



DIVYANADHEENAM JAGAT SARVAM

# PADMASHREE DR. D.Y.PATIL UNIVERSTIY DEPARTMENT OF BUSINESS MANAGEMENT

(University established under section 3 of the UGC Act)



## DYPDBM NEWSLETTER

ISSUE - 6 MAY 2013

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### EDITORIAL TEAM

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Dr. Sanjay Oak

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Disclaimer : The views expressed in the articles are entirely those of authors. They do not represent the views of Department of Business Management.

### In The LEAD



**Dr Ajeenkya DY Patil**  
**Pro-Chancellor**  
**Padmashree Dr. D.Y. Patil University**

Padmashree Dr. D. Y. Patil group is a pioneer in the field of education. It has set up more than 160 schools not only in India but also in places like Netherlands, Guyana, Sri Lanka etc. More than a million students have passed through its schools and colleges. The vision of the group is to develop a World Class International Education Hub at various locations in India and abroad through backward integration into K-12 education and forward integration into all spheres of higher education. The D.Y. Patil University located at New Mumbai is one of the finest institutions and offers several interdisciplinary programs. The Department of Business Management (DYPDBM) is one of the few institutions which has created a conducive atmosphere for learning through the creation of a stimulating and challenging environment measured in terms of infrastructure, ambience, faculty and above all the pedagogy that is used for teaching. The DYPDBM believes in its role of knowledge creation and knowledge dissemination and through this the holistic development of the child. It believes that knowledge is the most superior form of wealth a person can have and it is knowledge that leads to Happiness and Happiness to Wealthiness.

DYPDBM aims to create the stimulating and challenging environment of the Harvards and the Stanfords in India. The department continuously measures and benchmarks its performance in terms of student outcome measured in terms of hard skills like functional knowledge and in terms of soft skills like team working, ethical working, development of communicating skills etc. Globalization today is leading to borderless education. Knowledge sharing through faculties from various parts of globe is essential. The old model of offering traditional courses is giving way to development of new courses like the MBA in Biotechnology or the MBA in Outsourcing or the MBA in Bioinformatics program or the MBA in Supply Chain and Logistics program. Evaluation of the university by an external body like NAAC which is an autonomous body of the UGC is a must wherein student outcomes are measured. NAAC measures the performance of the institution on a regular basis. The net result is that students have to be developed as EMPLOYABLE students.

The DYPDBM Newsletter is unique and aims to share information about the university with its partners in the corporate world and thus seek a long lasting partnership based on trust, a value system and above all it should result in a WIN – WIN situation to all. A partnership wherein one CONSTANTLY CHALLENGES the CURRENT and thus reaches the higher levels.

We wish you all the very best in all your future endeavours and invite you to join hands with DYPDBM and the D.Y. Patil University.

### From Director's Desk



**Prof. Dr. R. Gopal**  
**Director & Head of the Department**

The higher education system in India has grown in a significant way to become one of the largest system of its kind in the world. Also the rise of India as an economic superpower has increased the demand of quality management education which will help to bring out managers, who can effectively supervise, manage and increase the growing business of India. In view of this demand the Padmashree Dr. D.Y.Patil University's Department of Business Management-DYPDBM focuses on creating greater value for their students. Within a short span of time, the department has established itself as one of the best department of our university.

At DYPDBM we believe in development of student with a holistic approach. We do have various departmental activities which include- International and National Conferences in different areas like Finance, Marketing, Entrepreneurship, Retail, International Business, Health and Hospital Biotechnology and Pharmaceutical Management. These conferences lead to association of professionals from various fields. Guest Lectures by eminent personalities. National and International Industrial Visits and to encourage industry institute interface we take our students to visit places like the Bombay Stock exchange, World Trade Center, Director General Of Foreign Trade(DGFT), Export Promotion Councils and JNPT etc. These visits helps students to get an idea of the actual corporate world. We also conduct inter and intra collegiate events like Colosseum for sports.Cultural activities include events like Paramount, Rose & Chocolate Day, Fresher's Party, Salsa Workshop etc. We also conduct various seminars on Personality development, Skill Building, Time Management etc. Apart from this we also have student exchange program with different colleges all over India.

By blending and experimenting with these different methodologies we groom our students not only as managers but also as responsible and responsive citizens. **This issue of DYPDBM Newsletter is dedicated to the various curricular and co-curricular activities that are conducted in our department, which helps to create a learning ambience that will provide ample of opportunities to our students for improving their managerial skills.**

**CONFERENCE AT THE DEPARTMENT**

Padmashree Dr. D.Y. Patil University, Department of Business Management conducts various conferences every year as a part of Industry-Institute Interaction Program. In the Academic year 2012-13 department has conducted more than 6 National and International conferences like National conference on Biotechnology, Health and hospital mgt., Entrepreneurship Mgt., Finance - Banking & Insurance, Retail Mgt., International Business Mgt., HR Mgt., etc. Such Conferences help management Students to get an edge over to know more about business aspects from various perspectives. It helps them to directly put forward their views, questions and even suggestions as Business Students.

**BIOBUZZ** - The 5th National conference organized by DYPDBM on 15th September 2012 was certainly a conference to be remembered just like all the four National conferences in the past on Biotechnology and Bioinformatics. The conference amalgamated together the present scenario of 'Emerging Trends in Biotechnology, Bioinformatics and Bio-Entrepreneurism.' Biobuzz-2012 brought together 250 participants from Corporate, Institutes (Faculty), Researchers and Students to DYPDBM. The participants were not only from Mumbai and Navi Mumbai but also from neighboring states being National in level.

The eminent personalities in the field of Biotechnology and related areas who came to pour off some of their valuable knowledge to us included Professor Abhay Chowdhary, Director of Haffkine Institute, who being the chief guest introduced the facts that it's all biotechnology between epidemics and treatment. The head of HR and Operations from Dr. Batra's Positive Health Clinic, Dr. Santosh Bagwe made his presence vital by sharing with his thoughts on Chanakya's Arthashastra application in HR management. Last but not the least, Mr. A.K. Ghosh, General Manager at Elder Pharmaceuticals gave an insight into the pharmaceutical industry.



Prof. Dr. R. Gopal while felicitating the chief guest Mr. Abhay Chowdhary



Inaugural session of Finmark 2012

**PHARMAPULSE 2012** : 5th National Conference on Pharmaceutical Industry Management organized on 6th Oct 2012. Mr. Amit Ghosh (G.M. Elder Pharma) was the chief guest for conference.

Mr. Vishal Mistry (Asst Manager- Intas Pharma, USA) discussed Global Footprints of Indian Generic Pharmaceutical Industry in Global Market with reference to US Market. Dr. Ashok Thapar - Corporate Advisor - discussed on The World of Pharmaceutical Market for Generic Trends and Opportunities.

Dr. Rakesh Tirpude - Asst. Commissioner FDA - Thane, discussed on Generic Drugs - Regulatory Perspective.

Mr. Suhash Kulkarni- Director Pharma Search and HR Solutions discussed on Role of HR in Current Global Scenario. Prof Dr. R. Gopal discussed in his welcome speech about common problems faced by World and one of the important problems is affordable health and hospital problem. How Generics can play an important role in coming years. It was really a simple and eye opener speech for all participants.

**INTERNATIONAL BUSINESS CONFERENCE 2012** : The 5th International Business Conference was organized on the 12th and the 13th of October 2012. The theme of the Conference was on Indo-US Bilateral trade. The Dignitaries for the conference were His Excellency and the United States Trade Commissioner Mr Richard Rothman, WTC Vice Chairman Mr Vijay Kalantri and Shrimati. Rupa Naik from AIAI. The Trade Commissioner in his speech and interaction spoke about how the forthcoming US Elections can mean for Indian Business Inc. Mr Vijay Kalantri in his speech spoke about how Indian reforms favor investments and how certain hurdles in the Indian Environment affect Global Trade. He spoke about how the percentage of trade was getting affected in various sectors and how it needs to be promoted. Ms Rupa Naik was as usual a wonderful orator who had in her few words ignited the participants with her interactions. Her speech more emphasized about the needs for B Schools to have more entrepreneurship promotion activities. She was ready to help in more student promotion cells and University - Industry associations. Prof Dr R Gopal the Director and Chairman Convener of the Conference had given his views in the Press the importance of the Indo - US Bilateral Trade theme and how US plays a major role in International Trade. He also spoke about how such student conferences promote the importance of International Business amongst the student's fraternity and in Business Schools.



Dignitaries on the dias (L-R) Prof. Dr. R. Gopal with US Trade commissioner Mr. Richard Rothman, WTC Vice Chairman

**FINMARK 2012** : Conference was organized on 7th October 2012. Nearly 25 different colleges from all across Mumbai participated to sum up the total no. of students to 340.

The Chief Guest was Mr. Shireesh Wagh (Director, RoSoft Ltd; Ex– director of JSW steel) . The another guest was. Kalpesh Raut (V.P , Axis Bank) who has over a decade experience in banking sector talked about financial services and investment plans and techniques. We also had other guest speakers Mr. Puneet Gulati (Financial Analyst, HSBC Bank), Mr. Nair from Federal Bank, who made students aware of the entire Banking Scenario of India and also talked about functioning of different types of Banks., entire money control system of India, the regulatory affairs and how it affects Industries and Corporate World etc.

The conference ended in the evening but the knowledge, the experience and the relationship with the dignities will remain always.

**HOSPIFINMARK** Padmashree Dr DY Patil University, Department of Business Management in Navi Mumbai hosted the 4th National conference on Health and Hospital Management - HOSPIFINMARK (Hospital Finance & Marketing....Secrets Revealed..! ) on November 24, 2012. It was an interesting event which dealt with the current trends and changing patterns of hospital financing and marketing. Nearly 250 delegates from various spectrums ranging from hospital promoters, managing/medical directors, hospital administrators / managers / executives, clinicians /consultants / doctors, other healthcare professionals, students (MHA /PGDHA),etc were benefited from this mega conference. The session was inaugurated by Dr Sanjay Oak (Vice Chancellor - Pad. Dr. D.Y. Patil University) and Mr. Varun Khanna (Regional Director for Western & Eastern India, Fortis Healthcare).



Prof Dr.R.Gopal presenting the memento to Dr.Sanjay Oak, Vice Chancellor Padmashree Dr.D.Y.Patil University

Hospi - Fin - Mark 2012 aimed at providing a platform to the participants to interact with the best and the brightest hospital and healthcare experts. Apart from this, it gave a platform to the participants to showcase their ideas and talents.” The Panel Discussion on “Varietal Branding & Marketing Strategies for Small to Midsize Healthcare providers” was headed by Dr Shirish Patil ( Dean - Pad. Dr.D.Y.Patil Medical College).

Mr Gaurav Malhotra (MD & CEO- Patni Healthcare) Ms Viveka Roychowdhury ( Editor - Express Healthcare & Express Pharma) Dr Sanjit Paul ( Managing Trustee - Platinum Hospitals) Dr Rajendra Patankar (Sr. GM - D.M. Healthcare ) Dr Bipin Chevale (Medical Superintendent, Fortis Vashi) Dr Yasmin Shaikh (GM - Marketing & Corporate Communications, Gleneagles Khubchandani Hospital , Juhu) were the members of the panel discussion. With this mammoth success, the organizing team has promised the delegates an upscale event for next year.

## DYPDBM Organizes Pharma Job Fair - “Pharma Career Summit” Along With Harneedi.com

Padamshree Dr. D.Y. Patil University Dept. of Business Management, CBD Belapur along with Harneedi.com, organized Pharma Career Summit on 23rd March 2012, to give the platform for a companies to recruit the fresh graduates from Pharma and Biotech Industry. 12 Multinational & National Companies like Apollo Pharmacy, Bharat Serumes, Life Cell International, Stemade, B.Braun, V.S. International, etc participated to fulfill their requirements.

There were more than 160 open positions participating in this event. Jobseeker footfall was more than 600 candidates from and around Mumbai, Pune, Nashik, etc. Dr R Gopal, Director & HOD, DYPDBM said that – “Such mega events will boost the employment ratio in Maharashtra & also fulfill the demand – supply gap in the industry.”Dr Sippy, Convener of the event, opines that “The objective behind the event is to create a platform for employers and job seekers from the healthcare and pharma domain to expedite the process of hiring for the mutual a benefit”. “PCS is a series of events conducted pan India by Harneed.com and this is second consecutive year we are in hand with DYPDBM” says Mr Ashok, Manager Marketing, Harneedi.com and also reasoned out to choose the DYPDBM for their aggression and concerned for the industry .

Mr Kulkarni, HR Manager, Stemade opines that this event will provide a vital human resource pool to all the participating organizations .



Prof.Dr.R.Gopal While lightning up the lamp at the inauguration of Career Summit



Pharma Career Summit Banner

## Managerial Development Program On Nursing Leadership

CBD Belapur, Navi Mumbai – Nearly 60 Nursing delegates from 20 hospitals across Mumbai and Navi Mumbai gathered at the Management Development Program (MDP) for Nurses on 6th October, 2012

The resource persons for the session were Mrs. Phalakshi Manjrekar (Director - Nursing Hinduja Hospital) & Dr. Swati Kambli ( Principal – College of Nursing, Dr. D. Y. Patil University ). Dr. Swati Kambli has 27 years of expertise in nursing education

Dr R Gopal ( Director & HOD – DYPDBM ) opines “ A great Nurse Manager is an acknowledged leader, an advocate for her patients, staff & hospital, a powerful agent for change, a respected member of the nursing administrative team & a good fiscal manager. Its not easy to balance the competing demands of patients, families, visitors, physicians, unit staff, etc but an effective nursing manager is flexible and organized enough to address everyone’s needs in a systemic way.” Dr Nitin Sippy ( National Convener – MDP ) says “ Nurses are like neurons in a hospital and Nursing management is the Central Nervous system of Hospital Administration. This workshop used various pedagogies like case studies , evaluation of existing business plans, etc.”

Beginning the session, Mrs. Phalakshi Manjrekar throws light on Leadership Communication, its significance & importance to Nurses. “Clear communication is the most important key to a business leader’s success. So to grow as a leader and manager, you must learn how to be an effective, compelling communicator”, says Mrs. Phalakshi Manjrekar. Role play was conducted by students of Padmashree Dr. D. Y. Patil University Department of Business Management to emphasize the practical aspects of nursing profession.

Second session was conducted by Dr. Swati Kambli who gave her valuable insights on management process and supervision in nursing. She mentioned, “Supervision is an accepted management principle in any complex human undertaking, that is, any undertaking in which several people work together needs unification and coordination”. Overall, the Management Development Program (MDP) for Nurses was a huge success.



Dr Nitin Sippy , National Convener of MDP addressing the crowd.

## Launch of Marketing Strategy and Applications Book

Professor Dr. R. Gopal, Director and Head of DYPDBM and Professor Dr. Pradeep Manjrekar, Dean DYPDBM released their book on “Marketing Strategies and Applications” published by Himalaya Publishing House. The importance of marketing strategy in Business / industry is undeniable. As such the subject and its basic concept are requiring to be clearly understood by all those who are or will be operating in the business/industry. A number of well written books are available on the subject; however, I felt the dearth of a textbook which is very simple to understand and which is addressed to the student’s community as such. This book will be of great help to the students appearing for MBA, MS, MBA (Part time), M.Com and other allied Management courses of Indian Universities.

This book focuses on the various aspects of marketing strategies and applications including formulation of marketing strategies, customer value perception management, innovation strategies, rural marketing etc.



University officials with Dr. James Thomas and Dr. R. Gopal at the launch of “Marketing Strategies and Applications” book

## Go Green..... Go Fit

### Cycle rally in association with TI cycles (BSA & Hercules)

DYPDBM organized a cycle rally in association with TI cycles (BSA & Hercules) on 15<sup>th</sup> October 2012, to showcase the benefits of the cycle for the GO GREEN-GO FIT movement. More than 100 students participated in the cycle rally, to promote the benefits of the cycle to the common masses.

The list of dignitaries who attended the function includes, Hon Min Ganesh Naik addressed the cyclist, "I am very impressed with the concept of promoting cycles and clubbing the benefits of health and fitness and also praised DYPDBM and its entire management for this initiative and he also lead from the front by riding the cycle and than flagging of the ceremony and Dr. Sanjay Oak (Vice Chancellor DY Patil University) opined, that in other countries cycling is given a great importance and I will volunteer to lead the cycle rally myself and Mr Vijay Patil DCP Traffic Navi Mumbai Police, that I will like to take this opportunity to thanks DYPDBM, for taking this initiative and made an appeal to all other institute to take a leaf from DYPDBM community service programs and praised the Community Development Cell and Asst. Prof Vinod Dumbre of DYPDBM for such an initiative. And also present among other dignitaries were Mr. Ravindra Ithape (Water Committee Chairman NMMC) and Mr. Vikram Shinde (Health Committee Chairman, NMMC), who blessed the occasion with their presence.

Dr. R. Gopal (Director DYPDBM) said 'the Objective for such events is to transform the mindset of our citizens by making them believe in our social movement. Hence we came up with a unique idea to club **Environment** with **Health** issues together making this movement one of its kind. According to our extensive research which went for the span of 3 months we came to a conclusion that Health and Environment lists amongst the top ten issues concerning the citizens of Mumbai and Navi Mumbai. Based on this research, DYPDBM is taking up an initiative to organize a cycle rally across Navi Mumbai to demonstrate benefits of cycling not only to one's Health but also contributing greatly towards the Environment by riding a cycle.'



Hon. Minister Mr. Ganesh Naik, while riding a Cycle at the rally along with Asst. Prof. Vinod Dumbre



Students with dignitaries like Mr. Vikram Shinde, Mr. Ravindra Ithape and Mr. Vijay Patil DCP Traffic, Navi Mumbai

### Road Safety Campaign & a workshop under the Community Development Cell

On Friday, 14 September, 2012 organized a Road Safety Campaign, by DYPDBM students, to create awareness and demonstrate the importance of Road Safety measures. In the recent memory, never a rally of such magnitude was being organized by any apolitical institute. A one of its kind joined collaboration, which has never been done or heard before has been established by DYPDBM and Navi Mumbai Police, were in both the parties have signed an agreement, to assist each other in social initiatives programs for the coming years. And as per that agreement DYPDBM has formed a Community Development Cell, which will consist of 15 students and one faculty coordinator and the purpose of this cell is to assist Navi Mumbai Police in their social campaigns or to take the initiative to organize a social awareness campaign. Around 700 students took part in this rally and the route of the rally was pre designed The rally started from our campus sharp at 10 am till CBD railway station and back to the campus.

After the completion of the rally, there was a small workshop being conducted by the Navi Mumbai Police and eminent dignitaries and high ranking officers and experts of Road Safety Discipline will educate the students. The list of dignitaries included, Mr. Vijay Patil (DCP traffic Navi Mumbai), who shared his invaluable experience with the students, Mr. Sadashiv Nikam (PI Navi Mumbai), Mr. Bap Shetty (PI Navi Mumbai), Mr. Vinay More (Expert in Road Safety) and Laxman Thakur (Expert in Road Safety ) who addressed the audience. The workshop started soon after the completion of the rally in DYPDBM auditorium and new and innovative methods were used for the very first times to educate the students.

### DYPDBM signs an MOU with Navi Mumbai Traffic Police.

*Padmashree Dr.D.Y.Patil University Department of Business Management has signed an MOU with the Navi Mumbai Traffic Police. This MOU is planned to conduct Rallies and Sessions on defensive drives. The Navi Mumbai Traffic Police Departments DCP Mr.Vijay Patil stated, "We are aiming to widen the public awareness about traffic management with this MOU. This would also help in reducing the number of traffic violations in city.*

## Events @ Campus

### Cultural Activities

"All work and no play makes Jack a dull boy" is something which we at DYPDBM strongly believe in and keeping this mind we have a very strong and lively Cultural Committee which helps to identify the hidden talent among the students and to sharpen their skills of creativity. The prime objective of the committee is to involve the students for active participation in the fun-filled programmes and workshops that are held throughout the year. The cultural events held in DYPDBM replenish and rejuvenate the minds of students and give them a break from their heavy academic schedule. Being a part of the cultural committee is synonymous to get hand on experience of managing and organizing varied colorful events in the campus. The following cultural events were conducted in last 3 months:-

#### Rose and Chocolate Day

As rightly pointed out by Anais Nin. "Each friend represents a world in us, a world possibly not born until they arrive, and it is only by this meeting that a new world is born.", the cultural committee celebrated the spirit of friendship by dedicating personalized rose cards and chocolate goodies. It created a platform for the fresher's to familiarize themselves with the college environment, faculties and the culture followed by them. The seniors warmly welcomed the new batch by performing for them. This event created an opportunity for the fresher's to interact with everyone.



#### Fresher's Party

It is the most exciting part of your life when you just enter a new phase of your college life and if it is accompanied by a Freshers' Party the experience becomes even better. Keeping this in mind, DYPDBM arranges a Freshers' Party every year for welcoming their new batch of students warmly. This day gives an opportunity to the students to interact and gel well amongst themselves. This also ensures that students get a chance to interact with their seniors and professors. The spirits were high as the seniors got together to welcome the new batch with foot-thumping dance moves and groovy music in Centurion Banquet hall, a reputed 3 star Banquet in Sea Woods, Navi Mumbai. The faculty members were dressed in their enthusiasm and energy. With a multicuisine spread and great camaraderie, the party was a fabulous way to best and set the dance floor on fire with their kick start the academic year for the students.



Students enjoying at the Fresher's Party

#### Salsa Workshop

The teaching pedagogy at DYPDBM is not only classroom-oriented, but we also focus on the overall personality development of our students. Considering this the Cultural Committee organized a Salsa workshop for students on 16th and 17th October 2012 so that along with their studies they also get a chance to take some time out and refresh and rejoice themselves and simultaneously learn a new international dance form. This two day workshop held in the campus had more than 90 registrations. Students were highly excited and thrilled to participate in the session. The master for the day was Senior Dance Instructor with Shaimak Dance Academy Mr. Gaurav Sonawane. The workshop was successful and students learnt and enjoyed a lot in the session. Impressed by our students, Mr. Sonawane also taught them some Bollywood dance moves, and basics of Jive etc!! The session ended on a fantastic note with a promise from the dance guru that even next year he would love to conduct a workshop in the college.



Faculties of DYPDBM dancing with Mr. Gaurav Sonawane

#### Colosseum 2012

An Intra-Collegiate Sports event, organized by Padmashree Dr. D Y Patil University, Department of Business Management (DYPDBM) at CBD Belapur & Dr. D Y Patil sports academy from 8<sup>th</sup>-10<sup>th</sup> October 2012. Event was a great success and reached great heights with the amount of enthusiasm and dedication shown by the students, faculties as well as the non-teaching staff. Main sponsor of the event was "Life Insurance Corporation of India". And merchandising partner was "SUPREMO".

The guest of honor was well known player of Chennai Super King and also former Ranji Trophy player for Tamilnadu- Mr. S.Vidyut who inspired the students with his refreshing thoughts. He pointed out that there is a need to shine and excel and for that one needs to be passionate about the sports. Director Dr. R. Gopal, DYPDBM spoke about their new programme MBA in SPORTS BUSINESS MANAGEMENT saying, "MBA is not just about learning from the books, we believe in holistic development of the student's personality."

"COLOSSEUM" was a great mixture of indoor as well as outdoor games.

## **UNIVERSITY CORNER**

### **New Vice-Chancellor of Dr. D. Y. Patil University**



**Dr. Sanjay Oak**  
**Vice Chancellor**  
**Padmashree Dr D Y Patil University**  
**(Deemed -to- be University)**

Dr. **Sanjay Oak** is an Indian surgeon, specialized in the field of Paediatric Surgery and Laparoscopy. He was the Director of Medical Education and Major Hospitals for Medical Colleges and Hospitals under Municipal corporation of Mumbai. He is a Prolific writer in Marathi and weekly columnist of great repute. Dr Sanjay N. Oak assumed charge as a Vice Chancellor of reputed University Padmashree Dr D Y Patil University, Navi Mumbai from 3rd October 2012.

## **Padmashree Dr. D.Y. Patil University's**

### **7th Annual Convocation**

Padmashree Dr. D.Y. Patil University, held its 7<sup>th</sup> Annual Convocation on Sunday, 12<sup>th</sup> May 2013 at Dr. D. Y. Patil Sports Stadium, Sector 7, Nerul Navi Mumbai. Founder Chancellor, His Excellency, Padmashree Dr.D.Y.Patil graced the occasion. His Excellency, Shri K.Sankaranarayanan, Governor of Maharashtra, Chief Guest of the ceremony delivered the convocation address.

Shri N.R.Narayan Murthy, Chairman of Emeritus and Co-Founder Infosys Ltd. Was awarded the Doctor of Science (Honoris Causa) And Shri. Girish Gandhi, Noted Environmentalist & Editor of 'Green Hope' monthly journal was awarded Doctor of Literature (Honoris Causa) by Dr.Vijay D.Patil, President of Dr. D. Y.Patil Vidyapeeth. Other dignitaries present were, Dr.B.P.Sabale, Chancellor, Prof.Dr.Sanjay Oak. Vice Chancellor Prof. K. Venkataramani .

Amongst the various recipients in so far as the department of business management, a total of 360 students awarded the MBA degrees both Core and Sectoral Programs. Around 26 Part time MBA students received their degree, while 21 Ph.D scholars and 1 M.Phil student received their degrees in Management. Ms.Reeba Kurian was awarded the Gold Medal from banking and Insurance Specialization.



Dignitaries on the dias L-R Dr. Sanjay Oak, Shri Vijay D. Y. Patil, Mr Narayan Murthy, His Excellency Padmashree Dr. D. Y. Patil, His Excellency, Shri K. Sankaranarayanan and Shri Girish Gandhi.



Full time Students at the convocation ceremony



DYPDBM Phd Scholars with Prof. Dr.Pradeep Manjrekar and Prof.Dr.R.Gopal

## Courses offered

Two year - Full Time

**MBA CORE Programs**  
With Specialization in

- Marketing Management
- Finance Management
- Human Resource Management
- Entrepreneurship Management
- Sports Business Management

**MBA SECTORAL Programs**  
With Specialization in

- MBA in Retail Management
- MBA in Outsourcing Management
- MBA in International Business Management
- MBA in Health & Hospital Management
- MBA Pharmaceutical Management
- MBA Biotechnology Management
- MBA in Bioinformatics Management
- MBA in Banking & Insurance Management
- MBA in Logistics and Supply chain Management

### OTHER PROGRAMS

Part time MBA (3 Years) M. Phill (1 Year)  
PhD. (Min. 3 Years)

### OUR RECRUITERS

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- Duetsche Bank
- IDBI Bank
- Indian Bank
- Blue Dart
- Pepsico.
- Mercedes Benz
- Accenture
- Phoneix Mills
- 3M

- Novartis
- Bombay Stock Exchange
- Times Of India
- Larsen & Tubro
- IPLA
- Godrej
- Merck
- ONGC
- Biocon
- Reliance Communications
- ITC Group
- Siemens

#### International Recruiters

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- Abu Dhabi
- Commercial Bank
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- Freudenberg, (Germany)
- Golden Era Group
- Marriot Rewards
- Mann Qatar
- UAE Exchange
- WHO

Any many more...

**For more details Visit our website**

[www.dypdbm.com](http://www.dypdbm.com)

**PADMASHREE DR. D.Y .PATIL UNIVERSITY**

(UNIVERSITY ESTABLISHED UNDER SEC.3 OF THE UGC ACT, 1956)

**NAAC Accredited 'A'**

### DEPARTMENT OF BUSINESS MANAGEMENT

Ranked A3 by AIMA,  
Ranked A\*\* by Business India,  
Ranked amongst top 100 B-Schools  
In India by Dalal Street Journal,  
Ranked 57th in India, The Week  
Rewarded as the  
Most Promising Management  
Institute by Brands Academy



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