

# We create Entrepreneurs

**Mentoring Business Owners to Ideate, Innovate,  
Execute & Prosper**

**Post Graduate Program in  
Entrepreneurship Management  
(PGP- Entrepreneurship Management)**

Designed for the Business Community  
towards Leadership

# PRIN. L. N. WELINGKAR INSTITUTE OF MANAGEMENT DEVELOPMENT AND RESEARCH (WeSchool)

Prin. L. N. Welingkar Institute of Management Development and Research (WeSchool), Mumbai is a part of the S. P. Mandali Pune, having two campuses in Mumbai and Bengaluru. S. P. Mandali manages multiple educational institutes in Maharashtra & Karnataka, prominent among them being, Ruia College and Podar College of Commerce in Mumbai. WeSchool is ranked among **Top 10 B-Schools in India** and **2nd in West Zone** in Times B-School Survey 2015 and also conferred upon with **Best Management Institute of the Year 2015 award** by Bombay Management Association (BMA).

## THE B-SCHOOL TO BE IN

The Welingkar Campus, a hot bed of new thoughts, ideas and enterprise. A place where cutting-edge global conversations begin. Unconventional is in the DNA here. No wonder, state-of-the-art facilities like Complete Wi-Fi, Innovation & Leadership Labs form an indispensable part of teaching methodology, along with numerous other new-age learning tools.

Welingkar pioneers in Programs like Media, Retail, Rural, Healthcare, Legal to name a few. The programs are offered in Full-time, Part-time, Distance Learning & Diploma formats.

Every year, Welingkar draws students from a diverse cultural, personal and professional backgrounds. The School's rigorous and innovative curriculum combines revolutionary business research with active application-based course work and an emphasis on collaborative learning. Which makes it the The B-school to be in, imparting education that lasts, and evolves over a lifetime.



**ENTREPRENEURSHIP**  
is living a few years of your  
life like most people won't,  
so that you can spend the  
rest of your life like  
most people can't



## ABOUT THE PROGRAM

Welingkar's Post Graduate Program in Entrepreneurship Management (PGP- Entrepreneurship Management) explores and analyzes best management, governance practices and family continuity challenges, including issues relating to first generation entrepreneurs. It's designed for those of you, who are looking at making an existing successful business even more competitive. And also for those who are keen on creating business turnarounds or starting new ventures besides their existing ones.

The Program structure is based on AAA (Acquisition, Application & Assimilation of Knowledge). The PGP Entrepreneurship Management Program consists of two Semesters spread over a period of 11 months. In every month, one week is devoted to Acquisition of Knowledge, three weeks to Application of Knowledge in one's own business and one day for Assimilation of Knowledge.

### HIGHLIGHTS OF THE PROGRAM

- This program has sessions for just 7 days a month so that business can go on as usual.
- The participants will be groomed to professionally manage and grow their business.
- Helping participants analyze their own company's financial statements and show opportunities for improvements.
- Showing participants how productivity of existing operations can be improved without requiring financial investment.
- Discovering inner strength of the business vis-a-vis the opportunities available in the economy & maximizing potential for growth, where the business attitude, methods & practices are studied & a new approach to business is developed.
- Global Outreach program - A Global outreach program is conducted annually to bring forth the global perspective to business. This consists of visits to world class companies in very advanced country, like Japan, which boasts of one of the highest quality and productivity cultures in the world.
- Parent Interaction sessions for participants having family business - A Parent interaction session is held every semester to help align the participants and their family business members with reference to the new learning's imparted in the program.

Students at  
International  
Industrial  
Visit



## ADMISSION INFORMATION

### WHO SHOULD APPLY

This program is ideal for 1st and 2nd generation entrepreneurs, SME owners from diverse industry sectors and individuals interested in starting their own business.

### PROGRAM DURATION

11 months of class room sessions. Classes will be held for 7 days a month, leaving time to attend business for the balance 3 weeks of the month.

### ELIGIBILITY

Graduates from a recognized university. Should own a business or should be an active member of family business.

### SELECTION PROCESS

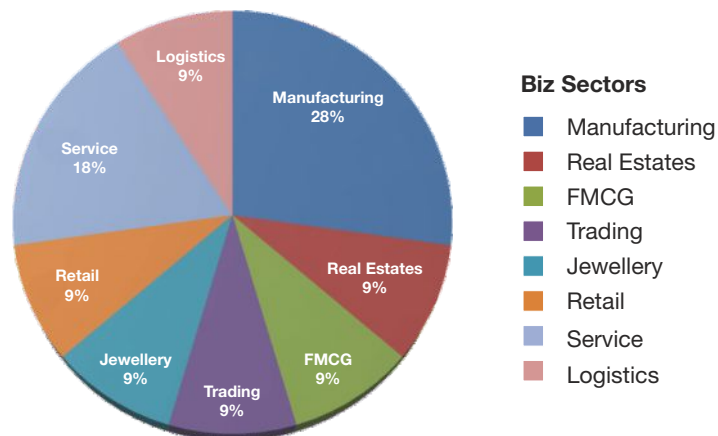
In depth Personal Interview

### INVESTMENT

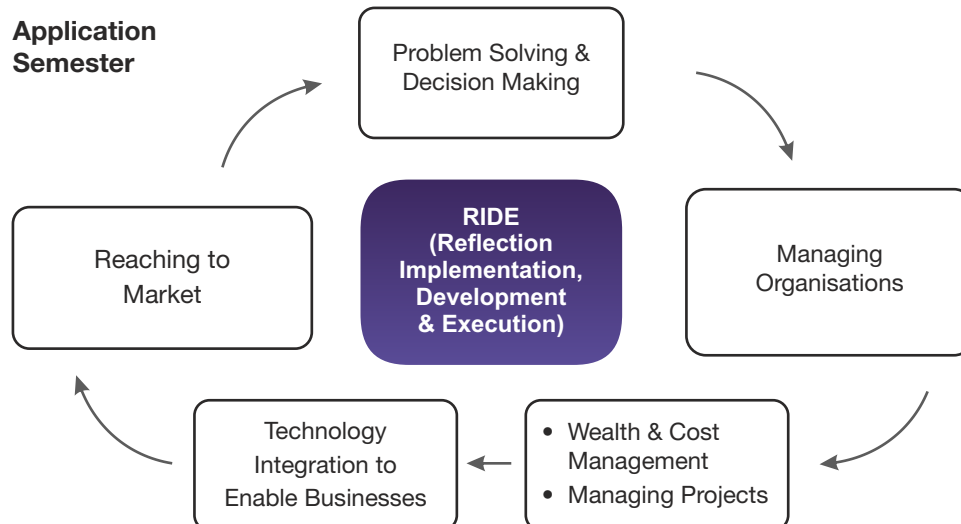
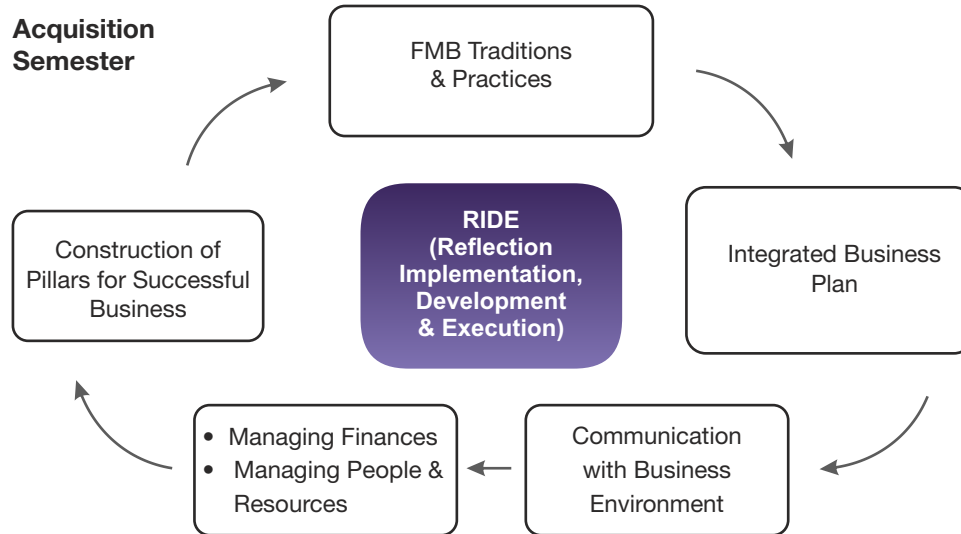
1. Tuition fees\* are ₹ 5 lakh plus 14% service tax, for 11 months, which needs to be paid at the time of admission.
2. Students opting for Global Outreach Program (International Tour) or any other Offsite visit would be charged an additional investment of ₹ 3 lakh\* approximately.

\*Subject to change

## STUDENT BATCH PROFILE



# CURRICULUM





"The global outlook of the program comprising of international study tours, foreign languages, e-commerce and use of technology as an enabler has helped me to explore new business opportunities in untapped international markets."

**Namrata Jham**

Director, Symphony Fashions Pvt. Ltd.



"This Program has helped me to develop the maturity and empathy to appreciate the core values and generation old business practices of our Joint Family Business and seamlessly amalgamate with my newly acquired modern management concepts."

**Harshit Mehta**

Director & CPO,  
Abhinav Electrical Industries



**Times 3 School**

**Welingkar Ranked 10th among B-Schools  
in India and 2nd in West Zone**

Times B-School 2015 Survey (Times of India, 27th February, 2015)



WeSchool awarded the  
**Best Management Institute of the Year, 2015**  
by Bombay Management Association (BMA)

To know more about this program call **022 24198300/8700**  
or email us at [entrepreneurship@welingkarmail.org](mailto:entrepreneurship@welingkarmail.org)

To  
know  
more



Give us a missed call on  
**022-45305060**

**we school**  
S.P. MANDALI'S  
Welingkar Education

**Prin.L.N.Welingkar Institute of Management Development and Research**  
L. Napoo Road, Matunga (C.Rly.), Mumbai 400 019.

WeSchool is the brand identity of Prin.L.N.Welingkar Institute of Management Development and Research which is the legal entity of the institute.

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