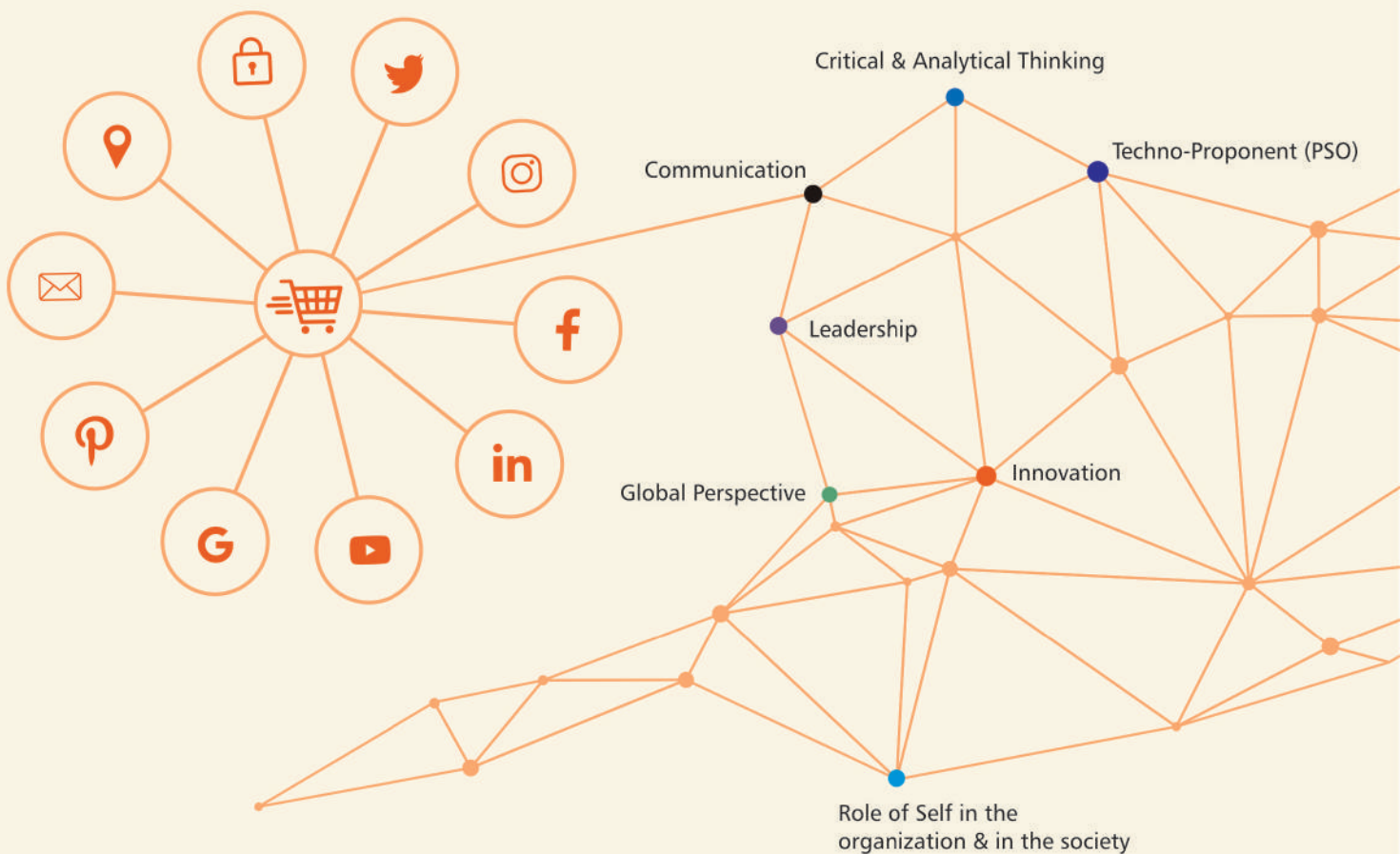


Creating managers who build on technological innovations

The only Management Program in
E-Business for professionals / freshers
from IT or non-IT backgrounds



PGDM E-Business 2025-2027

2 year full-time AICTE approved Program (120 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

Welcome to the PGDM E-Business Program at WeSchool, Bengaluru

In today's digital-first business world, the ability to harness technology and innovation is vital. Our comprehensive two-year program combines core management principles with cutting-edge digital strategies, preparing you to lead companies in an evolving business landscape. With a curriculum co-designed by industry experts and a strong focus on practical learning, you'll gain the skills and insights needed to excel in both traditional and digital markets and become effective E-business leaders.

Join us and become part of a dynamic program that aims at shaping the future of business.

Prof. Dr. Jai Raj Nair

Professor - Information Technology

PGDM E-Business,

WeSchool, Bengaluru Campus

The Program

The Post Graduate Diploma in Management (PGDM) - E-Business is a two-year, full-time master's program consisting of six trimesters. The program, as a leader in e-Business education, is designed to cultivate highly skilled business management professionals with a strong emphasis on the integration of technology.

The program attracts students from diverse academic backgrounds, offering them comprehensive in-class learning opportunities. These include engagement with industry experts and faculty, aimed at strengthening both their business acumen and technical expertise. Collaborative group sessions promote teamwork, communication, and presentation skills, especially benefitting students from non-technical backgrounds by fostering a deep interest in technology.

Beyond the classroom, the program provides numerous opportunities for ongoing personal and professional development. Global internship programs offer students exposure to advanced industry practices, encompassing both current and emerging trends.

The curriculum is developed by the Board of Studies, with input from the Advisory Board, ensuring its alignment with both global and local trends. It is regularly updated to provide in-depth coverage of e-Business, alongside key functional areas such as Marketing, Finance, Operations, and Human Resources.

Program USP

- The two-year curriculum focuses on two key areas: core business principles and technology concepts and strategy.
- Designed to provide a strong foundation in both business and technology, the program is tailored to students from diverse academic backgrounds, including commerce, science, arts, and engineering.
- It encourages students to explore the innovative use of technology-driven platforms to drive business outcomes and create value through new products, services, immersive customer experiences, and disruptive business models.
- The curriculum includes specialized courses on emerging technologies such as IT security, Data Science, Artificial Intelligence (AI), Machine Learning (ML), the Internet of Things (IoT), and more.
- Domain-specific courses, such as Digital Marketing and Consumer Behaviour, offer insights into current industry best practices.
- The program provides opportunities for specialization in high-growth, technology-driven sectors such as Consulting, E & Q Commerce, FinTech, MarTech, Analytics, Digital Marketing, Capital Markets, and Entrepreneurship.



Why E-Business?

Graduates of the E-Business program acquire a unique combination of:

- Core business and domain expertise.
- Specialized knowledge in Finance, Marketing, Operations, or Human Resources.
- Comprehensive exposure to emerging technologies, including Analytics, Business Automation, Cloud Computing, Cybersecurity, Governance, Risk & Compliance (GRC), and IT/Cyber Laws.
- Preparation for modern techno-managerial roles such as Business Analyst, Management Consultant, Functional Consultant, Data Analyst, Product Owner, Digital Product Manager, Presales Specialist, UX/Customer Experience Manager, Digital Marketing Specialist, and Inside Sales Professional.

The E-business Program

E-business program is holistically designed to:

- Build robust functional knowledge and skills through exposure to various industry verticals and business areas.
- Broaden students' understanding of technology by introducing a wide range of concepts, platforms, and solutions.
- Cultivate key design thinking attributes, including empathy, visualization, innovation, and critical and integrative thinking, equipping students to address business challenges with technology-driven solutions.
- Encourage an entrepreneurial mindset and the ability to lead change and transformation in today's complex digital landscape.

Program Vision and Mission

Program Vision:

Nurture Leaders for an era of Digital Business and Transformations.

Program Mission:

- Evolve the curriculum in tune with emerging technology trends and industry needs.
- Develop skills and competencies in the business domains and leading-edge technology.
- Nurture agile leader with ability to drive change, innovation, and transformation.

Program Educational Objectives

Post-graduates of the E-Business program are expected to achieve the following Program Educational Objectives within a few years of graduation:

- Develop a broad understanding of technical concepts, technology platforms, and solutions.
- Demonstrate strong business functional knowledge and skills.
- Apply key attributes such as technology visualization, innovation, and critical and integrative thinking to solve business problems.
- Contribute effectively to technology-driven roles or general management positions within tech-rich environments.
- Exhibit an entrepreneurial or entrepreneurial mindset, driving change and transformation in the business world.

Program Outcome

At the end of the program students will be able to demonstrate,

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 can take calculated risks.

Innovation: Students will exhibit the ability to visualize innovative solutions and gather user needs holistically.

Critical & Analytical Thinking: Students will be able to analyse 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 have 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.

Techno-Proponent (PSO): Students will be equipped to apply technological knowledge effectively for solving business problems. They will utilize cross-functional management, statistical, and technological tools to analyse business conditions, identify opportunities, and propose innovative solutions. Students will advocate for technology and drive transformational changes to achieve business value. They will support, develop, and empathize with all stakeholders, uphold professional ethics in all settings, and champion transformational changes to enhance business value.

Program Pedagogy

Our transformative pedagogy integrates lectures, workshops, hands-on industry projects, internships, and Harvard Business case studies. The Global Citizen Leader (GCL) course focuses on self-leadership, collaboration, innovation, and social impact, equipping students with the skills to lead effectively, work collaboratively, and drive innovative, socially responsible change.

Courses on Business Research equip students with the ability to apply research methodologies to solve complex business problems. The Business Analytics curriculum emphasizes Python, a versatile programming language, and its application to business challenges across mathematics, statistics, and scientific functions.

For aspiring consultants—whether entering established consulting firms or launching their own ventures—the consulting course provides foundational skills applicable across various domains. It prepares students to navigate the diverse and complex challenges inherent in consulting roles.

Additionally, the program offers a strong foundation in FinTech, a dynamic and rapidly evolving field ideal for tech-savvy management graduates and entrepreneurs. Courses in banking and finance cultivate interest and skills for careers in FinTech, encouraging innovative approaches to delivering financial products and services.

Deliverables

This program equips students to integrate technology into business practices and address real-world challenges through a technology-driven approach. The two-year full-time PGDM program combines comprehensive general management education with cutting-edge inputs on emerging technologies, such as:

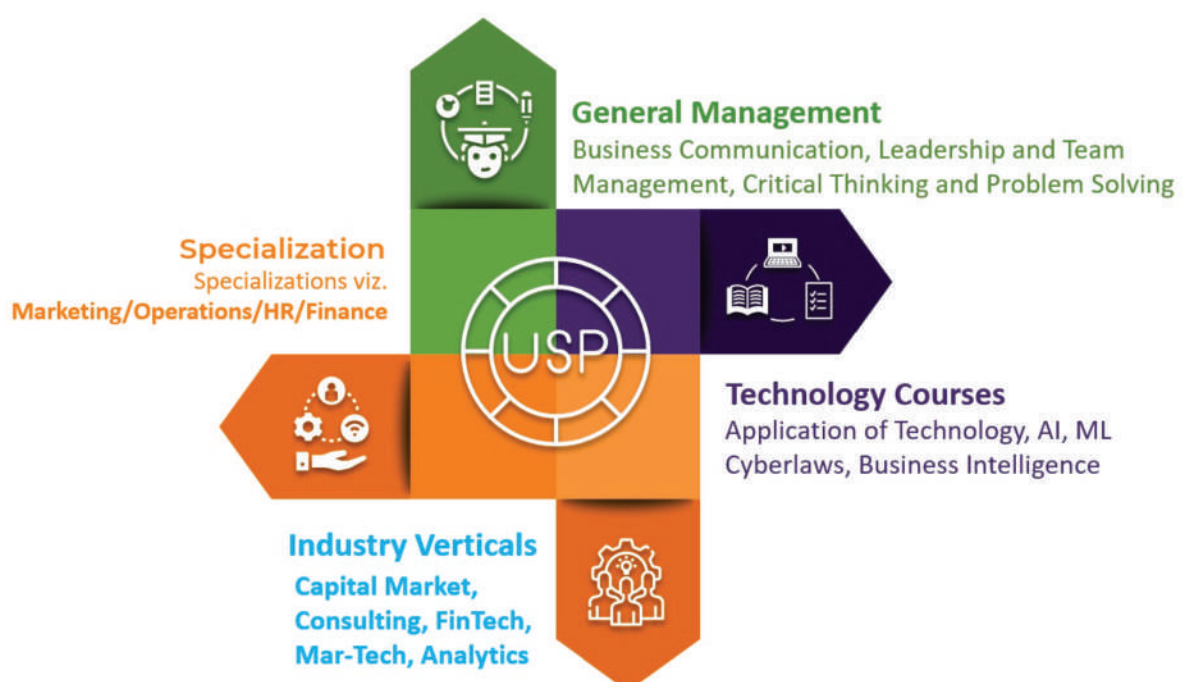
- Business Analytics
- e-Business Technology
- Artificial Intelligence (AI), Machine Learning (ML) for Business
- Digital Marketing
- Digital Business and Strategy
- Business Analysis and Consulting
- Enterprise Business Applications
- Financial Technology (Fin-Tech)
- Marketing Technology (Mark-Tech)
- IT Governance Risk Compliance
- Customer Experience Management (CXM)
- International Business

And many more.

The program encompasses all facets of management while integrating concepts such as innovation and creativity into the core management framework. It offers a well-balanced combination of management and technology disciplines. Students gain a strong foundation in general management, with broad exposure to key areas including Analytics, Finance, Marketing, Human Resources, and Operations.

Program Structure

Each full credit course consists of 30 hours of classroom instruction, equivalent to 3 credits, with each credit representing 10 hours of teaching. A half credit course includes 16 hours of classroom instruction, corresponding to 1.5 credits.



Trimester – I

- Managerial Economics
- Business Communication
- Business Statistics and Quantitative Techniques
- Design Thinking and Innovation
- Marketing Management
- Financial Reporting and Analysis
- Essentials of Operations Management
- e-Business Foundations

Trimester – II

- Business Environment
- Business Law
- Research Methodology
- Foreign Language (German/French/Spanish)
- Emerging Technologies
- Consumer Behavior
- Cost and Management Accounting
- Introduction to Supply Chain Management
- Quality for Managers
- Organizational Behaviour: Individuals and Group Dynamics
- Enterprise Business Applications
- Excel

Trimester – III

- Global Citizen Leader
- Introduction to Business Analytics
- Technology Applications in Business
- Market Analysis for Strategic Decisions
- Fundamentals of Financial Management
- Project Management
- Human Resource Management
- Information Control and Security
- Business Analysis

Trimester – IV

- Integrative Manager
- Corporate Governance
- Summer Internship Project
- AI in Business
- Business Process Management and RPA

Marketing Specialization

- IDigital Marketing
- Advertising and Brand Management

- Strategic Marketing

Finance Specialization

- Advanced Financial Management
- Essentials of Banking
- FinTech

Operations Specialization

- Materials Management
- Production Planning and Control Systems
- Operations in Service
- Logistics & Supply Chain Management

Human Resources Management Specialization

- HR Analytics
- Compensation Management
- Employee Relations

Verticals (Any one)

- Consulting I
- Advanced Business Analytics I
- World Class Manufacturing
- Indian FMCG Industry

Trimester – V

- International Business
- IT Project Management
- Governance Risk and Compliance
- Digital Business Strategy

Marketing Specialization

- Marketing Metrics
- Performance Marketing
- Current Trends and Tactics in Marketing

Finance Specialization

- Financial Risk Management
- Security Analysis and Portfolio Management

Operations Specialization

- Productivity Techniques
- Excellence in Manufacturing and Sustainability
- Design and New Product Development

Human Resources Management Specialization

- Organizational Development and Change Management
- Global and Strategic HRM

Verticals (Any one)

- Consulting II
- Advanced Business Analytics II
- Supply Chain Analytics
- Indian Consumer Durable Industry

Trimester – VI

- Final Project
- Business Strategy and Simulation

Some of our Recruiters



Alumni Testimonials



“

My experience at WeSchool was pivotal in helping me transition from a technical role into a strategy and consulting position. The rigorous curriculum, combined with hands-on learning, equipped me with critical thinking and leadership skills to tackle complex business challenges. The diverse cohort at WeSchool broadened my perspective, preparing me to approach problems from multiple angles- an essential skill in consulting. In addition, as Placement Secretary of my batch, I had the unique opportunity to interface with industry stalwarts and represent the school in distinguished forums, further expanding my network and exposure to top executives.

The mentorship from world-class faculty and practical experiences through case studies, internships, and industry projects gave me the confidence to make a successful career shift. The skills I gained, coupled with the industry connections I built during my tenure, were instrumental in my transition to a strategy and consulting role. Today, I am thriving in a corporate environment, leveraging both my technical background and the strategic insights gained at WeSchool. I am deeply grateful for the opportunities and support the school provided, which have shaped my professional journey.

- Ritesh Sinha (PGDM E-Business 2012-14, WeSchool Bengaluru)
Director – Business Value Consulting, Red Hat (an IBM Company)

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“

My experience at WeSchool has been truly transformative for my career. The faculty, with their extensive industry experience, not only brought real-world insights into the classroom but were also incredibly accessible, offering personalized guidance whenever I needed it. The course helped me build confidence and develop essential leadership skills, which have been invaluable in my career progression. Additionally, the curriculum was perfectly aligned with the latest technology and industry trends, equipping me with the knowledge and tools to stay ahead in an ever evolving business landscape and VUCA world. Thanks to WeSchool, I feel more prepared and capable as I continue to advance in my career.

- Ojas Badgujar (PGDM E-Business 2022-24, WeSchool Bengaluru)
Senior Analyst, Accenture

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“

I had enrolled in the PGDM – EBIZ course, with an experience of 2 years in service operations. With consistent guidance and mentoring from my professors and department heads I was able to secure a campus placement with one of the largest MNC banks in the country. There on moved to different roles and presently I work with HSBC India as VP for Wealth & Corporate acquisition. The strong alumni network has also contributed to my career growth immensely.

- Ashwini Gangala (PGDM E-Business 2015-17, WeSchool Bengaluru)
VP, Wealth & Corporate Acquisition HSBC India

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Having completed my first master's in finance, pursuing a Post Graduate Diploma in Management at WeSchool was a game-changer in my career. With a diverse background that included running an NGO, working as a radio jockey, and managing events, WeSchool's dynamic curriculum and experiential learning approach helped me refine my skills and build a strategic mindset. The invaluable guidance and holistic grooming I received enabled me to transition into the corporate world, securing a role as an Associate Consultant in SAP at Infosys.

WeSchool didn't just educate me — it empowered me to dream bigger and achieve more.

- Ayush Singh (PGDM E-Business 2022-24, WeSchool Bengaluru)
Associate Consultant in SAP, Infosys

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My experience at WeSchool was truly transformative and has played a pivotal role in shaping my career. The PGDM E-Biz program, with its focus on technology, business strategy, and hands-on learning, gave me a strong foundation in both theory and practical skills. The industry-relevant curriculum, combined with the mentorship of experienced faculty, allowed me to confidently navigate the challenges of the ever-evolving business landscape. Thanks to WeSchool, I gained not only technical knowledge but also critical soft skills like leadership, communication, and problem-solving, all of which have been instrumental in my current role as an Associate Product Manager at Condé Nast. I'm proud to be an alumna of such a prestigious institution that has significantly contributed to my professional growth.

- Aashi Sharma (PGDM E-Business 2022-24, WeSchool Bengaluru)
Associate Product Manager, Condé Nast

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I would like to thank my alma mater for helping me land a role which deals with Project Management. At We-school Bengaluru, the faculty help you think beyond academics and the pedagogy is focused more on case studies and understanding real world problems and examples which help develop critical thinking and thinking on your feet. I am grateful to the mentorship provided by the faculty which combined with my past experience helped me land a role as a Business Analyst at an IT company right after B-school and eventually move on to my current role.

- Nikhil Nayak (PGDM E-Business 2020-22, WeSchool Bengaluru)
Project Co-Ordinator, Status Neo Consulting Pvt. Ltd.

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WeSchool has been the anchor that gave my career the boost it needed to aim for excellence. The way they bring together industry best practices, corporate trends, and the latest in technology really helped me become industry ready. The exceptional guidance & “always ready to support” attitude of the professors shaped my learning journey into its best form. Their unwavering dedication towards exceptional delivery got me placed at one of the best companies in consulting space.

- Ankita Chanda (PGDM E-Business 2021-23, WeSchool Bengaluru)
Learning & Talent Management Senior Consultant, Learning Innovation & Influence Domain, Accenture Advanced Technology Centre

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“

My time at WeSchool was a key factor in my career growth. The program not only provided a strong foundation in business concepts but also focused on developing industry-relevant skills that helped me stay ahead of the curve. The hands-on learning approach and real-world insights made me confident and job-ready, setting me up for success in my career.

- Kumar Ankit (PGDM E-Business 2022-24, WeSchool Bengaluru)
Consultant, KPMG Assurance and Consulting Services LLP, India

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WeSchool played a pivotal role in transforming my career. The E-Business program provided me with a strong foundation in technology and information systems, combined with core management principles. This blend of knowledge empowered me to evolve into a Techno-Manager. A huge shoutout to all the professors who answered questions, solved doubts and helped me prepare for placements.

- Kapil Phulwani (PGDM E-Business 2021-23, WeSchool Bengaluru)
Associate Product Manager, Financial Crime and Compliance Management, Oracle Financial Services Software

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“

When I first enrolled in the PGDM program at WeSchool, I knew it would be a significant investment in both time and resources, but I didn't fully realize just how transformative it would be for my career. Looking back, I can confidently say that my WeSchool experience was a game-changer, providing me with the knowledge, skills, and network that have helped me progress to the next level in my professional journey.

The curriculum was comprehensive, blending core business fundamentals with specialized topics that directly aligned with my career goals. From leadership and strategic thinking to financial analysis and marketing management, the program equipped me with a toolkit that allowed me to make more informed decisions and contribute meaningfully to my career.

What truly set the program apart, however, was the opportunity to engage with a diverse cohort of students. The diverse perspectives I gained from classmates with varying backgrounds—whether in tech, healthcare, or finance—expanded my thinking and deepened my understanding of the global business landscape. This cross-functional knowledge has been instrumental as I take on more leadership roles, manage cross-departmental teams, and navigate complex business challenges.

Beyond the classroom, the school's career services team was invaluable. They helped me refine my resume, prepare for interviews, and most importantly, connected me with a network of alumni and industry leaders. The relationships I built through networking events, guest lectures, and internships opened doors that might not have otherwise been available to me. Through these connections, I gained insights into emerging industry trends and received mentorship from seasoned professionals who have helped guide my career path.

Since graduating, I've seen tangible results in my career. I've been promoted to a senior management position, taken on larger and more strategic projects, and have been able to lead teams with confidence. WeSchool not only gave me the technical knowledge I needed but also boosted my leadership and problem-solving capabilities, which have been essential as I take on more responsibility and contribute to the growth of my company.

Looking back, choosing to pursue my PGDM at WeSchool was one of the best career decisions I made. The program gave me the tools, the confidence, and the network to unlock new opportunities and accelerate my career trajectory. For anyone looking to push their career forward, I can't recommend it enough.

- Yash Parikh (PGDM E-Business 2016-18, WeSchool Bengaluru)
Sr. Product Owner IBM- Global Digital Web Enablement Lead, Customer Transformation, IBM, UK

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Placement Facts (2022-2024)

Maximum Salary

₹17.63

LACS PA

Average Salary

₹10.20

LACS PA

Median Salary

₹10.00

LACS PA

Placement Facts (2021-2023)

Maximum Salary

₹18.20

LACS PA

Average Salary

₹10.27

LACS PA

Median Salary

₹10.20

LACS PA

Eligibility

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

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

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

Selection Process

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

Tuition Fee

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



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

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