S.P MANDALI'S

weschool
Welingkar Education

Creating managers who build on technological innovations

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

Critical & Analytical Thinking

Techno-Proponent (PSO)

Communication

Leadership

Innovation

Global Perspective

Role of Self in the organization & in the society
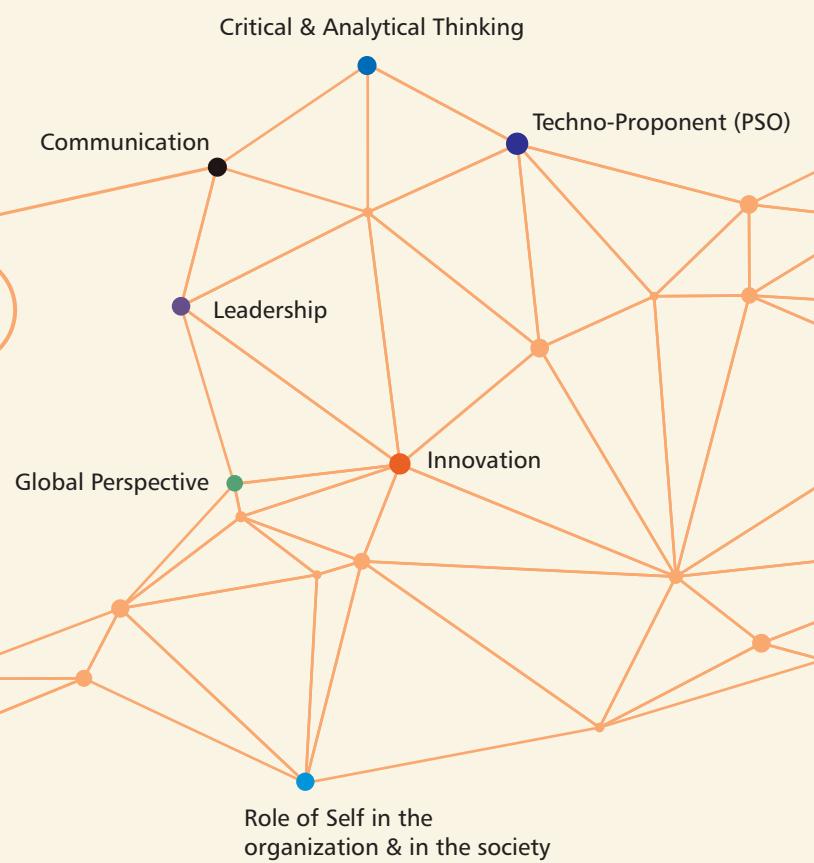
PGDM E-Business 2026-2028

2 year full-time AICTE approved Program (120 seats)

Prin. L. N. Welingkar Institute of Management Development & Research (PGDM) | Mumbai

INDEX

About S. P. Mandali

Founded in 1888, Shikshana Prasaraka 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 Prasaraka 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 - Aryabhaṯa.

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.
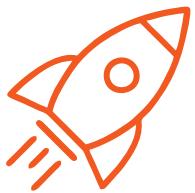
Mission

- 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

ACCOLADES

WeSchool is ranked 75th nationally among the top B-Schools as per the National Institutional Ranking Framework (NIRF) 2025 conducted by the Ministry of Human Resource Development, Government of India.

All PGDM programs at Mumbai and Bengaluru campuses are NBA accredited and have been granted MBA equivalence from AIU

All PGDM programs at WeSchool Mumbai and Bengaluru are accredited by SAQS (South Asian Quality Assurance System)

All of WeSchool's full-time and distance learning programs have been accredited for 10 years by the Accreditation Council for Business Schools and Programs (ACBSP), USA

The Program

The Post Graduate Diploma in Management (PGDM) – E-Business is a two-year, full-time master's-level program delivered across six trimesters. As a leader in contemporary management education, the program is designed to develop highly competent business professionals with a strong capability to integrate digital technologies into modern business practices.

The program attracts students from diverse academic backgrounds and provides them with a rich, immersive learning experience. Through interaction with experienced faculty, subject-matter experts, and industry professionals, students gain a strong foundation in both managerial concepts and technological applications. Collaborative learning through group discussions, projects, and presentations enhances teamwork, communication, and leadership skills, while enabling students—especially those from non-technical backgrounds—to build confidence and interest in digital technologies.

Beyond classroom learning, the program offers extensive opportunities for continuous personal and professional development. Global internship programs expose students to best-in-class industry practices, emerging technologies, and evolving business models, preparing them for leadership roles in the digital economy.

The curriculum is designed by the Board of Studies in consultation with the Advisory Board, ensuring alignment with both global and local industry trends. It is regularly updated to provide in-depth coverage of e-Business along with core functional areas such as Marketing, Finance, Operations, and Human Resources, enabling graduates to manage organizations in a digitally driven business environment.

Program USP

The PGDM – E-Business program is uniquely structured around **AI-driven decision-making, platform-based business models, digital marketing technologies, enterprise IT systems, and advanced analytics,** preparing graduates for leadership roles in today's digitally powered economy.

- The two-year curriculum integrates **core management disciplines with cutting-edge technology and digital strategy,** enabling students to understand not only how businesses operate, but also how technology reshapes competition, customer experience, and value creation.
- Designed for students from **diverse academic backgrounds**—including commerce, science, arts, and engineering—the program builds a strong and accessible foundation in both business **fundamentals and digital capabilities,** ensuring all learners can thrive in technology-enabled business environments.
- The program encourages students to leverage **technology-driven platforms, data, and digital ecosystems** to create innovative products, services, immersive customer experiences, and disruptive business models across industries.
- The curriculum features **specialized courses in emerging technologies** such as **Artificial Intelligence, Machine Learning, Generative AI, Data Science, Internet of Things (IoT), Cybersecurity, Technology Governance, and Computational Business Modelling,** enabling students to make informed, technology-led managerial decisions.
- Domain-focused courses such as **Digital Marketing, MarTech, B2B Technology Marketing, Customer Experience Management,** and Digital Supply Chain Management provide exposure to contemporary industry practices and digital growth strategies.
- The program also offers **career-focused specializations in high-growth digital domains, including Consulting, E- and Q-Commerce, FinTech, MarTech, Advanced Analytics, Digital Marketing, Capital Markets, and Entrepreneurship,** ensuring graduates are well-prepared for evolving roles in the digital business landscape.

Why Choose E-Business?

Because business today is no longer just about management—it is about managing technology-driven businesses.

The PGDM – E-Business program prepares you for this reality by combining core management education with cutting-edge digital, AI, analytics, and platform technologies. Unlike a traditional PGDM, which focuses mainly on functional areas like marketing, finance, and HR, this program trains you to lead digital enterprises, manage platforms, use data for decision-making, and drive innovation through technology.

You will learn how companies such as Amazon, Google, fintech startups, SaaS firms, digital banks, and e-commerce platforms operate, scale, and compete—while also gaining the managerial skills needed to run any organization.

What makes PGDM – E-Business different?

It gives you five powerful career advantages:

- **You become an AI-enabled manager:** With courses in Generative AI, AI/ML in Business, and Advanced Analytics, you learn how to use data and intelligent systems to make faster, smarter, and more profitable business decisions.
- **You understand platform and digital business models:** You study platform technologies, digital business strategy, and enterprise IT systems, helping you manage marketplaces, apps, SaaS products, and digital ecosystems.
- **You gain real digital growth skills:** Through MarTech, digital marketing, customer experience management, and B2B technology marketing, you learn how companies acquire, engage, and retain customers in the digital world.
- **You are future-ready across industries:** From FinTech and e-commerce to consulting, analytics, and entrepreneurship, the program prepares you for multiple high-growth, technology-driven careers.
- **You remain a complete management professional:** Along with technology, you master marketing, finance, operations, and HR, ensuring you can lead both people and digital systems.

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:

- Wider understanding of technical concepts, technology platforms, and solutions.
- Exhibit good business functional knowledge and skills.
- Inculcate key attributes such as technology visualization, innovation, and critical and integrative thinking to solve business problems.
- Contribute actively to technology-driven roles or general management positions within tech-rich environments.
- Demonstrate intra/entrepreneurial spirit required for 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

The PGDM E-Business program follows a technology-enabled, application-driven, and industry-integrated pedagogy that blends conceptual rigor with hands-on exposure to the digital economy. Learning is delivered through a powerful mix of lectures, case-based discussions (including Harvard Business School cases), workshops, live industry projects, simulations, and global internships, ensuring students learn by doing, not just by listening.

The program places strong emphasis on AI-enabled and data-driven decision-making. Through courses in Business Analytics, Advanced Analytics, Computational Business Modelling, and Generative & Agentic AI, students use Python, data science tools, and machine-learning frameworks to analyze real business problems, predict outcomes, and design intelligent business solutions across marketing, finance, operations, and strategy.

To prepare students for the platform and digital business ecosystem, courses such as Managing Platform Technologies, Digital Business Strategy, Enterprise IT Management, and Digital Supply Chain Management are taught through case studies, industry data sets, and technology-driven simulations, helping students understand how digital firms scale, integrate technology, and manage complex digital operations.

The program's digital growth and customer-centric pedagogy is built around MarTech, Digital Marketing, Customer Experience Management, and B2B Technology Marketing. Students work on live digital campaigns, analytics dashboards, and customer-journey design projects, enabling them to acquire practical skills in customer acquisition, retention, and digital brand building. The Global Citizen Leader (GCL) courses develop self-leadership, ethical decision-making, innovation, collaboration, and social responsibility, preparing students to lead in a globally connected, technology-driven business environment.

Aspiring consultants and entrepreneurs benefit from Consulting Fundamentals, Business Process Re-engineering, and Technology Governance, Risk & Compliance (GRC), which equip them with structured problem-solving, digital transformation, and risk-management skills applicable across industries. The program also offers deep exposure to FinTech, Capital Markets, and Digital Finance, where students explore how AI, platforms, data, and digital payments are transforming financial services—making the pedagogy highly relevant for careers in banking, fintech startups, and financial consulting. Through industry projects, internships, specialization tracks, and capstone integrative projects, students apply their learning to real-world digital business challenges, graduating as industry-ready managers capable of leading technology-driven organizations.

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:

- Foundations of Generative & Agentic AI
- Applications of AI/ML in Business
- Advanced Analytics for Decision Making
- Managing Platform Technologies
- Digital Business Strategy
- Enterprise IT Management
- Computational Business Modelling
- Spreadsheet Analysis
- Operation Analytics & IoT
- MarTech
- Customer Experience Management
- B2B Technology Marketing
- Digital Marketing Communication
- Technology Governance, Risk & Compliance

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 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.

General Management
Business Communication, Leadership and Team Management, Critical Thinking and Problem Solving

Specialization
Specializations viz.
Marketing/Operations/HR/Finance

Technology Courses
Application of Technology, AI, ML Cyberlaws, Business Intelligence

Industry Verticals
Capital Market, Consulting, FinTech, Mar-Tech, Analytics
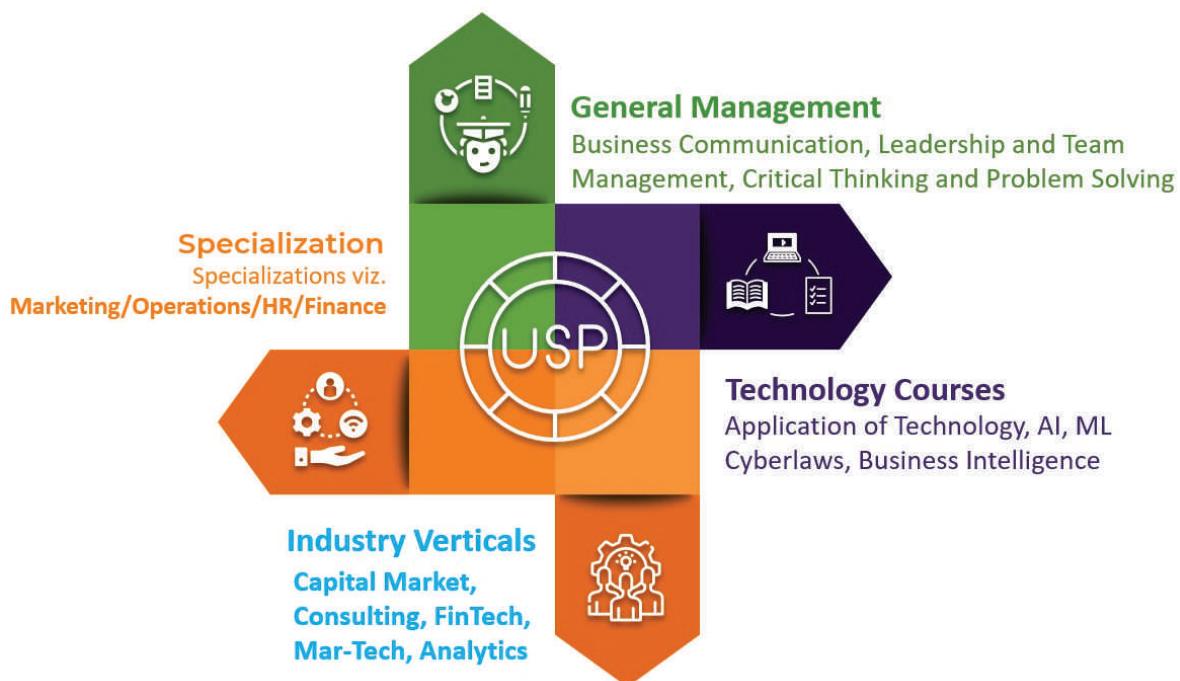
Trimester – I

- Essentials of World Class Operations
- Financial Reporting and Analysis
- Marketing Management Basics
- Business Statistics
- Economics for Managers
- Effective Business Communication
- Perspective Management
- E-Business Foundation

Trimester – II

- Basics of Banking, Financial Services, and Insurance
- Consumer Behaviour
- Cost and Management Accounting
- Marketing Applications and strategy
- Organisational Behaviour
- Business Research Methods and Marketing Research
- Legal and Tax Aspects of Business
- Business Analysis
- Managing Platform Technologies
- Global Citizen Leader - I

Trimester – III

- Fundamentals of Financial Management
- Human Resource Management
- Selling and Negotiation Skills
- Business Environment
- Analytics for Decision Making
- Applications of AI/ML in Business
- IT Project Management
- Digital Supply Chain Management
- Global Citizen Leader – II
- Spreadsheet Analysis for Business

Trimester – IV

Core Courses
- Foundations of Generative AI and Agentic AI
- Integrative Manager – I
- International Business
- Summer Internship Project (SIP), Summer Internship Research Project (SIRIP)

E-Business Electives
- Consulting Fundamentals
- Entrepreneurship
- Financial Technology (Fin-Tech)
- Capital Market Fundamentals
- Advance Analytics for Decision Making
- Swayam MooC course

Marketing Specialisation Electives
- Product & Brand Management
- B2B Technology Marketing
- Sales Management

Finance Specialisation Electives
- Financial Risk Management
- Wealth Management
- Fundamentals of Banking

Operations Specialisation Electives
- Business Process Re-engineering & Improvements
- Production Planning & Control System
- Enterprise IT Management
- Customer Experience Management

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

Trimester – V

Core Course
- Integrative Manager – II

E-Business Electives
- Computational Business Modelling
- Digital Business Concepts and Strategy
- MarTech (Technology in Marketing)
- Swayam MooC course

Marketing Specialisation Electives
- Direct Marketing
- Customer Experience Management
- Marketing Applications and Strategy
- Marketing Communication in Digital Era

Finance Specialisation Electives
- Strategic Cost Management
- Security Analysis and Portfolio Management
- Financial Modelling and Econometrics for Finance

Operations Specialisation Electives
- Design and New Product Development
- Quality and Reliability Management
- Operation Analytics & Internet of Things (IOT)

Human Resource Specialisation Electives
- Global & National Workforce Planning & HR Audit
- Organizational Development and Change Management
- Global and Strategic HRM

Trimester – VI

Core Courses
- Corporate Ethics and Sustainable Practices
- Technology Governance Risk and Compliance
- Functional Specialisation Project

Some of our Recruiters

accenture

AXIS BANK

amazon

alight

Amul

Cognizant

Capgemini

CRISIL

TATA CONSULTANCY SERVICES

Deloitte.

Deutsche Bank

EY

Google

HDFC BANK

ICICI

IBM

kotak

KANSAI NEROLAC PAINTS LIMITED

KPMG

MATTEL

nielsen

Nestle

pwc

Tech Mahindra
IT Services and Telecom Solutions

WIPRO
Applying Thought

Alumni Testimonials

"

As a fresher (BBA), the E-Business program not only strengthened my management skills but also helped me to develop technical skills. I am currently working for Amazon as a Sr. Control Risk Analyst. The job requires analysing data to mitigate risk and provide insight into the company's business operations. When it comes to learning, the PGDM E-Business program has pushed me out of my comfort zone and allowed me to rub shoulders with people from diverse backgrounds and various industry experts. These experiences improved my skills in communication, leadership, team building, and presentation. I have gained a new perspective on the challenges that businesses face, and I am ready to use the skills and knowledge gained to help add value to the workplace.

- Harshul Jindal (PGDM E-Business 2020-2022, WeSchool Mumbai)
Risk Analyst, Amazon

"

I started as a fresher and from Economics background, aspired to become an HR leader before joining this program. The PGDM E-Business program gave me a fresh perspective to look at people management. Being into this program I learnt how to design digital transformation strategies, their impact on the workforce, required for an HR Business Partner or any HR professional contributing to the business growth. I also learnt problem solving techniques and got to work on a real- life consulting problem statement for a company (based on impact investment using technology), which added a consulting flavour to my HR specialization. Subjects like Digital Marketing helped me understand how to reach global audience at the same time appealing them individually! This 2-year journey was a fulfilling blend of in-depth domain knowledge (HR) and a vast exposure to industry-transformative elements (Digital Business, Consulting, Digital Marketing, Fintech) through PGDM E-Business! Along with this, I also got to be Deputy Placement Secretary of E-Business, which has been a serve- and- learn opportunity for me!

- Sai Deshpande (PGDM E-Business 2020-2022, WeSchool Mumbai)
Corporate HR, Vedanta

"

Having an engineering background E-Business program added value to my traditional consulting role with previous IT experience. Currently working with Infosys at Bengaluru as a DNA Consultant, where we analyse the data and provide business insights to the company. When it comes to learning, PGDME-Business program has always advantageous as we were getting flavour of technology as well as managerial skills. With various technical and IT subjects he was able to understand in which domain he wanted to pursue his career.

- Abhirup Chakraborty (PGDM E-Business 2020-2022, WeSchool Mumbai)
Consulting, Infosys

A commerce graduate and an aspiring Chartered Accountant joined PGDM E-Business programme to upgrade skills in technology and Financial Management. I always intended to indulge in more challenging roles and explore new areas of work, keeping base in the field of finance.

The E-Business programme, being a good blend of technology and management, teaches various aspects of current business practices and requirements. Apart from core domain specific subjects, it gives hands-on exposure to Business Analytics, Business Analysis, Project Management, Enterprise Business Applications, etc.

The 2-year journey has provided ample opportunities to develop financial, analytical and management skills. I was actively participated in various events organised by the institute and has served as the General Secretary of PGDM E-Business. My prior experience and knowledge in the core finance domain and key learnings from E-Business programme got a job of a Business Analyst at Cognizant. My role, as a Business Analyst, would be to facilitate financial forecasting and analyse potential growth opportunities.

- Shruti Khemani (PGDM E-Business 2020-2022, WeSchool Mumbai)
Information Technology, Cognizant Technology Solutions

Being from a Commerce background, PGDM E-business program added value in terms of attaining the managerial and technical skills which ultimately made me a good candidate to work as a Financial Risk Solution Advisor. I got an opportunity to explore and understand the Data Analysis tools (like Power BI, Python, Tableau, SPSS etc.). This 2-year journey was a fulfilling blend of in-depth knowledge and exposure. I am thankful to WeSchool as it has helped me grow personally as well as professionally.

- Ishani Chawla (PGDM E-Business 2020-2022, WeSchool Mumbai)
Solution Advisor, Deloitte

I started as a fresher (Bachelor of Business Management) where I was exposed to various management festivals and events helping to shape one for the future, but future itself relied on technology which is where E-Business programme filled the gap. The programme depicts about how technologies is used in Business and broadens our horizon that E-business is not just confined to E-commerce.It extensively covers IT related domains such as Project Management, Business Analyst, IT Consulting and briefly covers domains of Business Research and Analytics. Last but not the least Class Projects along with GCL would help in broadening our knowledge and skills.

- Moksh Gada (PGDM E-Business 2020-2022, WeSchool Mumbai)
BIU, Axis Bank

Placement Facts (2023-2025)

Maximum Salary
₹20.05
LACS PA

Average Salary
₹11.69
LACS PA

Median Salary
₹11.00
LACS PA

Placement Facts (2022-2024)

Maximum Salary
₹18.16
LACS PA

Average Salary
₹11.07
LACS PA

Median Salary
₹11.16
LACS PA

Eligibility

Candidates with a minimum 50% in Bachelors degree exam from a recognized university. The degree has to be completed by June 2026.
Candidate should have taken the CAT (2025), XAT (2026), GMAT (2023 onwards), ATMA (2026), CMAT (2026). (IIMs and other entrance exams conducting bodies have no role to play in We School'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)*

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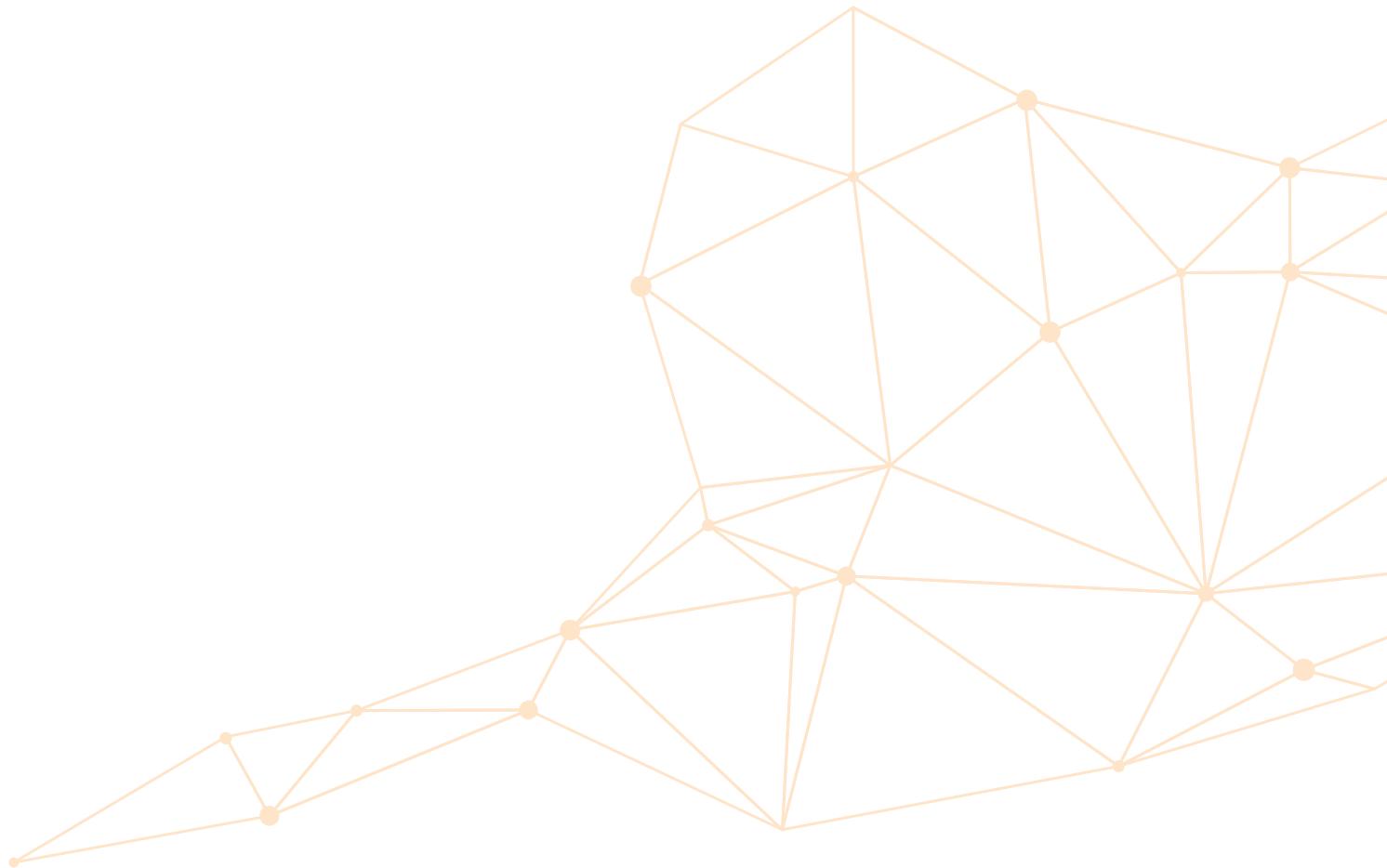
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