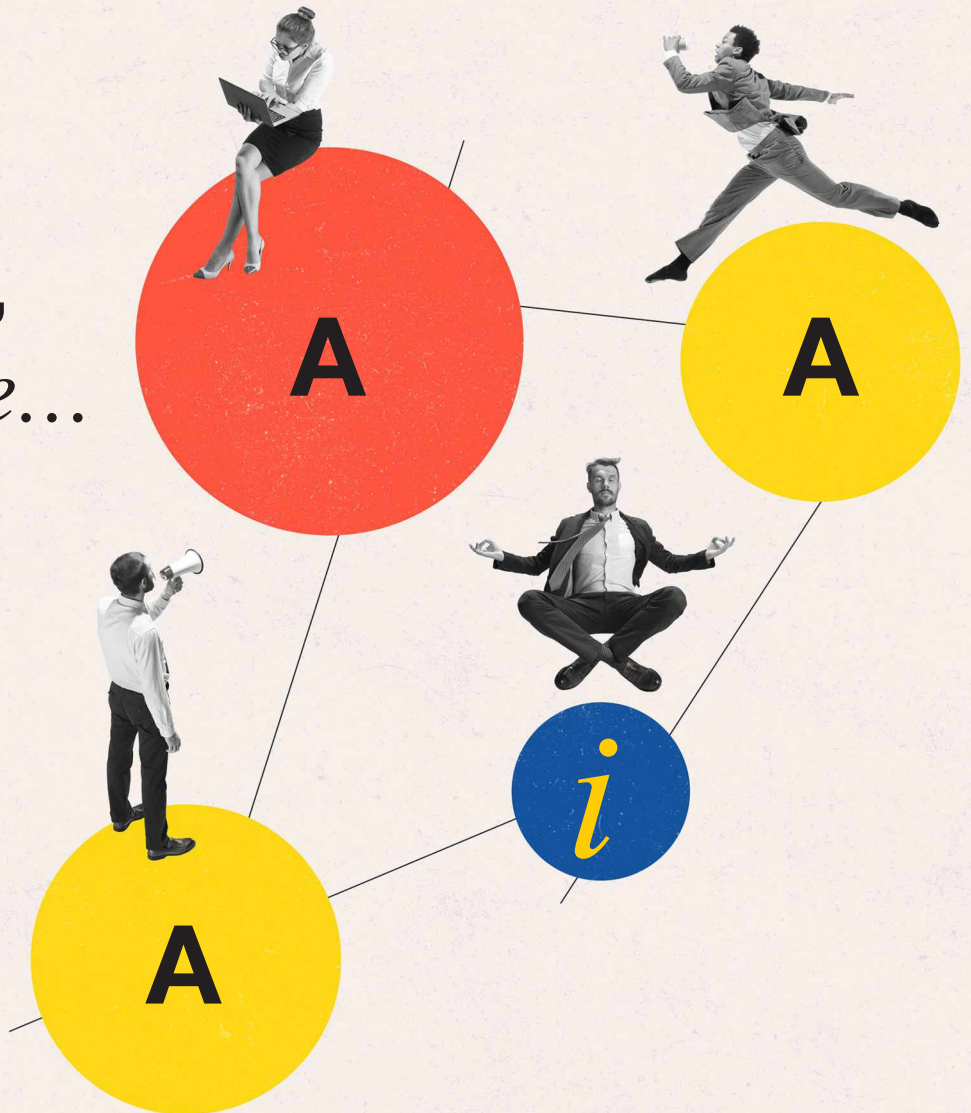


Acquire,
Apply,
Assimilate,
& *innovate...*

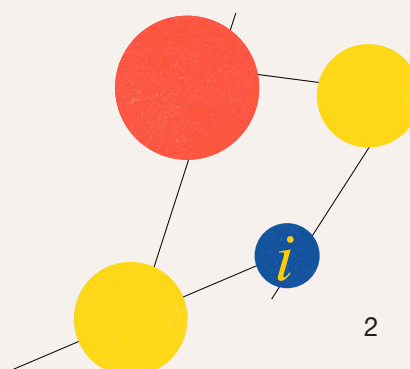


PGDM 2024-2026

2 year full-time AICTE-approved Course (180 seats)

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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.

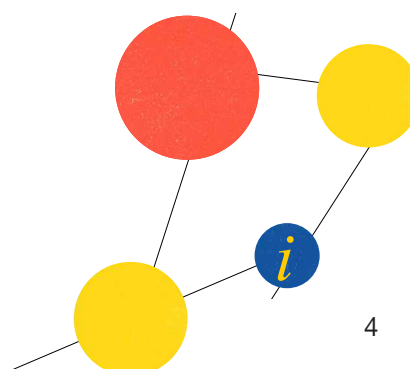
The vision of the NEP aims at building a global best education system rooted in Indian ethos, and aligned with the principles, thereby transforming India into a global knowledge superpower.

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.



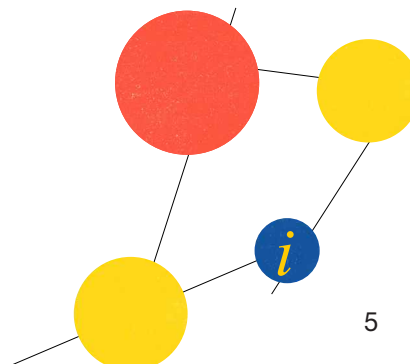
Mission

- 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



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

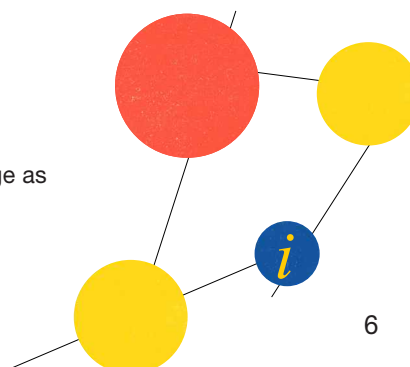
- Provide Industry and Society, Management Graduates having excellence in leadership, entrepreneurial talent and research, through a continuously innovative curriculum.

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.

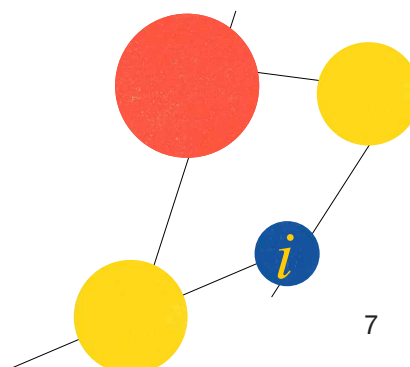
Program Strengths

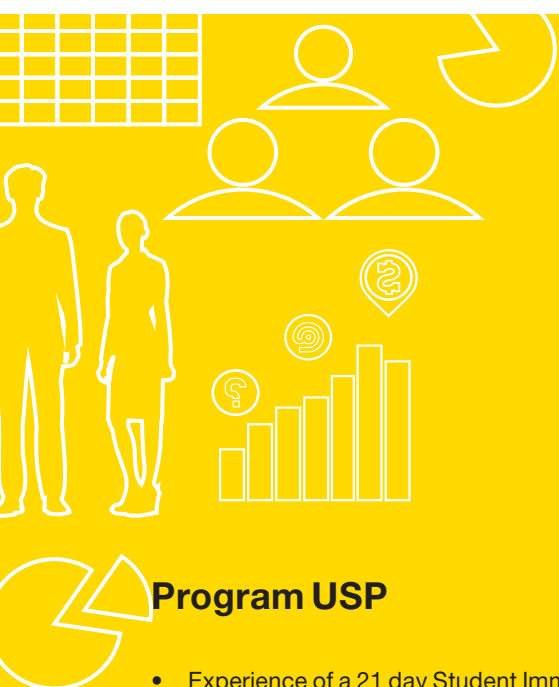
Contemporary Curriculum

- 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

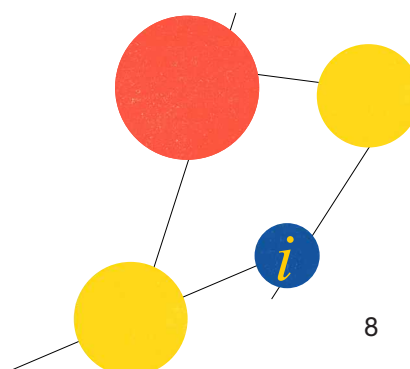
- SHL – an Internationally acclaimed Brand - conducts Virtual Assessment Centre. This enables student-wise, Development Centre (DC) planning. DC actions are implemented/facilitated and steered by Faculty mentors (1:12), on an ongoing & continuous basis, to enhance student grooming, and employability.
- 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

- Perspective Management
- Effective Business Communication
- Economics for Managers

Quantitative

- Business Statistics

Marketing

- Marketing Management Basics

Finance

- Financial Reporting and Analysis

Human Resources

- Organizational Behavior Part I - Individuals in Organizations

Operations

- Essentials of World Class Operations

Technology

- Introduction to Emerging Technologies
- Yoga Session Trim I

Trimester - II

- Legal Aspects of Business
- Global Citizen Leader
- Indian Economy
- Business Research Methods & Marketing Research
- Business Innovation & Application
- Marketing Applications and Strategy
- Consumer Behaviour
- Cost & Management Accounting
- Basics & Practical Applications of Corporate Governance
- Organizational Behavior Part II- Managing Group Dynamics
- Essentials of Supply Chain Management
- Foreign Language
- Yoga Session Trim II

Trimester - III

- Global Citizen Leader
- Business Environment and Strategy
- Business Analytics
- Pricing in Marketing
- Selling & Negotiation Skills
- Fundamentals of Financial Management
- Basics of Banking, Financial Services and Insurance
- Business Taxation
- Human Resource Development & Human Capital Management
- Project Management
- Yoga Session Trim III

Trimester - IV

Core

- Integrative Manager – I
- International Business
- Summer Internship Project

Specialisation Marketing (Major)

- Product & Brand Management
- Integrated Marketing Communications
- Digital Marketing

Marketing (Electives)

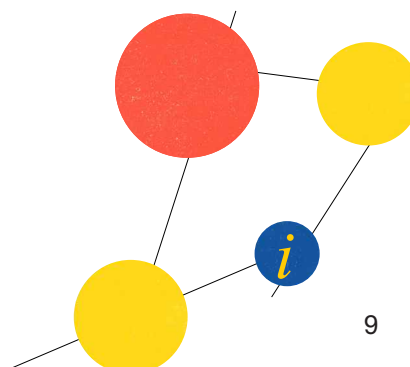
- Services Marketing & Management
- B2B Marketing
- Brand Management – I
- Technology in Marketing
- Research Paper Writing Skills & Techniques
- Fundamentals of Banking
- Advanced Business Analytics – I
- IT Vertical – I

Finance (Major)

- Advanced Financial Management
- Mergers & Acquisitions
- Fundamentals of Banking

Finance (Electives)

- Financial Risk Management
- Wealth Management



- Capital Markets Fundamentals
- Analysis of Financial Statements
- Technology for Finance, Banking and Financial Services
- Brand Management – I
- Advanced Business Analytics – I
- IT - Vertical -I

Human Resources (Major)

- Employee Relations, Industrial Relations & Labour Laws
- Total Rewards (Compensation & Benefits)
- Performance Management Systems and Competency Assessment, Management

Human Resources (Electives)

- HR Lab
- Talent Management
- Talent Acquisition
- Learning, Training and Development
- HR Analytics
- Brand Management – I
- Advanced Business Analytics – I
- IT- Vertical – I

Operations (Major)

- Productivity Techniques
- Production Planning & Control Systems
- Business Process Re-engineering & Improvements
- Operations in Services
- Logistics and Supply Chain Management

Operations (Electives)

- Quantitative Techniques for Operations
- ERP Packages for Operations
- Services Marketing & Management
- B2B Marketing
- Holistic Approach to Business
- Business Consulting
- Brand Management - I
- Advanced Business Analytics – I
- IT - Vertical – I

Trimester V

Core

- Integrative Manager – II (Cases)
- Sustainability in Business

Marketing (Major)

- Distribution & Supply Chain Management
- Marketing Finance
- Sales Management & Sales Promotion
- Direct Marketing & CRM

Marketing (Electives)

- International Marketing
- Retail Management
- Brand Management – II
- Advanced Business Analytics – II
- IT Vertical- II
- Marketing Decision Models
- Sustainability in Marketing

Finance (Major)

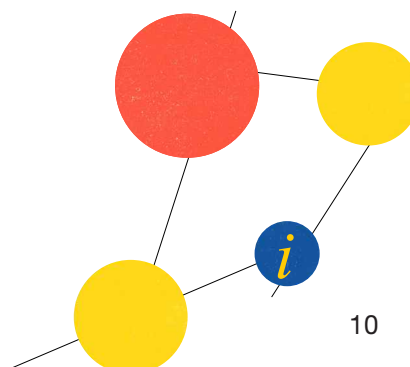
- Corporate Laws
- Strategic Cost Management
- Corporate Tax Planning & Fiscal Policy
- Security Analysis and Portfolio Management
- International Finance

Finance (Electives)

- Capital Markets – II
- Fixed Income Securities
- Financial Modeling and Econometrics for Finance
- Advanced Banking
- Brand Management – II
- Advanced Business Analytics – II
- IT Vertical - II

Human Resources (Major)

- Organizational Development & Change Management
- Global & Strategic Human Resource Management
- Managerial Counselling & Process Facilitation



Human Resources (Electives)

- Global & National Workforce Planning & HR Audit
- Employer Branding
- HR Issues in Mergers & Acquisitions
- Advanced HR Analytics
- Diversity, Equity & Inclusion
- Brand Management – II
- Advanced Business Analytics – II
- IT Vertical – II

Operations (Major)

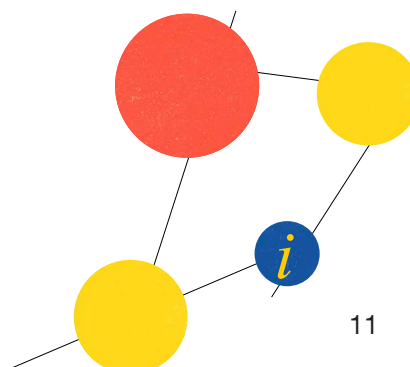
- Excellence in Manufacturing & Sustainability
- Supply Chain Risk & Performance Management
- Design & New Product Development
- Complex Problem Solving and Six Sigma

Operations (Electives)

- Quality & Reliability Management
- Operations Analytics & Internet of Things
- Brand Management – II
- Advanced Business Analytics – II
- IT Vertical – II

Trimester VI

- Functional Specialization Project
- Cross Functional Management – Capstone Course
- Ethics & Corporate Governance



Alumni Testimonials



“ Teachers who contributed to my increasing knowledge curve & growth in my career graph will always be thankful for their invaluable feedbacks & support throughout the MBA journey!

Piyusha Jagtap

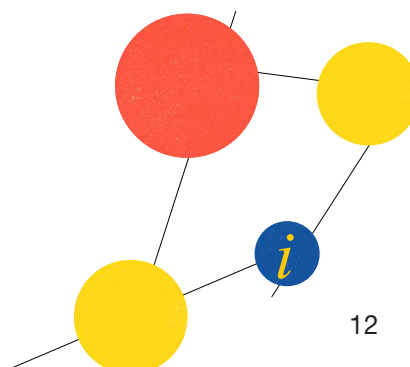
Batch 2019-2021 ”



“ Case studies from the Harvard business school helped to have a world view. We were taught to build a perspective towards any problem by brainstorming, constant research, and the ability to think out of the box with empathy and design thinking.

Rohit Vapilkar

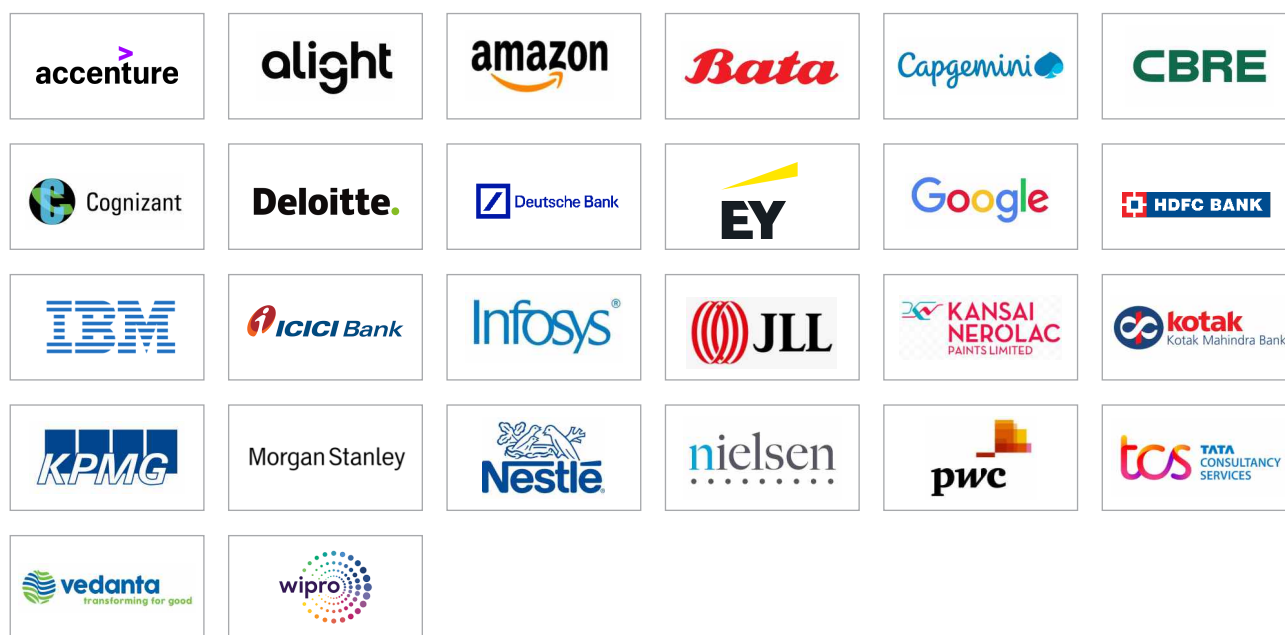
Batch 2019-21 ”



Student Achievements

- **Piyusha Jagtap (Batch 2019-2021):** Won Best Paper Award (First runner up) for student Research Paper –Symbiosis Institute of Management studies.
- **Ritika Dodeja (Batch 2018-2020):** Received Best Research Proposal Award to the research paper co-authored with faculty. Received Research & Innovation fellowship grant by NHRDN Bangalore.
- **Aditi Bairolu (Batch 2019-2021):** Finalist in global challenge named EY GDS Young Tax professional was Summer Internship which was converted into PPO with EY GDS. Published 2 papers co-authored by Faculty member at International conference. Selected as Delegate – top 600 for Harvard Project for Asian and International relations
- **Alisha Kharbanda (Batch 2018-2020):** Won 2nd Prize at IMI Delhi's Globus Feneratus Event in stock simulation competition. Best Budding Manager Award at 31st AIMS convention in 2019.

Recruiters (Indicative)



Interim Placement Facts (2021-2023)

Maximum Salary

₹24.00

LACS PA

Average Salary

₹12.49

LACS PA

Median Salary

₹11.59

LACS PA

Placement Facts (2020-2022)

Maximum Salary

₹15.42

LACS PA

Average Salary

₹10.44

LACS PA

Median Salary

₹10.38

LACS PA

Eligibility

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

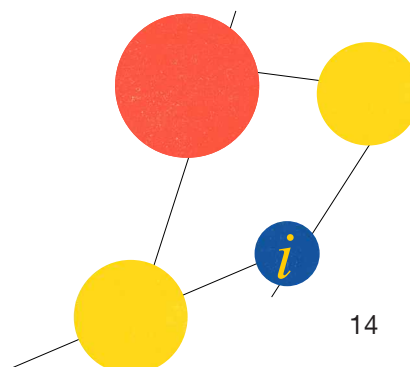
Should have taken CAT (2023) conducted by the IIMs for the year specified in the advertisement (IIMS have no role in the Welingkar admission process) and /or/ XAT (2024) / and / or ATMA (Feb 2024) and / or CMAT (2024) and / or GMAT (2021 onwards).

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)

L. Napoo Road, Matunga (Central Railway), Matunga, Mumbai 400 019.

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