

| Classroom + Experiential Learning

Revolutionising the evolving Media industry



**Creating New-Age Media Professionals
with a 360° vision**

PGDM Media & Entertainment 2023-2025

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

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Program Overview

The Media industry has become a significant industry that influences all the other industries. The industry works towards building vibrant and sustainable relationship with their consumers. The companies design the media and communications strategies which are vibrant and cut the clutter, effectively using the 365-degree media solutions.

The PGDM-M&E (Post Graduate Diploma in Media and Entertainment) course is a two-year full time master's level program covered in six trimesters with an intervening two months' summer internship. The synergistic PGDM – M&E program is very intense and stimulating. It is aimed at developing highly effective media business management professionals. The in-class experience includes extensive interactions between the faculty and the students which encompasses communication, presentation skills enhancement exercises, group sessions and team building activities. Additionally, there are various programs focussing continuously on the holistic growth of the students, including global internship programs aimed at exposing them to leading-edge practices, covering both contemporary as well as emerging topics, in the environment.

Program Vision And Mission

Vision

To create business professionals with a media edge.

Mission

- Provide domain knowledge of the Media and Entertainment sector
- Develop skills and competencies in the latest technology and analytics pertaining to Media and Entertainment sector
- Nurture creativity, innovation, and entrepreneurship
- Evolve business leaders with global media perspective
- Build a socially, ethically, and culturally aware network of alumni

Program Educational Outcomes (PEOs)

- **Media domain knowledge:** Exhibit understanding of emerging trends, reforms & initiatives pertaining to various industries in the Media & Entertainment sector.
- **Application of business knowledge:** Develop the fundamentals of Marketing, Sales, Communication, Research, Finance, HR, Operations, and Planning, in Media and Entertainment industries for long term competitive advantage.
- **Design/development of forms of media and communications:** Exhibit awareness of innovative and creative storytelling focused to a target audience.
- **Technology and Innovation:** Develop managerial expertise in technological refinement of innovative media process and product development.
- **Research and Analytics:** Deploy appropriate research and analysis methodologies to address research questions pertaining to media domains.
- **M&E professional and society:** Apply societal, ethical, and cultural sensitivities to professional practise as a leader in multi-disciplinary environments.



Program Outcomes

- Inculcates awareness in changing media environment with impact of digital technology affecting various media platforms.
- Exhibits understanding of concepts and applications in the field of media sales, digital marketing, media research & analytics, broadcast & OTT, public relations & corporate communications, advertising & branding and event management.
- Exhibits the skills to communicate in both oral and written forms, for aspects in narratives.
- Demonstrate innovative technological skills of media product and processes and foster entrepreneurial temperament.

Program Pedagogy

The pedagogy is vastly interactive. It is a well-blended program of having content delivered from academia and industry. Specific pedagogical tools being real-life case studies, group discussions, role plays, in class activities and assignments, master classes, workshops, live projects etc. One of the highlights of the programme is the Media Fire series which has industry experts delivering sessions on the latest trends in media and entertainment sector. Students are also encouraged to attend media conferences and outbound activities and pursue research in the media and entertainment domain individually as well as with the department faculties.

Co-Curricular Activities

To ensure a well-rounded development of the students, the department organizes co-curricular activities which give them an opportunity to showcase their talents. These include student driven activity clubs and biz-fests. 'Karvaan' gives a platform to the budding musicians and artists.

Program Structure

Each full course comprises 30 hours of class room teaching, constituting 3 credits of 10 hours class room teaching each. A half course comprises 16 hours of class room teaching, constituting 1.5 credits of class room teaching each.



Program Summary

Trimester 1

Sr. No.	Subject Code	Subject Title	Credits	Hours
1	QTA102	Business Statistics	3	30
2	GM 103	Economics for Managers	3	30
3	F104	Financial Reporting and Analysis	3	30
4	GM 105	Effective Business Communications	3	30
5	MKT101	Marketing Management Basics	3	30
6	PGME04UIISP01	Indian Media and Entertainment Business	15	15
7	Op107	World Class Operations	1.5	15
8	PGME04UIISP02	Storytelling and Narratives	3	30
9	Gm101*	Perspective Management *	1.5	15
10	TEC 101	Introduction to Emerging Technologies	1.5	15
11		Yoga	NC	0
Total			24	240

Trimester 2

Sr. No.	Subject Code	Subject Title	Credits	Hours
1	PGME04CIIGM01	Consumer Behavior in Media	3	30
2	PGME04CIIMK01	Marketing Applications & Strategy in Media	3	30
3	PGME04CIIGM02	Qualitative Research and Ethnography	1.5	15
4	PGME04CIISP01	Media Economics	1.5	15
5	F206	Cost & Management Accounting	1.5	15
6	PGME04CIHR01	Organisational Behaviour (ME)	1.5	15
7	OP210	Supply Chain Management	1.5	15
8	PGME04CIIGM03	Basics of Project Management	1.5	15
9	PGME04CIISP01	Brand Management	3	30
10	PGME04UIISP01	Creativity, Design Thinking Applications in Media Industries	1.5	15
11		Yoga		
Total			19.5	195



Trimester 3

Sr. No.	Subject Code	Subject Title	Credits	Hours
1	PGME04CIIIMK01	Digital Marketing and Media	3	30
2	GM204	Business Research Methods and Marketing Research	3	30
3	F306	Fundamentals of Financial Management	3	30
4	PGME04UIIISP01	Entrepreneurship in Creative Industries	3	30
5	PGME04CIIIGM01	Corporate Communication	1.5	15
6	PGME04CIIIMK01	Media Selling and Negotiations	3	30
7		Human Resource Management	1.5	15
8	Gm301	Global Citizen Leader	3	30
Total			21	210

Trimester 4

Sr. No.	Subject Code	Subject Title	Credits	Hours
1	PGME04CIVMK01	Rural Marketing	1.5	15
2	GM406	Integrated Marketing Communication	3	30
3	PGME04CIVSP01	Media Planning and Buying	3	30
4	PGME04CIVFI01	Media Budgeting and Finance	3	30
5	PGME04CIVGM02	Customer Relations Management	1.5	15
6	PGME04CIVSP02	Content Creation and Management	1.5	15
7	PGME04CIVGM03	Summer Internship	1.5	15
Electives				
8	PGME04UIVSP01	Event Management and Activation (E)	3	30
9	PGME04UIVSP02	Brand and Communication (E)	3	30
10	PGME04UIVSP03	Life Style Marketing (E)	3	30
11	PGME04UIVSP04	Sports Management (E)	3	30
Total			18	180

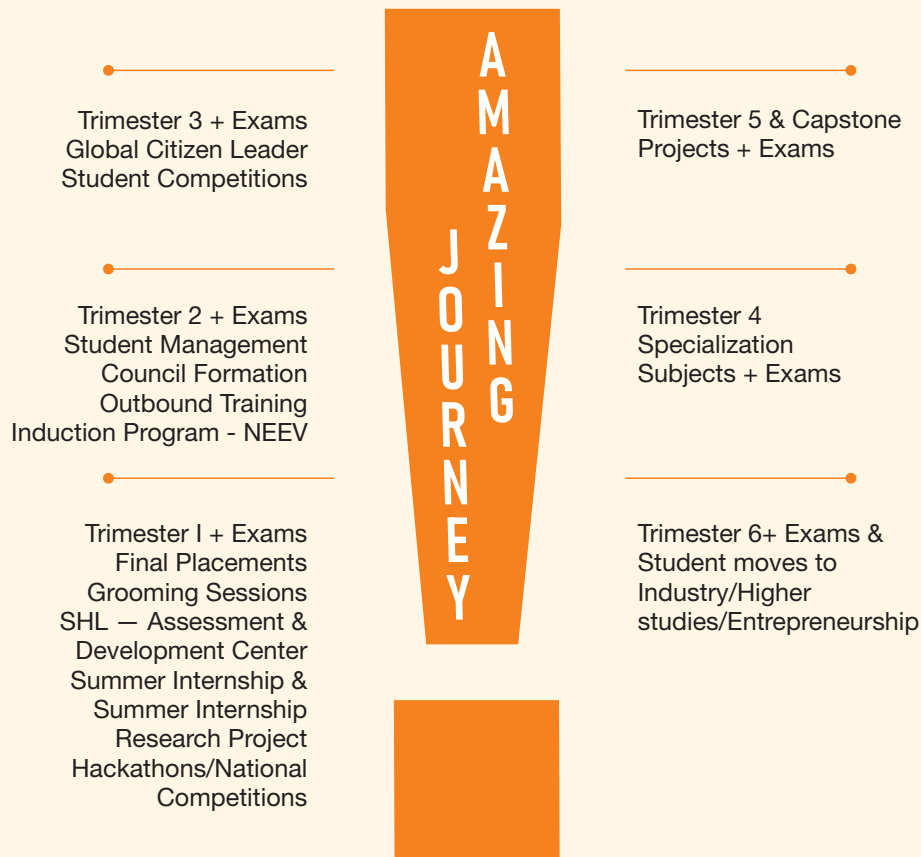


Trimester 5

Sr. No.	Subject Code	Subject Title	Credits	Hours
1	GME04CVGM01	Media Laws	1.5	15
2	PGME04CVGM01	Strategic Management	3	30
3	PGME04CVSP01	Digital Content Management	1.5	15
4	PGME04UVSP01	Celebrity Management (E)	3	30
5	PGME04UVSP02	Business of Movies (E)	3	30
6	PGME04UVSP03	Media Analytics (E)	3	30
7	PGME04UVSP04	New Media (AR, VR), Games, AI (E)	3	30
8	PGME04UVSP05	Media Technology (E)	3	30
Total			9	90

Trimester 6

Sr. No.	Subject Code	Subject Title	Credits	Hours
1	PGME04CVISP01	Industry Research Project	6	60
2	PGME04CVGM01	Ethics and Corporate Governance	1.5	15
Total			7.5	75



Alumni Conclave 2022

The PGDM Media & Entertainment Alumni Conclave 2022 was conducted with an objective to facilitate, consolidate, and coordinate Alumni Activities at Weschool to:

- Strengthening our relationship with the Media & Entertainment alumni.
- Build a solid pool of industry specialists for a meaningful Corporate – B-school symbiotic engagement.

The senior alumni from the media & entertainment vertical participated in the panel discussion revolving around:

- Branding in the Digital Age - A discussion on the trends in branding and advertising Contemporary perspectives on Media and Entertainment business.
- Alumni also interacted with the students and gave them career guidance and corporate understanding.

Following senior Alumni working in the Media & Entertainment sector were the key panelist at the event.

- Adhishree Murdia - ZEE5 Global Vice President
- Mangesh Borse - Symbiosis Digital OOH Media Founder
- Mukhtar Shaikh - Wavemaker Business Director
- Harikrishnan Pillai - Small Big Idea Founder & CEO
- Hiren Gada - Shemaroo CEO
- Atul Razdan Big FM - Chief Marketing Officer
- Harikrishnan Pillai - Marketing Small Big Idea Founder & CEO



Foundation Program - Industry Immersion

Sr. No.	Company Name	Contact Name	Designation
1	Viacom	Vivek Sharma / Shreya Naik	Business Head / HR Lead
2	Colgate	Ms. Anubhuti Santani	Associate Director, Customer Development
3	Mahindra & Mahindra	Mr. Gaurav Beohar	DGM Marketing
4	Ccom Digital	Mr. Chandan Bagwe	Founder & MD
5	Gubbare TV	Vatasal Dubey	Associate Producer - Gubbare TV
6	Panel Discussion - Immersion on FMCG Brands Pepsi, ITC	-	Marketing Heads
Industry Visits			
1	Adfactors	Kamla Mills Office, Lower Parel	Business Heads, Alumni, HR
2	Press Trust of India	Fountain, VT	Business Heads, Head Reporters
Other Sessions			
1	Victrionix	Debraj Sengupta	Country Head, Lifestyle Marketing
2	The Indian Lawyer	Jenna Krishnan	Posh Session

Media Fire - Industry Interface



Tinna Rajput
Creative Director
Leo Burnett
Topic: The Winning campaign -
Cannes Lions



Mohan Gopinath
Business Head, Bollywood Vertical
Shemaroo
Topic: Business of Bollywood



Aman Jhunjunwala
Entrepreneur
Entrepreneurship in Creative
Industries
Topic: Event Management
PGDM ME 2017-2019



Disha Ameen
Sr. Consultant - Media Strategist
PwC
Topic: Etiquettes and Grooming



Adhishree Muradia
VP Branding & Content Marketing
Zee 5 Global
Topic: Sea change in Marketing
PGDM 2000-2002



Debolina Chakraborty
National Key Manager
Mondelez
Topic: FMCG Industry and
Preparation
PGDM ME 2017-2019



Debraj Sengupta
Country Head
Victorinox Swiss Army
Topic: Lifestyle Marketing



Parth Painter
Senior Brand Executive
FCB Interface
Topic: Role of Advertising Agency



Shashank Mhaswade
Head of Corporate Communication
Helios Advisory
Topic: Storytelling



Sunil Waghmode
Media Manager
The Himalaya Drug Company
Topic: Media Planning and Buying





Session 1: Ms. Tina Rajput - Case Study on the winning campaign



Session 1: Ms. Tina Rajput -Interaction with students



Session II





Session 3: Ms. Disha Amin – Session on Design Thinking



Session 3: Ms. Disha Amin – Addressing M&E batch of 2021-23 & 2022-24



Session 3: Ms. Disha Amin – Discussion with students





Session 4 (Alumni Insight session): Ms. Adhishree Murdia



Session 4 (Alumni Insight Session): Ms. Adhishree Murdia, addressing M&E batch of 2021-23 on “Sea Change in Branding”



Faculty Publications

Name of the Faculty	Conference Category	Conference Details	Title of the Research Paper	Name of the Journal
Dr. Anushka A. Kulkarni	International	International Conference on New Media and Convergence for Development organised by Department of Visual Communication and Animation, Dr. MGR Educational and Research Institute, Tamil Nadu	Role played by micro-blogging site in agenda setting and forming public opinion: A case study on farmers' protest in India	Journal of the Oriental Institute-International Indological Research Journal
	National	Mediated Communication: Challenges and Opportunities in Digital Environment organised by Department of Media, UPG College, Mumbai	Role of Digital Media in Social Constructionism of Events and impact on Audience Reception	
Dr. Aparna Khare	International		Role of Covid-19 Pandemic in Senior Citizens Embracing Social Media	IJPUBLICATION (ijpublication.org)
Dr Namrata Singh	International		Effect of covid -19 on Brands Communication Strategy	MPACT: International Journal of Research in Business (Management IMPACT: IJRBM)
Dr. Poonam Singh	International	International Conference on New Media and Convergence for Development organised by Department of Visual Communication and Animation, Dr. MGR Educational and Research Institute, Tamil Nadu	Role played by micro-blogging site in agenda setting and forming public opinion: A case study on farmers' protest in India	Journal of the Oriental Institute-International Indological Research Journal
Dr. Poonam Singh	International	Redesigning Management and Organisations in New Paradigm organised by Institute of Innovation in Technology and Management, New Delhi	A study on the impact of discount and odd-even pricing strategy on the purchase intentions of OTT media users in India	IITM Journal of Business Studies
Dr. Poonam Singh	National	Mediated Communication: Challenges and Opportunities in Digital Environment organised by Department of Media, UPG College, Mumbai	Role of Digital Media in Social Constructionism of Events and impact on Audience Reception	
Dr. Uma Bhushan	National		Review of Literature on the Media Uses and Gratifications Derived by College-Going Students	Indian Journal of Mass Communication and Journalism
Dr. Uma Bhushan	International	The Asian Conference on Media, Communication & Film (MediAsia2022), Japan, October 17-20, 2022	A Study of Gender Representation of Women in the 10 Highest Grossing Hindi and Tamil Movies of 2015-2020	
Dr. Namrata Singh	National	Catalysing Change and Innovation in Women Entreleadership: India Perspectives organised by WeSchool, Bengaluru	Mamaearth's exponential growth: would it sustain?	Conference Proceedings: Catalyzing Change and Innovation in Women Entreleadership – India perspectives
Dr. Namrata Singh	International		Role of Covid-19 Pandemic in Senior Citizens Embracing Social Media	IJPUBLICATION (ijpublication.org).
Dr. Namrata Singh	International		Effect of covid -19 on Brands Communication Strategy	MPACT: International Journal of Research in Business (Management IMPACT: IJRBM)
Dr. Namrata Singh	International	Conference on Post COVID Management Strategies: Recovery, Resilience & Adaptation	Role of Covid-19 Pandemic in Senior Citizens Embracing Social Media	

Program Faculty



Dr. Aparna Khare
Program Head &
Associate Professor



Dr. Uma Bhushan
Professor



Dr. Namrata Singh
Assistant Professor



Mr. Aditya Bhatt
Assistant Professor



Dr. Poonam Singh
Assistant Professor



Dr. Anushka Kulkarni
Assistant Professor



Ms. Vidya Ramesh
Deputy General
Manager Industry
Interface & Executive
Placement



Ms. Pritam Bane
Program Coordinator



Placement Stats (2020-2022)



Average Salary

9.08 lakhs p.a.



Highest Salary

12.41 lakhs p.a.

Some of our recruiters



Alumni Testimonials



Being at WeSchool provided me with a multifaceted experience, especially the Media faculty and course foster an environment that allows you to push yourself and gain experiences across a breadth of choices right from entrepreneurship, live projects to various extra curriculums. Letting one explore a plethora of opportunities to grow holistically beyond just academics.

The curriculum itself also did a great job of equipping me with the knowledge and skills required to excel in the dynamic industry that Media is. These armoury of skills combined with professors who advocated mentorship and a superb peer group helped create a strong foundation for both personal and professional growth.

- Sharvane Thale (PGDM-Media & Entertainment 2019-21, WeSchool Mumbai)
JioSaavn - Associate (Brand Solutions)



The course in Media and Entertainment helped me know the prime areas and trends of the industry with a hands-on experience based on my interests. The Live projects and the media inclined curriculum made my college to industry journey, a smooth transition. The management was flexible and aware of the media trends to introduced subjects like BARC which is a huge add-on in your profile in the long run. The mentors helped me get live projects and hence i had a bunch of industry names on my resume even before I graduated.

- Rupa Singh (PGDM-Media & Entertainment 2019-21, WeSchool Mumbai)
Shemaroo - Deputy Manager (Broadcast Growth & Development)



Eligibility

A minimum 50% in graduation, which must be completed by June 2023.

Should have taken CAT (2022) conducted by the IIMs for the year specified in the advertisement (IIMS have no role in the Welingkar admission process) and / or / XAT (2023) / and / or ATMA (Feb 2023) and / or CMAT (2023) and / or GMAT (2020 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. 6,50,000/- p.a. (*Subject to change*)



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

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