

Agile, Digital, Experiential: The New Customer Journey!

Making you ready for tomorrow's retail



PGDM Retail Management 2024-2026

2 year full-time AICTE approved Program (60 seats)

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About S. P. Mandali's

Founded in 1888, Shikshana Prasarak Mandali is one of the pioneers of educational societies in state of Maharashtra. The institution since its inception is determined to building an environment that encourages the spirit of free thinking, thus imparting quality education to more than 45,000 students.

All the institutions of S. P. Mandali are known for their academic excellence and attract students from all parts of India. S. P. Mandali owns 43 educational institutions in the states of Maharashtra and Karnataka including pre-primary, primary, secondary and higher secondary schools, colleges for Arts, Science and Commerce, a school for hearing impaired children, a therapeutic drug monitoring laboratory, an institute carrying out research in Ayurvedic and Herbal Medicine and Management Institutes. Having a diversified and dynamic module of operation, each institution at S. P. Mandali is known for its academic excellence and calls for students from across the nation.



Adv. Shri S K Jain

Chairman Managing Council,
S P Mandali and CDC, WeSchool



Shri. S R Chitale

Vice-Chairman, Managing Council,
S P Mandali

About WeSchool

WeSchool is one of India's leading management education institutes with fervor to contribute socially responsible business leaders through management education. National Institutional Ranking Framework (NIRF) list of 2022 ranks WeSchool, Mumbai in Top 68 B Schools.

The institute's vision to nurture thought leaders and practitioners through inventive education is aligned to the thought leadership from Shikshana Prasarak Mandali Pune, an educational trust legacy that manages 43 equally eminent educational institutes in Maharashtra.

The institute's thought process stems from design-thinking approach, thus bridging academia with corporate leaders for an industry relevant management education.



Mumbai Campus



Bengaluru Campus



From the Group Director's Desk

India has been a major seat of learning for thousands of years. The country was home to both Takshashila - the first university in the world, and to the inventor of the digit 0 - Aryabhaṭa.

Lately, India has undergone a paradigm shift owing to its competitive stand in the world. The Indian economy is on a robust growth trajectory and boasts of a stable 8 plus annual growth rate, rising foreign exchange reserves and booming capital markets among others.

Higher education too in India has been a continuous provider of innovation, creativity and leadership support to the global industry. Some of the world's leading companies are being headed by-products of Indian education system such as Satya Nadella, CEO, Microsoft, Sundar Pichai, CEO, Google Inc., Ajaypal Singh Banga, President and CEO, MasterCard, Rajeev Suri, CEO of Nokia, Indira Nooyi, CEO of Pepsi Co. to name a few

We are fortunate to have the representation of the voice of key stakeholders such as policymakers, diplomats, experts, industry professionals, members of the academia, and our esteemed alumni in the industry, among others for the cause of education.

There has never been a better time for management students to start their careers in India. With the right skills and knowledge, you can take advantage of the many opportunities available and help drive the country's continued economic growth.

The vision of the NEP aims at building a global best education system rooted in Indian ethos, and aligned with the principles, thereby transforming India into a global knowledge superpower.

The Indian economy is growing at a robust pace and is poised to become one of the largest economies in the world. This growth has created a huge demand for skilled and knowledgeable management professionals who can help drive the country's continued economic development.

As a leading B-school, we have a crucial role to play in shaping the future of education and in preparing our students to become leaders in their fields. We are committed to staying at the forefront of these changes and to providing our students with the skills and knowledge they need to succeed in a rapidly changing world.

Over the course of the program, your fellow students become trusted colleagues and in many cases, lifelong friends. I invite you to embark on your path to academic and professional excellence with us at our sprawling campuses in Mumbai and Bengaluru which will truly enhance your intellectual and personal growth. Keeping design and innovation its core, WeSchool endeavors to provide newer avenues to students towards achieving excellence in all sphere of life and nurture them to become Global Citizen Leaders.

Prof. Dr. Uday Salunkhe
Group Director, WeSchool



Vision

To nurture thought leaders and practitioners through inventive education.



Mission

- Focus on inventive education by offering practical, innovative and technology driven programs.
- Provide managerial talent with risk managing ability, passion for learning and creative thinking and values in rapidly evolving economic and social environment.
- Contribute significantly to Indian corporate world by preparing Management graduates with global mindset.
- Build intellectual capital through faculty development, research, consultancy and publication.
- Develop alumni network of mutual benefit and keep alumni update through continuous learning and meeting.



Core Values

- Passion
- Breakthrough thinking and breakthrough execution
- Result oriented process driven work ethics
- We link and care



Why Retail Management?

- India is the world's fifth-largest global destination in the retail space.
- The retail sector accounts for over 10 % of India's GDP & around 8 % of overall employment.
- Indian retail market is expected to reach US\$ 1.1 trillion by 2027 and US\$ 2 trillion by 2032.
- India has the third-highest number of e-retail shoppers (only behind China and the US).

Source: IBEF November 2023

Program Overview

The PGDM Retail Management program at WeSchool has been designed to cater to the glocal (global + local) retail environment. The program's transformational cross-disciplinary learning aims to nurture students into a global competent professional with leadership abilities and an innovative mindset.

The program equips the student to understand the contemporary retail environment and examine core retail aspects - Buying & Merchandising, Supply Chain Management, Category Management, Franchising, Digital Marketing, Omni-channel Strategy, Visual Merchandising and Store Operations & Profitability to name a few.

Program Vision And Mission

Vision

To create professionals who can empathize, contribute, adapt & excel in the fast changing world of retail.

Mission

- **Glocal Business Knowledge:** To equip students with business knowledge through theory and application, encompassing global and local environment.
- **Competencies:** To develop communication and leadership skills to enable students to analyze and empathize with the needs of retail and allied sectors.
- **Practical Knowledge:** To impart innovative and the best industry practices through association with thought leaders, practitioners and alumni.

Program Educational Objectives

- To equip students with functional knowledge across retail and allied sectors.
- To develop students to identify and analyze business challenges.
- To inculcate teamwork in students thereby enhancing managerial effectiveness.
- To develop an agile mindset which will enable adapting to a changing business environment.



Program Outcomes

On successful completion of the PGDM Retail Management program, students will be confident professionals and an asset to any company.

- Leadership
- Innovation
- Critical and Analytical Thinking
- Communication Skills
- Global Perspective
- Role of Self in the organization & in society
- Retail Business Knowledge

Program Pedagogy

The PGDM Retail management program pedagogy is a unique blend of classroom and industry interface. It includes lectures, global citizen leadership projects, events, workshops, live industry projects, mock shops, industry training and case studies delivered by highly acclaimed academicians and renowned Industry experts. There are regular engagements with companies such as AdityaBirla Fashion and Retail Limited, Phoenix Marketcity and Palladium, Reliance Retail Limited, Trent Hypermarket Private Limited and many more.

To enable the student to excel in work life, the Assessment Centre and Development Centre (AC And DC) exercise is conducted. The assessment centre focuses on a set of varied exercises, which are designed to simulate different aspects of the work environment. The AC exercises assess closely demonstrated behaviours in students which are considered desirable for various organisational roles. This exercise helps the students identify their key strengths & key areas of development, which are then taken forward by Faculty mentors in the Development Centre.



Luxury Retail Workshop conducted by Reliance Brands Limited by Mr. R. Veeraraghavan, VP, Learning & Development and Mr. Vivek Narayanan, Senior General Manager, Marketing

Indicative list of Guest Sessions held in 2021-2023

Name	Designation	Company	Topic
Mr. Uday Varma	Director, Product	Trent Hypermarket Pvt Ltc	Careers in Retail and Required Skill Sets
Mr. Vallabh Soudagar	Business Head	Reliance Retail Limited	Category Management
Ms. Sulakshna Mukherjee	GM & Head of Department Corporate Communications	McDonald's India	Corporate Communications and the Changing Landscape
Mr. Vivek Rastogi	Chief Technology Officer	FabIndia	Technology in Retail
Mr. Aashutosh Taparia	Regional Business Head	BigBasket	Food & Grocery in Retail
Mr. Harmeet Singh Kapoor	Assistant General Manager, Supply Chain	L'Oreal India	Overview of Supply Chain in Retail



Program USP

The key distinguishing feature of this 2 years Program is the unique blend of general management and retail management subjects. In addition, students have the flexibility to choose a specialization in Marketing, Operations, Finance and HR in their second year. Students get opportunities to learn about the multi-disciplinary elements of retail pertinent to their chosen field of specialization.

Field visits and live projects enhance subject assimilation. **Weyapaar** - the retail club at WeSchool plays a key role in shaping the students' learning experience. Industry guest sessions, workshops and roundtable discussions add to the experiential learning.

Program Structure

The key distinguishing feature of this 2 years program is the unique blend of general management and retail management subjects and the flexibility to choose a specialization in Marketing, Operations, Finance and HR.

The key retail subjects include Store Operations & Profitability, Buying & Merchandising, Category Management, Supply Chain Management, Ecommerce, Digital Marketing, Visual Merchandising, Business Environment and Retail Analytics.

In addition to the classroom learning, students gain enhanced and experiential learning through various industry interface engagements such as:

Retail Immersions - Aimed at enabling a hands-on practical exposure to various dimensions and functional areas of retail. In 2022 and 2023 the companies where the students spent a day learning the various functions of retail were Trent Hypermarket Private Limited, Reliance Retail Limited, Ikea India Private Limited and Phoenix Malls. Over the academic year multiple such Immersions are a part of the student's learning experience. This includes Store Visits, Warehouse Visit, Visual Merchandising Activity, etc.

Retail Selling Skills Workshop - Students undergo a practical training on the shop floor to understand all the functions in a retail selling environment. They are exposed to interacting with customers and doing actual sales on the shop floor. Each student spends a total of 24 hrs on the shop floor doing sales.



Retail Immersion at Phoenix Palladium Mall
with Mr. Sachin Dhanawade, Centre Director,
The Phoenix Mills Ltd



Retail Round Table and Retail Conferences - The aim of the Roundtable conference is to showcase the talent of the students to the industry and at the same time provide the students with an enhanced learning from the industry perspective. Through the year students have an opportunity to attend various conferences and seminars hosted by Retailers Association of India - like Retail Leadership Summit, Retail Technology Conclave and other such conferences to learn from Industry experts.

Consumer Insights Workshop - A workshop on consumer insights is conducted for the students of PGDM Retail Management at WeSchool, Mumbai. The aim of the workshop is to provide a complete view of decision making viz. pre-purchase, point-of-purchase, and brand experience. The workshop has been conducted over the past years with industry partners such as Kantar Group and Hansa Research Group.

Marketing Communications Workshop - To give a comprehensive world view of advertising. An intensive workshop is conducted for the second-year students on marketing communications by an international industry expert. The objective is to introduce students to new age channels of communication and how they can be used effectively to achieve organizational objectives.

Weyapaar: The Retail Club - The Retail Club was initiated and is organized by the PGDM-RM students. It is a platform that enables knowledge sharing and idea creation. It gives the students an exposure to the industry through interactive sessions with senior experts from the industry. It helps the students gain an understanding of contemporary retail topics.

The Retail Times - The Retail Times is a fortnightly e-Newsletter, led by the students, which aims to share leading news about retail across the globe with the students.



Program Curriculum

Trimester I

- Perspective Management
- Economics for The Retail Business Environment
- Effective Business Communication
- Business Statistics
- Essentials of World Class Operations
- Marketing Management Basics
- Financial Reporting & Analysis
- Basics of Retailing

Trimester II

- Basics of Banking, Financial Services and Insurance
- Organization Behaviour
- Legal Aspects of Retail
- Business Research Methods and Marketing Research
- Cost & Management Accounting
- Marketing Application And Strategy
- Essentials of Supply Chain Management
- Global Citizen Leader – I
- Business Innovation and Application
- Store Location, Store Design and Visual Merchandising

Trimester III

- Optimization Analytics
- Global Citizen Leader - II
- Project Management
- Understanding Consumers in Retail
- Fundamentals of Financial Management
- Business Taxation
- Human Resource Management
- Retail Store Operations and Mall Management
- Retail Selling & Negotiation Skills

Trimester IV

- Retail Buying and Merchandising
- Retail Analytics
- Logistics and SCM: Value Creation, Adaptability and Sustainability
- Digital Marketing
- Integrative Manager
- International Business
- Summer Project

Electives: Marketing Specialisation (any 2 credits)

- Advanced Business Analytics I
- Customer Experience and Relationship Management
- Integrated Marketing Communications
- Product & Brand Management
- Brand Management – I
- Technology in Marketing

Electives: Finance Specialisation (any 2 credits)

- Fundamentals of Banking
- Advanced Business Analytics I
- Wealth Management
- Advanced Financial Management
- Financial Risk Management
- Analysis of Financial Statements
- Technology for Finance, Banking and Financial Services

Electives: Human Resource Specialisation (any 2 credits)

- Competency Assessment, Management & Performance Management Systems
- Learning, Training & Development
- HR Analytics
- Talent Management
- HR Lab

Electives: Operation Specialisation (any 2 credits)

- Productivity Techniques
- Production Planning and Control Systems
- Business Process Reengineering & Improvements
- Operations in Services
- Quantitative Techniques for Operations
- Enterprise Resource Planning Packages for Operations

Trimester V

- Integrative Manager
- Sustainability in Business
- Category Management
- International Retail & Strategy
- Omni-Channel Strategy in Retail

Electives: Marketing Specialisation (any 2 credits)

- Sales Management & Promotion
- Marketing Finance
- Rural Marketing
- Advanced Business Analytics – II
- Brand Management – II
- International Marketing
- Marketing Decision Models

Electives: Finance Specialisation (any 2 credits)

- Security Analysis & Portfolio Management
- Financial Modeling & Econometrics
- Advanced Banking
- Strategic Cost Management
- Corporate Law
- Advanced Business Analytics – II



Electives: Human Resource Specialisation (any 2 credits)

- Global and National Work Force Planning and Human Resource Audit
- Employer Branding
- Global & Strategic HRM
- Organizational Development and Change Management
- Diversity and Inclusion
- HR Issues in Mergers & Acquisitions

Electives: Operation Specialisation (any 2 credits)

- Excellence in Manufacturing & Sustainability
- Design & New Product Development
- Operations Analytics & Internet Of Things
- Quality & Reliability
- Complex Problem Solving and Six Sigma

Trimester VI

- Franchise Management
- Ethics and Corporate Governance
- Retail Specialization Project

Program Summary

The key distinguishing feature of this 2 years program is the unique blend of general management and retail management subjects. In addition, students have the flexibility to choose a specialization in Marketing, Operations, Finance and HR in their second year. The program's transformational cross-disciplinary learning aims to nurture students into a global competent professional with leadership abilities and an innovative mindset. The program pedagogy is a unique blend of classroom and industry interface.

Program Faculty



Prof. Dr. Swapna Pradhan
Professor



Dr. Mahima Mathur
Associate Professor



Dr. Shazia Waseem Khan
Associate Professor



Dr. Priti Saxena
Assistant Professor



Ms. Ann Mathew
Assistant Professor



Dr. Swapnil Desai
Assistant Professor



Advisory Board Members

Name	Designation	Organisation
Dr. Jagdish Sheth Padma Bhushan	Professor of Marketing	Emory University, USA
Mr. Kishore Biyani	Founder & Group CEO	Future Group
Mr Bijou Kurien	Independent Director	Mindtree Limited
	Chairman (since 30.9.2020)	Retailers Association of India
Mr Krish Iyer	Chairman & Partner	Rational Equity Partners LLP
	Independent Director	Proctor & Gamble Hygiene & Healthcare India Ltd.
	Former - CEO & President	Walmart India
Mr Amit Jatia	Vice Chairman	Hardcastle (McDonalds) West & South
Kumar Rajagopalan	CEO	Retailers Association of India
Mr Abheek Singhi	Senior Partner & Managing Director	The Boston Consulting Group, Mumbai.
	Asia Pacific Leader, Consumer & Retail Practice	
Mr. Hari Menon	Co-Founder & CEO	BigBasket.com
Mr. Ganesh Subramanian	Founder & CEO	Stylumia
Mr. G.R. Venkatesh	Chief Human Resource Officer	Reliance Retail Limited
Prof. Dr. Ashok Som	Founding Director	ESSEC-Parsons Executive Masters in Luxury Management & Design Innovation

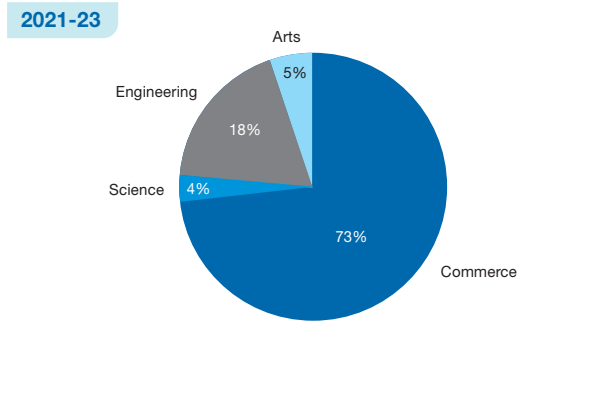
Academic Board Members

Name	Designation	Organisation
Mr. Varkey Joseph	Lead Customer Experience	Raymond Limited
Mr. Altaf Jiwani	Director & Head - Group Executive Office of Welspun Group	Welspun India Ltd.
Mr. Rajat Wahi	Partner - Consulting	Deloitte INDIA
Ms. Diya Suri	Vice President - People Past: Director - People Resources	Third Wave Coffee, Bangalore Hardcastle Restaurants India (McDonald's)
Ms. Deepshikha Surendran	Head - Communications	Tata Trusts
Mr. Uday Varma	Director - Product	Trent Hypermarkets Ltd
Mr. Sandeep Ranade	Executive Vice President and Head of Quantitative Research Division	Hansa Research Group
Mr. Ritesh Ghosal	Chief of Marketing & Insights	Infiniti Retail (CROMA)
Mr. Sanjay Nadkarni	Chief Business Officer	Medisync Health Management Services
Mr. Madhusudan Desai	CEO	M/s Good Nosh Retail Pvt Ltd.
Prof. Dr Piyush Kumar Sinha	Director	CRI Advisory
Ms. Apeksha Gupta	Head, Corporate Marketing & Strategy	Aditya Birla Fashion and Retail Limited

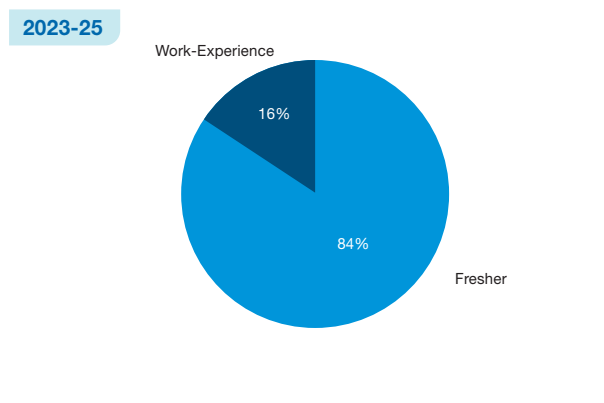
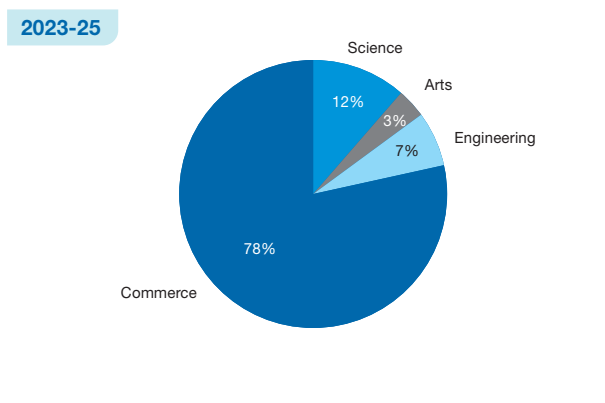
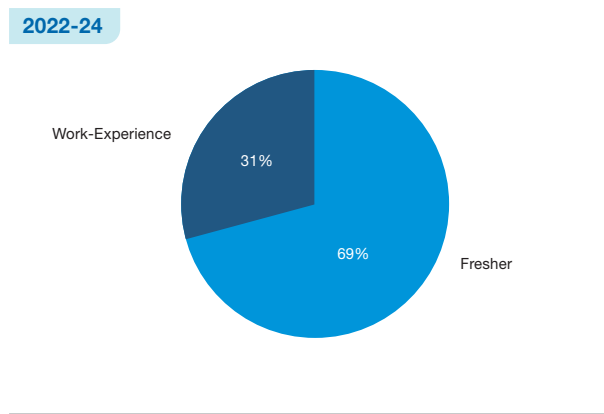
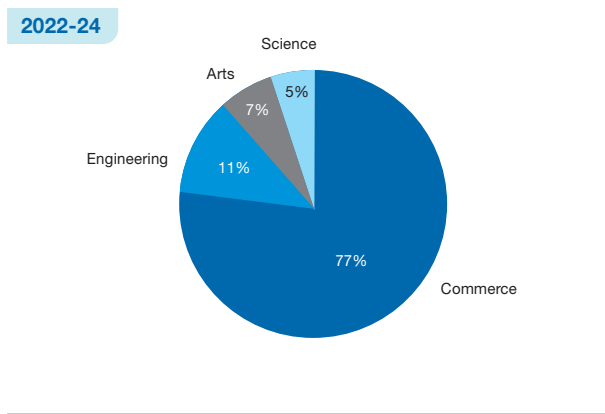
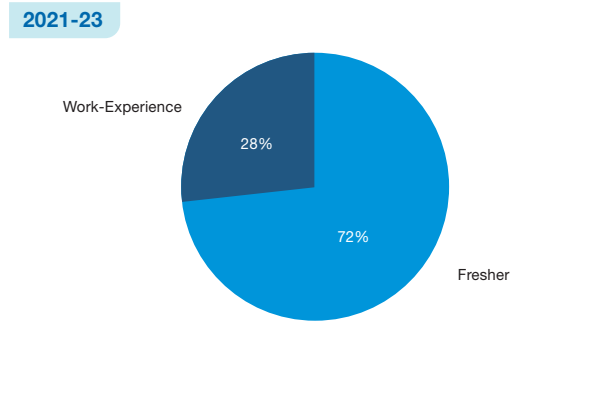


Batch Profile

Basic Education Qualification Pie Chart



Work Experience Pie Chart





Student Achievements

Name of Competition	Institute	Date	Names of Students	Position Secured	Mode (Online/Offline)
Regnant Populi-Nationwide HR Case Study Competition	IIT Kanpur	Oct-21	Riya Narula Juhi Thanvi	Winner	Online
International IEEE Conference on technologies for future cities	Pillai College of Engineering	Oct-21	Gaurav Chaturvedi Kaiwalaya Deshmukh Sanjay Dutt Sharma Brajnandan Asati	First Position	Offline
HRMony- HR & Management Event	IIM Ahmedabad	Oct-21	Riya Narula Juhi Thanvi	First Runner Up	Online
AIMS Student Paper Competition	AIMS	Aug-21	Sunakshi Vig Vinit Hule Ajay Khot	Gold Award Winner	Online
Manthan Hackathon 2021	AICTE, BPRD	Dec-21	Anushka Agarwala Karan Prajapat MalvikaParulekar Shivani Thakur Sairanjani Chandrashekar	National Winners	Online
We4tech	Welingkar College	Jan-22	Shivani Mishra Sachi Makharia Puberun Hazarika Saheb, Shonali	Winner	Online
Yudh	K J Somiya	Feb-22	Nishil Shah Raman Agrawal	3rd	Online
Ad-Parody	NMIMS	Jan-22	Mayank Singh Nihali Bisen Shivani Jaiswal	Runner-up	Online
aHRtificate - Article Writing	SIBM Pune	Oct-21	Akshay Thakkar	3rd	Online
aHRtificate - Article Writing	SIBM Pune	Aug-22	Anusha Kedia	Winner	Online
Finascere – Finance Competition	SIBM, Bengaluru	Jan-23	Karan Shah, Parth Shah	Finalist	Offline
Revelation'23	SIBM Bengaluru	Jan-23	Khyati Vakharia Adriel Dcosta Niraj Satwani Siddhant Pawar Parth Shah, Suraj Bharti	Finalist	Online
Make or Break – M&A Quiz	SPJIMR	Jan-23	Karan Shah, Parth Shah Hetvi Trivedi	Finalist	Offline
Shakti Neeti – Business Strategy Competition	IIM Rohtak	Jan-23	Parth Shah	2nd Runners-up	Online
Techkriti – Entrepreneurial Fest	IIT Kanpur	Mar-23	Karan Shah	Finalist	Offline
Kaizen – Article Contest	IIM Rohtak	Aug-23	Hetvi Trivedi	Winner	Online
Finopoly The Finance Event	IIM Indore	Aug-23	Hetvi Trivedi	Finalist	Online
The Brand Challenge	SCIT Pune	Sep-23	Rhythm Jandiyal, Monil Hingad, Nikhil Shetty	Winner	Offline
Brand Challenge	SCIT Pune	Sep-23	Niraj Satwani	Finalist	Online
The Strategy Sailor 3.0	IIM Rohtak	Sep-23	Niraj Satwani	Finalist	Online



Alumni Testimonials



“ The Journey at Weschool, Mumbai has been a very rewarding journey, right from outbound activity to business festival, projects, competitions and industrial visits. Weschool provided several opportunities to work in team-based settings in a dynamic environment. We were encouraged and supported to participate in B-school competitions. These experiences improved my skills in communication, leadership, networking, team building and presentation.

The PGDM Retail Management program provided a unique and distinctive proposition of learning through the engaging lectures from the esteemed in-house faculty and visiting professors with both industry and academic experience. The PGDM-RM program has a unique blend of general management and core retail management subjects with the flexibility to choose a specialization in Marketing, Operations, Finance and HR. The highlight of the PGDM-RM for me apart from the well-designed course structure was the various interactions which were a part of the retail club, the roundtable conferences and multiple industry visits that happened regularly during the program.

I was placed from campus at Deloitte USI as an Analyst, a role which demands cross-industry knowledge, excellent communication, team-building and soft skills and the two years with WeSchool have moulded me to be the best. In addition to the academics, it is the podium that Weschool, Mumbai gave me for the development of my leadership skills and the network that I built with faculties, staff, batch mates which I will cherish for a lifetime.

**- Nitanshi Saxena (PGDM-Retail Management 2019-21, WeSchool Mumbai)
Deloitte USI - Analyst (General Secretary)** ”



“ Life at Welingkar was an enriching experience. It strikes the right balance between giving you the freedom to be creative yet moulding you into a professional irrespective of the stream you're from and the sector you choose to get into after Welingkar. Everything is well planned, from the point of infrastructure to the curriculum and the quality of faculty, all this contributes to provide you with the right launchpad for not just your career but for LIFE. There are a multitude of opportunities for young aspiring students to network or team up with the best minds to create something fulfilling and not be confined by the boundaries of a set pattern or bound by theoretical concepts. The culture organically leads students to apply a lot of the concepts and get hands on experience of everything they're learning in the classrooms.

The retail program is one of a kind. It was the most detailed program for me with respect to preparing me for the Retail Industry. It is paced just right- to start from the foundation of retail concepts and gradually leads to more advanced subjects that are extremely industry oriented. Subjects like Retail Store Operations, Visual Merchandising, Retail Buying & Merchandising and others lay the foundation of understanding of the retail industry and go a long way in nurturing a student like me who were keen to get into this exciting industry. Moreover, since many of the faculties have a substantial retail industry experience, they would actually act like mentors and not professors, ensuring that the conversation inside the classroom is engaging and that of a student - mentor relationship. This is the reason that professors don't speak like teachers here but more like industry leaders and visionaries.

I was fortunate to get into Croma as my final placement and the entire journey of Welingkar had various milestones that carved this path for me to reach where I am. From the point of placement to settling down in my first job after Welingkar, all the concepts learnt during the course ensured that my onboarding in the job role was seamless. I started my journey in Croma as a buyer and it was imperative for a buyer to understand everything from store operations to merchandising to legal aspects of retail to taxation. Much of the things learnt in college put me ahead of the pack of Management Trainees that recruited at the same time. The fact that I was able to crack the interview for a buyer's profile in a large format retailer like Croma with no prior retail experience speaks volume about this program that moulded me into the professional I am.

**- Hiren Shah (PGDM-Retail Management 2013-15, WeSchool Mumbai)
Reliance Retail - Senior Manager, Buying** ”

Some of our recruiters



Placement Facts (2021-2023)

Maximum Salary

₹18.00

LACS PA

Average Salary

₹11.33

LACS PA

Median Salary

₹11.02

LACS PA

Placement Facts (2020-2022)

Maximum Salary

₹17.50

LACS PA

Average Salary

₹9.62

LACS PA

Median Salary

₹9.00

LACS PA

Eligibility

A minimum 50% in graduation, which must be completed by June 2024.

Should have taken CAT (2023) conducted by the IIMs for the year specified in the advertisement (IIMs have no role in the Welingkar admission process) and /or/ XAT (2024) / and / or ATMA (Feb 2024) and / or CMAT (2024) and / or GMAT (2021 onwards).

Selection Process

WeSchool's unique profile based selection process assigns significant value to academic performances, work experience, Group Activity, Personal Interview along with the written test scores.

Tuition Fee

Tuition Fee Rs. 7,00,000/- p.a. (subject to change)



S. P. Mandali's Prin. L. N. Welingkar Institute of Management Development & Research (PGDM) (WeSchool)

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