

FREQUENTLY ASKED QUESTIONS (FAQ'S)

MBA-Business Analytics

Who should apply to Masters in Business Administration?

The Masters in Business Administration (MBA) is aimed at recent graduates who have some postgraduate corporate work experience, and the motivation and desire to build a strong foundation for a career in business.

What kind of people is the MBA aimed at?

The MBA is aimed at people who are at a relatively early stage in their career. The programme is suitable for people who want to increase their knowledge of business and management to:

- Enhance their existing career and accelerate their promotion prospects
- Change career by changing function, or industry
- Start their own business.

The highly international nature of the programme also makes it suitable for people who want international mobility. Above all, it is a preparation for general management with a global outlook rather than particular country-centric one.

What kind of career does the MBA prepare you for?

As a general management programme, the MBA is good preparation for any job that requires general management competence. The programme is of particular interest to people working in, or planning to work in finance, consultancy, manufacturing and service industries. DYPUSM offers a plethora of programs in management to cater to the needs of Industry.

Do I need work experience or can I apply after college?

As the programme is aimed at recent graduates, most students who enter the programme do so immediately following their undergraduate studies. While work experience is not a requirement, gaining experience in your industry of interest is a good way to gain not only valuable experience that will boost your CV, but also experience that will help you to better understand whether this is the appropriate career path for you. Most students who have completed at least one internship prior to joining the programme or who have experience ranges from involvement with family businesses, entrepreneurial ventures, not-for-profits, and finance, consulting, and other corporate organizations would be preferred.

What would be the duration and structure of the program?

The 2 year full time program consists of four Semesters, each semester being of six month duration. The first semester mainly comprises of subjects related to general management, which would provide insights into managerial concepts. Here the focus is to give the students a firm grounding on the managerial skills and also in honing their interpersonal skills through a series of practical based sessions. In the subsequent semesters the focus shifts to specialization based subjects relevant

to the specific stream. The course curriculum has been designed in consultation with our industry partners who are also our knowledge partners. The classroom training is supplemented by guest lectures by specialists, industrial visits and summer and winter training projects and assignments. Other co-curricular activities include an intercollegiate festival i.e. Paramount, National Research Conference, Seminars, Corporate Round Tables and Workshops. The aim is to ensure an overall development of the students through interaction with students of the institutes and the personnel from various industries.

What are the Admissions and Selection Criteria?

Prospectus and forms will be available at the information desk of the Institute in, Sector-4, CBD Belapur, Navi Mumbai on payment of Rs. 2000/- or form can be downloaded from the website and couriered to the address with Rs.2000- only by DD drawn in favour of D.Y. Patil University Department of Management payable at Navi Mumbai. (Add Rs.100/-for outstation students towards postal charges).

Eligibility for MBA

For MBA in Health and Hospital Management, Pharmaceutical Industry Management and Biotechnology Management: Graduate with minimum of 50% marks in any discipline or equivalent, However preference will be given to candidate who are graduate in B.Sc / B.Tech, B.Pharm/ MBBS/BHMS/BUMS/BDS/ B. Nursing or equivalent

For all other courses: Graduate with minimum of 50% marks* in any discipline or equivalent**

***5 % Relaxation in case of reserved category**

** In case the result is awaited for final semester / year, the mark sheet of the previous semester needs to be submitted.

Student has to submit 2 sets of attested photocopies of all above mentioned documents along with the admission application form. In case of reserved categories 5% relaxation in graduation percentages will be given. Provided candidate has to produce caste validity certificate.

What is the Selection procedure?

The selection criterion takes into account: Educational Qualification / Performance , the results of DYPCET, Group Discussion / Personal Interview, Work experience and Extra Curricular Activities (Sports, Cultural)

At the time of admission, Students need to Submit following certificates.

1. 10th class Mark sheet & Passing Certificate
2. 12th Class Mark sheet & Passing Certificate
3. F. Y. Mark sheet
4. S. Y. Mark sheet
5. T. Y. Mark Sheet & Passing Certificate
6. T. Y. Convocation Certificate
7. Transfer Certificate
8. Address Proof : Aadhar Card / Passport Birth Certificate or School leaving

9. Domicile Certificate (in case of outside of Maharashtra)

10. Cast certificate & Cast Validity Certificate

At the time of admission following original document need to submit

1. Graduation Mark sheet & Passing Certificate

2. Migration Certificate

Please contact the administrative office in case of difficulty in submitting any of the documents.

For further details kindly contact:

- Tel : +91-22-27589200 (10am to 6 pm)
- Fax no : +91-22-27575064 (10am to 6 pm)

The DYP CET is held in the month of April – May every year (Tentatively)

What are the programme's objectives?

Everyone who joins the MBA has different goals, pressures and learning styles while studying. This is an intensely experiential programme, balancing theory and practice with a structure you can tailor to meet your leadership and development needs.

Year one focuses on key themes to give you a rigorous and analytical grounding in the techniques and frameworks of global general management. Year two develops your individual goals. Through a diverse choice of electives that reflect the breadth of our faculty's thought leadership, you can broaden or specialize your learning. Throughout your MBA experience, you will encounter a number of practical experiences of organizing college fest, celebrate various day & managing your own events, while still studying theory, promising a well-rounded growth.

How will the programme be taught?

Pedagogical tools are matched to the needs of individual programs and emphasize active participation rather than passive assimilation. The case method of study is the major tool. It is supplemented by group exercise, role-play, games, lecture-cum discussion and presentation by participants. Simulation Technique is also used. The overall teaching methodology is Industry and employment oriented with an emphasis on sharing and imparting knowledge through a plethora of Workshops, Conferences, Case-studies, Guest lectures and also Domestic & International Industrial Visits. More than 45 Guest Lectures are organized by the Department.

Does the teaching have a practical orientation?

As well as pursuing research in their own fields of interest, members of faculty act as consultants and advisers to industry and government, and many hold directorships in a range of organizations or in some cases run their own businesses. These activities help to maintain the practical relevance of the School's teaching and research.

What form does the teaching take?

Most of teaching takes the form of structured lectures and case studies. The style is participatory and classes frequently include case analysis and discussions. There are also many projects and group work, field investigations and visits, as well as individual research and simulations.

How accessible are the faculty to the students?

Teaching faculties are there to support you through out your MBA journey and are also sometimes available outside class times to discuss academic issues. Students will also have an opportunity to interact more closely with faculty through their involvement in various activities that run year around.

Do students have an opportunity to learn about the external consulting projects and research activities undertaken by faculty?

Yes. Our Research & Extension Centre handles the M.Phil and the Ph.D. programs Management Research, Management Development Programs (MDP's) & Extension Activities. The Research and Extension Centre publishes the annual Research Journal called 'DYPUSM Research Review'- a compendium of research papers written by well-known Management Gurus all over the world. Faculty and students are encouraged to publish Research Papers in in-house as well as outside research Journals. A majority of these have been published in journals of reputed institutes like IIT's & IIM's.

The DYPUSM has published the following Journals / Newsletters:

- DYPUSM International Entrepreneurial Management and Research Review – an ISSN double peer reviewed research journal exclusively designed for entrepreneurs quarterly.
- DYPUSM International Business Management Research Journal (ISSN No.0976 - 6073) quarterly.

Additionally the department organizes National and International Research Conference on yearly basis:

- National Conference on Health and Hospital Management
- International Research Conference on Entrepreneurship Management.
- National Conference on International Business Management.
- National Conference On Finance Business Management

The learning ambience at the Department provides ample opportunities to the students for enhancing managerial skills and to develop one's personality for a challenging future. Schools have been a vital building block of our society. Be it kindergarten or an institution of higher learning, the common thread that is woven to form a fabric that can make our country proud is the Academia Industry Society linkage. In all the activities as a business school, the School of Management, endeavours to link with the industry and shoulder social responsibilities.

The development of student's intellectual, emotional, social, physical, artistic, creative & spiritual potentials. It seeks to engage students in the teaching/learning process & encourages personal & collective responsibility. Various events are conducted round the year, at DYPUSM

What about student's Holistic Development?

Education with a holistic perspective is concerned with that allow students to grow & develop themselves. Inter- collegiate festivals, Conferences, Workshops & Seminars are organized by the students themselves. This opportunity helps them to understand the importance of team spirit, leadership, professionalism & importance of commitment. We also celebrate important Indian festivals in order to remind the students of their roots & culture. While imparting knowledge in students, through the holistic approach, we also focus strongly on inculcating good values in students. At DYPUSM, we firmly believe in the holistic development of every student, & ensure that every student walks out of this Institute not only as a Degree holder, but also as a better human being.

How often are Guest Lectures conducted?

Over 45 Guest Lectures are conducted yearly in DYPUSM. The idea behind this is to impart practical knowledge into students. These guests are practicing managers & higher management officials from some of the best Corporate firms. Their experience and knowledge of the industry adds immense value to the lectures.

Does The Institute arrange any kind of Tour for Students?

Industrial visits has its own importance in a career of a student who is pursuing a professional degree. It is considered, as a part of college curriculum and objectives of industrial visit is to provide students an insight regarding internal working of companies. Industrial visits bridge the gap between theoretical training and practical learning in a real-life environment. We know that theoretical knowledge is not enough for making a good professional career. Therefore with an aim to go beyond academics, D Y Patil Deemed to be University School of Management take their students on National and International Industrial Visits to different places across the globe. Typically we visit places like Chandigarh, Shimla, Manali, Nainital, Kerla, Banglore, etc. in India and places like Duabi, HongKong, Singapore, London, etc for International Visits. Some Industrial Visits are also One-day Industrial Visits to places like, The Bombay Stock Exchang, Securities and Exchange Board of India (SEBI), The Reserve Bank Of India (RBI) Bombay Dyeing and Manufacturing Company Ltd. and many other organizations from different sectors which are nearby.

What about the Placements?

Academic brilliance and technical expertise are at the core of your candidature. You need to have them in order to become eligible for your dream job. However, what will set you apart and convince the recruiter to hire you are your communication skills and soft skills.

We have a full time placement team headed by full-fledged professors who ensure that we move hand in hand with our Knowledge partners i.e. the industry persons. Comprehensive placement assistance is provided to all students for seeking placements both for their summer & winter training assignment. A number of companies from India and abroad have visited our campus for placement. Our past recruiters include WNS, Amul, Anand Rathi, Asian Paints, Dabur India, Siemens, Tata Motors, HDFC, ICICI and overseas companies. Guidance and job opportunities in various sectors are offered to students through the placement cell. Every year around 200+ companies visit the school. Around 30% of the recruiters visit us year on year basis.

The D.Y.Patil Deemed to be University, School of Management provides 100% Placement Assistance to all the students

1. What is business Analytics? What are the specializations of business analytics?

The wholesome and rigorous study of the huge data by using various big data and analytics tools is called Business Analytics. As Harvard Business School explains, business analytics professionals “analyze what a business needs to function optimally and what it needs to improve, and then work to implement solutions. This may include improving processes, changing policies or introducing new technology.” Business analytics (BA) refers to the skills, technologies, and practices for continuous iterative exploration and investigation of past business performance to gain insight and drive business planning. Business analytics focuses on developing new insights and understanding of business performance based on data and statistical methods.

2. What is the MBA Programs?

We offer 3 year BBA (Bachelor of Business Administration) degree & 2 year MBA (Masters of Business Administration) which is approved by UGC & NAAC (A) of D Y PATIL (Deemed to be University)

3. What should I choose Business Analytics specialization?

Big Data & Business Analytics sector is booming exponentially per year. According to the recent study by technology researcher International Data Corp., the Big Data in India is expected to grow at nearly 38 % annually. In the current developmental-phase of Big Data, Companies are investing billions of dollars in such platforms in order to transform themselves into a Data Science driven organizations.

4. What are the Key features of the program?

- Makes you special amongst all the BBAs due to the skills developed in analysing & business decision making scientifically.
- Preferred choice for hiring companies
- Global recognition through IoA certification & student membership

5. What is the scope of Big Data, Data Science and Business Analytics?

Big Data Analytics attain cost-effective solutions and improve decision-making power in multiple development areas, including healthcare, manufacturing, education, media, retail, and even real estate. There are huge number of jobs which are vacant in every sector due to

the gap that has been developed between the employees who have an edge over Data Science Tools and Techniques and supply of such employees who can add value to the organization. The demand of such data savvy professionals is huge and supply is very less and the demand is expected to be much more in coming years.

6. Who are IOA and what the significance of the same is for me.

IoA is a global professional body for Analytics and data science professionals across the world which is head quartered in London. The IoA provides members with the opportunity to network with other analytics professionals, learn about career progression, share knowledge and expertise, access Continuous Professional Development programs, and to carry the official designation of the Institute once you have reached Associate member status. Our MBA/BBA are accredited by IoA which opens up a lot of benefits through global exposure and membership.

7. Why should I choose business analytics course from D Y Patil?

D Y Patil Mumbai offers a unique programme for making management aspirants skill full in analysis of data & thus finding scientific solutions of the business problems by way of including 10 specialised modules/subjects with base management curriculum for making them job ready in an ever changing hiring needs. D Y Patil University program offers best of both-academic expertise and industry connect, being one of the top schools of the state!

8. What is the course curriculum?

You will be taught from the starch all the subjects and its applications like- statistics with R, Python, SQL, Big Data analysis, Data visualization, Data mining Natural Language Processing, Machine Language, AI, Cloud computing & capstone project. More details about each module you can check on the brochure & if you have any queries we can connect you with our expert advisors.

9. What tools and soft wares will be taught in this program?

You will be getting a hands on Apache Hadoop, R , Python, MapReduce, Pig, SaaS Universe Edition, Tableau, Power BI, AWS Sage maker, Jupyter notebook, Hive, spyder IDE & many more

10. What are the eligibility criteria?

For BBA program you need to have min 45 % marks in 12th

For MBA program you need to have min 50% marks in graduation.

Student has to clear the interview by our panel in order to get selected along with the cumulative academic scores!

11. In your opinion will this course provide me better prospect?

At a fresher level, industry is now focusing on thinkers & analysers who can assist management with their critical analysis for supporting decision making besides doing their regular operational tasks. Still in our country, BBA & MBA are taught in the same traditional manner where concepts are taught without relevant data, & no practical exposure is given for analysing a business scenario with facts & figures. This results largely into a mere clerical

or monotonous types of jobs, which eventually young minds do not like. Hence there is an urgent need to offer BBA & MBA Aspirants an upgraded version capable enough to make them data savvy or two have data orientated approach.

12. Who are the faculty members?

We have experienced faculties who are the experts from their respective industry as well as subject experts. Over 50 faculties drawn from industry/academic institutions.

13. Will I be provided with internship, capstone projects & placement assistance?

Yes, our dedicated career management team will be assisting you with the internship & the capstone projects along with final placements in reputed companies from all sectors.

14. Which companies come for Internships and placements? What is the average, highest & lowest?

Companies from all sectors like banking, Insurance, Retail, Hospitality, Aviation, Agriculture, IT etc like TCS, Amazon, Genpact, Capgemini etc. The average package is around 6.5 LPA. The min package starts from 4.5 LPA and can go upto 12 LPA.

15. What is admission process?

Every student has to fill up an online application form which will be followed up by an interview for the shortlisted candidates. Based on your performance in the interview & the cumulative academic scores the selection will be happening. Selectee students will be sent an offer letter by the University & to confirm the admission you will have to pay INR 50k by the stipulated time period.

16. Can I get study loan? What is the procedure?

Yes, you are eligible to get loan from any private or public sector banks. You can get the loan letter from the admissions which you can provide to the banks. We have tie up with IDFC First bank & BOB where you can ask for loan.

17. Do I need to do coding/programing in this program?

A knowledge in coding is not required. A basic understanding of elementary mathematics & statistics is more than sufficient to pursue this program.

18. What is the interview regarding? What type of questions would be asked?

Your basic knowledge for elemental mathematics, logical reasoning and your passion for learning. This will be taken by panel of faculties/industry people and would typically last for 25 mins time. Questions would also be asked about your basic understanding about this domain and why you want to get into business analytics.

19. What amenities & facilities will be provided by the University?

This premier B-School has state of the art infrastructure, labs, sports facilities, cultural activities, industry visits, conferences etc. The classrooms are all air conditioned.

Following are the details of the placement for the year 2018-19

Highest Package	10.5 Lacs
Average Package	6.0 Lacs
Min Package	4.0 Lacs
No.Of Companies Visited	167

For More details on careers, please refer to the table on the next page.

