

# 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**.

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## 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

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## 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

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## 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 | YD Baba MBA         |
|-----------------|---------------------|
| Theory & exams  | Execution & revenue |
| Case studies    | Real startups       |
| Internship      | Ownership           |
| Degree only     | Degree + business   |

#### 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.

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## 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

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**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