

INTERNATIONAL INSTITUTE OF MANAGEMENT

New Delhi



**e-Prospectus for
Online Two Years
MBA Degree and
Certificate Courses**

CONDUCTED BY

DPU

Dr. D. Y. Patil Vidyapeeth, Pune
(Deemed to be University)

CENTRE FOR ONLINE LEARNING



INTERNATIONAL INSTITUTE OF MANAGEMENT

Inaugurated by Hon'ble Shri Pranab Mukherjee, Union Minister
for Commerce, Steel and Mines, Government of India on 28th December 1980
New Delhi

DPU Dr. D. Y. Patil Vidyapeeth, Pune
(Deemed to be University)

CENTRE FOR ONLINE LEARNING


Recognised by UGC, Government of India

The origins of the International Institute of Management, Delhi (IIMD) date back to 28th December 1980 when this Institution was inaugurated during the 1980 World Management Congress by the then Union Minister for Commerce, Steel and Mines, Hon'ble Shri Pranab Mukherjee. Since then this Institution has been engaged in the preparation of different types of curriculum for management oriented education in the international perspective besides bringing out many publications / study materials on different areas of management and by also launching Certificate, Diploma, Post Graduate Diploma in different aspects of Management and Administration in addition to the MBA Degree course through Online mode.



**Hon'ble Shri Pranab Mukherjee, Union Minister for Commerce, Steel and Mines
Government of India inaugurating the International Institute of Management
during the 1980 World Management Congress held on 28 – 29 December 1980**





Presently, the International Institute of Management, New Delhi is promoting the following Master's Degree and the Certificate Programmes through Online mode conducted by the Centre for Online Learning of Dr. D.Y. Patil Vidyapeeth (Deemed to be a University), Pune :

1. **Online Master of Business Administration (MBA) with specialization in (a) Marketing Management (MM); (b) Human Resource Management (HRM); (c) Finance Management (FM); (d) IT Management (ITM); (e) Project Management (PM); (f) Operations Management (OM); and (g) Hospital Administration and HealthCare Management (HAHM); (h) International Business Management (IBM).**
2. **Online Certificate in Hospital and HealthCare Management (HHM).**
3. **Online Certificate in Digital Marketing (DM).**

ELIGIBILITY :

For Online MBA Degree

Graduates of any discipline with a minimum of 50% marks in aggregate (45% for reserved category).

Duration : Two Years (Four Semesters)

For Online Certificate Course

Graduates of any discipline. There is no criteria for a minimum percentage of marks. All those who have passed the Bachelor's Degree in any subject are eligible.

Duration : Six Months (One Semester)

FEE STRUCTURE

Students from India, Nepal and Bhutan :

For MBA Degree, the Programme Fee for all the Four Semesters together is Rupees (INR) 85,000 only to be paid in lump sum or in installments of Rs. 30,000; Rs. 20,000; Rs. 20,000; and Rs. 15,000 at the commencement of First / Second / Third/ Fourth Semester.

Besides the Programme Fee the Students are required to pay Examination Fee (Rs. 13,200 for all the Four Semesters); Project Fee (Rs. 1,200); Convocation Fee (Rs. 5,000); and Transcript Fee (Rs. 2,000).

For Certificate in Hospital and HealthCare Management (HHM) / Digital Marketing (DM) the Programme Fee is Rs. 25,000 only and the Examination Fee is Rs. 3,000 only.

Students from other Countries of the world including Asian, African, European, Australian; North America; South America; Oceanic Countries :

Two Years MBA Degree (Online)

For MBA Degree, the Programme Fee for all the Four Semesters together is US\$ 2,000 only to be paid in lump sum or in installments of US\$ 500; US\$ 500; US\$ 500; US\$ 500 at the commencement of First / Second / Third / Fourth Semester.



Besides the Programme Fee the Students are required to pay Examination Fee (US\$ 550 for all the Four Semesters); Project Fee (US\$ 50); Convocation Fee (US\$ 100); and Transcript Fee (US\$ 50).

Six Months Certificate Course (Online)

For Certificate in Hospital and HealthCare Management (HHM) / Digital Marketing (DM) the Programme Fee is US\$ 500 only and the Examination Fee is US\$ 125 only.

HOW TO GET ADMITTED ?

Interested Candidates are advised to fill up the attached Learner's Registration Form and then email the scanned copy with the following documents to : iimanagement@dpuidl.com

- 1.
2. Name Proof (Passport / Aadhar Card / Government ID
3. Age Proof
4. Copies of Marks-Sheets, Transcripts and Certificates of School Final (High School), Higher Secondary School/Examining Authority, Bachelor's Degree (10, 10+2, Bachelor's Degree).
5. Passport Size Coloured Photograph with the Signature of the Student.
6. Digital Signature of the Student
7. Driving Licence (if any)

After the above mentioned documents along with the filled-up Learner's Registration Form are emailed, the students will be making the payment as per their choice (Full Fee of Rs. 85,000 or the First Installment of Rs. 30,000) in one of the following manners:

1. Transferring the above mentioned amount through Net Banking / NEFT / RTGS in the following account :

Name of the Bank : HDFC Bank
Name of the Account : Institute of Distance Learning
Account Number : 50100245225951
IFS Code : HDFC0000052

The scanned copies of the transaction details / screen short / payment receipt is to be emailed immediately after payment to : iimanagement@dpuidl.com

2. The above mentioned amount may also be paid by Demand Draft made in favour of "**Institute of Distance Learning**" payable at Pune and send the original Bank Draft along with a forwarding letter and also attaching a photocopy of the filled up Learner's Registration Form with a Passport Size Photograph (self attested). The students must also sign on each page of the Learner's Registration Form and other documents. All these documents and the Bank Draft are to be sent by Registered Post / Speed Post to :

The Director

International Institute of Management

A 14-15-16, Paryavaran Complex

South of Saket, New Delhi – 110030, Mobile/WhatsApp : 9310057714

Email : iimanagement@dpuidl.com



3. Students are also advised to retain a photocopy of all the documents specially the Bank Draft sent by them as this will help them in case the Bank Draft and other documents are lost in transit.
4. However, it is better to transfer the amount through Net Banking / RTGS / NEFT and email the scanned copies of the Learner's Registration Form and other related documents mentioned above.

REGARDING SEMESTERWISE DISTRIBUTION OF DIFFERENT PAPERS IN THE ONLINE MBA DEGREE

SEMESTER I

Course Codes Course Name

OMBC 101	Principles and Practices of Management
OMBC 102	Organizational Behaviour
OMBC 103	Management Accounting
OMBC 104	Managerial Economics
OMBC 105	Business Communication
OMBC 106	Research Methodology
OMBC 107	Environmental Awareness and Disaster Management



SEMESTER II

Course Codes Course Name

OMBC 201	Human Resource Management
OMBC 202	Marketing Management
OMBC 203	Financial Management
OMBC 204	Operations Management
OMBC 205	Management Information System
OMBC 206	Strategic Management and Business Policy
OMBC 207	Entrepreneurship Development



SPECIALIZATION FOR SEMESTER - III AND IV

Sr. No. Specializations

- I. Marketing Management (MM)
- II. Human Resource Management (HRM)
- III. Finance Management (FM)
- IV. IT Management (ITM)
- V. Project Management (PM)
- VI. Operations Management (OM)
- VII. Hospital Administration and HealthCare Management (HAHM)
- VIII. International Business Management (IBM)



SEMESTER III : SPECIALIZATION COURSE : MARKETING MANAGEMENT (MM)

Course Codes Course Name

OMBM 301	Consumer Behaviour
OMBM 302	Marketing Research
OMBM 303	Sales and Distribution Management
OMBM 304	Product and Brand Management
OMBM 305	Retail Management
OMBM 306	Marketing of Services
OMBE 307/308	Generic Elective-I



Note : For Generic Elective-I course
(Course Code; (OMBE 307/308));
Students can select any one of the following courses :

Course Codes Course Name

OMBE 307	Digital Marketing
OMBE 308	Business English



SEMESTER IV

Course Codes Course Name

OMBM 401	International Marketing
OMBM 401	Integrated Marketing Communication
OMBE 403/404	Generic Elective-II
OMBP 405	Project Work Report

Note : For Generic Elective-II course
(Course Code; (OMBE 403/404));
Students can select any one of the following courses :

Course Codes Course Name

OMBE 403	Soft Skill
OMBE 404	Business Ethics and Corporate Governance



SEMESTER III : SPECIALIZATION COURSE : HUMAN RESOURCE MANAGEMENT (HRM)

Course Codes Course Name

OMBH 301	Manpower Planning
OMBH 302	Compensation Management
OMBH 303	Performance and Potential Management
OMBH 304	Labour Laws
OMBH 305	Training and Development
OMBH 306	Organisational Design, Development and Change
OMBE 307/308	Generic Elective-I



Note : For Generic Elective-I course
(Course Code; (OMBE 307/308));
Students can select any one of the following courses :

Course Codes Course Name

OMBE 307	Digital Marketing
OMBE 308	Business English



SEMESTER IV

Course Codes Course Name

OMBM 401	Strategic HR
OMBM 402	HR Adult
OMBE 403/404	Generic Elective-II
OMBP 405	Project Work Report

Note : For Generic Elective-II course
(Course Code; (OMBE 403/404));
Students can select any one of the following courses :



Course Codes Course Name

OMBE 403	Soft Skill
OMBE 404	Business Ethics and Corporate Governance



SEMESTER III : SPECIALIZATION COURSE : FINANCE MANAGEMENT (FM)

Course Codes Course Name

OMBF 301	Capital and Financial Markets
OMBF 302	Financial Institutions and Banking
OMBF 303	Taxation
OMBF 304	International Financial Management
OMBF 305	Advanced Financial Management
OMBF 306	Security Analysis and Portfolio Management
OMBE 307/308	Generic Elective-I



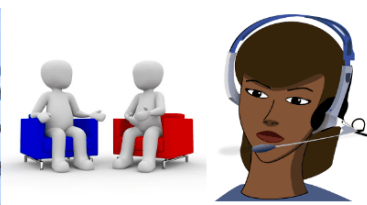
Note : For Generic Elective-I course

(Course Code; (OMBE 307/308));

Students can select any one of the following courses :

Course Codes Course Name

OMBE 307	Digital Marketing
OMBE 308	Business English



SEMESTER IV

Course Codes Course Name

OMBF 401	Project Finance and Budgetary Control
OMBF 402	Insurance and Risk Management
OMBE 403/404	Generic Elective-II
OMBP 405	Project Work Report



Note : For Generic Elective-II course

(Course Code; (OMBE 403/404));

Students can select any one of the following courses :

Course Codes Course Name

OMBE 403	Soft Skill
OMBE 404	Business Ethics and Corporate Governance



SEMESTER III : SPECIALIZATION COURSE : IT MANAGEMENT (ITM)

Course Codes Course Name

OMBI 301	Fundamentals of Information Technology
OMBI 302	C Programming
OMBI 303	DBMS and Oracle
OMBI 304	Web Designing and Content Management
OMBI 305	Software Engineering
OMBI 306	Enterprise Resource Planning
OMBE 307/308	Generic Elective-I



Note : For Generic Elective-I course
(Course Code; (OMBE 307/308));
Students can select any one of the following courses :

Course Codes Course Name

OMBE 307	Digital Marketing
OMBE 308	Business English



SEMESTER IV

Course Codes Course Name

OMBI 401	Software Project Management
OMBI 402	Emerging Trends in IT
OMBE 403/404	Generic Elective-II
OMBI 405	Project Work Report

Note : For Generic Elective-II course
(Course Code; (OMBE 403/404));
Students can select any one of the following courses :

Course Codes Course Name

OMBE 403	Soft Skill
OMBE 404	Business Ethics and Corporate Governance



SEMESTER III : SPECIALIZATION COURSE : PROJECT MANAGEMENT (PM)

Course Codes Course Name

OMBP 301	Fundamentals of Project Management
OMBP 302	Project Planning and Scheduling
OMBP 303	Business Laws and Regulations
OMBP 304	Project Finance and Budgetary Control
OMBP 305	Project Performance Measurement and Control
OMBP 306	IT in Projects
OMBE 307/308	Generic Elective-I



Note : For Generic Elective-I course
(Course Code; (OMBE 307/308));
Students can select any one of the following courses :

Course Codes Course Name

OMBE 307	Digital Marketing
OMBE 308	Business English



SEMESTER IV

Course Codes Course Name

OMBP 401	Quantitative Methods in Project Management
OMBP 402	Project Quality Management
OMBE 403/404	Generic Elective-II
OMBP 405	Project Work Report

Note : For Generic Elective-II course
(Course Code; (OMBE 403/404));
Students can select any one of the following courses :



Course Codes Course Name

OMBE 403	Soft Skill
OMBE 404	Business Ethics and Corporate Governance



SEMESTER III : SPECIALIZATION COURSE : OPERATIONS MANAGEMENT (OM)

Course Codes Course Name

OMBO 301	Production Planning and Control
OMBO 302	Fundamentals of Project Management
OMBO 303	Logistics and Supply Chain Management
OMBO 304	World Class Manufacturing
OMBO 305	Operations in Service Industry
OMBO 306	Statistics and Quantitative Techniques
OMBE 307/308	Generic Elective-I



Note : For Generic Elective-I course
(Course Code; (OMBE 307/308));
Students can select any one of the following courses :

Course Codes Course Name

OMBO 307	Digital Marketing
OMBO 308	Business English



SEMESTER IV

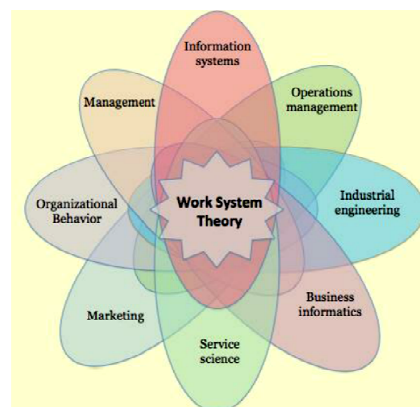
Course Codes Course Name

OMBO 401	Work System Design
OMBO 402	Technology Management
OMBE 403/404	Generic Elective-II
OMBP 405	Project Work Report

Note : For Generic Elective-II course
(Course Code; (OMBE 403/404));
Students can select any one of the following courses :

Course Codes Course Name

OMBE 403	Soft Skill
OMBE 404	Business Ethics and Corporate Governance



SEMESTER III : SPECIALIZATION COURSE : HOSPITAL ADMINISTRATION AND HEALTH CARE MANAGEMENT (HAHM)

Course Codes Course Name

OMBHA 301	Indoor and Outdoor Hospital Services
OMBHA 302	Ancillary Hospital Services
OMBHA 303	Legal Aspects of Hospital and Health Management
OMBHA 304	Marketing of Health Care Services
OMBHA 305	Community Health and Hospital Safety and Risk Management
OMBHA 306	Quality Management in HealthCare Services
OMBE 307/308	Generic Elective-I

Note : For Generic Elective-I course
(Course Code; (OMBE 307/308));

Students can select any one of the following courses :

Course Codes Course Name

OMBE 307	Digital Marketing
OMBE 308	Business English

SEMESTER IV

Course Codes Course Name

OMBHA 401	Hospital Administration and Biomedical Waste Management
OMBHA 402	Operations Management in Hospitals
OMBE 403/404	Generic Elective-II
OMBP 405	Project Work Report

Note : For Generic Elective-II course
(Course Code; (OMBE 403/404));

Students can select any one of the following courses :

Course Codes Course Name

OMBE 403	Soft Skill
OMBE 404	Business Ethics and Corporate Governance



SEMESTER III : SPECIALIZATION COURSE : INTERNATIONAL BUSINESS MANAGEMENT (IBM)

Course Codes Course Name

OMBIB 301	International Trade, WTO and Trade Policy
OMBIB 302	Business Laws and Regulations
OMBIB 303	Financial Institutions and Banking
OMBIB 304	International Marketing
OMBIB 305	International Finance Management
OMBIB 306	Quality Management in HealthCare Services
OMBE 307/308	Generic Elective-I



Note : For Generic Elective-I course
(Course Code; (OMBE 307/308));

Students can select any one of the following courses :

Course Codes Course Name

OMBE 307	Digital Marketing
OMBE 308	Business English



SEMESTER IV

Course Codes Course Name

OMBIB 401	Foreign Exchange Management
OMBIB 402	Insurance and Risk Management
OMBE 403/404	Generic Elective-II
OMBP 405	Project Work Report

Note : For Generic Elective-II course
(Course Code; (OMBE 403/404));

Students can select any one of the following courses :

Course Codes Course Name

OMBE 403	Soft Skill
OMBE 404	Business Ethics and Corporate Governance



HAHM-101	Hospital Administration
HAHM-102	Marketing of HealthCare Services
HAHM-103	Indoor and Outdoor Hospital Services
HAHM-104	Quality Management in HealthCare Services
HAHM-105	Legal Aspects of Hospital and Health Management

DM-101	Introduction to Digital Marketing
DM-102	Search Engine Optimization
DM-103	Integrated Marketing Communication
DM-104	Social Media Marketing
DM-105	Emerging Trends in Information Technology





FREQUENTLY ASKED QUESTIONS (FAQs)

1. Are the Online Courses conducted by Dr. D.Y. Patil Vidyapeeth (Deemed University) recognized by the University Grants Commission ?

Ans. Yes, D.Y. Patil Vidyapeeth's Centre for Online Learning headquartered at Pune is one of the very few Institutions recognized by the University Grants Commission (UGC) for conducting Online Courses.

2. How to get enrolled in Online MBA Degree / Certificate Course ?

Ans. Fill up the Learner's Registration Form attached with this e-Bulletin, fill up the same and attach copies of all the documents as mentioned in the Form. Also pay as per the details mentioned in this e-Bulletin. Scan all documents and the Learner's Registration Form and email everything along with the payment proof and details to : iimanagement@dpuidl.com

3. What is to be done if there is a problem in filling up the Learner's Registration Form or in making payment or in understanding other processes related to admission ?

Ans. Either send an email to : iimanagement@dpuidl.com by also mentioning your Mobile Number or call us on our 24-Hour Helpline : +91-9310057714.

4. What are the modes of fees payment ?

Ans. There are two modes of payment : i) Full Payment; ii) Part Payment / Semesterwise payment.

5. Are the programmes offered at this University accepted by the Industry ?

Ans. The Programmes offered by our University has a very high industrial acceptance. It is also an education provider to the leading global corporates such as Hindustan Antibiotics Limited, ONGC, Bharati Ltd., Cipla, Volkswagen, Cognizant, Sunguard, HCL, Vodafone, Wal-Mart, Wipro etc.

6. What are highlights of the teaching methodology at the University ?

Ans. Our University (Dr. D.Y. Patil Vidyapeeth and its Centre for Online Learning) helps to achieve your qualification without restrictions at your time, place and pace. The highlights of the programme are Learning Management Systems (LMS) and Curriculum designed by academic and industry experts.

7. How can I interact with the Faculty ?

Ans. You can interact with the Faculty via live Virtual Classes, Discussion Forums, Online Chat, e-mail.





8. Will I get academic support from the University ?

Ans. Yes, we provide academic support. We will provide all the e-content through Learning Management System (LMS) through SWAYAM. Besides that, there will be a Mentor for every 250 learners to handle learners' queries (both academic and administrative).

9. How can I interact with the other students of the course ?

Ans. Interaction between the students will be maintained through online forums.

10. What will be the evaluation method ?

Ans. Students will be evaluated on the basis of formative assessment (40% total marks) that includes Self-Assessment Questions, Assignment I and Assignment II and on the performance in the Summative Assessment (60% total marks).

11. Are the examinations paper-based or online ?

Ans. Online

12. Whether online examination can be given from home ?

Ans. Formative Assessment can be given from home as per schedule, but Summative Assessment (Term End Exam) must be given at Exam Centres only.

13. Do I have the choice to select the Exam Centre ?

Ans. Yes, learners can select the date, time slot, and exam centre as per their convenience (as per the exam schedule).

14. From where will I get the Examination Form ?

Ans. The Examination Form will be available on the student portal as per the Academic Calendar.

15. From where do I need to collect my Admit Card for the Exam ?

Ans. Student has to download Admit Card from Student Portal.

16. If I have paid the Exam Fees, but due to some reason I am unable to appear in the exam, for reappearing, do I have to pay the exam fee again ?

Ans. Yes

17. What are the placement prospects for Online MBAs?

Ans. Placement assistance is provided through our Placement Cell.

18. What are the rules and regulations regarding evaluation and examination ?

Ans. All Learners will get the set of guidelines regarding Online Training besides the evaluation, assessment, assignment and examination.





DPU

Dr. D. Y. Patil Vidyapeeth, Pune
(Deemed to be University)

CENTRE FOR ONLINE LEARNING

Recognised by UGC, Government of India

Paste your
coloured
passport size
photograph
and self attest it
in the bottom of
the photograph

LEARNER'S REGISTRATION AND AUTHENTICATION

Name of Candidate as in Qualified Exam.....

Email [This Email Id will be used to sign in on LMS].....

Name of the Country of the Learner

Country Code.....

Mobile Number.....

[Once verified, you will not be able to change the Mobile No.]

Select Candidate Category [Indian-Civilian / Indian-Defence / Foreign Student [Tick one]

Government ID Type [Attach copies of Aadhar Card / e-Aadhar / Passport]

Year and Date of Birth [As per Government ID Proof]

Attached e-Aadhar in pdf format

Details of Educational Qualification :

Secondary School level (10th Standard).....
[Attach copies of Marks-sheets, Transcript, Certificate etc.]

Senior Secondary School level (12th Standard)

[Attach copies of Marks-sheets, Transcript, Certificate etc.]

Bachelor's Degree.....
[Attach copies of Marks-sheets, Transcript, Certificate etc.]

[Learners must have 50% marks in aggregate (45% for reserved category) in Graduation for admission to Online MBA Degree] [There is no minimum marks criteria for admission to the Certificate Course]

Programme Name.....

Write the Name of the Course Selected : Online MBA / Certificate Course in (a) Digital Marketing; (b) Hospital and HealthCare Management (write above the course selected).

Details of payment made through Net Banking / RTGS / NEFT / Bank Draft

.....
[Attach Screen Shot of the Proof of Payment : Rs. 30,000 as the First Installment / Rs. 85,000 if the Learner wants to pay at a time for Indian Students. The First Installment for Foreign Students amounting to US\$ 500 is to be paid as the First Installment. They may also pay the total Fee of US\$ 2000 if they want to pay the entire fee at the time of application]. For Certificate Course of six months, the entire payment of Rs. 25,000 is to be paid at the time of admission.

Date.....

Signature of the Learner

Note : Paste one coloured passport size photograph here and attach self-attested photograph along with this Form.

