BA)

The following specializations shall be offered ONLY as
MINOR Specializations:

1. Rural & Agribusiness Management (RABM)

2. Pharma & Healthcare Management (PHM)

3. Tourism & Hospitality Management (THM)

4. International Business Management (IB)

MCA : Course Title

Java Programming	DevOps
Data Structure and Algorithms	PPM and OB
Object Oriented Software Engineering	Advanced DBMS
Operating System Concepts	Cloud Computing
Network Technologies	Mobile Application Development
Python Programming	Data Warehousing and Data Mining
Software Project Management	Software Testing and Quality Assurance
Optimization Techniques	Knowledge Representation & Artificial Intelligence - ML, DL
Advanced Internet Technologies	