



It's time for New-Age  
**MBA**

It's time for  
**MBA 2.0**

**Bharati Vidyapeeth**  
(Deemed to be University)



'A+' Accreditation by 'NAAC'  
Recognized by UGC - DEB and AICTE  
68<sup>th</sup> Rank among University by NIRF-2021

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

# भारती विद्यापीठ

## BHARATI VIDYAPEETH UNIVERSITY



# CONTENT

- 01 Our Founder
  - 02 Message from Chancellor
  - 03 Message from Secretary
  - 04 Message from Vice - Chancellor
  - 05 About Bharati Vidyapeeth
  - 06 Center for Distance and Online Education
  - 07 Lead the Future Through Online Learning
  - 08 Key Programs Offered and Fee Structure
  - 09 Structure of the Program
  - 10 Value-Added Workshops
  - 11 Payment And Refund Policy
-

## OUR INSPIRATION

---

The marvellous edifice of Bharati Vidyapeeth, that we can witness today, one of the largest and leading educational institutions in India, is a creation of one person; Hon'ble Dr. Patangrao Kadam. Under his adept, staunch and visionary leadership, Bharati Vidyapeeth (Established in Pune in 1964), has taken tremendous strides during the last 56 years. The credit of establishment and of astonishing development of Bharati Vidyapeeth and its allied concerns goes entirely to the dynamic leadership and undaunted hard work of Hon'ble Dr. Patangrao Kadam.

**He continues to inspire us !**



**Hon'ble Dr. Patangrao Kadam - Our Founder**



## MESSAGE FROM CHANCELLOR



Prof. Dr. Shivajirao Kadam  
Chancellor,  
Bharati Vidyapeeth  
(Deemed to be University)  
Member, UGC (2005-11)  
Member, NAAC (2012 onwards)

Dear Students,

India as a nation has been taking big strides in the last 2 decades in technology, infrastructure and economic development at large. To fuel its already accelerated growth path, our government has also launched schemes like "Make in India" and "Digital India". To sustain the pace of growth, the nation needs highly trained individuals who are not only committed but are also equipped with relevant skillsets. In line with our ethos and to positively contribute towards nation-building, we have launched a Center for Distance and Online Education.

Through our online BBA & MBA programs, we present you a world class offering that will not only help you stay relevant but also help you rapidly move up the corporate ladder.

In these programs, we have put together an expertly designed curriculum and have on boarded world class faculties to deliver the sessions.

## MESSAGE FROM SECRETARY



**Dr. Vishwajeet Kadam**  
**Secretary,**  
**Bharati Vidyapeeth**  
**(Deemed to be University)**  
**Member, AICTE**

Dear Students,

The employability landscape of India is undergoing a tectonic shift and at a rapid pace. Automation, Artificial Intelligence and aspirations are the driving force behind this major change. As per World Economic Forum, 42% of jobs across industries will be performed by robots and the remaining 58% would need a different skillset altogether.

If you don't learn new skillsets, you may soon become obsolete. Welcome to the grave reality of today!

To cope up with this difficult situation, I would like to offer to you our online BBA & MBA programs. Through these programs we prepare our students to learn the skills that the corporate houses are looking for in candidates.

You can learn the latest tools and techniques that are used by organizations in areas of Marketing, Financial, Operations, HR and Project Management.

**Get Skilled, Get Upskilled & Stay Relevant!**

## MESSAGE FROM VICE-CHANCELLOR



**Prof. Dr. Manikrao Salunkhe**  
**Vice-Chancellor,**  
**Bharati Vidyapeeth**  
**(Deemed to be University)**

Dear Students,

It is a matter of immense pleasure and pride for me to be associated with the Bharati Vidyapeeth (Deemed to be University) family as its Vice Chancellor.

BVDU has a rich history and has been offering quality education to willing students since 1964. With A+ accreditation, BVDU is representative of a university delivering superior quality standards to its stakeholders. I would like to take this opportunity to welcome all the students, to its one of a kind, online BBA & MBA programs offered by Center for Distance and Online Education of BVDU.

Now learn the most sought after skills, get to know the latest case studies and equip yourself with the dynamic tools and techniques to help you support the organizations solve complex business problems. I would like to assure you that we will help you realize your corporate objectives through world class education. I welcome you to these programs.

## BHARATI VIDYAPEETH (Deemed to be University)

### EXCELLENCE IN EDUCATION SINCE 1964

A great visionary; Hon'ble. Dr. Patangrao Kadam laid down the cornerstone of Bharati Vidyapeeth in 1964. Bharati Vidyapeeth was conferred the status of Deemed to be University in 1996 in view of its academic excellence.

All the programs offered by BV (DU) are recognized by UGC-DEB or the respective statutory councils and are known to be innovative & evolving in nature. BV (DU) presently has 29 constituent units, including three research institutes dedicated exclusively for research. BV (DU) has world-class infrastructure and facilities, and adopts latest and finest teaching pedagogies. BV (DU) has entered into many national, as well as, international collaborations.

### Some of our partner Universities include



UNIVERSITY OF  
LIVERPOOL



부산대학교  
PUSAN NATIONAL UNIVERSITY



University of  
**Salford**  
MANCHESTER



OXFORD  
**BROOKES**  
UNIVERSITY

**Kingston**  
**University**  
London

# ACHIEVEMENTS & FEATURES

## Achievements

- Accreditation & Re-Accreditation with 'A+' Grade by NAAC, India
- The Ministry of Human Resource Development, Government of India has accorded "A" grade status to the University
- Recognized by University Grants Commission - Distance Education Board (UGC - DEB)
- Recognized by All India Council for Technical Education (AICTE)
- The programs in Pharmacy, Engineering and Management have been continuously accredited by National Board of Accreditation (NBA)
- Featured among the Top 50 Universities in India by 'India Today'
- Placed among the top 5 Universities in the Western Region by 'India Today'
- Recognized as one of the Top 10 Universities preferred by Overseas Students for 'Higher Education in India'

## Distinctive Features

- 70,000+ Students
- 4,000+ Faculties
- 12 Faculties of Studies
- 324+ Programmes
- Students from 48 countries.
- 29 Constituents Units including three Research Institutes
- 8 Campuses spanning across 7 cities.



## Center for Distance and Online Education



Bharati Vidyapeeth has been a pioneer in providing quality education since its inception in 1964, understanding and acknowledging the fact that education is not a privilege, but a right. The Center for Distance and Online Education (an arm of BV(DU)), bridges the gap between education and working professionals by nullifying hurdles such as time –constraints, location, affordability, etc by utilizing a digital platform and offering flexibility.

CDOE has received both UGC-DEB and AICTE recognition to offer a two-year MBA Program. **These programs would be considered at par with the full time programs offered by any recognized university in India.**

CDOE aims to promote world class education to masses through use of state of the art e-learning tools and techniques.

CDOE also enables the working professionals to upskill themselves that could enable them to quickly move up the corporate ladder.

## QUADRANT APPROACH



### Quadrant 1 (e-tutorial)

Contains Video and Audio Content in an organized form, Animation, Simulations, Video Demonstrations, Virtual Labs, etc, along with the transcription of the video.



### Quadrant 2 (e-Content)

Contains comprise of self-instructional material, e-Books, Illustrations, Case Studies, Presentations, Video Demonstrations, Documents and Interactive Simulations.



### Quadrant 3 (Web Resources)

Contains Web Resources, Related Links, Open Content on Internet, Case Studies & Articles.



### Quadrant 4 (Self-Assessment)

Contains MCQs, Problems, Quizzes, Assignments, Discussion Forum Topics & setting up the FAQ, Clarifications of General Misconceptions.

## LEAD THE FUTURE

---

Innovation and Creativity, Advances in Technology, Better connectivity and Affordable World Class Education has transformed the landscape of business. As a result mankind is witnessing rapid changes like it has never before. At times like these, if we don't keep up with the pace, we run the risk of falling behind.

Through use of Digital Expertise, we take this opportunity to transform your lives by revolutionizing the business education thereby enabling you to take a quantum leap in your career.

Our online BBA and MBA programs are a truly unique programs that delivers advance business knowledge, critical problem solving capabilities, essential soft skills as sought by employers and much more.



# BENEFITS OF OUR ONLINE PROGRAM



## Self-paced Flexible Learning

Learn anytime, anywhere at your own pace with 24x7 access to the complete online course content



## Expert Faculties with Rich Industry Experience

Online Classes and Guidance from faculties with industry experience.



## Personalised Faculty Interaction

Subject related faculty interaction for doubts and queries via 2-way interactive (LMS)



## Practical Teaching Approach Based on Industry Case Studies

Access to latest Domestic and International case studies



## Placement Assistance\*

Access to job openings and Resume profile building



## Entrepreneurship Nurturing

Designed specifically to encourage and nurture leadership and entrepreneurship skills.



## Workshops and Bootcamps

Enhance and up-date your skills at regular Workshops and Bootcamps on industry-relevant topics.



## Peer Networking Opportunities

Get a chance to network with peers working at Managerial levels across industries.



## Leadership Grooming for Managerial Positions

VUCA based leadership training to impart management level grooming.

## PROGRAMS OFFERED

---

We currently offer two programs in the management space.

- **Bachelors of Business Administration (BBA) – 3 Years**
- **Masters of Business Administration (MBA) – 2 Years**





# BACHELORS OF BUSINESS ADMINISTRATION

---

## Program Description

The Bachelor of Business Administration Programme (BBA) is a 136 credits (36 courses) three year online programme offered by Center for Distance and Online Education, an arm of Bharati Vidyapeeth Deemed to be University (BVDU)

The Bachelor of Business Administration (BBA) is designed to provide a strong practical understanding of the principles, theories, and tools necessary to succeed in businesses.

The BBA programme focuses on imparting to students the ability to demonstrate leadership, understand human relationships, and problem-solving abilities essential for success in any business endeavour.

## Program Objectives

- To provide students with an in-depth knowledge of Management and Business concepts.
- To provide students with a firm foundation in both theoretical and practical concepts and applications to meet the various needs of business organizations at a global level.
- To prepare students for the challenging responsibilities and career opportunities with Organizations and as Business Leaders.

## BBA PROGRAM STRUCTURE

Sr.	Particular	Details
1	Academic Eligibility	10+2 in any stream or equivalent from any recognized board of India
2	Program Duration	36 months
3	Mode	Online
4	Total Credits	136
5	Total number of Courses	35 Courses + 1 Project
6	University Exams	Online exam will be held at the end of each semester
7	Passing Percentage	40 %

## BBA FEE STRUCTURE

Options	Fee Plan	Particulars		Amount (INR)
	Application Cost (Non-Refundable)			1,000
Option 01	OTP	<b>Total</b> (Excluding Application Cost)		75,000
Option 02	Annual	At the time of Enrollment	30,000	
		2nd Year	30,000	
		3rd Year	30,000	
		<b>Total</b> (Excluding Application Cost)		90,000
Option 03	Installments	At the time of Enrollment	15,000	
		1st Installment	10,000	
		2nd Installment	10,000	
		<b>Total</b>		35,000
	2nd Year	3rd Installment	15,000	
		4th Installment	10,000	
		5th Installment	10,000	
		<b>Total</b>		35,000
	3rd Year	6th Installment	15,000	
		7th Installment	10,000	
		8th Installment	10,000	
		<b>Total</b>		35,000
		<b>Grand Total</b> (Excluding Application Cost)		1,05,000

# BBA COURSE LIST

Semester I	Sr.	Course Code	Courses	Credit
	1	101	Business English - Communication	4
	2	102	Business Organization & Systems	4
	3	103	Micro Economics	4
	4	104	Business Accounting.	4
	5	105	Foundations of Mathematics and Statistics	4
	6	106	Community Work-I	2
			Career & Life Skills	
			Waste Management	
Semester II		Total Credits		22
	Sr.	Course Code	Courses	Credit
	1	201	Environmental Science	2
	2	202	Principles of Management	4
	3	203	Macro Economics	4
	4	204	Management Accounting	4
	5	205	Business Statistics	4
	6	206	Community Work - II Swachha Bharat Abhiyan	2
			Sectoral Analysis	
			Smart Cities	
		Total Credits		20

## BBA COURSE LIST

Semester III	Sr.	Course Code	Courses	Credit
	1	301	Computer Applications for Business(Theory-3 & Lab -2)	4
	2	302	Organizational Behavior	4
	3	303	Principles of Marketing	4
	4	304	Introduction to Financial Management	4
	5	305	Entrepreneurship Development	4
	6	306	Community Work - III	3
			Start-up Management	
			Agro Tourism	
		Total Credits		23
Semester IV	Sr.	Course Code	Courses	Credit
	1	401	Enhancing Personal & Professional Skills(Theory-3 & Lab-2)	4
	2	402	Human Resource Management	4
	3	403	International Business	4
	4	404	Business Research	4
	5	405	Business Laws.	4
	6	406	Community Work - IV	3
			Basics of Taxation	
			Yoga - I	
		Total Credits		23



## BBA COURSE LIST

Semester V	Sr.	Course Code	Courses	Credit
	1	501	Summer Internship Report & Viva	6
	2	502	Services Management	4
	3	503	Elective Paper – I	4
	4	504	Elective Paper – II	4
	5	505	Introduction to Operations Research	4
	6	506	Social Media Management	2
			Road Safety & Management	
			Event Management	
		Total Credits		24
Semester VI	Sr.	Course Code	Courses	Credit
	1	601	Industrial Exposure. (Mini Project)	5
	2	602	Introduction to Strategic Management	4
	3	603	Elective Paper – III.	4
	4	604	Elective Paper – IV	4
	5	605	Disaster Management	4
	6	606	Business Ethics	3
			Basics of Hospitality	
			Yoga - II	
		Total Credits		24

## Specializations Offered:

Marketing Management	Human Resource Management
Financial Management	International Business Management
Entrepreneurship Development Development	Financial Markets

Students can choose their specialization before the start of Sem V.

## ASSESSMENT

### Grading Percent Breakdown:

Assessment	Weightage
Internal Exam	30%
University Exam	70%

## GRADING

A student who has completed the minimum credits specified for the programme shall be declared to have passed in the programme. The final result will be in terms of letter grade only and is based on the CGPA of all courses studied and passed. The criteria for the award of honours are given below.

Range of CGPA	Final Grade	Performance Descriptor	Equivalent Range of Marks (%)
$9.5 \leq \text{CGPA} \leq 10$	O	Outstanding	$80 \leq \text{Marks} \leq 100$
$9.0 \leq \text{CGPA} \leq 9.49$	A+	Excellent	$70 \leq \text{Marks} < 80$
$8.0 \leq \text{CGPA} \leq 8.99$	A	Very Good	$60 \leq \text{Marks} < 70$
$7.0 \leq \text{CGPA} \leq 7.99$	B+	Good	$55 \leq \text{Marks} < 60$
$6.0 \leq \text{CGPA} \leq 6.99$	B	Average	$50 \leq \text{Marks} < 55$
$5.0 \leq \text{CGPA} \leq 5.99$	C	Satisfactory	$40 \leq \text{Marks} < 50$
CGPA below 5.0	F	Fail	Marks below 40

# MASTER OF BUSINESS ADMINISTRATION

---

## Program Description

The Master of Business Administration is a UGC-DEB and AICTE recognised two-year online programme (102 credits) offered by Bharati Vidyapeeth Deemed to be University (BVDU), Pune having experienced faculty members and excellent infrastructure needed for online programs.

The online Master of Business Administration program prepares you to formulate real world strategies and solve intricate complex problems faced by organizations of today.

The program comprises of four semesters. The first two semesters cover the subjects that are core to management and are essential to form a strong conceptual base before one can start specializing in one domain.

During the third semester, students have to opt for specialization(s) and study the specialization related subjects in depth. The course also includes capstone project of 6 credits. The medium of instruction and examination will be only English.

A student would be required to complete the course within four academic years from the date of admission.

## Program Objectives

- To equip students with the management skillsets that are required by organizations to solve complex real life problems.
- To develop analytical skills and innovative attitudes among students so as to facilitate change and increase their efficacy in organizational systems.
- To leverage technology to impart problem solving skills to students.

## MBA PROGRAM STRUCTURE

Sr.	Particular	Details
1	Academic Eligibility	<p>Admission to the course is open to any graduate (10+2+3) from any recognized university satisfying the following conditions:</p> <ol style="list-style-type: none"> <li>1. The candidate should have secured at least 50% (45% for SC/ST) in aggregate at graduate level university examination.</li> <li>2. The Candidate applying in final year of bachelor's degree may also apply. Admission of such candidates will remain provisional until submission of final result certificates in original.</li> </ol>
2	Program Duration	24 months
3	Mode	Online
4	Total Program Credits	102
5	Total number of Courses	35 Courses + 1 Project
6	University Exams	Online exam will be held at the end of each semester
7	Passing Percentage	40 %



## MBA FEE STRUCTURE

Options	Fee Plan	Particulars		Amount (INR)
	Application Cost (Non-Refundable)			<b>1,000</b>
<b>Option 01</b>	OTP	<b>Total</b> (Excluding Application Cost)		<b>1,00,000</b>
<b>Option 02</b>	Annual	At the time of Enrollment	52,500	
		2nd Year	52,500	
		<b>Total</b> (Excluding Application Cost)		<b>1,05,000</b>
<b>Option 03</b>	EMI	At the time of Enrollment	25,000	
	<b>1st Year</b>	1st Installment	15,000	
		2nd Installment	15,000	
		<b>Total</b>		<b>55,000</b>
	<b>2nd Year</b>	3rd Installment	25,000	
		4th Installment	15,000	
		5th Installment	15,000	
		<b>Total</b>		<b>55,000</b>
		<b>Grand Total</b> (Excluding Application Cost)		<b>1,10,000</b>

# MBA COURSE LIST

Semester I	Sr.	Course Code	Courses	Credit
	1	101	Management Concepts & Applications	3
	2	102	Managerial Economics	3
	3	103	Financial & Management Accounting	3
	4	104	Organizational Behavior	3
	5	105	Statistical Techniques	3
	6	106	Legal Aspects of Business	3
	7	107	Business Communication	3
	8	108	Data Analysis Using Advance - Excel	2
	9	See below	Open 1	2
Total Credits				25

*Open Courses: Students can opt any one course from the following*

Sr.	Course Code	Open Courses
10	109	Computers Application for Business
11	110	Social Media Management
12	111	Current Affairs

## MBA COURSE LIST

Semester II	Sr.	Course Code	Courses	Credit
	1	201	Marketing Management	3
	2	202	Financial Management	3
	3	203	Human Resource Management	3
	4	204	International Business	3
	5	205	Production & Operations Management	3
	6	206	Research Methodology	3
	7	207	Business Environment	3
	8	208	Business Ethics and Corporate Governance	2
	9	See below	Open	2
Total Credits				25

*Open Courses: Any one course from the following*

Sr.	Course Code	Open Courses
10	209	Introduction to Business Analytics
11	210	E-commerce Applications
12	211	Managerial Skills for Effectiveness

*\*\* In addition to the above ;Add on Course having 02 (TWO) credits may be offered by the Institute on Extra fees for the course from the student.*

## MBA COURSE LIST

Semester III	Sr.	Course Code	Courses	Credit
	1	301	Strategic Management	3
	2	302	Operations Research for Managers	3
	3	303	Entrepreneurship Development and Innovation Management	3
	4	See groups	Specialization I - E-(i)	3
	5		Specialization I - E-(ii)	3
	6	See groups	Specialization II - E-(i)	3
	7		Specialization II - E-(ii)	3
	8	304	Capstone Project	6
	9	305	Change Management	2
	10	See below	Open	2
	Total Credits			31

*Open Courses: Any one course from the following*

Sr.	Course Code	Open Courses
11	306	Digital Marketing
12	307	Corporate Taxation
13	308	Negotiation Management

## MBA COURSE LIST

Semester IV	Sr.	Course Code	Courses	Credit
	1	401	Project Management	3
	2	See groups	Specialization I - E-(iii)	3
	3		Specialization I - E-(iv)	3
	4	See groups	Specialization II - E-(iii)	3
	5		Specialization II - E-(iv)	3
	6	402	Environment & Disaster Management	2
	7	403	E-Business Management	2
	8	See below	Open	2
Total Credits				21

*Open Courses: Any one course from the following*

Sr.	Course Code	Open Courses
11	404	Cyber Security
12	405	Artificial Intelligence for Managers
13	406	Rural Entrepreneurship

## MBA SPECIALIZATION COURSES

---

Sr.	Marketing Management Specialization		Credits
1	Specialization - E - (I)	Consumer Behaviour	4
2	Specialization - E - (II)	Services Marketing	4
3	Specialization - E - (III)	Sales and Distribution Management	4
4	Specialization - E - (IV)	Integrated Marketing Communications	4
Total Credits			16

Sr.	Financial Management Specialization		Credits
1	Specialization - E - (I)	Investment Analysis & Portfolio Management	4
3	Specialization - E - (II)	Management of Financial Services	4
5	Specialization - E - (III)	International Financial Management	4
7	Specialization - E - (IV)	Corporate Finance	4
Total Credits			16

## MBA SPECIALIZATION COURSES

Sr.	Human Resources Management Specialization		Credits
1	Specialization - E - (I)	Human Resource Planning and Development	4
2	Specialization - E - (II)	Labour Laws	4
3	Specialization - E - (III)	Compensation and Benefits Management	4
4	Specialization - E - (IV)	Competency Mapping and Performance Management	4
Total Credits			16

Sr.	Product & Operation Management Specialization		Credits
1	Specialization - E - (I)	Quality Management	4
3	Specialization - E - (II)	Logistics & Supply Chain Management	4
5	Specialization - E - (III)	Logistics & Supply Chain Management	4
6	Specialization - E - (IV)	World Class Manufacturing	4
Total Credits			16

## MBA SPECIALIZATION COURSES

Sr.	International Business Management		Credits
1	Specialization - E - (I)	Regulatory Aspects of International Business	4
2	Specialization - E - (II)	Export Import Policies, Procedures and Documentation	4
3	Specialization - E - (III)	International Marketing	4
4	Specialization - E - (IV)	Global Business Strategies	4
Total Credits			16

Sr.	Information Technology Management		Credits
1	Specialization - E - (I)	System Analysis & Design	4
2	Specialization - E - (II)	Information System Security & Audit	4
3	Specialization - E - (III)	RDBMS with Oracle	4
4	Specialization - E - (IV)	Enterprise Business Applications	4
Total Credits			16



## MBA SPECIALIZATION COURSES

Sr.	Agribusiness Management		Credits
1	Specialization - E - (I)	Rural Marketing	4
2	Specialization - E - (II)	Supply Chain Management in Agribusiness	4
3	Specialization - E - (III)	Use of Information Technology in Agribusiness Management	4
4	Specialization - E - (IV)	Cooperatives Management	4
Total Credits			16

Sr.	Retail Management		Credits
1	Specialization - E - (I)	Introduction to Retailing	4
2	Specialization - E - (II)	Retail Management & Franchising	4
3	Specialization - E - (III)	Merchandising, Display & Advertising	4
4	Specialization - E - (IV)	Supply Chain Management in Retailing	4
Total Credits			16

## MBA SPECIALIZATION COURSES

---

Sr.	Project Management Specialization		Credits
1	Specialisation - E-(I)	Project Risk Management	4
2	Specialisation - E-(II)	Microsoft Project 2010	4
3	Specialisation - E-(III)	Advanced Project Management	4
4	Specialisation - E-(IV)	Scanning Business Environment for Project	4
Total Credits			16

## ASSESSMENT

### Grading Percent Breakdown:

Assessment	Weightage
Internal Exam	30%
University Exam	70%

## GRADING

A student who has completed the minimum credits specified for the programme shall be declared to have passed in the programme. The final result will be in terms of letter grade only and is based on the CGPA of all courses studied and passed. The criteria for the award of honours are given below.

Range of CGPA	Final Grade	Performance Descriptor	Equivalent Range of Marks (%)
$9.5 \leq \text{CGPA} \leq 10$	O	Outstanding	$80 \leq \text{Marks} \leq 100$
$9.0 \leq \text{CGPA} \leq 9.49$	A+	Excellent	$70 \leq \text{Marks} < 80$
$8.0 \leq \text{CGPA} \leq 8.99$	A	Very Good	$60 \leq \text{Marks} < 70$
$7.0 \leq \text{CGPA} \leq 7.99$	B+	Good	$55 \leq \text{Marks} < 60$
$6.0 \leq \text{CGPA} \leq 6.99$	B	Average	$50 \leq \text{Marks} < 55$
$5.0 \leq \text{CGPA} \leq 5.99$	C	Satisfactory	$40 \leq \text{Marks} < 50$
CGPA below 5.0	F	Fail	Marks below 40

## VALUE ADDED WORKSHOPS & ONLINE SEMINARS

Xun Kuang a Chinese philosopher had said, “Tell me and I will forget, Show me and I may remember, Involve me and I will learn”

BV (DU) truly believes in this adage and therefore plans to introduce workshops over select weekends for its students through which they can participate and get involved in the process.

The Value added workshops and seminars would be optional and could be availed on payment of additional fees. Students could also get an opportunity to network with their peers and interact with senior corporate head honchos at such workshops-

BV (DU) has a bouquet of the following workshops –

**1. Digital Marketing**

**2. Business Analytics**

**3. Design Thinking**

**4. Entrepreneurship**

**5. Decision Making**

**6. Problem Solving**

**7. Dealing with Difficult People**

**8. Conflict Management**

**9. Presentation Skills**

**10. Negotiation Skills**

## VALUE ADDED WORKSHOPS & ONLINE SEMINARS



### 1. Digital Marketing

Technology advancement and improved network connectivity has ensured that people are spending an awful amount of time online. So much so that, humans are becoming oblivious to reality. Now, virtual is the new normal.

As a result, marketing on digital media has gained immense prominence and importance in the last decade or so. If you do not have digital presence and if you cannot leverage it, you are losing out to someone who has a digital presence and know how to use it.

Learn Digital Marketing and the use of Digital Marketing to enhance your business potential through this unique workshop.



### 2. Business Analytics

Customers expect high-end services and products from any business they are involved in. This can be achieved by being ahead of your competitors. By providing the service of insight to your customers, you keep yourself ahead of the lot, thus, giving a new dimension of doing business. Traditional methods are remodeled to fit growing business demands. Companies, like Google, collect tremendous amount of customer data. This data allows organizations to make better defined and precise decisions. It helps them grow one's business and defined new horizons. After having a proper understanding of Analytics, you will be able to understand the root cause of any problems through reports and diagnosis. You will be able to predict and then recommend the next best steps for any organization.

## VALUE ADDED WORKSHOPS & ONLINE SEMINARS



### 3. Design Thinking

Empathizing with people to Define the real problems. Once the problems have been identified, Ideate to provide solutions that could help solve the problem. Learn different ways of prototyping and analysis.

It is time to jump on the bandwagon and learn the tools of design thinking approach in this creatively designed workshop.



### 4. Entrepreneurship

Starting a new venture is an arduous and a complex task. The road to entrepreneurial success is long, winding and strewn with pitfalls, obstacles and blind turns. The risks of starting a new business are high, as illustrated by the high failure rates for new ventures. However, as is always the case, the rewards, both financial and personal, are commensurate with the risk.

The purpose of this workshop is to:

- Help participants understand the process, challenges, risks and rewards of starting up a new scalable venture.
- Equip them with the tools required to start their own business.

## VALUE ADDED WORKSHOPS & ONLINE SEMINARS



### 5. Decision Making

Decision making is child's play when the outcome is defined and predictable. Unfortunately, the world we live in is plagued by volatility, uncertainty, complexity and ambiguity.

Often things appear hazy due to a facade of unknown covering them. Why are top managers getting paid a lot more than middle level managers even when the intensity of the physical work performed by middle manager is substantially more?

The answer is for their ability to take Decisions that would benefit all the stakeholders. Learn decision making and also get exposure to Game Theory!



### 6. Problem Solving

A man went to his boss and told him about the problems existing in the company. Having expected a different response from his boss, this man was aghast when his boss told him that he knows about all the problems that he just narrated and that he had hired him to get solutions and solve the problems and not use them as an excuse for why things can't be done. This story resonates with modern times. Companies hire people to solve problems.

Learn all about Problem Solving in this experiential workshop.

## VALUE ADDED WORKSHOPS & ONLINE SEMINARS



### 7. Dealing with Difficult People

How does the top level management deal with their staff? Customers? Or Suppliers? To study the causes of different or difficult behaviour and its reactions, we should learn to anticipate the conflicts and handle the situations. The workshop helps the participants to approach the difficult situation with a positive and calm attitude. The different aspects of the workshop involves deep exploration of attitudes, types of people and to understand the underlying perspective of people's behaviour thus enriching the participants with additional knowledge of dealing the situation in a professional manner.



### 8. Conflict Management

Learn to manage conflicts in your workplace and save energy, time and money. Ineffective management invites a plethora of problems which affects the growth and stability of the company. Learn to handle difficult situations constructively thus showcasing your leadership and management skills.

Presenting a workshop on a Conflict Management; one of the most sought after skillset by corporate India



## VALUE ADDED WORKSHOPS & ONLINE SEMINARS



### 9. Presentation Skills

You may have an idea or a solution that could be a game changer or a deal clincher but what would happen if you are not able to present the idea effectively? In all likelihood, you will not be able to achieve the desired output. Presentation skills enable people to effectively present their thoughts and ideas, influence people and overall leave a solid impression on the audience. In this workshop, you will learn the tricks and trade of how you could become an effective presenter.

#### Learn About

- Attention Spans
- Grabbing Interest
- Story Telling
- How do you Pass on the Message
- Eye Contact and much more



### 10. Negotiation Skills

We often have to discuss an issue with someone with different goals and needs. There are times when you have to clinch a deal for which your maximum budget is lesser than the other person's minimum selling price. What do you do? How do you achieve a win-win situation?

#### Learn About

- BATNA
- Dealing with Take it or Leave it
- Importance of Pause
- Winning with Open Ended Questions and much more

## ADMISSION FEE PAYMENT AND REFUND POLICY

---

- The fees are to be paid through Online Mode.
- If a student submits his application for cancellation of admission within 15 calendar days from the date of his / her admission to that particular course, 10% of the total amount of tuition fees prescribed for the course will be deducted from the amount of tuition fees paid by him / her as administrative and other charges and the remaining amount will be refunded to him / her.
- If a student submits his application for cancellation of admission after 15 days but within 30 calendar days from the date of his / her admission to that particular course 25% of the total amount of tuition fees prescribed for the course will be deducted from the amount of tuition fees paid by him / her as administrative and other charges and the remaining amount will be refunded to him / her.
- The fees will not be refunded either in part or in full, if the student submits his / her application for cancellation of his / her admission after 30 calendar days from the date of his / her admission to that course.
- Application Cost of Rs.1000/- is non-refundable.



# Specimen Certificate

Master of Business Administration (M.B.A)  
for those who successfully complete the  
prescribed course of study and fulfill all  
academic requirements.

1964-2014  
**celebrating**



**Golden Jubilee**

**BHARATI VIDYAPEETH**

**Founder: Hon'ble Dr. Patangrao Kadam**



## Head Office

### Bharati Vidyapeeth

(Deemed to be University),

Center for Distance and Online Education,  
Lal Bahadur Shastri Marg,  
Pune-411030,  
Maharashtra (India)

**Phone:** 9373223545 | 9579907086

**Website:** <https://bharatividyaapeethonline.com/>

**E-mail:** [admission@bharatividyaapeethonline.com](mailto:admission@bharatividyaapeethonline.com)