



PADMASHREE DR. D. Y. PATIL VIDYAPEETH

Established under section 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 by The Week | Ranked as the Most Promising Management Institute by Brands Academy)

With Blessings from



Padmashree Dr. D. Y. Patil
His Excellency, Governor of Bihar
Founder Chancellor



Merit can only be achieved through Excellence

| From the Pro-Chancellor's Desk |

Padmashree Dr. D. Y. Patil Group is a pioneer in the field of higher learning. Our mission, to advance new ideas and promote enduring knowledge, has created excellent academic learning. We strive to create an environment in which outstanding students and scholars from around the world are continuously challenged and inspired to do their best possible work.

Through the Dr. D. Y. Patil League of Colleges, we encourage students to push the limits of their minds. Because, we believe that's what gives them the cutting edge. Today, we can say with pride that our students aren't just intelligent, they are sharp - razor sharp. Sharp enough to deal with the sharks in the world. Sharp enough to understand, that in the final tally, profits come from building on value.

The Department of Business Management is a feather in the cap of the Padmashree Dr. D. Y. Patil Vidyapeeth and one of the fastest growing B-Schools both in terms of reputation and size. Our teaching methods, guest lectures, industrial visits, live projects and research give us an edge over the other management institutes in the region.

Our task is basically knowledge creation and dissemination. And we continue to do it by offering inspired, committed and value based professionals. We would like to extend a warm welcome to your organization. We are sure that the students you recruit will prove to be a great asset to your organization.

Dr Ajeenkya DY Patil

Pro Chancellor, Padmashree Dr. D. Y. Patil Vidyapeeth, Navi Mumbai.
MD, Padmashree Dr. D. Y. Patil Educational Enterprises, CBD Belapur.
Honorary Consul, Republic of Guyana.



| From the President's Desk |

The youth of today have a lot of promise and potential. It is this potential that needs to be converted into concrete action for India's smooth progress this millennium. Education is the most important tool to achieve this. It is the initiative in education along with progress in healthcare that will bring about transformation in the country today.

With the increasing number of talented students who join the Vidyapeeth each year, we look forward to becoming a world class university and creating a distinctive position for ourselves and make their mark in the corporate world. It is our Founder Chancellor's dream to see the youth steer this nation on the path of progress by using the power of knowledge as their strongest tool. It is our responsibility as educated citizens of India to spread the light, the light of knowledge.

We are sure that your experience at the Department of Business Management, Padmashree Dr. D. Y. Patil Vidyapeeth will be fruitful and delightful one. We look forward to a long lasting association with your organization.

Dr. Vijay D. Patil,

President,
Padmashree Dr. D. Y. Patil Vidyapeeth, Navi Mumbai.

Member, Board of Management,
Padmashree Dr. D. Y. Patil Vidyapeeth, Navi Mumbai.

President,
Padmashree Dr. D.Y. Patil Sports Academy, Navi Mumbai

Vice President,
Mumbai Cricket Association.



| From the Vice-Chancellor's Desk |

Having witnessed and experienced, various issues in health and educational sectors, I feel that the educational process should be student-centric and your association with the Vidyapeeth should not only enrich you academically but also enable you to earn your livelihood. Learning is a continuous process and should not end by mere acquisition of a degree.

Padmashree Dr. D. Y. Patil Vidyapeeth is not going to be my “workplace” but it has become my “home” and so you are not staff and students but you are my family members. The environment of Vidyapeeth will now be full of seminars, symposia, workshops and guest lectures by eminent scholars. One should not restrict “Learning” into only his or her faculty but there is a lot to learn from faculties around you. We shall lay emphasis on “Learning Together and Growing Together”.

Ours is perhaps the only campus which can take pride in the fact that we have an International Stadium next door. The Innovative Courses in Sports need to grow still further and our University will give a boost to it.

The Department of Business Management, Padmashree Dr. D. Y. Patil Vidyapeeth is a forerunner in starting several new programs. These programs are intended to make the students start contributing to the corporates from day one itself. The Syllabus has been formulated in consultation with the industry personnel, thus, making it a true world class institute.

On behalf of the Padmashree Dr. D. Y. Patil Vidyapeeth, I heartily welcome you to the campus and wish you the very best at the campus.

Dr. Sanjay Oak

Vice Chancellor

Padmashree Dr. D. Y. Patil Vidyapeeth, Nerul, Navi Mumbai.



| From the Registrar's Desk |

The Vidyapeeth has made commendable progress over the decade in its pursuit to attain excellence in Higher Education. The founder Chancellor, the present President and the Pro-Chancellor are all eminent people with strong conviction and commitment to the well-being of the Society. The present Vice Chancellor of the Vidyapeeth is an eminent Pediatric Surgeon. The Vidyapeeth is accredited by NAAC with A grade. The Vidyapeeth is proud to have its alumnus occupying position of responsibility in the country as well as abroad.

I congratulate the young students who have made a right choice in joining Padmashree Dr. D. Y. Patil Vidyapeeth and the Department of Business Management for higher learning..

Prof. K. Venkatramni

Registrar

Padmashree Dr. D. Y. Patil Vidyapeeth, Nerul, Navi Mumbai.



| From the Director's Desk |

ASCENDING THE MANAGEMENT SPIRAL

“It is not the stars to hold our destiny but in ourselves”

- William Shakespeare

Greetings! In an era where knowledge is power and here effective knowledge management is the basis for a sustainable competitive advantage, learning rapidly and competently is the prominent strategy for global success. It has always been said that business Schools contribute largely to the success of the economy of the country.

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 Vidyapeeth's Department of Business Management (DYPDBM) focusses on creating greater value for their students. Within a short time, the Department has established itself as one of the best departments of the University. We at DYPDBM by blending and experimenting with different methodologies groom students not only as managers but also as responsible and responsive citizens. These students go on to become dynamic leaders of the corporate world and also society at large.

The emphasis on personality building ensures that our students brings to their work place positive personal qualities, a greater maturity, an understanding of interpersonal dynamics and well developed communication skills. The softer but crucial aspects of management training are "character" or "attitude" building, developing a mind-set for holistic, systemic thinking and recognizing skills for administration; all these in addition to the conventional inputs towards development of analytic, rational skills. We are even expanding this platform by introducing several other courses in the coming year and expect various other corporate to participate in the new activities and initiatives that we plan to undertake.

This year we have started a new course, MBA in Aviation Management.

At DYPDBM, we believe in development of students with a holistic approach. We have various departmental activities which include National and International Conferences in several fields including Finance, Marketing, Entrepreneurship, Retail, International Business, Health & Hospital, Biotechnology and Pharmaceuticals. These



conferences lead to an association of industry professionals and thought leaders from various fields to widen the spectrum of knowledge for our students. Guest lectures by various eminent personalities provide an excellent platform to our students to interact with them on a personal level.

National industrial visits to places like the Bombay Stock Exchange, World Trade Centre, Directorate General of Foreign Trade (DGFT), the Export Promotions Centre, and JNPT along with several of the biggest corporates. DYPDBM help the students to get an idea of the actual corporate world. We also have inter and intra collegiate events like Colosseum for Sports, the inter-college event Paramount, the Fresher's Party, Salsa Workshop etc.

DYPDBM conducts several seminars on personality development, skill building, time management etc. Apart from this, we also have a student exchange program with various colleges all over India.

Thus, along with providing students with a wealth of experience from learned faculty and illustrious industry speakers we also give them a platform to perform and empowered a platform where the students are enabled through a competent and dedicated faculty, a meticulously designed curriculum and an optimum infrastructure. However, there is no room for complacency and we are learning all the time from industry and the market place.

Our task is basically Knowledge creation and dissemination. We look forward to seeing you at our campus and hope that this association will be a long standing and fruitful one and we promise that

“Every student of ours will create a success story.”

Dr. R. Gopal,

Director and Head of the Department,
Department of Business Management,
Padmashree Dr. D. Y. Patil Vidyapeeth,
Navi Mumbai.

| Courses Offered |

TWO YEAR FULL TIME

1. MBA Core Program With Specialization In

Sr. No.	Course	Eligibility
1.	Finance Management	Graduate with a minimum of 50% marks* in any discipline or equivalent*
2.	Marketing Management	
3.	Human Resource Management	
4.	Systems Management	
5.	Operations Management	
6.	Entrepreneurship Management	
7.	Sports Business Management	

2. MBA Sectoral Program With Specialization In

Sr. No.	Course	Eligibility
1.	MBA in Retail Management	Graduate with a minimum of 50% marks in any discipline or equivalent*
2.	MBA in International Business Management	
3.	MBA in Outsourcing Management	
4.	MBA in Banking & Insurance Management	
5.	MBA in Logistics and Supply Chain Management	
6.	MBA in Aviation Management	
7.	MBA in Pharmaceutical Industry Management	Graduate with a min of 50% marks in any discipline or equivalent, however preference will be given to candidates who are graduate in B.Sc/B. Tech./B.Pharm/MBBS/BHMS/BUMS/BAMS/BDS/B. Nursing or equivalent
8.	MBA in Biotechnology Management	
9.	MBA in Bioinformatics Management	
10.	MBA in Health And Hospital Management	

Admission Procedure

The eligible candidates have to take a common entrance exam conducted by the DYPDBM and commonly referred to as DYPCET. The candidates have then to sit for a Group Discussion and a Personal Interview. The Selection Criteria is based on the following

- Educational Qualification
- Result of DYPCET
- GD & PI conducted by DYPDBM
- Work Experience & Extra-Curricular Activities

3. Part Time MBA Program (3 Years)

Eligibility Criteria for MBA (Part Time Program)

Graduates with a minimum 50% marks in any discipline or equivalent. Additionally the candidates must have 2 years work experience in a supervisory position after having obtained the graduate degree.

4. Ph. D. Program (3 Years)

5. M.Phil Program (1 Year)

| The Department |

DYPDBM has been established with an aim to provide quality management education fulfilling the needs of the corporate world. The department conducts MBA programs along with M. Phil and Ph. D. It is located very close to the industrial belt of Navi Mumbai which is centrally located between the main city of Mumbai and Pune.

The learning ambience at DYPDBM provides ample opportunities to our students for enhancing managerial skills and to develop one's personality for a challenging future. The MBA graduate of the future will need to exhibit the abilities both to make theory come alive in the marketplace and to generalize from the specifics of real life action.

At DYPDBM, the experimental, interactive program design involves students, faculty members and industry leaders and thus the students are able to meet the challenges.



| Infrastructure |

The Library : Fully Air-Conditioned Library equipped with more than 7000 titles and 8000 volumes, 15000 Pro-Quest Database (e-Journals). The library has many books covering a wide range of disciplines of academic and non-academic interest. There are 66 periodicals, which include newspapers, magazines and international journals. There are about 360 e-resources in the form of CDs and DVDs.

The Classrooms : All the class rooms are fully air-conditioned and equipped with LCD, OHP and Computers to facilitate effective learning. The Classrooms are designed to promote maximum interaction between the faculty and students.

The Computer Lab : The Computer Lab is fully air-conditioned with more than 300 personal computers and with 24 hour internet facilities, printers and scanners; to help students develop their technical skills more productively. The students can avail database packages like CMIE Packages and Statistical Packages like SPSS, IBID etc.

The Auditorium : The Vidyapeeth has a 1000 seated air-conditioned auditorium equipped to handle the needs of a progressive university.

The Conference Hall : The Department of Business Management, Dr. D. Y. Patil Vidyapeeth has a spacious state of the art conference hall which provides an ideal seating for many a thought provoking seminar, presentations, guest lectures and lectures as well as executive development programs.



| Pillars of the Department |

The Placement Committee : Placement is imperative for the fraternity of the students for their career aspirations and various ambits of their specializations. The placement committee provides assistance to the students and the sheer onus of getting students recruited by the industry lies on this committee. The committee is also successful in showcasing the best talents of DYPDBM to the industry. Painstaking work and striving hard is the key to various avenues in the industry for the students. The committee is assisted by the placement coordinator who helps to gain a foothold in the corporate world.

The Guest Lecture Committee : At DYPDBM, we make sure the students have a chance to go head to head with the industry professionals. They are encouraged to ask questions, participate in debates and also make their opinions heard through the Guest Lectures that are arranged. One of the most celebrated committees at DYPDBM, this committee has been successful in arranging more than 50 guest lectures from August to December 2013. The Guest Lecturers are among the senior-middle level and top management in the corporates. The Guest Lectures profit the students more than any classroom lecture would in terms of the exposure and experience that they bring to the table.

Research & Development Cell : DYPDBM is actively involved with research in terms of projects and collaborations amongst the students and the faculty. The faculty members are involved with various research projects and have several published research papers and books under their belts. Recently, 5 research projects have been given financial grants and many more are in pipeline.

Live Projects : Learning is not only about classrooms, it's about doing things practically. We provide live industrial projects through organizations like Frost & Sullivan Vasan Eye Care, Apollo Hospitals etc. to enable our students to face real life problems and thus the students get the best On-The-Job Training possible.

| Our Recruiters |

Banks

State Bank of India
Bank of Maharashtra
HDFC
American Express
Ratnakar Bank
Kotak Mahindra Bank

Bank of India
Duetsche Bank
Edelwise
DCB Bank
Thane Janata Sahakari Bank
JP Morgan

Overseas Bank of India
ICICI Group
Bajaj Capital
Angel Broking
Indusind Bank
Axis Bank

FMCG

Pepsico
Dabur

Hindustan Unilever Ltd.
Nestle

Coca Cola
Amul India

Large Conglomerates

Larsen & Toubro
Reliance Group
Future Group
Lodha Group

Mahindra & Mahindra
Gammon India
VIP Industries
Aditya Birla Group

TATA Group
Times Group
Essar Group

Information Technology

IBM
Accenture
Infosys

iGatePatni
Convergys
We-Chat

Capgemini
Cognizant

Pharmaceuticals

Dr. Reddys
Novartis
Johnson & Johnson
Daiichi (Ranbaxy)
Merck
Eli Lilly

Biocon
Zydus
Elder Pharma
Intas
Alkem

Lupin
Glenmark
Cipla
Flamingo
Sun Pharma

Hospitals

Fortis (Wockhardt) Hospital
Seven Hills Hospital
Dr. D. Y. Patil Hospital
Apollo Hospitals International Ltd.

Asian Heart Hospital
Vasan Eye Care
Raheja
Vedanta Group

Jupiter Hospital
Kokilaben Ambani Hospital
Hiranandani Hospital
WHO

Retail Chains

Globus
Big Bazar
Phoenix Mills Ltd.
Cafe Coffee Day
Adidas

Pantaloons
Reliance Retail
The Mobile Store
Reymond
Matrix Telecom

Shoppers Stop
Chroma
Nirmal Lifestyle
Mac Donald's
TATA Tele

Stock Exchanges & Rating Agencies

Bombay Stock Exchange
AC Neilson

National Stock Exchange

CRISIL

Electronics, Telecom, Advertising, Sports Business Units & Media Houses

Zee Telefilms Ltd.
Sahara Sports Ltd.
Watermelon Advertising

Balaji Telefilms Ltd.
Imperial International Sports
Yellow Capsicum Advertising

UTV
DYPSA
Videocon
and many more

International Recruiters

Al Sayegh
Apparel Group
Bank of America
Freudenberg
Golden Era Group
Marriot Rewards
Mann Quatar
Oman International
Oxford Hotel
UAE Exchange
Abudhabi Commercial Bank
HochwaldKliniischer
Hospital, Germany
and many more



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