



Creating Corporate Managers with Design Thinking Insights

PGDM-Business Design - 2024-2026

2 Year full time, 30 seats (AICTE-Approved Course)

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About S. P. Mandali

Founded in 1888, Shikshana Prasarak Mandali is one of the pioneers of educational societies in state of Maharashtra. The institution since its inception is determined to building an environment that encourages the spirit of free thinking, thus imparting quality education to more than 45,000 students.

All the institutions of S. P. Mandali are known for their academic excellence and attract students from all parts of India. S. P. Mandali owns 43 educational institutions in the states of Maharashtra and Karnataka including pre-primary, primary, secondary and higher secondary schools, colleges for Arts, Science and Commerce, a school for hearing impaired children, a therapeutic drug monitoring laboratory, an institute carrying out research in Ayurvedic and Herbal Medicine and Management Institutes. Having a diversified and dynamic module of operation, each institution at S. P. Mandali is known for its academic excellence and calls for students from across the nation.



Adv. Shri S K Jain

Chairman Managing Council,
S P Mandali and CDC, WeSchool



Shri. S R Chitale

Vice-Chairman, Managing Council,
S P Mandali

About WeSchool

WeSchool is one of India's leading management education institutes with fervor to contribute socially responsible business leaders through management education. National Institutional Ranking Framework (NIRF) list of 2022 ranks WeSchool, Mumbai in Top 68 B Schools.

The institute's vision to nurture thought leaders and practitioners through inventive education is aligned to the thought leadership from Shikshana Prasarak Mandali Pune, an educational trust legacy that manages 43 equally eminent educational institutes in Maharashtra.

The institute's thought process stems from design-thinking approach, thus bridging academia with corporate leaders for an industry relevant management education.



Mumbai Campus



Bengaluru Campus



From the Group Director's Desk

India has been a major seat of learning for thousands of years. The country was home to both Takshashila, the first university in the world, and Aryabhata, the inventor of the digit 0.

Lately, India has undergone a paradigm shift owing to its competitive position in the world economy. The Indian economy is on a robust growth trajectory and boasts of a stable growth rate, rising foreign exchange reserves and booming capital markets among others.

Higher education in India has been a continuous facilitator of innovation, creativity and leadership to the global industry. Some of the world's leading companies are being headed by graduates of the Indian education system such as Satya Nadella, CEO, Microsoft, Sundar Pichai, CEO, Google Inc., Ajaypal Singh Banga, President World Bank Group, Rajeev Suri, Ex-CEO of Nokia, Indira Nooyi, Ex-CEO of Pepsi Co. to name a few.

We are fortunate to have key stakeholders, such as policymakers, diplomats, experts, industry professionals, members of the academia and our esteemed alumni in the industry, among others, championing the cause of education.

There has never been a better time for management students to start their careers in India. With the right skills and knowledge, you can take advantage of the many opportunities available and help drive the country's continued economic growth.

The vision of the NEP aims at building a global, high quality education system rooted in Indian ethos, thereby transforming India into a global knowledge superpower.

The Indian economy is growing at a robust pace and is poised to become one of the largest economies in the world. This growth has created a huge demand for skilled and knowledgeable management professionals who can help drive the country's continued economic development.

As a leading B-school, we have a crucial role to play in shaping the future of education and in preparing our students to become corporate leaders. We are committed to stay ahead of these changes and to providing our students with the skills and knowledge they need to succeed in a rapidly changing world.

Over the course of the program, your fellow students become trusted colleagues and, very often, lifelong friends.

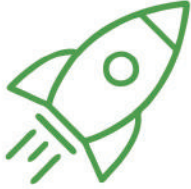
I invite you to embark on your path to academic and professional excellence at our sprawling campuses in Mumbai and Bengaluru which will truly enhance your intellectual and personal growth. Keeping design and innovation its core, WeSchool endeavors to provide newer avenues to students for achieving excellence in all spheres of life and nurture them to become Global Citizen Leaders.

Prof. Dr. Uday Salunkhe
Group Director, WeSchool



Vision

To nurture thought leaders and practitioners through inventive education.



Mission

- Focus on inventive education by offering practical, innovative and technology driven programs.
- Provide managerial talent with risk managing ability, passion for learning and creative thinking and values in rapidly evolving economic and social environment.
- Contribute significantly to Indian corporate world by preparing Management graduates with global mindset.
- Build intellectual capital through faculty development, research, consultancy and publication.
- Develop alumni network of mutual benefit and keep alumni update through continuous learning and meeting.



Core Values

- Passion
- Breakthrough thinking and breakthrough execution
- Result oriented process driven work ethics
- We link and care



From the Director's Desk

Ranked as 17th in South Zone and 3rd in the city by Fortune India Magazine's Best B-School 2024 rankings, WeSchool Bengaluru campus is one of the leading B-Schools in India. The institute has carved a niche for itself by providing not only an industry relevant course curriculum but also being a hub for critical thinking and innovation. In July 2024, WeSchool Bengaluru received a special mention award at Vanguard Awards 2024 for the intrapreneurial practices at the school. Moreover, the institution has been a consistent winner in the category of "Best Innovative Practices & Institutions in Academia" at the National Conference of National HRD Network. In February 2024, WeSchool Bengaluru won the Best Academic Practices Award at 12th NHRD HR Showcase.

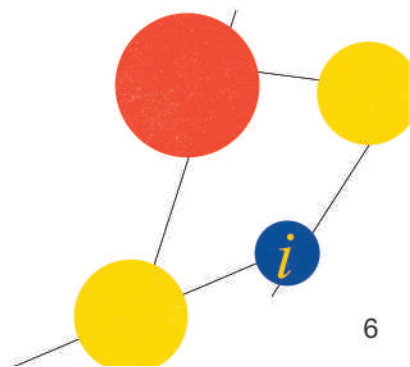
The college encourages a quest for knowledge that is rooted in an understanding and assimilation of SOS – self, organization and society. The unique Global Citizen Leaders curriculum involving each and every student and faculty mentors encourage students to become socially aware individuals who is able to work collaboratively to take on complex, boundary-spanning challenges. Besides academics, students also learn from their vibrant community life on campus by participating and connecting over a number of co-curricular and extracurricular activities. Specialization specific clubs organizing regular events, alumni connect programs and frequent corporate guest lectures provide the opportunity for industry-academia interface and networking.

The career management cell provides active support in campus placement besides organizing frequent industry-connect programs by inviting senior professionals from industry. The commitment towards students has been reflected in the rising quality of placements that students get every year. Quality education is one of the pillars for Sustainable Development and it's an ongoing quest at our campus by following multi-disciplinary, multi-dimensional and humanistic educational program. We focus on inculcating the innovative entrepreneurial spirit into the minds of our students.

Looking forward to welcome the future leaders to experience and enjoy quality education in an active learning environment.

Prof. Dr. Madhavi Lokhande

Director, WeSchool Bengaluru Campus





Program Head Message

WeSchool's PGDM(Business Design and Innovation) program is pioneering management post graduate program, which blends business, design and innovation to add value to stakeholders for business growth. A merger of analytical approach of a business manager with the innovative approach to solve business problems.

This program creates management professionals with creative as well analytical capabilities, not mere administrators of business but also those who are creators of businesses. Businesses need innovative approach to solve business problem due to fast changing technology and competition. PGDM (BD&I) uses an approach which begins by understanding needs of people, uses technology to design/develop a feasible solution and to create/deliver a viable business.

The program's experiential pedagogy and learn by doing approach includes a mix of lectures, project mode plus hands on learning approach, prototyping and industry projects that promote innovative approach to leadership, all taught by distinguished academics and renowned industry experts from leading companies. It has won the Best Academic Practice Award at the 12th NHRD Showcase, Bengaluru. Alumni's of PGDM(BD&I) are very well placed in Industry in various roles and responsibilities.

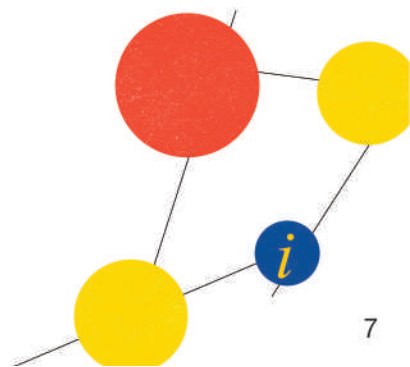
Present Intake: 30

The program started in 2010

Prof. Prakash V Unakal

Dean - Business Design

WeSchool, Bengaluru Campus



What is Design Thinking?

Design thinking is a highly user-centric approach to problem solving that is exploratory and iterative in nature. Putting the user at the centre of any creation, whether Business, Service or Product paves the way for being closer to reality. The ability to empathise with multiple stakeholders is the cornerstone of Design Thinking. This ability helps derive insights about the pain points and aspirations of the stakeholders involved.

Nurture a questioning mind: Encouraging people to step back and reconsider old problems or entrenched practices, the design thinker can begin to re-frame the challenge at hand—which can then steer thinking in new directions. What business are we really in? What do today's consumers actually need or expect from us? – has never been more important.

Multi-sensory observation: The feeling-sensing ability of a designer creates the first impressions of the contextual environment and she/he uses observation as a powerful tool to dive deeper into the unmet and unsaid needs to the people around.

Lateral thinking: Designers can think laterally, i.e searching far and wide for ideas and influences and then connect concepts that might not seem to go together giving credence to the fact that innovation occurs at the intersection of ideas emanating from multiple disciplines.

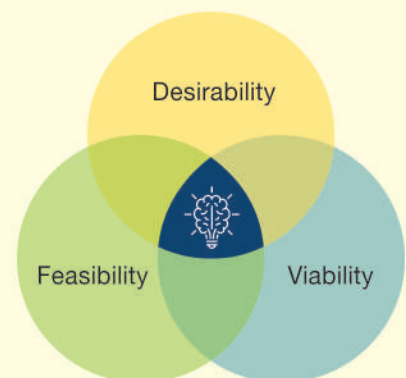
Prototyping: “Fail early and fail forward” – is the mantra of a design thinker. Putting your ideas out to the world while it is still in a developmental stage is a good way of testing it and encouraging a critical evaluation. Prototyping is an iterative process and small failures are actually stepping stones to success and are pointers to things that need fixing. Rapid prototyping is especially valuable in times of dynamic change in the business environment.

What is Business Design?

A successful business is one that provides solutions at the intersection of Desirability, Feasibility and Viability.

A business has to go through the following steps:

- A. Need identification, opportunity spotting & understanding the environment.
- B. Concept generation and Business Case creation.
- C. Business Design (Planning the Architecture).
- D. Roll-out.
- E. Long-term Strategy.



WeSchool's PGDM (Business Design) program endeavours to develop industry-relevant managerial talent for challenging and wicked problem-solving roles in the industry. Specialized courses in Design Thinking, User Experiences, Strategy, Innovation, Consulting, and Technology orientation enrich the program curriculum that fortifies the foundation of traditional and conventional next-generation management courses and concepts.

The program curriculum designed is structured to include stakeholder-centric approach, innovation mindset and creativity. Hands-on experiential learning, case-study integrated project-based problem-solving methods constitute the learning pedagogy. These are supported by industry visit and interactions with industry mentors / subject matter experts. The program encourages participatory, collaborative, engaging and co-creative learning, in an ecosystem that is motivated by an open culture, inspiring infrastructure, fun and experimental mindset.

At WeSchool, student goes through acquisition, application and assimilation of learning by solving real-time business & societal problem solving wherein design thinking is the common pillar across all programs. As a futuristic Business School of high global standards, WeSchool has made a provision of two separate learning and experience labs that are available for the students, namely –

- 1) 'InnoWe' – The Innovation Lab for ideation and concept generation
- 2) Proto Lab – The Technology Lab that enables prototyping

InnoWe

Innowe is a place where, students are encouraged to voice the weirdest of their ideas with the assurance that these will be allowed to germinate, cross pollinate and get fertilized. It is the hub of ideas for business concepts of the future. Innowe is the hotbed of a host of activities on campus, Idea Contests, Toy-making Contests, Concept Shows, Rendezvous with Mavericks, Film-making Contests.

Innowe is gradually diversifying into an entrepreneurial hub, inspiring students to become intrapreneurs & entrepreneurs and start their own ventures (Studepreneurs / Wepreneurs). This division serves students not only from the Business Design program but extends across all programs at WeSchool.

Why Business Design?

Today, markets change at a pace that makes even Moore's law seem archaic. With advances in the fields of communication, material sciences, genetics: nothing seems impossible. Businesses need to identify hitherto untapped & underserved markets.

How does a Business manager adapt in such times? Design thinking with its adaptive and integrative approach, seems to provide the way forward. A designer converts imagination into reality with her/ his unique abilities of seeing co-relations across diverse domains, intuitive skills of unbiased observations, a highly user centric approach, a tendency towards quick prototyping. A merger of the intuitive approach of a designer and the analytical approach of a Business manager has given birth to the term 'Business design'. Leading thinkers like Roger Martin, Dean - Rotman School of Management, and practitioners like A. G. Lafley, ex-Chairman, P&G Worldwide, Mr. Kishore Biyani, ex-MD & CEO-Future Group, have been the most vociferous proponents of this confluence between Business and Design.

- VUCA (Volatile, Uncertain, Complex and Ambiguous) Business Ecosystem
- Management professionals with creative as well analytical capabilities
- Management professionals who are creators of businesses, not mere administrators of business, unlike in the past
- Need for innovative approach to solve business problem becomes imminent due to fast changing technology and competition
- Need for change agents and innovation catalysts for Corporates
- Business needs to lead and be pioneers in various offerings

Program Overview

In consonance with the slogan "Innovate or Perish" which can lead corporations to survive and thrive in global competition, and saturated markets with demanding customers, rising number of organizations are shifting to newer approaches by maximizing innovation, assimilating stakeholder value creation insights and creating prototypes to reach consumers, accelerate business volume and sustain market leadership. This has led to an increase in demand for management professionals who have a holistic understanding of the economic, social and technological context of business and possess a research and analytical orientation along with leadership skills.

WeSchool's PGDM-Business Design program's transformational cross-disciplinary learning aims to nurture you with this holistic approach into business thinking so that you are well-prepared for the VUCA aspect of unfolding business scenarios and develop an innovation mindset to leverage design thinking to enhance an organisation's innovation quotient.

- Managers/Leaders/Consultants / Associate Consultants
- Territory Sales Manager/Assistant Store Manager/Assistant Store Manager

- Associate Consultant - Cloud Services
- Tech Assurance Consultant/Domain Consultant
- Business Development Executive/Product Specialists
- Business Analysts, Management Trainee
- Brand Executive -Brand Building/ Consumer Products/Dep. Manager Brand
- Executive Digital Operations
- UX Consultant/Specialist (Business Design)/Data Analyst
- Project/ Process/Account Managers/ Key Account Manager
- Conventional roles in startups/businesses in areas pertaining :
- Operations, HR, Marketing, Finance roles etc
- Entrepreneurs/Startups

Program Mission

Mission Statement (M1)

- To build capability for students to be innovative managers with problem solving aptitude for general management.

Mission Statement (M2)

- To enable students with a blend of hands-on strategic thinking to solve business and societal problems across functions, verticals and sectors.

Mission Statement (M3)

- Sensitize students to social responsibility, design awareness, technology applications and sustainability

Program Educational Objectives (PEOs)

- PEO 1. To enable the students to apply design thinking abilities for business-area concerns/challenges and acquire functional knowledge in new age industries, and take up roles with design houses, corporate innovation teams, product innovation teams, service and experience design teams, and also with traditional industries.
- PEO 2. To nurture future thought leaders with the unique blend of managerial competencies, design thinking abilities, and an innovation and entrepreneurial spirit.
- PEO 3. To enable the students to understand how to bring an idea to reality, using the various tools and techniques learnt of design and innovation.

Program Pedagogy

The transformative pedagogy includes learning by doing, prototyping, project mode courses, lectures, workshops, hands-on field-based industry projects & internships and case studies which provide premium knowledge of business design thinking through a combination of right brain courses such as Design Thinking and Innovation, Thinking Tools for Innovators, UI/UX, Customer Experience etc. along with Core Management Courses, delivered by highly acclaimed academicians and renowned industry experts. The students are familiarized and encouraged to practice the use of cloud-based web applications for collaborative working, interface (UX/UI) design and wireframe creation and mockup, low code/no code applications, etc.

Program USP

Multi-disciplinary thinking is the core of this program. Every week, students organize a seminar that includes talks from eminent experts from various fields such as Consulting, Neuroscience, Sensing and Tracking Technologies, Ergonomics, Animation & Gaming, Intellectual Property Rights etc. This exposes the students to contemporary knowledge from a wide spectrum of domains making them better decision makers in business situations.

- Develops a highly user-centric approach mindset to create breakthroughs
- Hands-on pedagogy driving theoretical concepts through live projects and prototyping
- Consulting and Strategy as the major concentration
- Choice-based Credit System cutting across functional silos
- GCL (Global Citizen Leader Program) - live case-study

Program Outcome

On successful completion of the Post Graduate Diploma In Management (Business Design) program, the graduating student will be a confident Manager with an innovative mindset, able to think out-of-the-box who is adept at Business / Situation Analysis, Need-Gap Identification, Opportunity Assessment Concept Development & Testing, Business Model Creation and Execution, while being rooted in a deep understanding of business concepts and an appreciation of design thinking and innovation. Typical roles that a PGDM-Business Design program graduate would play in an organization are: Consultant, Solution Architect, Product Manager, Business Analyst, New Product Development Manager, Consumer Insights Executive, HR Business Partner, Wealth Manager etc. A good percentage of our Alumni have become successful entrepreneurs.

Deliverables

This course enables student to weave innovation into business practices and solve real life problems, using the human centric design approach. The two-year full time PGDM course structure is a blend of management and design thinking led inputs, like,

- Design Thinking and Innovation
- Tools for innovators
- Business Creation
- Information Design
- UX/UI
- Financial management
- HR management
- Organizational behavior

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

Career Opportunities

With these hands-on inputs, a PGDM Business Design graduate is ideally placed to transition into strategic CXO roles in Strategic Consulting, Product Management, Payment Solutions, Planning, Risk Management, Marketing, Branding, Advertising, Operations, Talent Management etc. across various industry domains.

IT/ITeS Companies: Consultant, Solution Architect, User Experience Specialist, Product Manager, Business Analyst, New Product Development Manager, Business Development Specialist etc.

BFSI & Fintech Companies: Risk Analyst, Product Manager, MT-Products (Business & Branch Banking), Operations Consultant, Digital Product Manager Wealth Manager, Business Development Specialist, Credit Risk Analyst etc.

FMCG Companies: Digital Product Manager, Customer Success Manager, Consumer Insights Executive, Channel Manager, Regional Sales Manager, Dy Manager-Sales, Retail Operations Manager, Omni-channel Partner Manager etc.

E-commerce & other Digital Domain Companies: Marketplace Manager, User Experience Specialist, Product Manager, On-boarding Specialist, Risk Analyst, Logistics Operational Excellence etc.

Manufacturing Companies: Consultant-Operations, ERP consultant, SAP Business Analyst, Consultant - Automation, MT-Lean Operations etc.

HR functions across all domains: HR Business Partner, Staff Consultant, Executive-Learning & Development, Talent Partner etc.

Curriculum Structure (Batch 2024 - 2026)

Trimester I : Theme : (Need Identification & Opportunity Spotting)

S. No.	Area	Subjects	Credits
1	General Management	Managerial Economics	3
		Business Communication	3
2	Finance	Financial Reporting and Analysis	3
3	Marketing	Marketing Management	3
4	Quantitative Techniques and Analytics	Business Statistics and Quantitative Techniques	3
5	Human Resources	Organizational Behaviour I - Individuals in Organizations	1.5
7	Business Design Innovation	Design Thinking and Innovation	3
		Tools for Innovation	3

Trimester II : Theme : Industry Analysis & Developing a Managerial Mindset

S. No.	Area	Subjects	Credits
1	General Management	Business Environment	1.5
		Foreign Language (German/French/Spanish)	3
		Research Methodology	3
		Emerging Technologies	1.5
2	Finance	Cost and Management Accounting	1.5
3	Marketing	Consumer Behaviour	1.5
4	Operations	Essentials of Operations Management	1.5
		Project Management	1.5
5	Human Resources	Organisational Behaviour 2 - Group Dynamics in Organization	1.5
6	Business Design and Innovation	Business Analysis and Innovation Project - Product and Services Based Business	3
		Design Process, Materials and Technology	1.5

Trimester III : Theme : Go-to-Market - I

S. No.	Area	Subjects	Credits
1	General Management	Global Citizen Leaderl	4.5
		Business Law	1.5
		Introduction to Business Analytics	1.5
		Technology Applications in Business	1.5
2	Finance	Fundamentals of Financial Management	3
3	Marketing	Market Analysis for Strategic Decisions	1.5
4	Operations	Introduction to Supply Chain Management	1.5
5	Human Resources	Human Resource Management	3
6	Business Design and Innovation	Exploring Grassroots	3

Trimester IV : Theme : Go-to-Market - II

S. No.	Area	Subjects	Credits
1	General Management	Summer Internship Project	3
		IT for Business Managers	3
		Consulting I	3
2	Business Design and Innovation	Business Creation I	3
		Information Design	1.5
		Service and Product Design	3
3	Finance	Essentials of Banking	1.5
		Aggregator Business Models	3
4	Marketing	Digital Marketing	1.5
		Indian FMCG industry	3
5	Quantitative Techniques and Analytics	Advanced Business Analytics – I	3
		Visual Analytics	3

Trimester V : Theme : Strategic Thinking

S. No.	Area	Subjects	Credits
1	General Management	Intellectual Property Rights (IPR)	1.5
		Business Analysis	3
		Consulting II	3
2	Business Design and Innovation	Business Creation II	1.5
		UI-UX Design	1.5
		Green Issues	1.5
3	Fintech & BFSI	Advanced Financial Management	1.5
		Innovations in Financial Services	3
4	Customer Experience, Engagement & Marketing	Product Management	3
		Indian Consumer Durable Industry	3
5	Operations & Manufacturing	Quality for Managers	1.5
6	Quantitative Techniques and Analytics	Advanced Business Analytics II	3

Trimester VI : Theme : Research & Industry Grooming

S. No.	Area	Subjects	Credits
1	General Management	Final Project	3
		Business Strategy and Simulation	3

Student Achievements

First Prize : NHRDN Best Academic Practice Award 2024 for PGDM(BD&I)'s "Learn by doing practices using ProtoLab"



NHRDN Best Academic Practice Award 2024



1

1. 3rd from left: Pranav Anand, 1st Prize, Best Manager, ISME Bangalore. 2022-24
2. Finalists at TAPMI: Vidhi Choubey, Pranav Anand and Sharada Nair (L to R) 2022-24
3. Finalists at TAPMI; Certificate: Pranav Anand 2022-24



2



3

Alumni Testimonials



“The Business Design and Innovation program at Welingkar Bangalore has been transformative in shaping how I approach challenges. It has taught me to analyze problems through a fresh lens, prioritize empathy, and craft customer-centric solutions that blend creativity with business acumen. Immersive, real-world projects like grassroots exploration and business creation have provided hands-on experience in tackling complex problems while fostering entrepreneurial thinking.

I am deeply grateful to the extraordinary faculty for fostering a culture of limitless learning and encouraging us to explore the unexplored. Their expertise in business innovation and unwavering support have expanded my mental capabilities and equipped me with the tools to deliver impactful, well-rounded strategies in today's dynamic business environment.

Pranav Anand (PGDM-Business Design and Innovation 2022-2024, WeSchool Bengaluru)
Senior Associate Consultant, Infosys Ltd

”



“I am Saksham Khandelwal, currently spearheading the US market expansion strategy at Tietoevry Create, a leading Nordic IT conglomerate. My academic foundation was laid at Weschool, where I was part of the Business Design & Innovation program from 2010 to 2012. Reflecting on my career journey, I attribute a significant portion of my success in the corporate realm to the principles, frameworks, and ideas imparted to me during my time at Weschool. The Business Design & Innovation curriculum is distinguished by its hands-on, experiential learning approach. Our professors and mentors emphasized the importance of 'learning by doing,' a philosophy that has been instrumental in my professional development. The program included rural excursions, integral for understanding ethnography and the rural economy, thereby enriching our learning experience beyond conventional classroom boundaries.

Analyzing the balance sheets of real businesses was another pivotal aspect of our education, deepening our understanding of finance and providing a comprehensive view of business operations. In our final year, we engaged with Proto Labs to simulate the lifecycle of businesses across various sectors. This visual and experiential learning approach enabled us to acquire a profound understanding of different industries and economies. In my role at Tietoevry Create, I often draw upon the trusted toolkit I internalized from the Business Design & Innovation pedagogy. This foundation has been crucial in crafting and implementing strategies that drive our business growth and expansion in the competitive US market.

Saksham Sunil Khandelwal (PGDM-Business Design and Innovation 2010 - 2012, WeSchool Bengaluru)
Strategy & Innovation, Partnerships - Tietoevry

”

Some of our recruiters



Placement Facts (2022-2024)

Maximum Salary

₹16.80

LACS PA

Average Salary

₹10.20

LACS PA

Median Salary

₹10.00

LACS PA

Placement Facts (2021-2023)

Maximum Salary

₹11.40

LACS PA

Average Salary

₹10.20

LACS PA

Median Salary

₹10.00

LACS PA

Eligibility

A minimum 50% in graduation, which must be completed by June 2024.

Candidate should have taken the CAT (2024), XAT (2025), ATMA Dec (2024) or Feb (2025), CMAT (2025), GMAT (2022 onwards).

(IIMs and other entrance exams conducting bodies have no role to play in WeSchool's admission process)

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. 7,00,000/- p.a. (subject to change)



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

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