



AJEENKYA
D Y PATIL UNIVERSITY

**THE INNOVATION
UNIVERSITY**

adypu.edu.in

Ajeenkya DY Patil University offers the best undergraduate and postgraduate programs in unique areas, linked to exemplary 'ADYPU Student Experience', which is supported by excellent facilities and highly motivated teaching staff.

Our aim is to contribute to the creation of Innovation oriented Indian society. As future economic, financial & social paradigms evolve, the Ajeenkya D Y Patil University is gearing up to new challenges & exploiting vibrant possibilities for growth through single-minded focus on innovation.

Ajeenkya DY Patil University, Pune has been established under Maharashtra Govt. Act of 2015 of Government of Maharashtra.

A GRAND TRADITION OF EXCELLENCE



DR AJEENKYA D Y PATIL
PRESIDENT
AJEENKYA D Y PATIL UNIVERSITY

Visionary leadership

makes all the difference. It's the difference between moving and moving forward, the difference between change and changing the world.

The university group is led by Dr Ajeenkya D Y Patil from the front. He possesses a Master's Degree in Business Administration from Richmond College UK. He specialized in Marketing from London School of Economics. He was awarded an Honorary Doctorate by the University Of Central Lancashire, UK in recognition of his work as an entrepreneur and an educationists.

Dr Ajeenkya D Y Patil is a personification of exceptional leadership ability, with an accomplished track record in articulating a compelling vision and successfully leading institutional change. He has proven proficiency in attracting meaningful collaborations at local and international levels. Under his leadership the group continues to grow economically, intellectually, socially and culturally.

THE STRATEGIC INTENT “ALWAYS THE BEST”

The Ajeenkya DY Patil University will be recognized as one of the top institutions in the country for academic excellence, teaching, research and quality of service. The guiding terms for us shall always be inspiration, intuition, imagination and innovation. To achieve the strategic intent, ADYPU is committed to:

- ▶ Create and disseminate knowledge through a range of high-quality academic programs in a student-centered learning environment emphasizing intellectual achievement and employability.
- ▶ Work through a matrix of four imperatives in all academic and research pursuits, viz. what is desirable to people, what is feasible through technology, what is viable for business and what is good for society and the environment.
- ▶ Create an enabling environment of freedom and responsibility, which stimulates the intellectual capacity of students, faculty and staff to create opportunities for personal and professional growth.



THE ADYPU ADVANTAGE

EXPLORE ENDLESS POSSIBILITIES AND BE TRANSFORMED



▶ The University will **inspire** you to bring your **distinctness** to your chosen field of study, will guide you to open your mind, help you find the essential you, **your voice as an innovator**.

▶ **State of the art facilities** that inspire ideas and breed creativity where you are always welcome to try new things, get your hands dirty, prototype and create amazing new concepts.

▶ **Full-time international faculty** that open a world of possibilities for you, who will make you question, discover, explore, and express yourself, and push you to new limits you never thought were possible.

▶ A **strong visiting faculty program** ensures that you learn from the best professionals and academics from around the world. Not only you get the latest knowledge and practices, you also gain a fresh perspective on which you build your own sensibility.

A **curriculum** that is flexible, stimulates interest and develops knowledge, skills and deep understanding.

▶ A range of teaching and learning methods are used to augment your understanding. You will **learn and discover through studio and workshop practice, critical reflection and experimentation with ideas, processes and materials**.

▶ An engaging learning environment ensures student success through pedagogical models that **foster innovative mindset, encourage creativity, and enable inspired teaching**.

▶ Our commitment to **personal attention** distinguishes ADYPU from other institutions. A supportive campus community where everyone has one single aim, that is to **advance student development and success**.

▶ **International linkages** allow you to continue your education with leading universities, be a part of joint projects and learn from the international faculty.

▶ **Real-life projects** in industry like situations means that you will be job ready when you complete your course. You apply what you learn through **hands-on projects** hence getting an impressive advantage in the job world.

▶ Our **deep-rooted partnership with the industry** will help us source projects, internships and placements for you.

▶ **Placement** of successful students is a natural outcome of ADYPU's rigorous academics, hands-on experiential learning and real-world experiences. Placements are assured for worthy students through the dedicated placement unit at ADYPU.

▶ ADYPU is one of the few institutions in the country **focusing on innovation** and leading the convergence of humanities, business and technology.

▶ Our distinctive programs prepare you for a successful, rewarding career. We don't offer run-of-the-mill programs offered by several others. We offer **programs specially designed and based on the real needs and challenges faced by the industry and society**.

▶ ADYPU is one place where you are **empowered to make a difference** and **inspired to create** something of enduring value – an advantage that is **exceptional and quite rare**.



I DREAM OF BELONGING

Are your dreams
different from those
of your peers?

Are your aspirations
beyond conventions?

If yes, then you have found the place where you belong. ADYPU offers pioneering undergraduate and postgraduate course programs. These unique programs are linked with an exemplary 'ADYPU Student Experience' supported by excellent facilities and a highly motivated teaching staff who will dare you to Dream and then develop the confidence to Do.

I DREAM OF BEING...

IMAGINATIVE... EXPRESSIVE... INVENTIVE

HELPING YOU TRANSFORM YOUR DREAM INTO YOUR CAREER



We give you the opportunity to choose a path breaking career



We will open doors to countless new experiences



We will encourage you to learn, grow and challenge the given



We will help you get be 100% job ready



WE WILL PREPARE YOU TO MAKE A LIVING, DOING WHAT YOU LOVE TO DO.

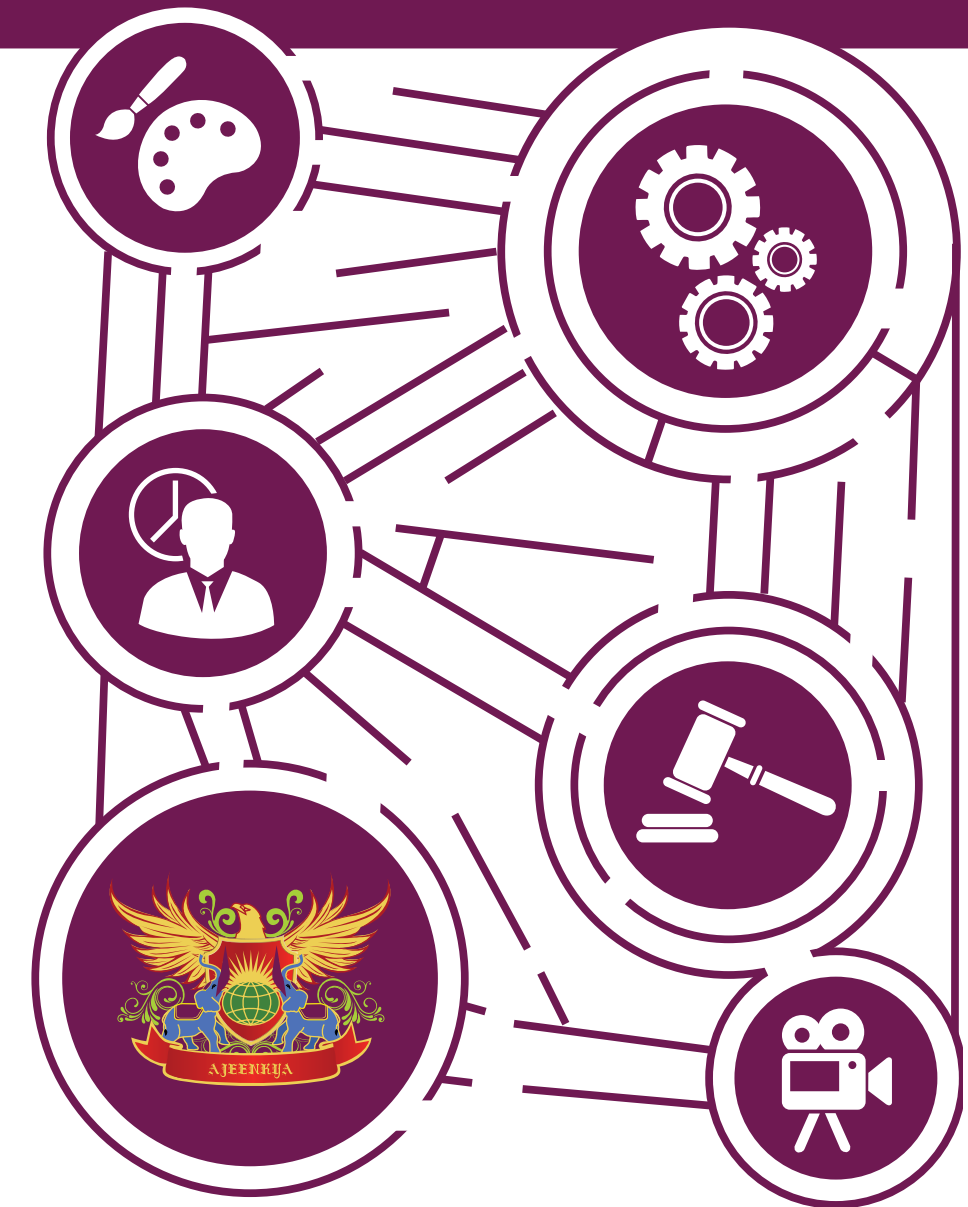
I DREAM OF NEW EXPERIENCES

NEW BEGINNINGS,
NEW WAYS OF THINKING
AND NEW PERSPECTIVES



ADYPU offers highly experiential, hands-on programs with unique learning experiences. We are Constantly evolving new ways of generating cutting-edge products and services using design principles.

The emphasis at ADYPU is always on creating an exciting and charged environment, where there is a mix of youthful vibrancy with experience & maturity. Our programs aim to balance global viewpoints with local reality, emerging technology with traditional wisdom, and existing knowledge with revolutionary thinking.





INNOVATION ... IS WHERE IT ALL BEGINS

School of Engineering

- B. Tech. in Biomedical Engineering
- B. Tech. in Mechatronics Engineering
- M. Tech. in Automotive Product Engineering
- M. Tech. in Digital Manufacturing
- B. Tech Cloud Technology and Information Security
- B. Tech Mobile Application & Cloud Technology

School of Management

- BCA Cloud Technology and Information Security
- BCA Mobile Application & Cloud Technology
- BBA International Business
- BBA Financial Services
- BBA Financial Services + CMA Integrated
- B.Com (Honours)
- MBA International Business
- MBA Digital Marketing and E- Commerce
- MBA Supply Chain Management & Logistics
- MBA with specialization in Marketing / Finance / Human Resources
- MBA Banking & Financial Services
- MBA Business Analytics

School of Law

- Integrated Bachelor of Law (BALLB)
- Bachelor of Law (LLB)
- Master of Laws (LLM)

I DREAM OF
BEING
INGENIOUS

UTSAV
2015

AJEENKHYA

UTSAV 2015

DESIGN...
IS WHERE IT
IS IMAGINED



I DREAM
OF BEING
EXPRESSIVE

DYPDC School of Design

- B.Des. Automobile Design
- B.Des. Product Design
- M.Des. Automobile Design
- M.Des. Interaction Design
- M.Des. Product Design
- MBA Business Innovation & Strategy

School of Film & Media

- B.Sc. New Media
- B.Sc. Film Making
- BBA Media & Communication
- MBA Media & Communication
- MBA Media Innovation



ENGAGING, EXPERIENCED FACULTY

Excellent teachers are at the heart of a great education

Learning transforms who a student is, and what a student can do. Learning is not just an accumulation of skills and information, but also a process of becoming. Education at ADYPU is about learning how to think. Our faculty encourages students not become passive recipients of knowledge, but facilitate their path of discovery. With small class sizes, students are encouraged to think critically and express themselves clearly.

The ADYPU faculty is made up of enthusiastic and experienced full-time faculty members. World-class visiting faculty members from the finest institutions around the world support them.

These faculty members not only share knowledge of their fields and the subjects they teach, but also challenge and inspire students to explore new ways of thinking. The faculty has a lot of real-world experience to share. They constantly encourage students to discover new realms of knowledge. Through reviews of your work, you'll constantly be challenged to raise your expectations of yourself.

I DREAM OF A GUIDING LIGHT



I DREAM OF DISCOVERING MYSELF

ROAD TO SELF-DISCOVERY

At ADYPU we have developed a holistic academic experience that provides you the opportunity to discover who you really are. Along with advancing your knowledge, your time at ADYPU both in the classroom and beyond will help you unravel yourself, uncover your hidden talents and skills, and realize your potential.

As part of the ADYPU curriculum you will learn how to find solutions to challenging problems, gain global and cultural insights, develop a process oriented way of working but most important of all you will apply all your learning in 'Real World' situations.



THINKING FEELING & DOING

Each of our programs is developed to enable you to create something new, rather than manage something created by others.

Answers will not be given, rather we will prepare you to ask the right questions. You will learn to design creative and successful products and services that are of value to the user, market and society.

Your education will be based around constant production of your ideas. You will always be engaged with activities and throughout the program you will be introduced to different methods, media and concepts that will be crucial to your future academic and professional success.

I DREAM OF UNFOLDING OF MY FUTURE

I DREAM OF BEING READY

BE READY TO TAKE ON THE REAL WORLD

In this turbulent, get-real economy, the advantage goes to those who out-imagine and out-create their competitors. The real challenge lies in developing a way of working that enables you to devise solutions to wickedly difficult problems and overcome all hurdles to execute your solution fast. This is the unique advantage ADYPU offer you, to learn to innovate rather than replicate.

Our primary focus at ADYPU programs is to ensure that you are industry-ready, able to think strategically and provide solutions in a business context.

Our project-based learning culminates in you having a portfolio of your own creations in addition to your resume. Each project will be an opportunity for you to apply you learning's in a real-time situation with practical challenges to be overcome. You will have an actual product or service or an idea, which you would have developed by the time you leave ADYPU.



I DREAM OF LEARNING THE BEST



STANDARDS BASED CURRICULUM

Helping you get where
you want to go

Our curriculum aims to provide students with as many tools as possible to empower them as they go out into the world to develop their careers. Our curriculum prepares aspiring professionals to learn the theory and the practice that will enable them to go out into the working world with competence, maturity and the ability to operate independently.

We offer a comprehensive, future-oriented curriculum that continually develops the skills, knowledge, and attitudes that allow success in your chosen discipline, while incorporating the most current developments in the field.

We have developed a business-validated, competency-based curriculum that benchmarks against the internationally developed frameworks such as Accreditation Board of Engineering & Technology (ABET, USA), Computing Science Accreditation Board (CSAB, USA), National Association of Schools of Arts and Design (NASAD, USA), and the Subject Benchmark Statements as provided by the Quality Assurance Agency (QAA), UK.

This is the most unique offering of the University, which enables the students to learn through an international curriculum and measure success in terms of performance that is a function of competence through the realization of outcomes.

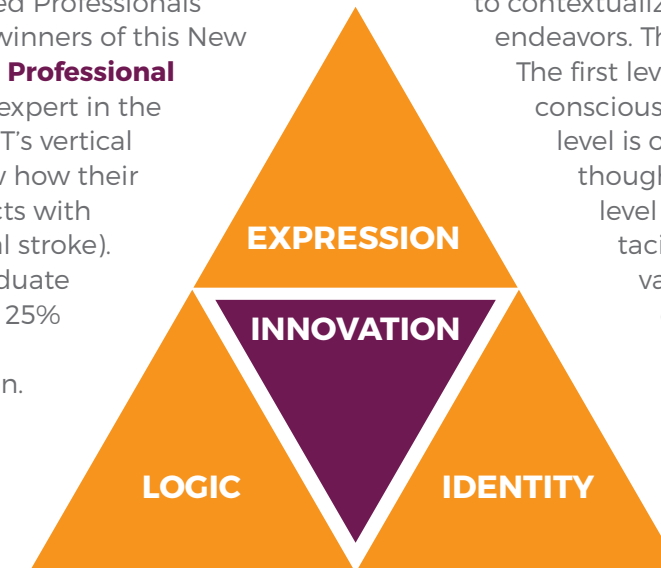


I DREAM OF RECEIVING HOLISTIC LEARNING

We relentlessly strive towards crafting better human beings rather than manufacturing blinkered individuals who are mere professionals. Our focus is on the T-Shaped Professionals who will be the winners of this New Age. A **T-Shaped Professional** is one who is an expert in the chosen domain (T's vertical stroke) and know how their discipline interacts with others (horizontal stroke). All our undergraduate programs have a 25% concentration of general education.

Expression, Logic, Identity and Innovation.....

are the four tenets of our General Education. The general education component not only help the students be better individuals but also shall give them the ability to contextualize and humanize all their professional endeavors. There are three levels of awareness. The first level is one we acquire through our conscious senses and behavior. The second level is one, which is predominated by our thoughts and feelings. The third and crucial level of awareness being one that we are tacitly aware of through our beliefs and values. Our holistic approach towards education ensures that all the three levels of awareness are acquired, as when we are aligned, we are most effective, energetic and persuasive.





I DREAM OF MAKING A DIFFERENCE

INNOVATION FACTORY

Power to positively affects

The capability to innovate is increasingly important in a globalized, industrialized, and knowledge-based economy. Inculcating the capability to innovate is the main focus of the Innovation Factory.

The Innovation Factory is a place you together with peers from the industry will solve pressing challenges of the industry as well as society at large. The aim will be to develop innovative products and services, which positively enhance quality of life and contribute to increasing competitiveness in global markets.

The Innovation Factory is a platform for project-based learning and besides honing your skills and knowledge in an applied scenario, you will acquire several key proficiencies like project management, leadership and team skills. Above all you will enjoy the thrill of being part of a real-world project, which is very likely to end up in the market.



ADYPU PAYS GREAT ATTENTION TO THE DEVELOPMENT OF INTERNATIONAL COLLABORATIONS.

I DREAM OF A WORLD OF OPPORTUNITIES

We actively participate in a number of national and international collaborations in an effort to build networks, associations and partnerships. Cultivating a network of international relations allows us to boost the mobility of our academic staff and students, establish joint educational programs and research projects. Through these tie-ups our students

have the opportunity to travel aboard to study, while we host their students at our campus allowing for a rich exchange of thoughts, ideas and cultural insights between the students.

We have signed a Memorandum of Understanding with numerous universities from Europe and USA.



I DREAM OF WRITING MY FUTURE

Placements will be assured for worthy students after you have successfully completed any program at ADYPU.

We will prepare you to be employment-ready and help you to develop more of the practical skills and capabilities that sought-after by employers.

The courses offered by ADYPU are planned in such a manner that they address the specific needs of the industry. You will therefore be better prepared to 'hit the ground running' and contribute to organizations from day one. The combination of the right programs being offered, experiential-real-world learning will ensure the highest employability for you.

With our active support, assistance and academic excellence placements are the last thing you will need to worry about.



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B. Tech. in Mechatronics Engineering
M. Tech. in Automotive Product Engineering
M. Tech. in Digital Manufacturing

School of Management

MBA Business Innovation & Strategy
MBA Media & Communication
MBA Media Innovation

School of Law

Integrated Bachelor of Law (BALLB)
Bachelor of Law (LLB)
Master of Laws (LLM)

DYPDC School of Design

B.Des. Automobile Design
B.Des. Product Design
M.Des. Automobile Design
M.Des. Interaction Design
M.Des. Product Design

School of Film & Media

B.Sc. New Media
B.Sc. Film Making
BBA Media & Communication



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