

**THE  
B-SCHOOL  
TO BE IN**

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



# **Break-free Get Transformed**

**Admissions Open for 2 year Full-time PGDM Programs  
at Mumbai & Bengaluru Campus - 2022-2024 Batch**

(RECOGNISED BY AICTE)



# WESCHOOL MUMBAI

WeSchool Mumbai has a campus that is a hotbed of thriving new thoughts, ideas and enterprise. State-of-the-art facilities like complete wi-fi, Innovation and Leadership Labs form an integral part of teaching methodology along with other new age learning tools.

## PROGRAM OFFERINGS

### **PGDM - 180 seats (started in 1994)**

The PGDM program is a comprehensive business management course offering specializations in Finance, Marketing, HR and Operations.

### **PGDM - E-Business - 120 seats (started in 2007)**

It is a techno-commercial program which is a fine blend of management and information technology addressing the needs of dynamic sectors like Consulting, IT, Banking, Insurance, FMCG and Financial Services.

### **PGDM - Business Design - 60 seats (started in 2008)**

The program covers all aspects of Management and integrates concepts like innovation, creativity and design thinking into mainstream management system.

### **PGDM - Healthcare - 60 seats (started in 2011)**

The program combines disciplines of Business Management and Healthcare. The learning process involves academic training in theory with practical application across different domains in Healthcare industry.

### **PGDM - Rural Management (Emerging Economies)**

60 seats (started in 2012)

The major distinguishing feature of the program provides a dedicated practical exposure to work effectively in the emerging rural economies. The program focuses on wealth creation through development of sustainable business models in the rural space.

### **PGDM - Retail Management**

60 seats (started in 2012)

The program provides a comprehensive view of the retail industry along with functional specializations across Marketing, Finance, HR and Operations.

### **PGDM - Research & Business Analytics**

120 seats (started in 2016)

The program enables the student to learn how to make sense of the available dynamic data, information and knowledge. The Program transforms the student to become a versatile analyst & sense maker, a design thinker & innovator and a risk taker & leader.

### **PGDM - Media & Entertainment**

60 seats (started in 2016)

The synergistic program is intense and stimulating. We inspire the learner to explore media from a content creation framework to content management. It aims to create a manager who is not only aware about the nuances of entertainment biz but also has a skill-set to lead businesses in advertising, digital media marketing and production.



WeSchool ranked 26th Nationally  
and 11th among the private  
institutions, by "The Week"



National Institutional Ranking  
Framework (NIRF) ranks WeSchool,  
Mumbai in the top 75 B Schools



# WESCHOOL BENGALURU

The WeSchool campus situated in Bengaluru, the Silicon Valley of India is designed to nurture Design Thinking and Innovation. The campus layout has state-of-the-art facilities that facilitate the right environment for learning with the help of academically reputed faculty.

## PROGRAM OFFERINGS

### **PGDM** - 60 seats (started in 2009)

The program's multi-disciplinary learning offers a fine blend of General Management and functional specialisations in Marketing, Finance, Human Resources, Business Analytics and Operations. It aims to nurture you as a competent future manager with leadership abilities and an innovative mindset with an exposure to real-life business scenarios.

### **PGDM - Business Design & Innovation**

30 seats (started in 2010)

The program is a fine blend of management and design disciplines. The student is exposed to the basic theories of management (in broad areas of Finance, Marketing, HR and Operations), like principles of Marketing, Organisational Behaviour, Cost and Management Accounting, HR Management, Operations Research and Design subjects like tools for innovators, design in business, info-graphics, UX design and much more.

### **PGDM - E-Business** - 120 seats (started in 2010)

The PGDM E-Business program primarily aims at nurturing a class of managers and leaders who have a strong foundation in business along with knowledge and experience on a wide range of digital technologies. The major distinguishing feature of the two-year program is the unique pioneering curriculum which provides insights into digital convergence and specialisations in Marketing, Finance, Human Resources, Business Analytics and Operations.

### **PGDM - Research and Business Analytics**

30 seats (started in 2020)

The program has been designed to provide a skill development journey from learning fundamentals and basic concepts of Analytics to data-driven strategic decision making across various business functions. It encompasses learning from fundamentals of Statistics & Probability to application of various Machine Learning algorithms in solving business problems. It exposes the learner to various data mining techniques; trains to build the story on data through data visualization; and equips the student with the knowledge of various analytics tools & language including R, Python, SPSS, Tableau, Power BI, JASP, BlueSky, Microsoft Excel, Knime to name a few.



Awarded for Academia Best Innovative Practice "Grassroot Exploration to Business Creation" by NHRD Bengaluru Chapter



Honoured with 5 stars for the IIC 2.0 by the Ministry of Education



# KEY HIGHLIGHTS (2019-21)

## MUMBAI

### Highest CTC

₹19.73

LACS PA

### Median Salary

₹8.75

LACS PA

### Average Salary

₹8.8

LACS PA

### Average 50

₹13.03

LACS PA

### Average 100

₹12.04

LACS PA

### Average 200

₹11.04

LACS PA

### Top Companies on Campus

- Amazon
- Morgan Stanley
- Citi Group
- DHL
- CBRE
- JLL
- Abbott
- Oracle
- Cognizant Technology Solutions
- Nestle
- Alkem
- Glenmark
- Bluestar
- Kansai Nerolac
- VAICOM
- Schneider Electric

## BENGALURU

### Highest CTC

₹13.6

LACS PA

### Median Salary

₹8.0

LACS PA

### Average Salary

₹7.91

LACS PA

### Average 50

₹10.26

LACS PA

### Average 100

₹9.15

LACS PA

### Average 150

₹8.27

LACS PA

### Top Companies on Campus

- Landmark
- Cushman & Wakefield
- ANZ
- Dell
- Saint Gobain
- CBRE
- Medison Media
- Schneider Electric
- Oracle
- Ranstad
- Amazon
- Hafell
- Tata Power
- IBM
- Mercedes
- Epsilon
- PWC
- Moody's Analytics
- Oracle
- Deloitte



# YOUR WESCHOOL

## INTERNATIONAL PARTNERSHIPS

- Audencia Nantes, France
- Ben-Gurion University of the Negev, Beer-Sheva, Israel
- Copenhagen Business School, Denmark
- Curtin University, Australia
- Grand MacEwan College, Canada
- Hochschule der Medien, University of Applied Sciences, Stuttgart, Germany
- IDC Herzliya, Israel
- IESEG School of Management, France
- Malardalen University, Sweden
- Otto Fredrich Universitat, Bamberg, Germany
- Sogang University, South Korea
- Trade and Investment Queensland, Australia
- Tel Aviv University, Israel
- University of Haifa, Israel
- University of Lincoln, UK
- University of Western Australia, Australia
- VHL University of Applied Sciences, Netherlands

## STUDENT ACHIEVEMENTS (Mumbai)

- Gaurav Chawla, Kanchan Choudhury, & Shabnam Nasser - PGDM - Retail (2019-2021), PGDM (2020-2022), & PGDM (2020-2022) at the CaseQuest - KJ Somaiya for their Case Study & Presentation.
- Ruchita Singhal - PGDM - RBA (20-22), at Qriosity - SCMHRD, Pune's - Dare2Compete - Online Quiz Competition.
- Garima Garg, & Krishna Chaitanya Kallempudi - PGDM BD (2020-22) at War of Brands, Jingstad, for their Marketing Creatives.
- Harshita Sharma - PGDM Rural Management for her Article at Samvad - Call for Articles.
- Santosh Chintakindi - PGDM HCM 20-22 at the Medical Device Hackathon conducted by IIT Bombay.

## STUDENT ACHIEVEMENTS (Bengaluru)

- Nikhil Nayak - PGDM E-Business 2020-2022, at 'Clock speed 1.0' organized by XLRI on 'Bus Scheduling' 2021.
- Sameer Shaikh - PGDM Batch 2020-22, at Sameer Shaikh Article Writing Competition at IIM Udaipur-Zeitgeist-Solaris 21.
- Deepak Kumar Baranwal - BDI 2020-22, at Crossword Competition Organised by NMIMS.
- Kartik Maheshwari, Prachi Kakade, & Anusha Hirwani - PGDM Batch 2020-2022, at NEEV 2020 Virtual Case Challenge.
- Maddi Sai Rohith - PGDM Batch 2020-2022, at 60 Day Challenge in Z-Connect, Zerodha.
- Priti Shahi - PGDM Batch 2020-2022, at Campus Ambassador in Model Socialis.

## Global Citizen Leadership Program (Mumbai & Bengaluru)

### DIGNITARIES AT MUMBAI



Mr. Rohit Pandharkar, Head - Data Science, Mahindra encourages the students to stay updated with technology as it would help them in "getting ahead of the curve"



Professor G. Raghuram, Director, IIM-B engages with PGDM students at Utthaan, Foundation Program, 2019 on WeSchool campus.

### DIGNITARIES AT BENGALURU



Mr Avesh Jha, Sr. Vice-President, Hinduja Global Solutions, addresses students on "Design Thinking"



Mr Sunay Bhasin, Chief Marketing Officer - MTR Foods addresses students on "Marketing in The VUCA World and how to Succeed in it".

# ADMISSIONS OPEN

## for 2 years PGDM Programs at Mumbai and Bengaluru

### Campus for 2022 - 2024 (Recognized by AICTE)

For more information on program offerings, tests accepted and selection process log on to [www.welingkar.org/pgdm](http://www.welingkar.org/pgdm) or Scan QR code below



#### Eligibility:

Candidates with minimum 50% in Degree exam from a recognised University.  
Final year students awaiting results may also apply.

#### Test Accepted:

CAT 2021 / CMAT 2022 / XAT 2022 / ATMA 2022 / GMAT 2019 onwards.

#### Tuition Fee:

Tuition Fee Rs. 6,50,000/- p.a. (Subject to change)

**Apply online on [www.welingkar.org](http://www.welingkar.org)**

#### Contact Details

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

#### Mumbai Campus:

022-24198400 / 700 / 8452062782 /  
9769643338 / 9321875551

#### Bengaluru Campus:

9886440456 / 080-42678300

**Delhi:** 09212171051

**Kolkatta:** 09830277120

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

No donation or capitation fees is charged for admission to any of our Programs. Nor is anyone else authorised to collect any donation or capitation fees on our behalf.