

Agile, Digital, Experiential: The New Customer Journey!

Making you ready for tomorrow's retail



PGDM Retail Management 2022-2024

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

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- ## Why Retail Management?



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. Industry experts come from companies such as Shoppers Stop Limited, Future Group, Lifestyle, Croma, Trent Ltd, Aditya Birla Retail, Myntra, BigBasket and many more regularly engage with the students.

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.



Name of invited Guest Speakers:

Sujata Goel - McDonald's India, GM & HOD Communication **Ramesh Natrajan** - Litmus World, Co-founder & CEO
Siju Narayan - Loyalty Juggernaut India, GM- APAC **Uday Varma** - Trent Hypermarket Pvt Ltd., Director Commercial
Anil Shankar - Shoppers Stop Ltd., CCA & VP solution & Technology, **Kavita Vyas** - Kotak Bank, VP- Digital Products
Samir Srivastav - Jean Claude Biguine, Salon & Spa, CEO

Retail Roundtable 2019



Retail Club - Mr. Nirav Jagad, Chief People Officer, Nykaa – Online Retailing

Indicative List of Guest sessions held in 2019-21

Name	Designation	Company	Topic
Ms. Mugdha Khandekar	Associate Director, Product Management	Myntra	Omnichannel Retailing
Mr. Uday Varma	Director, Product	Trent Hyper Market Limited	Careers in Retail and Required Skill Sets
Mr. Jaysagar Gandhi	Assistant Category Manager	Star Bazaar	From Campus to Corporate
Mr. Jyoti S Das	Brand Manager	Calvin Klein watches and jeweller	Luxury Retail
Mr. Vallabh Soudagar	Senior Vice President & Group Business Head, FMCG & Fresh Food	Reliance Retail	Food & Grocery
Ms. Shaista Khan	Category Operations Manager - Beauty	Tata Cliq	Category Management
Mr. Nishant Grover	Manager, Digital Marketing	Tata Housing Development Company Limited	Digital Marketing
Mr. Ashutosh Taparia	Regional Business Head	BigBasket	Category Management for Etailing
Mr. Vishal Shah	Head of Property	Trent Hypermarket	Store Location
Mr. Varkey Joseph	Head, Centre Of Excellence	Raymond	Retail Customer Experience



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 2019 the companies where the students spent a day learning the various functions of retail were Reliance Retail, Future Group, High Street Phoenix and Trent. In 2020 the Immersion was done virtually with Big Basket. 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. In the year 2019 the retailer was Mr. DIY.

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. The theme for the Retail Roundtable in 2019 was "Retail 4.0: High Tech – High Touch Retail". 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.

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
- Effective Business Communication
- Business Statistics
- Essentials of World Class Operations
- Marketing Management Basics
- Financial Reporting & Analysis
- Organization Behaviour Part I - Individuals in Organizations
- Basics of Retailing
- Introduction to Emerging Technologies

Trimester II

- Retail Business Environment, Policy and Strategy
- Basics & Practical Applications of Corporate Governance
- Basics of Banking, Financial Services and Insurance
- Organization Behaviour Part II- Managing Group Dynamics
- 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
- Retail Supply Chain Management and Logistics
- 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
- E-commerce

Electives: Marketing Specialisation (any 2 credits)

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



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.

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)





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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**

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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
aHRticulate - Article Writing	SIBM Pune	Oct-21	Akshay Thakkar	3rd	Online

Some of our recruiters





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	Head Centre of Excellence	Raymond
Mr. Altaf Jiwani (Alumnus)	Director & CFO	Welspun India Ltd.
Mr. Rajat Wahi	Partner	Deloitte INDIA
Ms. Diya Suri	Director - People Resources	Hardcastle Restaurants India (McDonald's)
Ms. Deepshikha Surendran	Head - Communications	Tata Trusts
Mr. Uday Varma	Director - Commercial	Trent Hypermarkets Ltd
Mr. Sandeep Ranade	Executive Director	Kantar India
	Co-Lead, West (Quantitative) & Key Account Director - Insights	
Mr. Ritesh Ghosal	Chief of Marketing & Insights	Infiniti Retail (CROMA)
Mr. Sanjay Nadkarni	Chief Business Officer	Medisync Health Management Services
Mr. Madhusudan Desai	Chief Operating Officer	Lakewood Malls Private Ltd
Prof. Dr Piyush Kumar Sinha	Director	CRI Advisory
Mr. Devadas Nair	Chief Supply Chain Officer	Shoppers Stop Ltd



Placement Stats (2019-2021)



Average Salary

8.68 lakhs p.a.



Highest Salary

15 lakhs p.a.

Eligibility

A minimum 50% in graduation, which must be completed by June 2022

Should have taken CAT (2021) conducted by the IIMs for the year specified in the advertisement (IIMs have no role in the Welingkar admission process) and /or/ XAT (2022) / and / or ATMA (Feb 2022) and / or CMAT (2022) and / or GMAT (2019 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.

The Selection process for WeSchool this year includes the following parameters:

Parameter	Weightage
1) Qualifying Entrance Test Percentile Best of percentile in CAT (2021), XAT (2022), ATMA (Feb 2022), GMAT (2019 onwards), CMAT (2022) will be considered	40%
2) Academics (X,XII, Graduation) ** Basic eligibility of 50% in graduation is mandatory	15%
3) Pre Interview Questionnaire and Personal Interview (PIQ) has been designed to assess your individual aptitude and personality attributes.)	40%
4) Extra-Curricular activities, Sports, awards and achievements at District, National, International level, Academic diversity etc.	5%
5) Total Composite Score Merit position of the of above parameters will be used for offering admission to a program.	100%

Note:- Qualifying test year and month wherever applicable is mentioned in the Entrance test cutoff.

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)

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