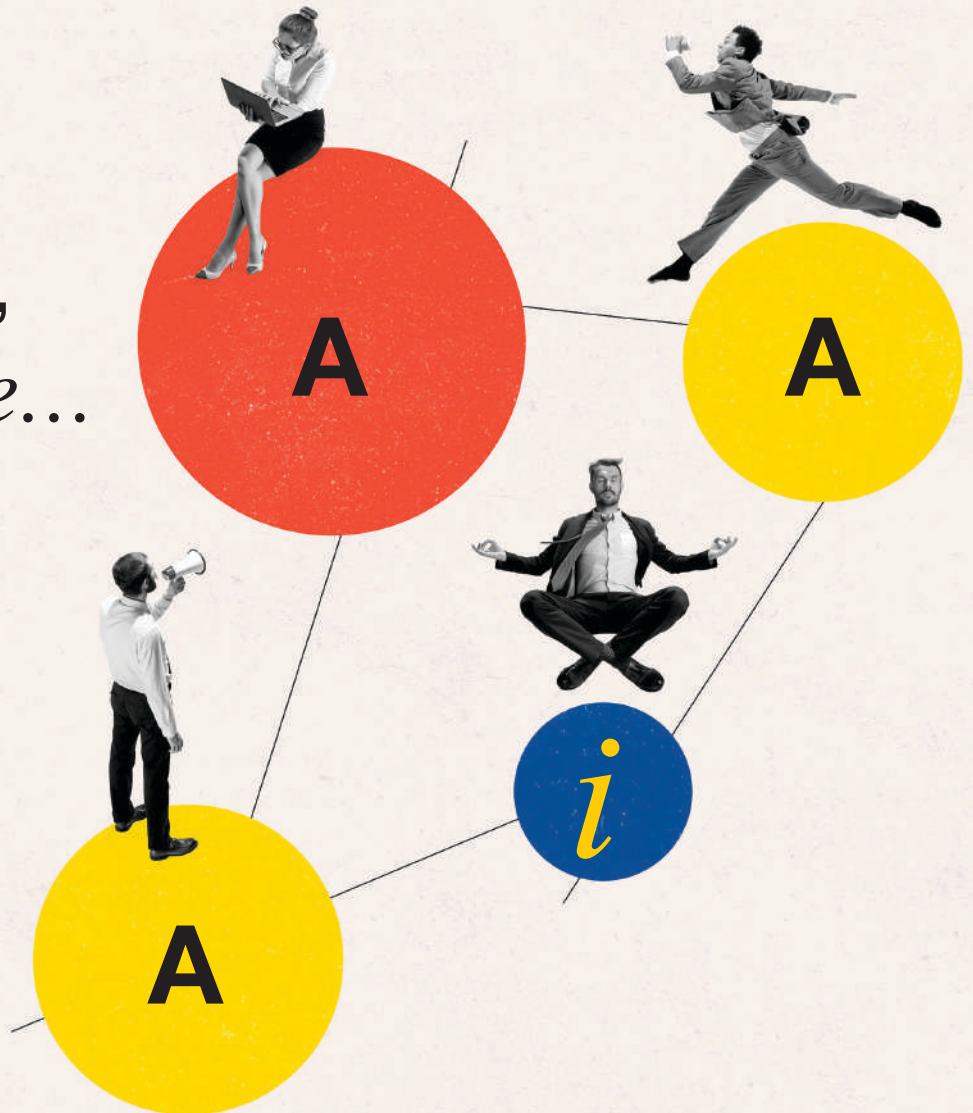


Acquire,
Apply,
Assimilate,
& *innovate...*

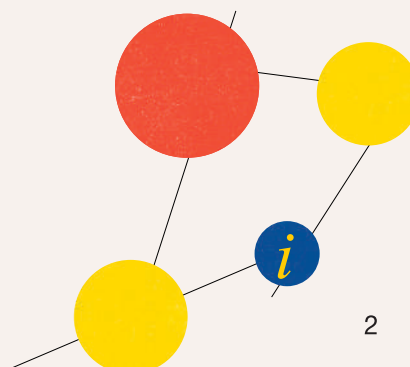


PGDM 2026-2028

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

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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.

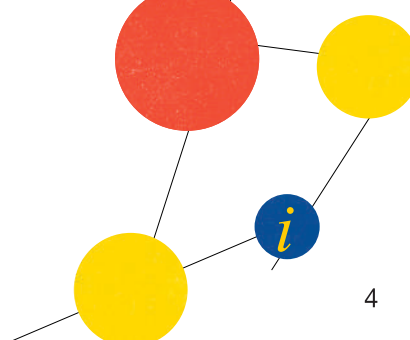
The Indian economy is growing at a robust pace and is poised to become one of the largest economies in the world. This growth has created a huge demand for skilled and knowledgeable management professionals who can help drive the country's continued economic development.

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.



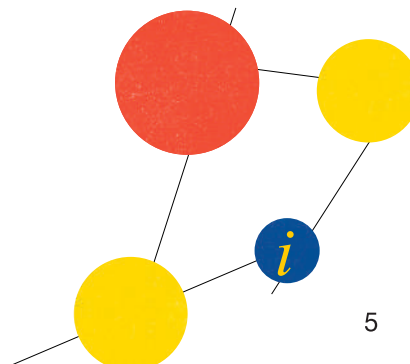
Mission

- 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.

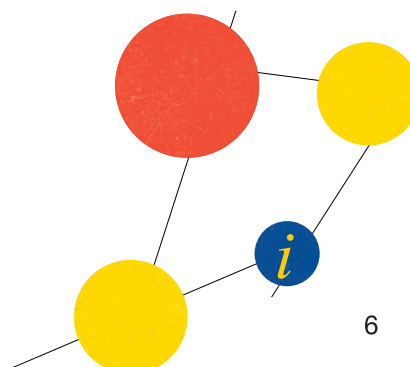
The college encourages a quest for knowledge that is rooted in an understanding and assimilation of SOS – self, organization and society. The unique Global Citizen Leaders curriculum involving each and every student and faculty mentors encourage students to become socially aware individuals who is able 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 program offers a multidisciplinary approach that combines general management principles with specialized expertise in Marketing, Finance, Human Resources, and Operations. The program is designed to develop students into competent future leaders, equipped with both managerial skills and an innovative mindset while providing exposure to real-world business challenges. With a strong emphasis on Acquisition, Application, and Assimilation of knowledge; this program focuses on creating the confident managers of tomorrow.

The program's transformative pedagogy includes a mix of lectures, industry projects, and simulation games that promote cross-functional leadership, all taught by distinguished academics and renowned industry experts from leading companies.

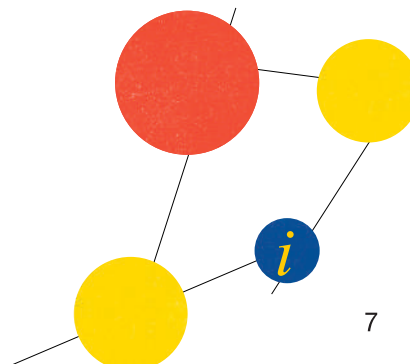
Present Intake: 60

The program started in 2009

Prof. Dr. Savitha G R

Head – PGDM Program

WeSchool, Bengaluru Campus



Program Overview

Today's businesses are not only growing exponentially but also driven by pronounced shifts and changes, be it in the areas of Marketing, Finance, Operations or Human Resources. Additionally, newer business models, focus on customer, purpose of business existence, sustainability, big data analytics, digital platform etc are only further increasing the need for Organisations to align themselves with such new set demands, to ensure their being relevant to their customers and society.

A good Manager equipped with appropriate and relevant skill sets would play a key role between the organization and the marketplace to help businesses reach their true potential, by integrating all facets of the business.

WeSchool's PGDM course offers a comprehensive approach to learning business management. It is a two-year full-time course with an industry-relevant curriculum. A student can specialize in Marketing, Operations, Finance or HR, whichever takes them closer to their ultimate career goal. The curriculum covers communication, branding, accounting, man-management skills and operational skills, ensuring a complete understanding of various business processes.

Program Vision and Mission

Vision

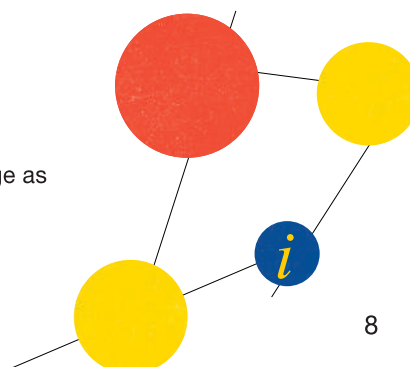
- Provide Industry and Society, Management Graduates having excellence in leadership, entrepreneurial talent and research, through a continuously innovative curriculum.

Mission

- Contribute to Management knowledge through application oriented, technology embedded education & research.
- Develop responsible management graduates, with risk managing abilities, through ethics-based education.
- Promote the culture of global oriented, critical, innovative thinking, and Social entrepreneurship.
- Forge meaningful partnerships with Corporates, academia, regulatory bodies, and social sectors, based on consultancy and collaborative research.
- Promote a culture of academic excellence benchmarked against the best institutions, domestically and internationally, through continuous interaction with Alumni.

Program Educational Objectives (PEO)

- Management graduates will be able to demonstrate professionalism in their performance of tasks, exhibit value-based and socially responsible behavior in their pursuits and career.
- Management graduates will espouse the culture and spirit of entrepreneurship in organizations they choose to serve as well as in society.
- Management graduates will be equipped with relevant knowledge in the business domain.
- Management graduates will champion social values and ethical behavior in pursuit of sustainable development.
- Management graduates will demonstrate critical thinking, creativity and innovation to emerge as business leaders and entrepreneur.



Program Outcomes (PO)

- Leadership- Students will proactively demonstrate the ability to take initiative. They will be able to generate agreement, fairly and objectively, by working through different, even conflicting, points of view. They will be result oriented and have the ability to take calculated risks.
- Innovation- Students will demonstrate the ability to visualize innovative solutions and gather user needs holistically.
- Critical & Analytical Thinking - Students will be able to analyze a situation to its root cause, using tangible and intangible information.
- Communication- Students will be able to make a good personal impact, and articulate good written and spoken skills.
- Global Perspective - Students will be aware of contemporary globally accepted practices, tools and techniques. They will demonstrate ability to view problems and solutions from a global perspective – organizational, locational and cultural.
- Role of Self in the organization & in the society- Students will demonstrate clarity on their personal goals, while being aware of the social context. They will be sensitive to ethical issues and believe in working out solutions based on sustainability principles.

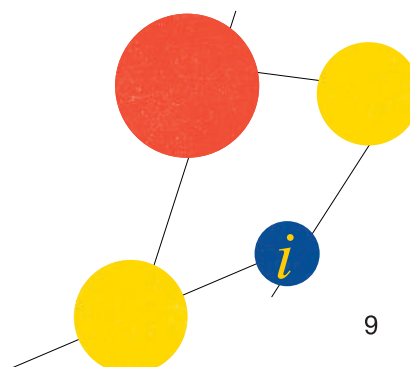
Program Strengths

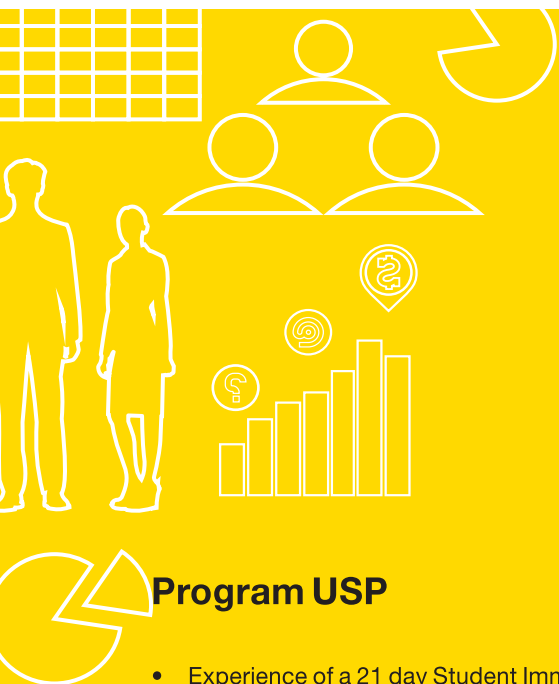
Contemporary Curriculum

- Outcome Based Approach with AAA Framework (Acquisition, Application & Assimilation).
- Robust Syllabus to stay contemporary, through periodic revision & introducing new courses across specializations.
- Innovative Pedagogy – embedding blended Teaching-Learning processes.
- Access to governance and strategic inputs from Academic & Advisory Boards.

Student-Centric Pedagogy

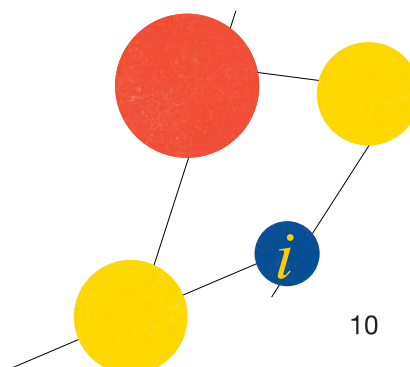
- SHL – an Internationally acclaimed Brand - conducts Virtual Assessment Centre. This enables student-wise, Development Centre (DC) planning. DC actions are implemented/facilitated and steered by Faculty mentors (1:12), on an ongoing & continuous basis, to enhance student grooming, and employability.
- Guest Sessions by International faculty, Industry experts and Alumni.
- Industry Specific Round-Table Conferences, by specialization.
- Alumni Mentoring and interaction.
- Domain specific refresher sessions, prior to the Placement season.
- Mock GDPI and resume enhancement sessions are conducted, with focus on one student at a time.
- Participation in Smart India Hackathons.
- Skill Development – hands-on training on Excel, Bloomberg Terminal and other Data Analytics Software.
- Bloomberg Market Concepts Certification.
- Learning Laboratory.





Program USP

- Experience of a 21 day Student Immersion Program (prior to the academic session commencing), wherein students are exposed to the best of the Industry speakers (Global and Local), and domain related refresher classes.
- Offer industry immersion related sessions that provide a sound foundation of understanding of businesses, processes and models across industries and sectors, ably supported with grooming and personality development related sessions.
- Exposure to outbound training sessions, to reinforce the Institution's Culture, Core Values, Vision & Mission besides sensitizing the students' to their intra personal world.
- Experience the Institute's flagship student development program - 'Global Citizen Leader' that helps them recognize and understand role of self, elements related to Organization & Society, as well as enhance their leadership skills.
- Training in key functional areas, ie: Strategic Management, Cross Functional Management (delivered through the Integrative Manager Course, using Harvard Business School Case studies).
- Execute two projects – a) Summer Internship Project b) Summer Internship Research Project, besides functional Specialization Project as well. These experiences provide students with rigorous hands-on research and consultative experiences.
- Provides ample opportunities to work on live industry/government/social related projects contributing student upskilling.
- Select students are offered an opportunity to enhance their learning through our International University Student Exchange program.



Program Structure

(Subjects to change)

Trimester - I

General Management

- Managerial Economics
- Business Communication

Quantitative

- Business Statistics and Quantitative Techniques

Marketing

- Marketing Management

Finance

- Financial Reporting and Analysis

Human Resources

- Organization Behavior I - Individuals in Organizations

Operations

- Essentials of Operations Management

Trimester - II

- Business Environment
- Business Law
- Research Methodology
- Foreign Language
- Emerging Technologies
- Design Thinking and Innovation
- Consumer Behaviour
- Cost and Management Accounting
- Introduction to Supply Chain Management
- Organizational Behaviour II - Group Dynamics in Organization
- Excel (Non Credit)

Trimester - III

- Global Citizen Leader
- Introduction to Business Analytics
- Technology Applications in Business
- Market Analysis for Strategic Decisions
- Fundamentals of Financial Management
- Quality for Managers
- Project Management
- Human Resource Management
- New Venture Creation

Trimester - IV

Core

- Integrative Manager
- Summer Internship Project

Specialisation Marketing

- Digital Marketing
- Strategic Marketing
- Marketing Research
- Product and Services Management
- Advertising and Brand Management

Specialisation Finance

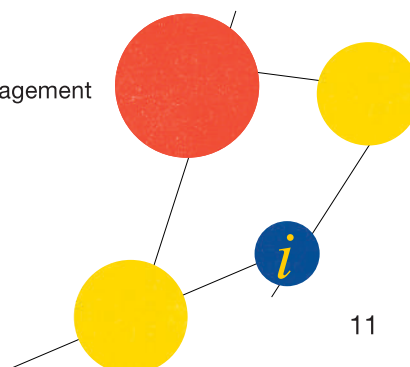
- Advanced Financial Management
- Essentials of Banking
- Mergers and Acquisitions
- Capital Markets
- FinTech

Specialisation Human Resources

- HR Analytics
- Compensation Management
- Employee Relations
- Talent Acquisition
- Competency Mapping and Performance Management Systems

Specialisation Operations

- Materials Management
- Production Planning and Control Systems
- Advanced Operations Research
- Operations in Service
- World Class Manufacturing
- Logistics & Supply Chain Management



Electives

- Indian FMCG industry
- Visual Analytics
- IT for Business Managers
- Consulting I

Trimester V

Core

- Corporate Governance
- International Business

Specialisation Marketing

- Marketing Metrics
- Performance Marketing
- Current Trends and Tactics in Marketing
- Sales and Business Development
- Marketing Channels
- Applications of Marketing Concepts - Practitioners' Perspective
- B2B Marketing

Specialisation Finance

- Strategic Cost Management
- Corporate Tax Planning and Fiscal Policy
- Financial Risk Management
- Security Analysis and Portfolio Management
- International Finance
- Advanced Banking

Specialisation Human Resources

- Organizational Development and Change Management
- Global and Strategic HRM
- Employer Branding
- Career Planning, Development and Management
- Labour Laws
- Diversity, Equity and Inclusion

Specialisation Operations

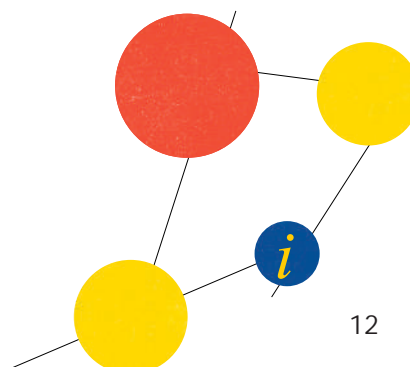
- Excellence in Manufacturing and Sustainability
- Productivity Techniques
- Design and New Product Development
- Technology in Operations
- Supply Chain Analytics
- Supply Chain Risk Management

Electives

- Indian Consumer Durable Industry
- Predictive Analytics
- Business Analysis
- Consulting II

Trimester VI

- Final Project
- Business Strategy and Simulation



Alumni Testimonials



“ Weschool was extremely instrumental in helping me start my entrepreneur journey with Pikkol back in 2015. The college helped me with an incubation space in the campus. I kept discussing our business hurdles with my professors who not only gave them expert advice but also helped us in converting our issues into projects which Weschool students could work upon. The college was extremely instrumental in helping us with our 0 to 1 journey in the initial days and I keep connecting with my professors even today for brainstorming and getting their valuable advice. I'm very happy to know about the structured approach now with Proto Labs. I'm sure it will help many startups tide through their most crucial journey of going from 0 to 1. Best wishes.

Suraj Valimbe
Co-founder
Pikkol
Batch 2011-2013

”



“ My college experience played a pivotal role in shaping my career. During my time at WeSchool Bangalore, I was exposed to a diverse range of academic programs, extracurricular activities, and networking opportunities that helped me discover my passions and interests.

The college's career services team assisted me in preparing for the job market. They helped me create a professional resume, practice interview skills, and develop a job search strategy.

My experiences at WeSchool were instrumental in shaping my career. The academic programs, extracurricular activities, networking opportunities, mentorship, and career guidance all contributed to my growth and prepared me for the corporate life ahead.

Mrinal Kaul
Sr. Unit Manager Business Partner HR
Infosys
Batch 2009-11

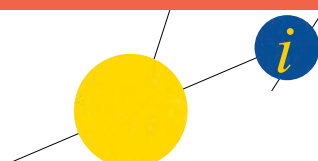
”



“ The PGDM program at Weschool (2014-16) laid the foundation for my journey in the corporate world. It enabled me in the best way to pursue my ambition of building a corporate career. The external ecosystem is very close to how the courses, Professors, and external interaction on campus prepared us for. The peer group networking and professors' coaching helped me build my skills, which today I use on a day-to-day basis for stakeholder and relationship management in the company. My course also laid emphasis on data analytics and external engagement opportunities, which certainly helped me in having a growth mindset & articulate in different situations.

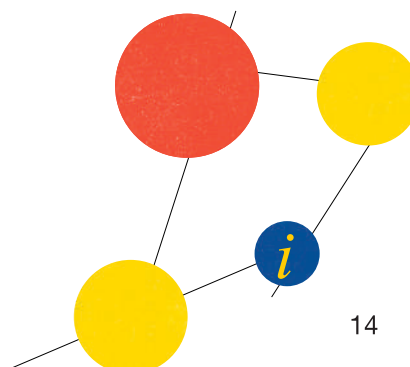
Anjani Nautiyal
Manager, Human Resources | Procter & Gamble India
Batch (2014-16)

”

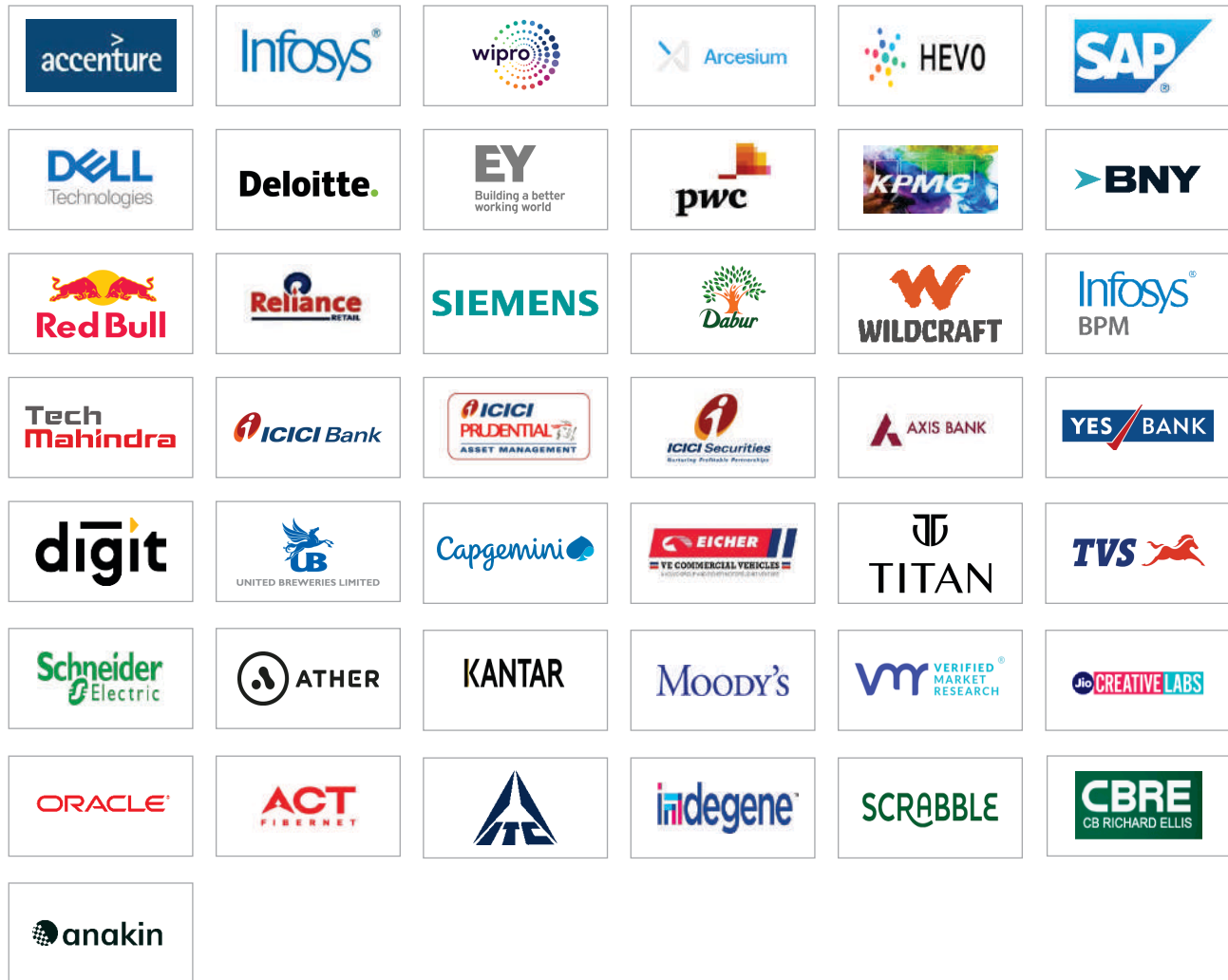


Student Achievements

- **Parag Samant & Apoorva Mhalas of (Batch 2024-26):** 1st Prize in Management fest with emphasis on HR-related case as the foundational problem; students had to present innovative yet practical solutions from St. Joseph's Institute of Management, Bangalore.
- **Mayura Nandan of (2024-26):** 3rd Prize in case related to the local problem related to mining. Considerable emphasis was placed on the technical as well as managerial side of problem-solving at IIM Sambalpur.
- **Parag Samant and Apoorva Mhalas (Batch 2024-26):** 1st Prize in situational analysis and case study, students had to provide creative solutions that could satisfy the learning and development team at SIBM Hyderabad.
- **Navdeep, Pritisha, Dhruv Chaurasia, Apoorva Anwariya (Batch 2024-26):** 2nd Prize in Marketing - Students had to be creative while they used their knowledge of brands and products; they had to present their solution in a refined, yet fun-filled paradigm from TA Pai Manipal.
- **Parag Samant & Apoorva Mhalas, Mihir Yadvendra Prabhudesai, Bidhubinod Panda, Samanyu Marda (Batch 2024-26):** 1st Prize in Prime Cohort: Focused on HR - students had to design a HR strategy that could satisfy key recruitment executives; Finascere: this tested the finance knowledge of students. Markurious: More focus on creative solutions leveraging digital media besides emphasizing key marketing concepts from Symbiosis Institute of Business Management Bangalore.
- **Shagun Agarwal (Batch 2024-26):** 3rd Prize in the marketing discipline, students had to analyze different scenarios and suggest innovative solutions that could satisfy the expectations of the top management executives in marketing from BITS Goa.
- **Saksham Agarwal, Sakshi Agarwal & Sakshi P Jain (Batch 2024-26):** 1st Prize in Treasure Hunt: Clues were given with management concepts built in. Students had to follow the train of clues to arrive at the treasure. Turncoat: this event was more in the form of a role-play with designated situations and settings provided; Finacle: this was finance-related competition from Great Lakes Institute of Management.
- **Dhruv Chaurasia (Batch 2024-26):** 2nd Prize in The competition was research focused. Students had to use empirical data and present a paper wherein considerable new knowledge could be advanced from N L Dalmia Institute.
- **Dhruv Chaurasia (Batch 2024-26):** 2nd Prize in Testing students in their knowledge of concepts in Finance and stock markets, it was designed in a game-form. Analytical reasoning was tested and students performed exceptionally well from Nirma University.



Recruiters (Indicative)



Placement Facts (2023-2025)

Maximum Salary

₹18.75

LACS PA

Average Salary

₹10.78

LACS PA (11)

Median Salary

₹10.00

LACS PA

Placement Facts (2022-2024)

Maximum Salary

₹14.64

LACS PA

Average Salary

₹10.00

LACS PA

Median Salary

₹10.00

LACS PA

Eligibility

A minimum 50% in graduation, which must be completed by June 2026.

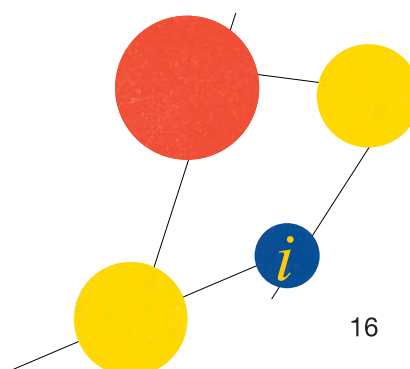
Candidate should have taken the CAT (2025), XAT (2026), ATMA Dec (2025) or Feb (2026), CMAT (2026), GMAT (2023 onwards).
(IIMs and other entrance exams conducting bodies have no role to play in WeSchool's admission process)

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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