

## **FAQs (Frequently Asked Questions)**

### **PGDM/ PGDM e-Business/ PGDM Business Design / PGDM Retail Management / PGDM Healthcare / PGDM Rural Management (Emerging Economies)**

Admissions – 2013-15: Mumbai & Bengaluru Campus

[www.welingkar.org](http://www.welingkar.org)

#### ➤ **About Welingkar Institute of Management Development & Research**

#### **What ranking does Welingkar Institute have on an All-India basis?**

Ranked by Business World Magazine in their B School Ranking 2012 in the following categories:

- » 8th in West region
- » 10th in Intellectual capital
- » 11th in Industry interface
- » 17 in placements

Ranked 10th among the top private B-Schools & 8th in the International linkages by Forbes India in their Best Business School Survey in July 2011 issue.

Ranked Top 16th in Economic Times – India Inc's Preferred B Schools survey 2011.

Ranked 10th among the Western Zone of top 25 B-Schools, in the survey conducted by Careers 360 magazine in their January 2011 issue.

Honored with the "BMA Outstanding Institute of Management of the Year Award" by Bombay Management Association in 2010

The 12th Annual Convention on Leadership has conferred the 'Prof. Dharni Sinha Memorial Award for Excellence in Management Education' to Prof. Dr. Uday Salunkhe. This award recognizes his excellence and contribution to management education.

Ranked 7th in West India and 16th in India's Top 50 Business Schools by the Hindustan Times Best B Schools In India Survey 2010.

Ranked by The Week MaRS B-School Survey 2010 in the following categories:

- » 16th Nationally
- » 5th in Learning Ambience category
- » 7th among the Top 10 in the West Zone

Ranked by MBA Universe Indian B-School Ranking 2010 in the following categories:

- » 16th Nationally
- » 3rd in International Initiatives category
- » 9th in Student's Experience and Quality of Faculty category
- » 11th in Placement ranking category
- » 15th as per Recruiters ranking category and
- » 19th in the Academic Excellence category

Ranked 1st in Infrastructure, 2nd in Academic Excellence and Industry Interface, 3rd in West India and 4th in Top 10 most promising B-Schools category by Silicon India B-School Survey 2009.

Ranked 4th in the Recruiters category, 3rd in Mumbai and 15th in the Best B-Schools category by Business Today 2009

Ranked 15th in the Best B-Schools category by India Today 2009

Ranked 9th in the private B-School category and Top10 B-School in West Zone category, 5th in Top B-Schools in Metros and 21st in Top 75 B-Schools category by The B-School Survey 2009 conducted by Outlook.

- Honored with The Dewang Mehta Business Award, 2008 in the following categories
- » Business School which encourages Innovations that lead to better development
  - » Business School Leadership Award
  - » Business School with Best Academic Input (Syllabus) in
    - » Marketing
    - » Retail / Services

The award is in recognition of leadership, development, innovation and industry interface of business schools. The Dewang Mehta Business Award recognizes talent and leadership amongst the Business Schools across india.

## **What is the Infrastructure at the institute like?**

### **Mumbai Campus**

The Welingkar Mumbai Campus is an embodiment of openness in infrastructure, technology and thinking. Be it the space design, the technology or the pedagogy. The Wi-Fi environment, latest technology and software, provide MBA students with the much needed futuristic and smart learning tools. The pedagogy across programs focuses on the willingness to learn from unconventional sources, use of immersion tools to experience and understand the environment among several other interesting learning methods. The physical infrastructure provides the right ambience to stimulate academic and interactive learning.

The physical infrastructure includes:

- InnoWE, Mumbai's first innovation lab initiated by the Institute, a hub of business ideas for the future.
- Space Bar, a retail store for purchasing memoirs, student utilities and a space for visual merchandising workshops.
- 2 state-of-the-art libraries complete with online databases and software's.
- Tech Mall and logica, 2 computer labs providing free access to internet and software for all students, faculty, and administrative staff.
- Video conferencing and Wi-Fi facility
- An amphitheatre, innovative setup with open air seating, for students to showcase their creative talent.
- Brainstorm Room, especially useful for case discussions and goal setting activities.
- Auditorium with Audio-Visual facility scalable to all classrooms in the campus.
- Welingkar Research Cell (WRC) that supports students in research activities.
- All classrooms are air-conditioned and have ceiling mounted LCDs.
- Mentor rooms where students can meet faculty members.
- Career Management Center, for guidance on projects and job placements.
- Student Activity Center.
- Yoga and Meditation Halls.
- Fully equipped gymnasium for men and women.
- Student cafeteria.
- Office for international students.
- Hostel accommodation

### **Bengaluru Campus**

Our Bengaluru campus embodies all our past learning's and dreams for the future. The entire campus is designed to nurture Design Thinking and Innovation.

The Bengaluru Campus is a demonstration of our intent. To nurture leaders for tomorrow, to collaborate and to innovate, Welingkar has set-up a state-of-the-art campus in the Electronic city, the center hub of [corporates](#). This sprawling campus

with the latest amenities and skilled faculty will embody the values that Welingkar stands for.

The highlights of the new Bengaluru campus are:

- Design and Innovation embodied in every aspect.
- The strong corporate linkages by way of program partnerships, mentoring, campus recruitment and the Management Development Center which caters to the corporate training needs.
- Partnership with International Universities of repute that bring in pedagogical and academic richness.
- Experienced and passionate faculty with corporate and academic experience.
- Campus designed to foster a great learning environment through:
  - World-class learning areas – classroom labs
  - Wi-Fi environment
  - Tutorial room with plug-n-play and Audio Visual aids
  - Library
  - State-of-the-art Tech Center
  - Prototyping lab
  - Video conferencing
  - Hostel facility with Wi-Fi and transport facility is available for all students.

#### **What is the faculty base of the Institute?**

**Mumbai:** A core faculty base of 91, over 105 visiting faculty and 57 guest speakers with versatile corporate experience. The core faculty is a rich mix of academicians and professors who have a sound corporate experience. The faculty student ratio is 1:5.

**Bengaluru:** A core faculty base of 33, over 75 visiting faculty and 30 guest speakers with versatile corporate experience.

#### ➤ **About the Programs**

##### **What is PGDM?**

PGDM – Post Graduate Diploma in Management is a 2-Year full-time management program of Welingkar Institute, approved by the Ministry of HRD, Govt. Of India and recognized by the All India Council for Technical Education (AICTE). It is offered at the Mumbai as well as Bengaluru campus. PGDM was started by Welingkar in 1993. The specializations offered by PGDM are: Marketing, Finance, Operations, Systems, Human Resources and Retail.

##### **What is PGDM e-Business?**

PGDM e-Business - Post Graduate Diploma in Management e-Business is a unique 2-Year fulltime MBA program started by Welingkar Institute in year 2001. It is offered at the Mumbai as well as Bengaluru campus. PGDM e-Business combines traditional management education with a focus on a range of technology areas to prepare students for a MANAGERIAL career in technology and user industries.

##### **What is PGDM Business Design?**

Post Graduate Diploma in Management - Business Design offered at the Mumbai and Bengaluru campus is a 2 year Full time Masters level program of Welingkar Institute which combines the conceptual knowledge about various subjects related to

Innovation, Creativity and Design Management with those of advanced business skills in order to create a breed of future managers who have a unique blend of management competencies and design thinking.

### **What is PGDM Retail Management ?**

PGDM Retail Management offered at Mumbai campus is an AICTE approved program of Welingkar Institute to cater to the growing need of the retail professionals. The PGDM Retail Management course aims at providing a comprehensive view of retailing, an analysis of the retail environment and exposure to issues and developments in the industry. Retailing is changing today, and the business environment demands professionals with an ability to learn new skill sets, adapt and think out of the box. This comprehensive training program provides the student with advanced theoretical inputs and also the applications in the business.

### **What is PGDM Healthcare Management?**

Post Graduate Diploma in Healthcare Management, offered at the Mumbai campus is a 2 year Full time program of Welingkar Institute .The Learning process involves academic training in theory with practical applications across different domains in Healthcare sector industry. Interactive Classroom sessions, case studies, guest lectures, visits, workshops etc., form an integral part of the Program

### **What is PGDM Rural Management (Emerging Economies)?**

Post Graduate Diploma in Rural Management, offered at the Mumbai campus is a 2 year Full time Master Level program of Welingkar Institute. The Program offers students latest syllabus in core Management, Innovation and opportunity creation in the emerging markets. The major distinguishing feature of the program is the focus on value creation through development of sustainable business models in rural space.The program prepares the student to work in any industry sector of his/her choice with premium knowledge about the rural sector, facilitated by on-field rural projects & research experience through rural internship.

### **Note:**

#### **Programs offered at Mumbai Campus –**

**PGDM**

**PGDM e-business**

**PGDM Business Design**

**PGDM Retail Management**

**PGDM Healthcare Management**

**PGDM Rural Management (Emerging Economies)**

#### **Programs offered at Bengaluru Campus –**

**PGDM**

**PGDM e-business**

**PGDM Business Design**

### **What is the difference between PGDM & PGDM e-Business?**

PGDM offer specializations in Marketing, Finance, Operations, Human Resources, Systems and Retail. PGDM E-Business offers specialization in Marketing, Finance, Operations and Human Resources. PGDM e-Business is a blend of Information Technology (IT) and Information Technology enabled Services (ITES) and Business. The PGDM e-Business program does not require technical expertise as a prerequisite

in the applicants. It only calls for students with an open mind, ready to learn and those without fear for learning technology.

**Are the PGDM, PGDM e-Business, PGDM Business Design, PGDM Retail Management, PGDM Healthcare Management & PGDM Rural Management (Emerging Economies) courses recognized by the Corporate Sector?**

Yes. All the PGDM programs offered by Welingkar are AICTE recognized courses. Corporate have given due recognition to the courses as it is evident from the fact that every year the companies visiting the institute for placements have never made any adverse discrimination.

**What is the intake of students in each of the PGDM programs offered by Welingkar**

<b>Course</b>	<b>Mumbai Campus Intake</b>	<b>Bengaluru Campus Intake</b>
PGDM	180	60
PGDM e-Business	60	120
PGDM Business Design	60	60
PGDM Retail Management	30	-
PGDM Healthcare Management	60	-
PGDM Rural Management (Emerging Economies)	60	-
<b>Total</b>	<b>450</b>	<b>240</b>

**Is owning a Laptop compulsory? Will the Institute assist for the same?**

Yes, it is compulsory to have a Laptop. The price of the laptop is not included in the fees charged by the Institute. The Institute (including students from your Batch) will negotiate with the best of brands for a good price. Students have been able to obtain a high-end branded product (something that will be an asset for you not only while at College but also after you leave the Institute).

**Dress Code:**

Formals from Monday to Friday and Smart Casuals on Saturdays and Sundays.  
Boys: Daily wear will include a formal trouser, shirt and tie. Blazer is compulsory for the foundation fortnight and all special events.

Girls: Can choose from a western formal (long skirt/ trouser with a collared shirt and scarf or jacket) OR Indian formal (Formal salwar kameez complete with dupatta OR saree which is draped in a manner suited for an office environment).

**Fees:**

The tuition fees for all PGDM, PGDM E-Business, PGDM Business Design, PGDM Retail Management, PGDM Healthcare, PGDM Rural Management is Rs 4,30,000/- per annum. The fees are subject to change without prior intimation.

**What about hostel accommodation?****Hostel facilities**

Separate hostels are available in Mumbai & Bangalore for both boys and girls. The hostels are serviced and maintained with all basic amenities including 24x7 internet connectivity.

For all students admitted to programs at Bengaluru campus, accommodation in hostel is mandatory. 2 separate buildings are earmarked for boys and girls separately. All hostels rooms are allotted on twin sharing basis and are self contained having amenities like attached toilets, laundry, swimming pool, gymnasium and attached restaurants (food charges not included) for use. The Hostel Fees at Bengaluru for 2013-2015 will be in the range of Rs.85,000/- to Rs. 1,00,000/- per annum (plus Rs.5000 deposit which is refundable after the completion of the course).

The hostel fees in Mumbai Campus depends upon the types of room i.e. AC/NAC, Double/Triple occupancy. Presently the hostel fee ranges from Rs.90,000/- to Rs.1,40,000/- per annum (plus Rs.5000 deposit which is refundable after the completion of the course) Allocation of hostel will be on the basis of availability.

\* Fees are subject to change.

**Does Welingkar Institute offer any Loans / Financial Assistance through Banks?**

Most banks today offer Financial Assistance by offering student loans without collateral. Welingkar Institute does not offer any financial assistance, but can guide the students on various loan facilities provided by banks.

**What is the benefit or return on my investment?**

A Management Degree from one of the country's top institutes will stand in your favor for a long time to come. For starters the average package on campus for placements this year has been Rs. 7,00,000/- so the student recovers the investment made in the course in the first year of job placement itself. Apart from the regular rigorous curriculum, extra curricular activities, group activities, case studies, outbound programs, theatre workshops, foundation week, which forms the core of 2 years. Emphasis is laid on developing the overall personality of the student. This is ensured through a structured grooming process which includes a thorough mapping of the student's competency, identifying the gaps and focusing on filling in the gaps through grooming sessions, mentoring programs to ensure a smooth transition from a student to a corporate manager.

### **Does Welingkar offer any scholarships to students?**

Welingkar announces Protsahan - Scholarships for bright minds. A Scholarship designed to reward the crème de la crème of students applying to Welingkar's 2 year full-time PGDM Programs from all over the country. The scholarship selects the best through Welingkar's rigorous selection process (entrance test (the CAT/XAT/ATMA/MH-CET/CMAT), group discussions, personal interview, psychometric test), and then rewards the first topper with a fully paid sponsorship for the entire duration of the program-in other words, a 100% tuition waiver. The second ranker will have their foreign internship sponsored while the third ranker will receive a free laptop.

Students applying to Welingkar for the Post graduate Programs 2013 - 2015 are eligible to apply for the scholarships. Scholarships are not transferable. \*Conditions apply.

**\* Students applying to Welingkar for the PGDM Programs are eligible for the Protsahan scholarships.**

### **What kind of Summer Internships do students get?**

The summer internship is intended to be an intensive learning experience for the student. It gives the student an opportunity to assimilate his theoretical understanding of the general principles of management with a practical experience on the company shop floor.

Companies usually define the scope of the project based on their current requirements. Typically, the project has a quantifiable outcome that can be measured in the end. Student internships are generally defined for a period of 8 weeks during the months of May and June, when students break from their academic program.

### **International Summer Placements**

Internationalization being a priority at Welingkar, wherein it is our vision to help our students gain exposure to the global businesses by virtue of exchange programs with international universities and internships through projects in international companies.

Till date, over 350 students from Welingkar have been for Global Internships, Study Tours & Participation in Summer Program

**We facilitate such internships by Protsahan scholarship for Global Internships** - Each year, Welingkar awards 1 student from each program with a scholarship to pursue a Global Internship, which is most sought after on campus.

**International Languages** - To facilitate the internship experience, Welingkar encourages students to learn the basics of several international languages. Welingkar currently offers the Japanese language to be taught to its students and are certain that this language expertise will stand the student in good stead during their summer internship program.

### **International Internships in 2010-12**

The summer internship is intended to be an intensive learning experience for the student. It gives the student an opportunity to assimilate his theoretical understanding of the general principles of management with a practical experience on the company shop floor.

Companies usually define the scope of the project based on their current requirements. Typically, the project has a quantifiable outcome that can be measured in the end. Student internships are generally defined for a period of **8 weeks during the months of May and June**, when students break from their academic program.

Some of the prominent organizations where students did their summer internships include Abbott, AC Neilsen Bases, Amul, Avante Pharmaceuticals, Bank of India, BASF, Bayer, Bharat Electronics Limited, Blue Star, Bombay Stock Exchange, Britannia, CEAT Tyres, Central Bank of India, Citigroup Global Markets, Clariant Chemicals, Coca-Cola, Colgate-Palmolive, CROMA, Cummins, Dabur, Deutsche Bank, DHL, Dupont, Edelweiss Financial Advisors, Ernst & Young, Essar Steel, Eureka Forbes, Future Group, General Mills, Godfrey Phillips, Godrej Consumer Products Limited, Godrej Nature's Basket, Hindustan Unilever Limited, HSBC, Hindustan Petroleum, HDFC, HCC, ICICI Bank, IDBI Bank, Idea Cellular, J L Morison, Johnson & Johnson, Kansai Nerolac Paints, Knight Frank, KPMG, Larsen & Toubro, Mahindra & Mahindra, Marico, MindTree, Motilal Oswal, Mphasis, Mudra Communications, Nestle, Nokia, Nomura, Novartis, Nova Scotia Bank, Ogilvy & Mather, ONGC, Percept/H, Parle Agro, PepsiCo, Persistent Systems, Polaris, Raymond, Reliance Energy, Reliance Industries, State Bank of India, Standard Chartered Bank, Siemens, Suzlon, Tata Motors, Tata Consultancy Services, Tata Capital, Thomas Cook, ULJK Securities, Viacom, Vodafone, Voltas, Yes Bank, among others.

**Which are the companies that come to Welingkar Institute for recruitment?**

Following are the companies that came to Welingkar during the academic year 2010-2012:

Abbott Healthcare
ACC Cement
Accenture
Aditya Birla Corp
Aditya Birla Retail
Allahabad Bank
Andhra Bank
Asia Motor Works
Axis Bank Ltd.
Axis Risk Consulting Ltd.
Bajaj Allianz
Bank Of America
Bank of Baroda
Bank of India
BASF India Ltd
Bayer
Bharti Axa Life Insurance Co. Ltd.



Bloomberg Financial Services
Bristlecone
Capgemini Consulting
Castrol Oil
CBRE
Cerebrus Consulting
CITI CORP
Cognizant Technology Solution
CoreEI Technologies
CRISIL
CROMA
Deloitte Consulting
Delta PD Pumps
DHL
Eclerx
Edelweiss
Export Trading Group, Africa
FCB Ulka
Fenner
Gallup India
GATI Logistics
Global Talent Track
GVK
HCL Info system
HCL Technologies
HDFC Bank
Hettich India
Himachal Futuristic India Ltd
Hind Terminal
Hindustan Field Services
Hindustan Unilever Limited
HNG Float Glass Limited
HSBC Bank
Hyundai Motors
IBM
ICICI Lombard
ICICI Merchant Services Ltd
IDBI Bank
Idea 7 Jewels
Idea Cellular
iGATE Patni
Indi Travel
India Bulls

Indus street
Infosys Ltd
IngerSoll Rand
Jindal Steel and Power
Jk Helene
Kalpataru
Kansai Nerolac
Karvy Private Wealth
KPMG
L & T Infra
L& T InfoTech
Landmark International
Lodha Group
Lotus Group
Macleods
Mafatlal Industries
Mahindra Automobiles
MAQ Software
Mates
Mobie Infotainment Pvt Ltd
Morajee Textiles
Nahar Group
Naukri .Com
Newgen Software
Next Step InfoTech
NIELSEN BASES
Nissin Foods Japan
Novartis
NSE IT
OBC
Oberoi Realty
Oracle
People interactive
Petrochem
Pidilite
Raychem RPG
RBS
Reliance Industries(IT Division)
Reliance Retail
Resultrix
Setco Auto
Sokrati
Taj Group

Taj Khazana
Taj Salon
Tata Motors
Tata Motors, South Africa
TCS BPO
The Alchemist Ark
Thomas Cook
Times Now
Tupperware
Union Bank of India
Vdopia
VVF
Wadhwa Group
Wipro BPO
Wipro InfoTech
Wipro Technologies
Wonder works

**How were the executive placements of the previous batch?**

<b>Package</b>	<b>for the year 2010-12</b>
Highest package / per annum (Domestic)	14 Lacs
Average package / per annum (Domestic)	7 Lacs
Highest package / per annum (International)	22 Lacs
Average package / per annum (International)	21 Lacs

**Who are the institute's alumni who are doing very well in the industry?**

<b>Alumnus</b>	<b>Organization</b>	<b>Designation</b>
Dr.Uday Salunkhe	Welingkar Institute	Director
Mr. Ridham Desai	Morgan Stanley	Managing Director, Head Equity, Morgan Stanley India Company Pvt. Ltd.
Mr. Sandeep Nair	Emerson Network Power (India) Pvt. Ltd.	Managing Director, Vice Chairman – Western region
Mr. Hari Subramanian	Morgan Stanley	Vice President
Mr. Shailesh Kantak	Bharti Airtel Limited	Vice President (Operations)
Mr. Shirish Joshi	Cisco Systems (India) Pvt. Ltd.	Vice President – Channels India & SAARC

Mr. Abhay Desai	Johnson Diversery Pvt. Ltd.	Director – Marketing
Mr. Janak Upadhyay	J P Morgan	Vice President
Mr. Benny Antony	Kotak Mahindra Bank Ltd.	Vice President, Money Market & Fixed Income
Mr. Shailendra Kishor Apte	Centrum	Vice President
Mr. Sameer Karulkar	SBI Capital Markets Ltd.	Vice President – Mergers, acquisitions and Advisory
Mr. Vimal Agarwal	HSBC	AVP

**What is the eligibility criterion for the PGDM, PGDM e-Business, PGDM Business Design, PGDM Retail Management, PGDM Healthcare Management, PGDM Rural Management (Emerging Economies)?**

- Minimum 50% in graduation
- Should have completed graduation by June 2013
- Should have written **CAT 2012 and/or XAT 2013 and /or MH-CET 2013 and/or ATMA 2012-2013 /or CMAT 2012-2013** (IIMs have no role in the Welingkar Institute admission Process)
- Students in their final year of graduation can also apply.

**How does one apply to the PGDM, PGDM e-Business, PGDM Business Design, PGDM Retail Management, PGDM Healthcare Management, PGDM Rural Management (Emerging Economies)?**

Purchase Welingkar Institute Application kit (Form) to apply to all the programs: PGDM (offered at Mumbai & Bengaluru campus) / PGDM e-Business (offered at Mumbai & Bengaluru campus) / PGDM Business Design (offered at Mumbai & Bengaluru campus) / PGDM Retail Management (offered only at Mumbai campus) / PGDM Healthcare Management (offered only at Mumbai campus) / PGDM Rural Management (Emerging Economies) (Offered only at Mumbai)

Admissions 2013 – 2015 Application Kit cost Rs. 1500/-. The same may be purchased from:

- Welingkar Institute, Mumbai and Bengaluru offices
- Students can buy Application Kit online from [www.welingkar.org](http://www.welingkar.org) by using Credit Card, Debit Card or Netbanking options.
- OR Send a DD of Rs. 1500/- in favor of "*Prin. L. N. Welingkar Institute of Management Development and Research*" along with student contact details to the Institute's address (mentioned below under the CONTACT US section) in Mumbai and the application packet will be couriered to you.

**Are there separate forms for PGDM, PGDM e-Business, PGDM Business Design, PGDM Retail Management, PGDM Healthcare Management & PGDM Rural Management (Emerging Economies)?**

No. There is ONE COMMON application form for the programs offered in Mumbai and Bengaluru.

**Do I need to buy separate forms for applying to Mumbai and Bengaluru Campus?**

No. The application is common to PGDM two year full time programs at both the campuses.

**What is the last date for sale and submission of Application kits?**

Last date for sale of Application Kits: 30<sup>th</sup> March 2013

Last date for submission of forms: 30<sup>th</sup> March 2013

**What documents are to be submitted with the filled application form?**

Along with the duly filled & signed application forms, you need to submit the following:

- One recent color passport size photograph
- Copy of your **CAT (2012) and/or XAT (2013) and/or MH-CET (2013) and/or ATMA (2012-2013) and/or CMAT (2012-2013)** score card
- Copy of your 10<sup>th</sup>, 12<sup>th</sup> and graduation marksheets
- Proof of work experience (where applicable)

Please Note: No Original documents need to be submitted with the application form.

➤ **Selection Criteria**

**What is the selection procedure for the PGDM, PGDM e-Business, PGDM Business Design, PGDM Retail Management, PGDM Healthcare Management in Welingkar Institute & PGDM Rural Management (Emerging Economies)?**

The Selection Process comprises of the following:

<b>Parameters</b>	<b>Max.Marks</b>
<b>Stage 1</b>	
Written test (CAT/ XAT/ MH-CET/ ATMA)	<b>140</b>
Academic performance	15
Work experience	15
Total for stage 1	170
<b>Stage 2 (only students short listed from Stage I will progress to Stage II)</b>	
Extra curricular activities	10
Essay questions	20
Group discussion	50
Personal interview	100
Psychometric test & Creativity test	50
Total for stage 2	230
<b>Grand Total</b>	<b>400</b>

**\* Only students short listed after Stage I will be called for Stage II of the selection process.**

In the event of the candidate submitting more than one score, the best of the submitted scores will be considered for evaluation.

We look for students from a broad range of backgrounds and with widely differing experiences. The result is a dynamic learning environment that challenges students to think in new ways about operating in today's complex global marketplace. We accept students based on a comprehensive review of their application and written test scores instead of minimum performance standards. Our focus is on-

**Academic Potential:** Sound Fundamentals

**Personal Qualities:** Are you passionate about your goals?

**Leadership Qualities:** Have you displayed any leadership qualities in the past?

**Creative Skills:** Are you flexible and innovative? Do you think "outside the box"?

**Work Experience (If Any):** To identify if you have distinguished yourself in whatever line of work you have pursued and if you have learned and grown from your experiences?

**Extra Curricular activities:** What are your achievements in the past?

A sum total of all these qualities are what we look for in a student wanting to pursue a **PGDM, PGDM e-Business, PGDM Business Design, PGDM Retail Management, PGDM Healthcare Management, PGDM Rural Management (Emerging Economies)** in detail. Hence a student with a high written test score doesn't guarantee a short listing as the student may be found lacking on other areas on which the Institute lays emphasis. Alternately students with a low written test may be short listed if they are academic performers / have exhibited leadership qualities / performed exceptionally well on areas of the Institute's focus. So while this process begins with the short listing of candidates from **CAT (2012) and/or XAT (2013) and/or MH-CET (2013) and/or ATMA (2012-2013) and/or CMAT (2012-2013)** which we accept, there is no Cut Off score as we believe that the written test alone cannot be the sole deciding factor in the selection process. To test emotive aspects of leadership, decision making skills, ability to handle stress, team orientation, group dynamics to name a few, we have added Group Discussions and Interviews as a part of our selection process.

**Is there any preference given to students with Work Experience or Engineers?**

The weightage given to students based on their professional work-experience is 15 as mentioned.

➤ **Contact Us**

**Whom should I contact in case of any clarifications for admissions process for PGDM, PGDM e-Business, PGDM Business Design, PGDM Retail Management, PGDM Healthcare Management, PGDM Rural Management (Emerging Economies)?**

The contact persons for the admissions process are as mentioned below:

**Mumbai**

022-24198300 ext 8149 / 8150 / 8151

+91-9619906337 / +91-9619599402 / +91-9773662115 / +91-9773662116 / +91-9702102716

[admissions@welingkar.org](mailto:admissions@welingkar.org)

**Bengaluru**

080-42678300 / 28521066 / 28522514

+91-9886440456

[admissions@welingkar.org](mailto:admissions@welingkar.org)

**Delhi**

+91-9810775668 / +91-9212171051

[admissions@welingkar.org](mailto:admissions@welingkar.org)

**Kolkata**

+91-9836356784

[admissions@welingkar.org](mailto:admissions@welingkar.org)

**Where is Welingkar Institute located and what are the Office Timings?**

**Address:**

**Mumbai:**

Prin. L. N. Welingkar Institute of Management Development and Research  
L. N. Road, Near Matunga Central Railway Station,  
Matunga (E), Mumbai- 400 019.

Tel.: 91-22-24198300 Ext no 8149 / 8150 / 8151

Fax: 91-22-24097824

**Bengaluru:**

Prin. L. N. Welingkar Institute of Management Development and Research  
102/103, Electronic City Phase 1,

Next to Telephone Exchange,

Hosur Road, Bengaluru-560100

Tel: 080-42678300/ 28521066/ 28522514

**Website:** [www.welingkar.org](http://www.welingkar.org)

**Office Hours:**

Mumbai - Monday to Saturday: 10:00 hrs - 17:00 hrs

Bengaluru - Monday to Saturday: 09:00 hrs - 16:00 hrs

