

#StayRelevant in this VUCA world.

New-age learning to grow your
Family-Managed Business.



ADMISSIONS OPEN

for Post Graduate Program in Entrepreneurship Management

(11 months, session on 7 days every month at Mumbai Campus)

Prin. L. N. Welingkar Institute of Management Development & Research (WeSchool)

Established in 1977, Prin. L. N. Welingkar Institute of Management Development & Research, now known as WeSchool, features amongst the leading B-Schools in India and is a part of S. P. Mandali, Pune with two sprawling campuses in Mumbai and Bengaluru. WeSchool is amongst the multiple quality Institutes governed and run by the prestigious S. P. Mandali, Pune all across Maharashtra and Karnataka, prominent amongst them being, SP College in Pune, Ruia College and Poddar College in Mumbai.

The B-School to be in

The Welingkar Campus is a hotbed of new ideas and enterprise where cutting-edge global conversations begin and evolve. Unconventional is in the DNA here. State-of-the-art facilities like Innovation and Leadership Labs form an indispensable part of teaching methodology, along with numerous other new-age learning tools.

About the Program

Welingkar's Post Graduate Program in Entrepreneurship Management (PGP-Entrepreneurship Management), explores and analyzes the best management and governance practices, and family continuity challenges, including issues relating to first generation entrepreneurs. It is 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 month.



EVERY MONTH - UNIQUE AAA LEARNING & APPLICATION

ONE WEEK	THREE WEEKS	ONE DAY
Acquisition of Knowledge	Application of Knowledge in one's own business	Assimilation of Knowledge

The Program gives a holistic and hands-on exposure to practical business aspects. What makes this Program distinctively unique is the exchange of ideas and interactive learning with experienced & highly qualified industry professionals.

The learning-focus is on the student's existing business. Often students are experts in running their business, but lack a professional edge. The unique 'Role-play Module' gives them the necessary professional exposure and expertise without incurring extra cost. Students apply the week's learning, knowledge and techniques in their respective businesses to improve quality and productivity. Quantifiable results are visible within two to three months of applying the Program's learning.

In Family Managed Businesses, the new generation torch-bearers, by mere application of the learning and progressive methods of the Program, take their business to the next level without any extra investment. Furthermore, the Program's learning breaks down the resistance in acceptance of new ideas, and paves way for profitability and professionalism in the family managed business.

The Global Learning from WeSchool will help you
to Professionalize & Grow your Family Business.

Why WeSchool Entrepreneurship Management Program

Highlights of the Program:

- The Program has sessions for one week every month so that business can go on as usual.
- The participants are groomed to professionally manage and grow their business.
- Help participants analyze their own Company's financial statements and identify opportunities for improvements.
- Discover core strength of the business vis-à-vis the opportunities available in the economy and maximizing potential for growth, where the business attitude, methods and practices are studied and a new approach to business is developed.
- A 'Global Outreach Program' is conducted annually to bring forth the global perspective to the business. This consists of visits to world-class companies in Japan - a very advanced country which has a culture of highest standards in quality and productivity in the world.
- A 'Parent Interaction Session' is held every semester to help align the participants and their family business members with reference to the new learning from the Program.

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 month of classroom sessions. Classes will be held every month for continuous one week allowing participants to attend to their 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 the family business. Final year graduation students can also apply.

Selection process: In-depth Personal Interview.

Investment

1. Tuition fees* is ₹ 7 lakhs + GST (subject to change) for 11 months.
2. Students opting for 'Global Outreach Program' (International Tour), or any other offsite visit would be charged an additional investment.

*Installation facility available via Education Finance companies as per their terms and conditions.



Curriculum

INTEGRATIONS OPERATIONS & HUMAN RESOURCES

Objective: To understand the most effective and efficient ways of conducting operations and managing personnel.

Outcome: Quantified improvements in Operations and Human Resources in existing business in terms of Quality delivery, Lead time productivity, Personnel and costs.

Content:

- Deliverables of Operations, Role in Supply Chain.
- Working for the Customer - Operating Marketing Interface.
- Historical Perspective - Evolution of Toyota Production System, Muda, Mura, Muri.
- Traditional versus Modern Management.
- How to Improve Quality at no cost - Quality Management, Jidoka, Andon, Cost of Poor Quality (COPQ).
- Problem Solving - Six Sigma and Other Techniques – specifically Differential Diagnosis.
- Lean Manufacturing, Flow, 7 Muda, Mapping Tools.
- Organization Behavior – Maslow, Herzberg, Blanchard.
- Organization Structure - Cellular Working, Various types of layout, Multi skilling of Personnel.
- Increasing Labour Productivity.
- Hitori Yatai Seisan - Single Person Work Station.
- 5S (Sort, Set-in order, Shine, Standardized & Sustain).
- Single Minute Exchange of Dies (SMED) for Customer Delight at low cost.
- Proactive Management, Problem Prevention, Failure Mode Effects Analysis (FMEA).
- Employee Motivation, Performance Appraisal and enabling growth for technical people.
- Recruiting, Assessment of capabilities.
- Training using most efficient techniques such as 6D.
- Employee Engagement, Attrition, Absenteeism, Separation and VRS.
- Relationship with suppliers.
- Supply Chain Logistics.

MANAGING COSTS AND TAXES

Objective: To understand basic concepts related to cost and management accounting and its application in the current competitive retail business environment for its sustenance and growth in the long run. Also managing taxes would give a brief overview and understanding of how they could plan their taxes and increase profits for the businesses.

Outcome: The understanding of costs would help them to take effective short run alternative choices decision. They can also plan and control the costs with the help of budgets. They should be able to use the techniques of tax planning learnt in the course in their businesses to save tax and increase profits.

Content:

- Significance of Cost and Management Accounting for a Family Managed Business.
- Cost Terms and Cost Classification.
- The Concept and Significance of Cost Sheet.
- Preparation of Cost Sheet.
- The Concept of Marginal Costing.
- Break Even Analysis.
- Use of Marginal Costs in Decision Making Process.
- Use of Budgets as an Effective Planning, Control and Decision Making Tool – Preparation of
- Functional and Financial Budgets, Flexible Budgeting.
- Designing Cost and Management Accounting System for a Business.
- Fundamentals of Taxation (Direct & Indirect).
- Concepts relating to Tax Avoidance and Tax Evasion.
- Tax Planning with reference to Location of Undertaking, Type of Activity, Ownership Pattern.
- Tax Planning with reference to Amalgamations and Mergers of Companies*.
- Tax planning for Individuals, Companies including Investment Companies & LLPs.

UNDERSTANDING & ANALYSING FINANCIAL STATEMENTS

Objective: The students of this course should be able to use the financial concepts to leverage in his business to increase profitability and value of the business.

Outcome: The students will be able to understand what their financial statements imply and will be able to use different techniques of evaluating them as their business demands.

Content:

- Understanding Assets and Liabilities.
- Understanding Income and Expenses.
- Basic Concepts of Income Statements.
- Understanding your Income Statement.
- Basic Concepts of Balance Sheet.
- Understanding your Balance Sheet.
- Meaning and Importance of Ratios.
- Analysing the Financial Statements using Ratios.
- Important Ratios for your Business.
- Understanding Operating, Investing and Financing Activities.
- Making of a Cash flow Statement.
- Understanding Cash flow Statements of your Business.

ORGANIZATION TRANSFORMATION

Objective: To have the students discover the legacy and purpose of the business.

Outcome: The students are inspired in aligning to their family / existing business and create new possibilities for business.

Content:

- Traditions and Practices in Business – The Nature and Impact.
- Generation Conflicts.
- The Evolution of Business from Micro to Macro.
- Transformational Change in Business Practices.
- Creating New Practices.
- Living the created Traditions and Practices.

DESIGN THINKING, CREATIVITY AND INNOVATION

Objective:

1. To break conventional mental models.
2. To inculcate an inquisitive, exploratory mindset.
3. To look at things beyond the obvious.
4. To look at unique Business Models.
5. To realize that ideas are all around us and that we need to be aware to tap them.
6. To realize that creativity is not the preserve of genius, one can cultivate oneself to become creative by the use of certain tools & techniques.

Outcome:

- Students are able to
1. Deeply empathise with end-users & hence are able to identify latent needs.
 2. Spot opportunities of Value Creation & hence business opportunities.
 3. Generate multiple options for the same issue.
 4. Integrate multiple options into a holistic solution embedding the best of all the options generated.
 5. Handle ambiguity & find a way ahead based on first principles.

Content:

- Consumer Centricity.
- Unique Business Models.
- Creating Unique and Sustainable Business Models.
- Blue Ocean Strategy.
- Stakeholder Analysis.
- Multi-sensory Perception.
- Product / Service Upgradation Framework.

MARKETING DOMESTIC & INTERNATIONAL

Objective: Sensitize students towards the importance and role of marketing in a highly competitive market and familiarize them with the importance of “holistic marketing” & the “centrality” of marketing in a growing enterprise.

Outcome: Students will be able to apply various concepts of marketing to real life corporate situations. Through Marketing, create value for the firm's customer & extract a share of the value for the firm.

Content:

- Overview & Evolution of various concepts leading to Marketing, Environmental Scanning, SWOT.
- Product, Hierarchy, Mix, Line, Length, Depth etc. Market Estimation, Potential, Demand / Sales forecasting.
- Pillars of Marketing – STPD – Segmenting, Targeting, Positioning & Differentiation.
- Market Research.
- Pillars of Marketing – STPD.
- Buying Behaviour.
- Marketing Mix – Product & Services Marketing.
- Product Decisions: Branding.
- Product Decisions: Product Life Cycle, New Product Development.
- Overview on Models – BCG, Ansoff.
- Pricing Policies, Decisions & Methods.
- Distribution.
- Presentations & Discussions.
- Jack Trout's 22 Immutable Laws of Marketing.

UNDERSTANDING SELF & EMOTIONAL INTELLIGENCE

Objective: Investigate Emotional Intelligence (EI) theory and practice as a means for professional success. Engage in assessments to recognize areas for professional growth. Learn best practices in feeling, thinking, and behaving in an emotionally intelligent manner. Gain skills to apply emotional intelligence strategies to specific workplace challenges.

Outcome: Assess one's own EI competencies, recognize and use best practices in applying EI skills and competencies; address skill and competency areas that are most challenging and know how to leverage EI skills and competencies in one's business.

Content:

- Understanding Self through Different Models.
- Developing Self through Different Models.
- Developing Emotional Intelligence.
- Emotional Intelligence and Leadership.
- Application of Self.
- Application to Employees of Organization.
- Vedanta, Yoga and Spiritual Understanding.

BREAKTHROUGH BUSINESS THINKING

Objective: Achieving breakthrough in conducting business.

Outcome: Increasing profits.

Content:

- Breakthrough in Relations with Suppliers and Creditors.
- Breakthrough in Accounts receivable from Customers.
- New Concept of Supply Chain.
- Why you should sack 25% of your Clients every year.
- Exponential success beyond IQ - through EQ and RQ.
- How to double your Profit by paying Creditors same day.
- The Art and Science of Networking.
- Making a Great Business Plan.
- How to manage your Debtors better.

COMMUNICATION WITH BUSINESS ENVIRONMENT

Objective: To make the students write effectively for different purposes, presenting appropriately, participating effectively in meetings, having good grasp in listening and reading and understanding nonverbal messages at the end of this course.

Outcome: Students will have the requisite skills of writing, reading, speaking and listening, along with an understanding of body language so that they can use language appropriate to different business situations, be aware of the correctness and appropriacy of different language styles and also be sensitive to the fact that language functions in interaction among people.

Content:

- Introduction to Communication and what factors make it effective.
- Drafting for Different Mediums.
- More Emails; Redrafting Emails, Developing Reading Skills.
- Communicating and Interpersonal Understanding.
- Interpersonal Skills at the Workplace.
- Presenting Skills, including Listening Skills.
- Presentations by Students.
- Interacting with Clients.
- Presenting to Clients.
- Business Plans and Business Proposal.

CONSTRUCTION OF PILLARS FOR SUCCESSFUL BUSINESS

Objective: The students are empowered in understanding the critical and real time areas for creating successful businesses. The students are empowered to grow their businesses with liberty & freedom.

A Syllabus Designed for the Business Community

- World-class syllabus
- Learning from the Mentors
- Faculty at WeSchool are businesspersons themselves
- 'Learning by Doing' for 1 week in international companies
- International visits to world-class companies

Outcome: The students get access to the most critical areas for managing and growth of their respective businesses. The students will now able to acknowledge the barriers in their business and experience freedom in taking decisions to overcome them.

Content:

- Beliefs of Business.
- Possibility of Business.
- Understanding your People.
- Understanding your Customers.
- Innovation in Business.
- Eco System and your Business.

BUSINESS PLANNING

Objective: To initiate the family run business entrepreneur into the world of planning and to teach techniques and tools that can be used for analyzing business.

Outcome: Students will get a feel of how planning is done and will learn to apply some analytical tool for understanding their businesses/ new business.

Content:

- Introduction + Planning + Kinds of Decisions taken in the organization.
- What is integrated Business Planning and Process for making a Plan.
- Making a Business Plan – Structure, Method, Elements.
- Marketing Planning.
- Operational Planning.
- Financial Planning.

DIGITAL MARKETING

Objective: To make the students aware of the technology available in the ecosystem so that they can put it to the use of their businesses.

Outcome: Students may be able to use this knowledge and effectively implement some technology for smooth running of their businesses.

Content:

- Introduction to Digital Marketing and Expectations.
- Basics of Digital Marketing and SEO.
- Media Planning and Buying.
- Digital Strategy.

- Digital Tools.
- Social Media Marketing and Online Crisis Management.

MANAGING RETAIL

Objective: The Primary objective of this course is to offer a foundation in the basic concepts, terminologies, practices and principles of retail.

Outcome: On completion the students will have the basic idea of retailing, the concept, and the principles of retailing which can be used by them to enter or to enhance their sales in the retail segment.

Content:

- Common Factors between Retail and Manufacturing.
- The Functions of a Retailer and Changing Scenario with advent IT based Retailing Models.
- The Role of Retail in the Distribution Channels.
- Lean Retailing and Stocking level.
- Store/ Non Store based Retailing.
- Types of Retailers.
- Sourcing in Retailing.
- The Role of Retail in the Global Economy.
- Overview of Retail from Across the World.
- Creating Customer Delight and gain Customer Loyalty.
- Growth of Retail in India.
- Factors influencing the Growth of Retail in India.
- Role of Pricing.
- E- Tailing (E- Retailing).

MEDIA PLANNING, ADVERTISING AND BRANDING

Objective: To engage Entrepreneurs with Social Media and its usage & Importance in Business.

Outcome: The Entrepreneurs identify a new thought process towards their own Business.

Content:

- SEO (Search Engine optimizer) Learning.
- How to Brand your Product in Low Budget.
- How to expand Locally/Globally with different Media.
- How to choose different Media according to your Product or Service.
- Is Online Marketing Important for every Business?

*Subject to change without notice.

Why WeSchool?

- Learn while you grow your business - Apply the learning in your own business
 - Equips participants with Japanese management technology
 - Holistic hands-on experience & innovation
 - World-class learning pedagogy
 - Network with WeSchool alumni and industry mentors
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"This Program has been life-changing for not only me, but also for my business. The program has an excellent syllabus that covers the principles of successful business, and realistic industrial visits."

Maitryee Tejwani

Sector: Manufacturing and Distribution. Company: Gunjan Jewels. Location: Mumbai.



"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."

Ashok Basin

Sector: Electrical Components. Company: Sunjay Stamping. Location: Delhi.



"The program has helped me to widen my horizons and think beyond the traditional parameters like pricing, undercutting, quality, etc. and work on new business drivers like design thinking, innovation, and customer-focused profitable business models."

Bharat Ranka

Sector: Brand Consultancy. Company: Baniyaworks. Location: Mumbai.



"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."

Priyanka Prabhudesai

Sector: FMCG. Company: Pitambari Products Ltd. Location: Thane.



Awarded as the 'Best Performing Institution Innovation Council of West Zone' by MHRD, Innovation Cell (MIC) in coordination with All India Council for Technical Education (AICTE)



WeSchool ranks 68th nationally among the Management Institutes as per National Institutional Ranking Framework (NIRF) list of 2020

For one-on-one Counselling Session at your home or office,
call on 1800-123-500049, or email at fmb@welingkarmail.org

<https://www.welingkar.org/fmb/post-graduate-program-in-entrepreneurship-management/>

CAREER COUNSELLING AND ADMISSION ASSISTANCE BY



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