



Creating Corporate Managers with Design Thinking Insights

PGDM-Business Design - 2024-2026

2 Year full time, 60 seats (AICTE-Approved Course)

INDEX

About S. P. Mandali's About WeSchool	3
From the Group Director's Desk	4
Vision, Mission and Core Values	5
What is Design Thinking? What is Business Design?	6
Why Business Design? Program Overview	7
Program Vision and Mission Program Educational Objectives Program Pedagogy Program USP	8
Program Outcome Deliverables Career Opportunities	9
Curriculum Structure	10
Alumni Testimonials Placement Facts	14
Some of our Recruiters Eligibility, Selection Process, Tuition Fees	15

About S. P. Mandali's

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 to the inventor of the digit 0 - Aryabhaṭa.

Lately, India has undergone a paradigm shift owing to its competitive stand in the world. The Indian economy is on a robust growth trajectory and boasts of a stable 8 plus annual growth rate, rising foreign exchange reserves and booming capital markets among others.

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

We are fortunate to have the representation of the voice of key stakeholders such as policymakers, diplomats, experts, industry professionals, members of the academia, and our esteemed alumni in the industry, among others for 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 best education system rooted in Indian ethos, and aligned with the principles, 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 leaders in their fields. We are committed to staying at the forefront 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 in many cases, lifelong friends. I invite you to embark on your path to academic and professional excellence with us 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 towards achieving excellence in all sphere 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

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.

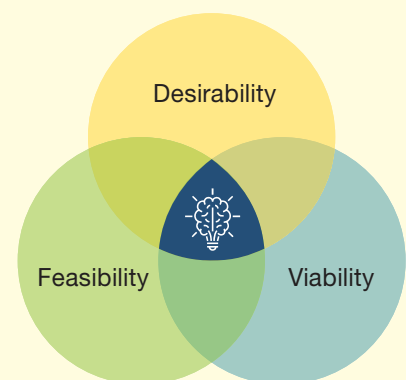
Prototyping: “Fail early and fail forward” – is the mantra of a design thinker. Putting your ideas out to the world while it is still in a developmental stage is a good way of testing it and encouraging a critical evaluation. Prototyping is an iterative process and small failures are actually stepping 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) REDx 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.

REDx Lab is a vibrant ecosystem of innovation, rolling out new and innovative commercial and citizen-based technologies to create a framework that supports wide-ranging needs of citizens and corporations. REDx has expertise in imaging Digital Imaging, IOT, mobile platforms, AI / ML, Deep Learning, etc.

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.

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.

Program Vision

To nurture managers with ability to use design thinking-based innovation for business and society.

Program Mission

Mission Statement (M1)

- To instill a user-centric, multi-disciplinary and holistic approach toward complex problem sharing that cuts across functional silos.

Mission Statement (M2)

- To enable students to apply the Design Thinking approach for creating innovative business solutions.

Mission Statement (M3)

- To sensitize students to social responsibility, design awareness, technology applications and sustainability.

Program Educational Objectives (PEOs)

- Apply management theories and frameworks in business scenarios in the VUCA world.
- Ability to demonstrate leadership qualities.
- Apply and promote design thinking practices and develop a culture for problem solving and innovation.
- Evolve methodology to plan a business – from idea to implementation and stimulate entrepreneurial mind set.
- Be Agile learners who are able to leverage the power of emerging technology, analytics and other contemporary market forces.

Program Pedagogy

The transformative pedagogy includes 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 Aesthetics in Business, 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,

- Financial management
- HR management
- Organizational behavior
- Tools for innovators
- Design thinking project
- Develop business models
- UX/UI
- Customer Experience

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 2022 - 2024)

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

S. No.	Area	Subjects	Credits
1	General Management	Perspective Management	1.5
		Economics for Managers	3.0
2	Finance	Financial Reporting and Analysis	3.0
3	Marketing	Marketing Management Basics	3.0
4	Operations	Essentials of World Class Operations	1.5
5	Quantitative Techniques and Analytics	Business Statistics	3.0
6	Human Resources	Organizational Behaviour I - Individuals in Organizations	3.0
7	Business Design and Innovation	Design in Business (Platforms - Illustrator, Adobe XD, InDesign etc.)	3.0
		Tools for Innovation	3.0
		Introduction to Prototyping (3d printing, Canva, Balsamiq, Figma, MS PowerApps, AR/VR tools)*	1.5
8	Technology	Introduction to Emerging Technologies	1.5

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

S. No.	Area	Subjects	Credits
1	General Management	Global Citizen Leader - I	3.0
		Business Communication	1.5
2	Finance	Cost and Management Accounting	1.5
3	Marketing	Consumer Behaviour	1.5
4	Operations	Product and Brand Management	1.5
		Essentials of Supply Chain Management	1.5
5	Human Resources	Organizational Behaviour II - Managing Group Dynamics	1.5
6	Quantitative Techniques and Analytics	Business Research Methods and Marketing Research	3.0
7	Business Design and Innovation	Business Analysis	3.0
		Advanced Prototyping	1.5
		UI-UX Design	3.0
8	Generate QTA code	Microsoft Excel for Business*	1.5

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

S. No.	Area	Subjects	Credits
1	General Management	Global Citizen Leader - II	1.5
2	Finance	Fundamentals of Financial Management	3.0
3	Marketing	Integrated Marketing Communications	1.5
4	Operations	Selling and Negotiation Skills	1.5
		Project Management	1.5
5	Human Resources	Human Resource Management	1.5
6	Quantitative Techniques and Analytics	Business Analytics	3.0
7	Generate QTA code	Data Analysis and Visualization (Advanced Excel, Tableau, PowerBI etc.)*	3.0
8	Business Design & Innovation	Business Plan	3.0
9	Generate BDI code	Service Design*	1.5

Trimester IV : Theme : Go to Market - II

S. No.	Area	Subjects	Credits
1	General Management	Strategy & Consulting - I	3.0
		Summer Internship	1.5
2	Business Design and Innovation	Strategic Innovation Management	3.0
		Information Design	3.0

Electives / Functional Concentration (Any 2 - 6 Credits Compulsory)

3		Green issues	1.5
I	Fintech & BFSI	Fundamentals of Banking	3.0
		Advanced Financial Management	3.0
		Wealth Management	3.0
		Technology for Finance, Banking and Financial Services	3.0
II	Customer Experience, Engagement & Marketing	B2B Marketing	3.0
		Technology in Marketing	1.5
		Digital Marketing	3.0
		International Business	1.5
		Customer Experience	3.0
III	Human Resources	HR Lab	1.5
		Talent Management	1.5
		Talent Acquisition	1.5
		Learning, Training and Development	1.5
		HR Analytics	1.5
IV	Operations & Manufacturing	Productivity Techniques	1.5
		Production Planning and Control Systems	1.5
		Business Process Re-engineering and Improvements	1.5
		Operations in Services	1.5
		Logistics and Supply Chain Management	3.0
		Enterprise Resource Planning Packages for Operations	3.0
V	Technology	Information Technology Vertical - I	3.0
VI	Quantitative Techniques and Analytics	Advanced Business Analytics - I	3.0

Trimester V : Theme : Strategic Thinking

S. No.	Area	Subjects	Credits
1	General Management	Basics and Practical Applications of Corporate Governance	1.5
		Legal Aspects of Business (IPR, Taxation)	3.0
		Strategy & Consulting - II	3.0
2	Business Design & Innovation	UI-UX Design	3.0

Electives / Functional Concentration (Any 2 - 6 Credits Compulsory)

I	Fintech & BFSI	Advanced Banking (Pre Requisite - Fundamentals of Banking)	3.0
		Corporate Tax Planning and Fiscal Policy	1.5
		Security Analysis and Portfolio Management	3.0
		International Finance	1.5
		Fixed Income Securities	3.0
II	Customer Experience, Engagement & Marketing	International Marketing	3.0
		Distribution and Supply Chain Management	1.5
		Marketing Finance	1.5
		Sales Management and Sales Promotion	3.0
		Retail Management	3.0
III	Human Resources	Global & National Workforce Planning & HR Audit	1.5
		Employer Branding	1.5
		HR Issues in Merger And Acquisitions	1.5
		Advanced HR Analytics (HR Analytics - Trim IV Mandatory) *	1.5
		Diversity, Equity & Inclusion	1.5
IV	Operations & Manufacturing	Supply Chain Risk and Performance Management	3.0
		Design and New Product Development	1.5
		Complex Problem Solving and Six Sigma	1.5
		Quality and Reliability Management	3.0
		Operations Analytics & Internet Of Things	3.0
V	Technology	Information Technology Vertical - II	3.0
VI	Quantitative Techniques and Analytics	Advanced Business Analytics - II (ABA - Trim IV Mandatory) *	3.0

Trimester VI : Theme : Research & Industry Grooming

S. No.	Area	Subjects	Credits
1	Business Design and Innovation	Research Project	3.0
		Business Simulation*	1.5
2	General Management	Ethics and Corporate Governance	3.0

Term-end course outcomes for project-based courses

Working prototypes created by students



Spoon that will enable persons with severe arthritis to eat their food



Vertical mobility for physically challenged persons



Wrist band for speech and hearing impaired for notifications from home appliances

we school
Welingkar Education

Team Eureka

Track A Vaccination & Immunization

Q How can problem of cold storage of vaccine due to irregular electricity supply and transportation issues due to poor accessibility be solved?

S Enhancing the features of the last mile portable storage box for vaccines to be delivered in tribal areas dealing with accessibility issues faced by government vaccine delivery systems



Pratik D Sumbe
(PGDM)



Amisha Mudgal
(PGDM- Business Design)



Santosh Chintakindi
(PGDM HealthCare)



Maitihilli Pathak
(MMS)

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1. Maharashtra Health Hackathon 2021
2. WeSchool - MIT India Initiative - January 2020
3. UMO Global Innovation – 2020

Alumni testimonials



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My current company wanted to launch a banking product to create financial inclusion in tier 3, tier 4 and villages of India. The Design Thinking methodology helped us understand the target segment deeply and devise a user centric phygital banking product.

Nishant Khalde (PGDM-Business Design 2019 - 21, WeSchool Mumbai)
Product Manager - Neobanking, Fingpay (Tapits Technologies Pvt Ltd)

”



“

During the induction program at Accenture Technology, the hands-on approach picked up during the Business Design program helped me stand out among my peers during the Innovation Sprint. Empathy, Design Thinking, SMED, FMEA, Visual Management, Prototyping has unconsciously become an integral part of my thinking DNA :)

Shubhangi Srivastava (PGDM-Business Design 2018 - 20, WeSchool Mumbai)
Company - Accenture Technology

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Interim Placement Facts (2022-2024)

Maximum Salary

₹18.16

LACS PA

Average Salary

₹13.20

LACS PA

Median Salary

₹12.50

LACS PA

Placement Facts (2021-2023)

Maximum Salary

₹25.48

LACS PA

Average Salary

₹11.73

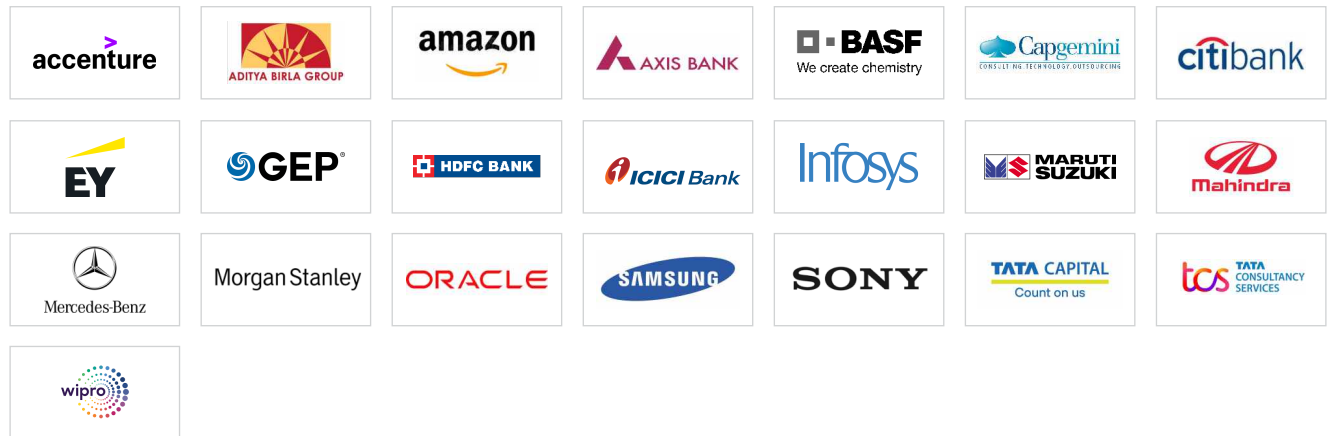
LACS PA

Median Salary

₹11.40

LACS PA

Some of our recruiters



Eligibility

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

Should have taken CAT (2023) conducted by the IIMs for the year specified in the advertisement (IIMs have no role in the Welingkar admission process) and /or/ XAT (2024) / and / or ATMA (Feb 2024) and / or CMAT (2024) and / or GMAT (2021 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. 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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