

Content for MBA Broucher

YD Baba – The Digital University

MBA – Startup Leadership, Growth & Global Business Program

(All 4 semesters exactly as you finalised | Inspired by Masters' Union + Mesa | Shivaji Maharaj theme)

This is written so you can:

- Directly convert into **Canva / PPT (horizontal 16:9)**
- Use for **print PDF, counselling decks, website**
- Compete confidently with **Masters' Union & Mesa School of Business**

Each page includes **CONTENT + DESIGN SUGGESTION**.



PAGE 1 — ATTRACTIVE FRONT PAGE

YD BABA – THE DIGITAL UNIVERSITY

MBA – Startup Leadership, Growth & Global Business

Inspired by Chh. Shivaji Maharaj – The World's First Startup Leader

Build Businesses. Scale Empires. Create Swarajya.

- ◆ Build & scale a real startup
- ◆ 1 Lakh Followers Social Media Challenge
- ◆ India + Global Business Exposure
- ◆ Fund Raising & Investor Access

This is not an MBA for jobs only.

This is an MBA for founders & leaders.

DESIGN SUGGESTION

- Horizontal 16:9

- Royal Blue background with **saffron highlights**
- Subtle Shivaji Maharaj fort / sword watermark
- Bold headline, minimal text

PAGE 2 — ABOUT THE FOUNDER

From Grassroot Counselling to Building Leaders

YD Baba is built from **ground reality**, not boardroom theory.

Starting by counselling students and parents across Maharashtra, YD Baba became a **trusted education influencer**, known for **clarity, honesty, and real outcomes**.

Proof of Credibility

-  **Josh Talks Speaker**
-  Guided thousands of students
-  Strong education influence
-  Helped students start careers & businesses

“Education should create leaders who build, not followers who wait.”

DESIGN SUGGESTION

- Founder photo on left
- Timeline: Zero → Impact
- Warm, trust-focused design

PAGE 3 — ABOUT THE ORGANIZATION

About YD Baba – The Digital University

YD Baba – The Digital University is a **next-generation, outcome-driven education ecosystem** focused on **business creation, leadership, and income generation**.

Our Core Belief

- Education must create **results**
- Business must be **experienced, not memorised**
- Students must **build before they graduate**

What Makes Us Different

- Startup-based curriculum
- Industry immersion
- Global exposure
- Mentors over lecturers

Education that builds Swarajya-minded entrepreneurs.

DESIGN SUGGESTION

- Clean white background
- 4 icon blocks: Startup | Industry | Global | Leadership



PAGE 4 — INTRODUCTION OF THE PROGRAM

Introducing the MBA – Startup Leadership & Global Business

This MBA is inspired by:

- **Masters' Union** (industry immersion & CXO learning)
- **Mesa School of Business** (entrepreneurship focus)
- **Chh. Shivaji Maharaj** (strategy, leadership & execution)

Program Focus

- ✓ Real startup building
- ✓ Sales, marketing, operations & finance
- ✓ Social media & creator economy
- ✓ Fund raising & investor readiness
- ✓ India + international exposure

Graduate as a founder, not just a manager.

DESIGN SUGGESTION

- 4-semester roadmap graphic
- Business + strategy visuals



PAGE 5 — WHY YD BABA?

Why Students Choose YD Baba

Our Students Aim & Work With

(LOGOS TO BE ADDED BY DESIGNER)

Google • Amazon • Microsoft • TCS • Infosys • Accenture
Flipkart • Paytm • Zomato • 50+ Indian & Global Companies

Why We Win

- Business built as a core project
- Revenue & followers, not case studies
- Market & trade exposure
- Investor access

DESIGN SUGGESTION

- Logo grid (50+ MNCs)
- Corporate, premium layout



PAGE 6 — DEGREE & INDUSTRY CERTIFICATIONS

Degree + Industry Certifications

Academic Degree

 **Master of Business Administration (MBA)**
Issued by YD Baba – The Digital University

Industry Certifications (Included)

- Google (Digital Business & Marketing)
- Meta (Ads & Growth)
- Startup & Entrepreneurship certificates
- Sales & Finance execution certificates

Degree for qualification.

Certifications for execution.

DESIGN SUGGESTION

- Certificate mockups
- Gold seals & premium borders



PAGE 7 — 12+ INDUSTRY EXPERT MENTORS

Learn from People Who Have Built Businesses

Our students are mentored by:

- Startup founders
- Sales & marketing leaders
- Export & trade experts
- Finance & fund-raising mentors

Mentorship Model

- Weekly founder reviews
- Market-based learning
- Investor & CXO sessions

If they haven't built it, they don't teach it.

DESIGN SUGGESTION

- Mentor photo grid (3×4)
- Dark background, spotlight effect



PAGE 8 — TRUSTED BY BRANDS & LEADERS

Trusted by Brands, Leaders & Creators

Brands & Institutions

AngelOne • Sahyadri Agro • Pravara Group
Sandip University • Industry Partners

Leaders & Creators

Nilesh Jadhav
Jugadu Kamlesh
Aditya Dere
Vishal Kadlag

DESIGN SUGGESTION

- “Trusted By” badge
- Brand logos + celebrity photos



PAGE 9 — YEAR 1 SYLLABUS (SEM 1 & 2)

Foundation & Market Entry

Semester 1

- Startup Mindset & Swarajya Leadership
- Market & Consumer Psychology
- Sales Fundamentals (Real Revenue)
- Financial Literacy for Founders
- Digital & AI Tools for Business

Industry Visits (Min 2):

- 📍 Chandni Chowk – Trade & pricing
- 📍 Sadar Bazaar – FMCG bulk business

Semester 2

- Social Media Growth (1 Lakh Followers Challenge)
- Performance Marketing (Meta & Google Ads)
- Dropshipping & Affiliate Marketing
- Operations & Process Building
- Legal, GST & Compliance

Industry Visits (Min 2):

- 📍 Bhiwandi – Logistics & distribution
- 📍 APMC Vashi – Supply chain & perishables

DESIGN SUGGESTION

- Two-column layout
- City icons & visit markers



PAGE 10 — YEAR 2 SYLLABUS (SEM 3)

Scale, Strategy & Global Exposure

Semester 3

- Strategic Management (Ganimi Kava Strategy)
- Brand Building & Advanced Marketing
- Finance for Growth & Valuation
- HR & Team Building (Ashtapradhan Model)

Industry Visits (Min 2):

Surat (Diamonds) • Tiruppur (Exports) • Ichalkaranji / Erode (Textiles)

Abroad Exposure (1):

 UAE / UK / USA – International trade & business learning

DESIGN SUGGESTION

- India + world map visuals
- Growth arrows



PAGE 11 — YEAR 3 SYLLABUS (SEM 4)

Fund Raising, Scale & Legacy

Semester 4

- Fund Raising Mastery
 - Angel investors
 - Seed funding
 - VC funding
 - Shark Tank-style pitching
- International Business & Exports
- Leadership, Ethics & Legacy Building

Capstone Outcomes

- ✓ Investor pitch deck
- ✓ Demo day & fund-raising events
- ✓ Scaled startup or leadership role

DESIGN SUGGESTION

- Investor icons
- Pitch stage visuals

PAGE 12 — PLACEMENT & BUSINESS GROWTH PROCESS

Career & Business Growth Pathways

Job Path

- Growth Manager
- Sales Head
- Marketing Strategist
- Operations Manager

Business Path

- Startup Founder
- Brand Owner
- Exporter
- Agency Owner

Process:

Skills → Market → Revenue → Scale → Funding

DESIGN SUGGESTION

- Dual-path flow diagram

PAGE 13 — TRADITIONAL MBA vs YD BABA MBA

Traditional MBA

Theory & exams	Execution & revenue
Case studies	Real startups
Internship	Ownership
Degree only	Degree + business

YD Baba MBA

DESIGN SUGGESTION

- Red  vs Green 
- Highlight YD Baba column



PAGE 14 — CONTACT DETAILS

Start Your Founder Journey with YD Baba

 **YD Baba – The Digital University**

 Phone: _____

 Email: _____

 Website: _____

 **Book Free Career Counselling**

 **Apply Now**

Build Swarajya. Build Businesses. Build Legacy.

DESIGN SUGGESTION

- Clean white background
- Strong CTA button

YD Baba – The Digital University

MBA – Startup Leadership, Growth & Global Business Program

(Inspired by Masters' Union + Mesa | Shivaji Maharaj Theme)

This is written **exactly** for Canva / PowerPoint execution:

- **1 Page = 1 Slide**
- Clear **Left / Right / Center** layouts
- **Design + content placement instructions**
- Your designer can implement this **without interpretation**



CANVA layout for

Canvas Type

Presentation (16:9 – Horizontal)

Brand Color Palette (Royal + Business)

- Royal Navy: #0B1C2D
- Saffron Accent (Shivaji Maharaj): #FF8F00
- White: #FFFFFF
- Steel Grey: #CFD8DC
- Success Green: #2ECC71

Font Pairing (Canva-Safe)

- **Headings:** League Spartan / Poppins (Bold)
- **Body:** Open Sans / Lato
- **Quotes / Numbers:** Bebas Neue

Mandatory Branding Rule

👉 Every slide should have a **very light Shivaji Maharaj–inspired watermark** (fort / sword / seal / map of Swarajya) at 5–8% opacity.



SLIDE 1 — ATTRACTIVE FRONT PAGE

Layout

- **Left 60%:** Text
- **Right 40%:** Visual (Startup + Shivaji Maharaj silhouette)

Content Placement

Top (Small):

YD Baba – The Digital University

Main Heading (Very Large):

MBA – Startup Leadership, Growth & Global Business

Sub-Heading:

Inspired by Chh. Shivaji Maharaj – The World's First Startup Leader

Power Line:

Build Businesses. Scale Empires. Create Swarajya.

Bottom Icon Strip:

Startup • Social Media • Sales • Finance • Fund Raising • Global Exposure

Design Notes

- Dark background
- Saffron underline below headline
- Premium, minimal, bold



SLIDE 2 — ABOUT THE FOUNDER

Layout

- **Left:** Founder photo (large rectangle / circle)
- **Right:** Story text

Content

Heading:

From Grassroot Counselling to Building Leaders

Body (3 Short Paragraphs):

- Started with on-ground student counselling
- Built trust across Maharashtra

- Known for clarity, honesty & outcomes

Proof Strip (Icons at Bottom):

-  Josh Talks Speaker
-  Thousands Guided
-  Education Influencer

Quote (Highlight Box):

“Education should create leaders, not followers.”

Design Notes

- Timeline arrow: Zero → Impact
- Warm trust-building visuals



SLIDE 3 — ABOUT THE ORGANIZATION

Layout

- Center-aligned
- 4 Horizontal Cards

Content

Heading:

About YD Baba – The Digital University

Cards:

1. Startup-First Education
2. Industry Immersion
3. Global Exposure
4. Outcome-Driven Learning

Footer Line:

Education that creates capability, income & confidence.

Design Notes

- White background
- Simple icons
- Clean spacing



SLIDE 4 — INTRODUCTION OF THE PROGRAM

Layout

- **Left:** Program explanation
- **Right:** 4-Semester roadmap graphic

Content

Heading:

Introducing the MBA – Startup Leadership & Global Business

Bullets:

- Build & scale a real startup
- Learn sales, marketing, operations & finance
- 1 Lakh Followers Social Media Challenge
- India + international business exposure

Bottom Line:

This MBA is built for founders, not note-takers.

Design Notes

- Roadmap arrows (Sem 1 → Sem 4)



SLIDE 5 — WHY YD BABA (MNC LOGOS)

Layout

- **Top:** Heading
- **Middle:** Logo grid
- **Bottom:** Value statement

Content

Heading:

Why Students Choose YD Baba

Logo Grid (Placeholders):

Google | Amazon | Microsoft | TCS | Infosys | Accenture
Flipkart | Paytm | Zomato | 50+ MNCs

Bottom Line:

Industry exposure before graduation.

Design Notes

- Grey logos on white
- Corporate premium look



SLIDE 6 — DEGREE & CERTIFICATIONS

Layout

- **Left:** Degree certificate mockup
- **Right:** Industry certification icons

Content

Heading:

Degree + Industry Certifications

Left Block:

Master of Business Administration (MBA)

Right Icons:

Google • Meta • Marketing • Sales • Finance • Startup Certifications

Power Line:

Qualification + Execution = Leadership

Design Notes

- Gold accents
- Certificate frames



SLIDE 7 — 12+ INDUSTRY EXPERT MENTORS

Layout

- Grid (3 × 4 mentor cards)

Content**Heading:**

Learn from People Who Have Built Businesses

Each Card:

Photo + Role (Founder / CXO / Investor / Growth Leader)

Bottom Quote:

If they haven't built it, they don't teach it.

Design Notes

- Dark background
- Spotlight effect on mentor cards



SLIDE 8 — TRUSTED BY BRANDS & LEADERS

Layout

- **Top:** Heading
- **Middle:** Brand logos
- **Bottom:** Celebrity photos

Content

Brands:

AngelOne • Sahyadri Agro • Pravara Group • Sandip University

Leaders & Creators:

Nilesh Jadhav • Jugadu Kamlesh • Aditya Dere • Vishal Kadlag

Design Notes

- “Trusted By” badge
- Social proof emphasis



SLIDE 9 — YEAR 1 SYLLABUS (SEM 1 & 2)

Layout

- Two-Column Layout

Content

Heading:

Year 1 – Foundation & Market Entry

Semester 1:

- Startup Mindset & Swarajya Leadership
- Market & Consumer Psychology
- Sales Fundamentals
- Financial Literacy for Founders
- Digital & AI Tools

Industry Visits (Min 2):
Chandni Chowk • Sadar Bazaar

Semester 2:

- Social Media Growth (1 Lakh Followers Challenge)
- Performance Marketing
- Dropshipping & Affiliate Marketing
- Operations & Compliance

Industry Visits (Min 2):
Bhiwandi • APMC Vashi

Design Notes

- City icons
- Visit markers



SLIDE 10 — YEAR 2 SYLLABUS (SEM 3)

Layout

- **Left:** Subjects
- **Right:** India + World Map

Content

Heading:
Year 2 – Scale, Strategy & Global Exposure

Semester 3:

- Strategic Management (Ganimi Kava)
- Brand Building & Advanced Marketing

- Finance for Growth & Valuation
- HR & Team Building (Ashtapradhan Model)

Industry Visits (Min 2):

Surat • Tiruppur • Ichalkaranji / Erode

Abroad Exposure (1):

UAE / UK / USA

Design Notes

- Growth arrows
- Map pins



SLIDE 11 — YEAR 3 SYLLABUS (SEM 4)

Layout

- **Left:** Content
- **Right:** Investor / Pitch visuals

Content**Heading:**

Year 3 – Fund Raising, Scale & Legacy

Semester 4:

- Fund Raising (Angel, Seed, VC)
- Shark Tank-Style Pitching
- International Business & Exports
- Leadership, Ethics & Legacy

Capstone Outcome:

Investor demo days & funding events

Design Notes

- Investor icons
- Pitch stage visuals

SLIDE 12 — PLACEMENT & BUSINESS GROWTH PROCESS

Layout

- Dual-Path Flow Diagram

Content

Job Path:

Growth Manager • Sales Head • Marketing Lead • Operations Manager

Business Path:

Startup Founder • Brand Owner • Exporter • Agency Owner

Flow:

Skills → Market → Revenue → Scale → Funding

Design Notes

- Two colored paths
- Clear arrows

SLIDE 13 — TRADITIONAL MBA vs YD BABA MBA

Layout

- Comparison Table

Content

Traditional MBA

- Theory
- Exams
- Case studies

YD Baba MBA

- Execution
- Revenue & startups
- Industry + global exposure

Design Notes

- Red  vs Green 
- Highlight YD Baba column

SLIDE 14 — CONTACT & CTA

Layout

- Center-Aligned CTA

Content

Heading:

Start Your Founder Journey with YD Baba

- YD Baba – The Digital University
- Phone: _____
- Email: _____
- Website: _____

CTA Button:

Book Free Career Counselling

Closing Line:

Build Swarajya. Build Businesses. Build Legacy.

Design Notes

- Clean white background
- Strong CTA button