



*Creating Corporate Managers
with Design Thinking Insights*

PGDM-Business Design - 2022-2024 (15th Batch)

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

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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.

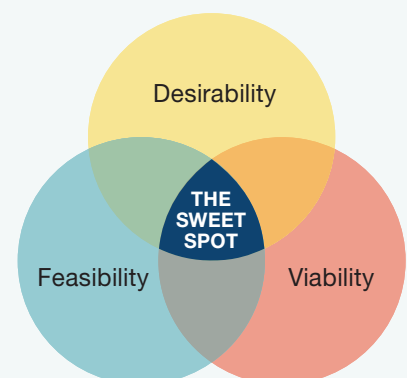
Prototyping: “Fail early and fail forward” – is the mantra of a design thinker. Putting your ideas out to the world while it is still in a developmental stage is a good way of testing it and encouraging a critical evaluation. Prototyping is an iterative process and small failures are actually stepping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



A business manager has to have a thorough understanding of the above process. She/He needs to have a holistic view of the human aspects in business, the economic, social, cultural and technological context of the business environment, a research orientation, analytical and leadership skills. She/He has to go beyond the functional silos of management (marketing, finance, operations, human resources etc.) to understand the inter-linkages between them so that she/he is able to appreciate the implications of her/his decisions and actions on the business of the organization to be a responsible manager.

WeSchool's PGDM (Business Design) program attempts to inculcate this learning into future business managers and leaders by integrating the Design Thinking and Innovation mindset into the mainstream management subjects. This program follows a hands-on pedagogy to drive home the theoretical concepts through live projects. To facilitate this process WeSchool has 'InnoWe' – the innovation lab on campus for the students to experiment with their ideas and concepts and REDx Lab - the technology lab to enable 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.

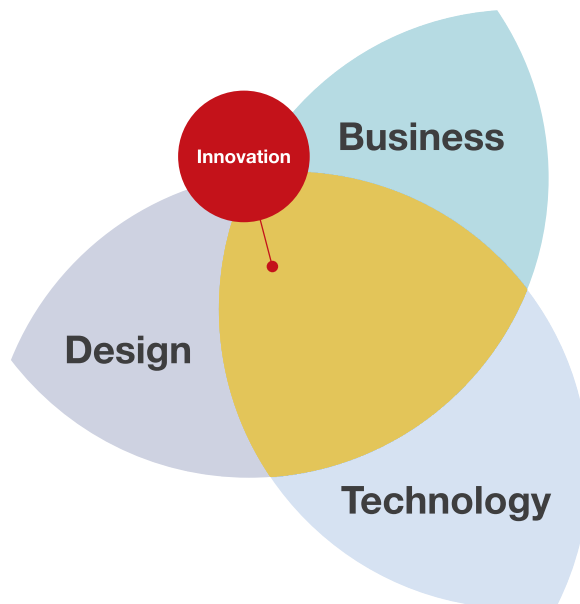
Innowe is now gradually evolving into a place where student entrepreneurs naturally gravitate towards.

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 IOT, mobile platforms, AIML, 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)

- **PEO1:** Apply management theories and frameworks in business scenarios in the VUCA world.
- **PEO2:** Ability to demonstrate leadership qualities
- **PEO3:** Apply and promote design thinking practices and develop a culture for problem solving and innovation
- **PEO4:** Evolve methodology to plan a business – from idea to implementation and stimulate entrepreneurial mind set.
- **PEO5:** Be Agile learners who are able to leverage the power of emerging technology, analytics and other contemporary market forces

Program Outcomes (Pos)

- **PO1:** Leadership
- **PO2:** Innovation
- **PO3:** Critical Analytical & Integrative Thinking
- **PO4:** Communication Skills
- **PO5:** Global Perspective
- **PO6:** Role of self in the Organization & in society

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.

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
- GCL (Global Citizen Leader Program) - live case-study
- Consulting and Strategy as the major concentration
- Choice-based Credit System cutting across functional silos

Program Outcome

On successful completion of the PGDM-Business Design program, you will be a confident Manager with an innovative mindset, able to think out-of-the-box who is adept at Need Identification, 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

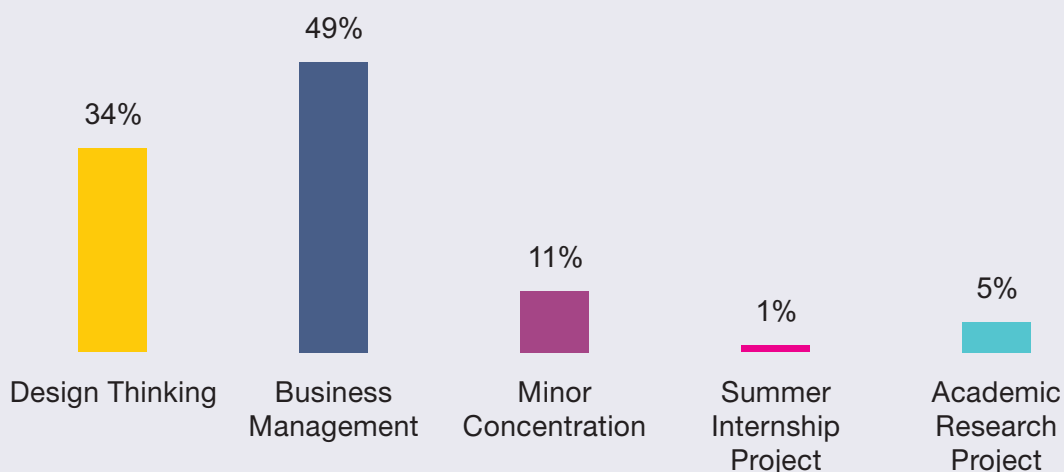
This course enables student to weave innovation into business practices and solve real life problems, using the human centric design approach. The two-year full time PGDM course structure is a blend of management and design thinking led inputs, like,

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

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

Program Structure

% Distribution of Credits over 2 years



PGDM Business Design - Batch 2022 - 24

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

S. No.	Area	Subjects	Credits
1	General Management	Perspective Management	1.5
2		Economics for Managers	3.0
3	Finance	Financial Reporting and Analysis	3.0
4	Marketing	Marketing Management Basics	3.0
5	Operations	Essentials of World Class Operations	1.5
6	Quantitative Techniques and Analytics	Business Statistics	3.0
7	Human Resources	Organizational Behaviour I - Individuals in Organizations	3.0
8	Business Design and Innovation	Design in Business (Platforms - Illustrator, Adobe XD, InDesign etc.)	3.0
9		Tools for Innovation	3.0
10		Prototyping - 1 (3d printing, Canva, Balsamiq, Figma, MS PowerApps, AR/VR tools)*	1.5
11	Technology	Introduction to Emerging Technologies	1.5
Total			27

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

S. No.	Area	Subjects	Credits
1	General Management	Global Citizen Leader - I	3.0
2	Finance	Basics of Business Communication	1.5
3		Cost and Management Accounting	1.5
4	Marketing	Consumer Behaviour	1.5
5		Product and Brand Management	1.5
6	Operations	Essentials of Supply Chain Management	1.5
7	Human Resources	Organizational Behaviour II - Managing Group Dynamics	1.5
8	Quantitative Techniques and Analytics	Business Research Methods and Marketing Research	3.0
9		Excel with Macros*	3.0
10	Business Design and Innovation	Business Analysis	3.0
11		UI/UX	3.0
Total			24

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
5		Project Management	1.5
6	Human Resources	Human Resource Management	1.5
7	Quantitative Techniques and Analytics	Business Analytics	3.0
8		Data analysis & visualization (Advanced Excel, Tableau, PowerBI etc.)*	3.0
9	Business Design and Innovation	Business Plan	3.0
10		Service Design	1.5
		Total	21

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

S. No.	Area	Subjects	Credits
1	General Management	Summer Internship	1.5
2		Strategic Innovation Management	3.0
3		Green issues	1.5
4		Information Design	3.0
5		Strategy & Consulting - I	3.0

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

I	Fintech & BFSI	Technology for Finance, Banking and Financial Services	3.0
		Advanced Financial Management	3.0
		Wealth Management	3.0
		Fundamentals of Banking	3.0
II	Customer Experience, Engagement & Marketing	B2B Marketing	3.0
		Digital Marketing	3.0
		Customer Experience*	3.0
		International Business	1.5
		Technology in Marketing	1.5
III	Human Resources	HR Analytics	1.5
		HR Lab	1.5
		Learning, Training and Development	1.5
		Talent Acquisition	1.5
		Talent Management	1.5
IV	Operations & Manufacturing	Enterprise Resource Planning Packages for Operations	3.0
		Logistics and Supply Chain Management	3.0
		Operations in Services	1.5
		Production Planning & Control Systems	1.5
		Productivity Techniques	1.5
		Business Process Re-engineering & Improvements	1.5
V	Technology	Information Technology Vertical - I	3.0
VI	Quantitative Techniques and Analytics	Advanced Business Analytics - I	3.0
		Total	18

Trimester V: Theme : Strategic Thinking

S. No.	Area	Subjects	Credits
1	General Management	Legal Aspects of Business (IPR, Taxation)	3.0
2		Basics and Practical Applications of Corporate Governance.	1.5
3		Strategy & Consulting - II	3.0
Electives / Minor Concentration (Any 2 - 6 Credits Compulsory)			
I	Fintech & BFSI	Advanced Banking (Pre Requisite - Fundamentals of Banking)	3.0
		Security Analysis and Portfolio Management	3.0
		International Finance	1.5
		Corporate Tax Planning and Fiscal Policy	1.5
		Fixed Income Securities	3.0
II	Customer Experience, Engagement & Marketing	Distribution & Supply Chain Management	1.5
		Marketing Finance	1.5
		Sales Management & Sales Promotion	3.0
		International Marketing	3.0
		Retail Management	3.0
III	Human Resources	HR Issues in Merger And Acquisitions	1.5
		Diversity & Inclusion	1.5
		Advanced Employee Relations, Industrial Relations & Labour Laws	1.5
		Employer Branding	1.5
		Global & National Workforce Planning & HR Audit	1.5
IV	Operations & Manufacturing	Design and New Product Development	1.5
		Complex Problem Solving and Six Sigma	1.5
		Operations Analytics & Internet Of Things	3.0
		Quality and Reliability Management	3.0
		Supply Chain Risk & Performance Management	3.0
V	Technology	Information Technology Vertical - II	3.0
VI	Quantitative Techniques and Analytics	Advanced Business Analytics - II	3.0
Total			13.5

Trimester VI: Theme : Research and Industry grooming

S. No.	Area	Subjects	Credits
1	General Management	Capstone Project	1.5
2	Business Design and Innovation	Business Simulation	3.0
3	Quantitative Techniques and Analytics	Ethics and Corporate Governance	1.5
Total			7.5

Alumni testimonials



“

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.

The PGDM-Business Design course Along with my friend from Business Design 2018 - 20 batch. This workshop helped me to enlighten the young talent about the potential of Design Thinking and explore a new field of Sports Business with them

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

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“

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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Student Participation

we school
 Weelngkar 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)

Maithili Pathak
 (MMS)

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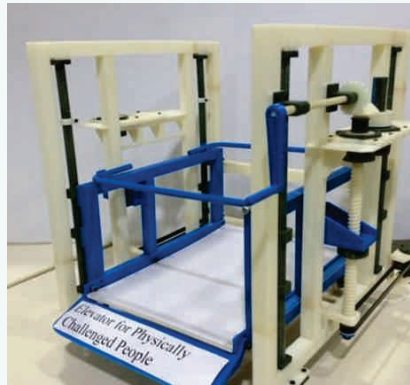
1. Maharashtra Health Hackathon 2021
2. WeSchool - MIT India Initiative - January 2020
3. UMO Global Innovation – 2020

Term-end course outcomes for project-based courses

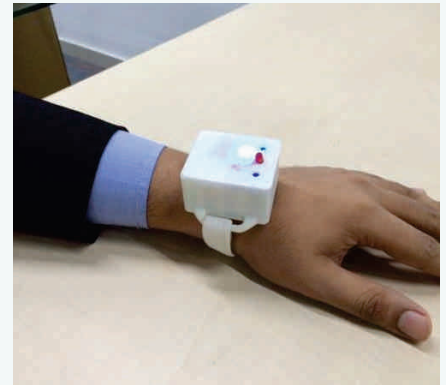
Working prototypes created by students



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

Industry Immersion – Learning beyond classroom



Bisleri



IDC, IIT Mumbai



Future Factory



Godrej Innovation Centre

Placement Stats (2019-2021)



Average Salary

9.85 lakhs p.a.



Highest Salary

15.42 lakhs p.a.

Some of our recruiters



Eligibility

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

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

Selection Process

WeSchool's Unique Profile based selection process assigns significant value to academic performances, work experience, Group Activity, Personal Interview along with the written test scores.

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

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

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

Tuition Fee

Tuition Fee Rs. 6,50,000/- p.a. (Subject to change)



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

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