FuturElevate
Curated.
Hands-on.
Experiential.
Dynamic.
Holistic.

PGDM 2024-2026
2 year full-time AICTE-approved Course

S. P. Mandali’s Prin. L. N. Welingkar Institute of Management Development & Research (PGDM) (WeSchool)
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. Specializations offered in Finance, Marketing, Operations, and HR.

**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 students are allowed to choose within a bucket of domain related courses of their choice along with Rural focused courses that give deeper knowledge of a rural facing business vertical.

**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 covers the emerging analytical tools and techniques along with business applications. It also covers statistical and operations research techniques, machine learning, big data, business intelligence, blockchain, cloud computing, artificial intelligence, IOT, cognitive technology, R and Python.

**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.
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 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 and Operations.

**PGDM - Research and Business Analytics**
60 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.
# Placement Stats

## Mumbai (2022-2024)

<table>
<thead>
<tr>
<th>Top 50</th>
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</tr>
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<tr>
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**On going placement for batch 2022-24.**

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## Top Companies on Campus

- Adani Wilmar Ltd
- Amazon
- Accenture Technology Ltd
- Cognizant Technology Solutions
- Capgemini
- CBRE
- Citi
- Deloitte USI
- Darashaw
- Deutsche Bank
- EY
- HDFC Bank
- ICICI Bank
- JLL
- KPMG Global Services
- Michael Page
- Morgan Stanley
- Schneider Electric
- Tata Capital
- Vedanta
- Viacom

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**On going placement for batch 2022-24.**
Welcome to WeSchool where a new paradigm of dynamic learning, innovation, and transformation awaits you.

Prof. Dr. Uday Salunkhe, Group Director, WeSchool

INTERNATIONAL PARTNERSHIPS

- Audencia Nantes, France
- Ben-Gurian 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 Universität, 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
- Steinbeis School of Management & Innovation GmgH, Institute of Executive Capabilities (IEC) & Berlin School of Creative Leadership GmbH (BSCL)
- Indobox Inc., Japan
- TSUCREA, Japan

STUDENT ACHIEVEMENTS (Mumbai)

- Prathamesh Rege from PGDM Media Entertainment 21-23 batch won the Best Student Speaker award at the IMC Conference.
- Team ALJKAS from PGDM 2021-23 batch won the National Champions of the KPMG Ideation. The ALJKAS were representing Team India in the International rounds of KPMG Ideation challenge.
- SWIFT Institute Student Challenge 2021 India won by students of PGDM 2020-22 batch.

STUDENT ACHIEVEMENTS (Bengaluru)

- Abhay Singh (PGDM E-Business 2020-22)-TVS Credit E.P.I.C Campus Challenge
- Vidhi Choubey, Nishtha Jain (PGDM 2022-24)-Marketing Event Organized by Jain University, Bengaluru
- Pranav Anand (PGDM BDI 2022-24)-Winner-Best Manager, Organized by ISME.

Global Citizen Leadership Program (Mumbai & Bengaluru)

DIGNITARIES AT MUMBAI

‘The Global Learning Series’ had Prof. Sameer Deshpande from Griffith University, Australia, share insights on Corporate Social Marketing.

Renowned researcher Dr. Werner Reinartz from the University of Cologne had a Masterclass on February 8, 2023, & addressed faculty on “How to craft a great manuscript for publication?”

DIGNITARIES AT BENGALURU

Faculties from Malardalen University, Sweden - Prof Christer Nygren, & Prof Annet Stromberg

Ms. Shruthi Bopaiah Global Head - Marketing, Communications & Culture, Bridgeweave Ltd) ABB
ADMISSIONS OPEN
for 2 years PGDM Programs at Mumbai and Bengaluru Campus for 2024 - 2026 (Recognized by AICTE)

For more information on program offerings, tests accepted and selection process log on to 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:

Course Fee:
Course Fee Rs. 7,00,000/- p.a. (Subject to change)

Apply online on www.welingkar.org

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

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9137282627 / 9321875551

Bengaluru Campus:
9886440456 / 080-42678300

Delhi: 09212171051
Kolkata: 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.