

Healthcare: A landscape of opportunities for professionals

Multi-healthcare domain knowledge coupled with general management skills

Hospitals
Pharmaceuticals
Healthcare IT
Medical Equipment & Supplies
Health Insurance
Healthcare Consulting
Lifesciences



PGDM Healthcare 2024-2026

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

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About S. P. Mandali's

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 - Aryabhata.

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

Nurturing young healthcare professionals for a post pandemic world

The healthcare industry has changed in the past decade and Covid-19 has brought focus from curative to preventive healthcare. There is also an emphasis on improving healthcare access in Tier 2, 3, and rural areas using eHealth, IoT, chatbots, wearables, drones, etc. This will further propel growth and create job opportunities for healthcare professionals.

The program is benchmarked with the best international/national institutes with exposure to Data Analytics, Artificial Intelligence, Machine Learning, Robotic Process Automation, Chatbots, Drones, Health Informatics, Digital Marketing, and applications of emerging technologies in healthcare. It covers all practical aspects of modern healthcare in the areas of the pharmaceutical, hospital, medical device, health insurance, healthcare IT, informatics, analytics, and health centric economics, along with key management skills.

Learners are sensitized to have empathy, a human-centered approach, outlook towards sustainable solutions, and humane touch. WeSchool is one of the few B-Schools offering a two-year full-time program in healthcare.

Year 1: Focus is on providing exposure to all healthcare segments and building strong foundation in general management.

Year 2: Emphasis is on enriched learning about healthcare segments where students choose between two specializations, Hospital Administration and Pharmaceutical & Life Sciences Management.

Program Vision

To nurture healthcare management practitioners and thought leaders through inventive education.

Program Mission

- **Contemporary Education:** To focus on inventive education by offering practical, innovative, and technology-driven healthcare management courses.
- **Social and Economic Perspective:** To instill healthcare and business management talent with a passion for learning, and the ability to critically analyze, and communicate while retaining values in a rapidly evolving economic and social environment.
- **Industry Ready professionals and Entrepreneurs:** To contribute significantly to the healthcare sector by preparing industry-ready professionals with a global perspective and encouraging entrepreneurship by leveraging stakeholders from the industry.
- **Ecosystem to nurture leadership:** To build healthcare management intellectual capital through faculty development, research, consultancy, and publication.

Program Educational Objectives (PEOs)

- Exhibit healthcare centric knowledge and general management skills
- Practice critical thinking, problem solving skills, design thinking, sustainability, technology in healthcare sector
- Become versatile professionals and future employers in healthcare sector with sensitivities of care and humane touch
- Generate intellectual capital in collaboration with multiple stakeholders to tackle business, social and technical challenges

USPs of the Program

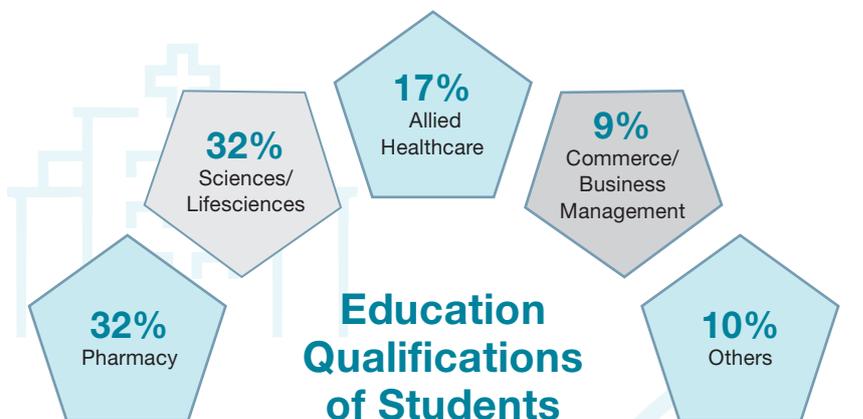
- Program provides exposure to diverse industry-relevant and futuristic curriculum allowing one to switch career direction from undergraduate degree.
- Emphasis is on experiential learning. Field Work, Pharmaceutical Plant visit, Hospital Visit, NGO visit/interaction, Peer-to-peer learning, Samawesh, Self-determined learning, Simulations, Projects, Games, Crossword puzzles, Prototyping, etc. are various interventions to increase experiential learning for healthcare students.
- Personalized attention to all healthcare students is given through buddy program, need based grooming, guidance for competitions and start-ups, counseling, etc.

- Networking opportunities are provided to gain experience from peers, seniors, alumni, industry experts, and guest faculty of diverse backgrounds
- Students transform from Consumers of content to Creators of content by writing& publishing articles, case studies, and research papers
- Students are groomed to excel at various State, National and corporate level competitions.

Class of 2023-25

67% Freshers

32% Work Experience
(Above 12 months)



Syllabus Structure

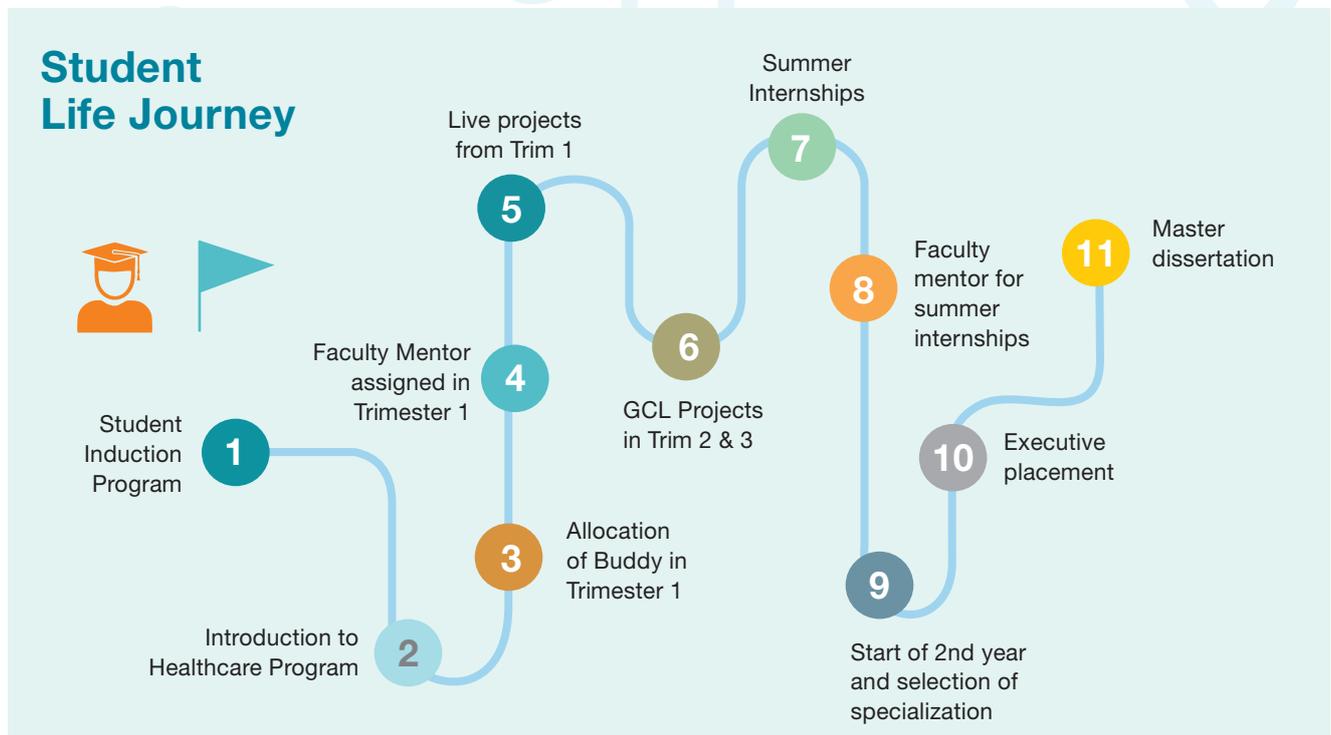
Year 1

Subject Area	Trimester 1	Trimester 2	Trimester 3
General Management	Basics of Business Communication	Legal Aspects of Business	Project Management
	Perspectives Management		
Economics	Introductory Economics for Managers		Economics of Business Environment
Design Thinking & Innovation	Business Innovation and Application		
Leadership		Global Citizen Leader	Global Citizen Leader
Research/Analytics	Business Statistics	Business Research Methods And Marketing Research	Advanced Analytics
		Basic Visual Analytics	
Marketing	Marketing Management Basics	Consumer Behaviour	Integrated Marketing Communications
Finance	Financial Reporting and Analysis	Cost and Management Accounting	Fundamentals of Financial Management
			Business Taxation
IT			IT for Healthcare 1
Human Resources		Organisational Behaviour	Human Resource Management
Healthcare	Healthcare Systems & Public Health Administration	Hospital Operations	Production & Quality Management
	Healthcare Field visits	Medical Devices and Technology Management	Planning and Designing of Healthcare Facilities
		Fundamentals of Health Insurance	
		Basics of Pharmaceutical Management	

Year 2

Subject Area	Trimester 4	Trimester 5	Trimester 6
CORE MODULES			
General Management	International Business	Integrative Manager for Healthcare	Ethics & Corporate Governance
	Summer Internship Project		
Marketing		Direct Marketing	
		Customer Relationship Management (CRM)	
		Services Marketing	
IT	IT for Healthcare 2		
Healthcare	Strategic Management	Healthcare Consulting	Healthcare Entrepreneurship
	Logistics and Supply Chain Management in Healthcare	Health Economics & Pharmaco Economics	NGO and CSR Management
	Insurance Operations and Product Design		Industry Immersion Project – Master Dissertation Project
HOSPITAL & SERVICES MANAGEMENT			
	Healthcare Marketing	Quality Assurance & Accreditation of Healthcare Organizations	
	Healthcare Informatics	Digital Health	
	Legal Framework and Ethics in Healthcare	Digital Health	
PHARMACEUTICAL & LIFESCIENCES MANAGEMENT			
	Essentials of Pharmaceutical Marketing	Pharmaceutical Brand Management	
	Pharmaceutical Sales Management	Digital Marketing in Pharmaceuticals	
	Overview of Clinical Research and Pharmacovigilance		
ELECTIVES FOR BOTH SPECIALIZATION			
	*Advanced Corporate Strategy – MOOC (IIMB)	*Health Communication – MOOC (IIMB)	

* Electives courses are MOOCs from IIM Bangalore



Initiatives

- **Healthcare Field Visits:** It provides exposure to the healthcare industry and its various stakeholders.
- **Peer-to-Peer learning (Samawesh):** It gives opportunity to students to develop self-learning skills and to build communication and soft skills in the students.
- **Industry Immersion Visit:** This is part of the experiential learning and tours are organized for the students to gain knowledge about industry functioning and to have a holistic view of the industry.

Industry Engagement

Various engagement initiatives are conducted by the Program in physical and online mode.

Live webinar on the evolution of Business models in life sciences industry was organized with Dr. Brian Smith, Principal Advisor, Pragmatic Limited, Welwyn, England on 21 August, 2020.



Leadership talk by Nishanth Saxena CEO, International Business Cipla on 9th Nov. 2020



Fireside chat leadership session was organized with Mr Haresh Kewani, Director, Bristol Myers Squibb, New Jersey, USA on 16 January 2021. He delivered a session on Multichannel marketing and brand expansion strategies in healthcare.



Career Opportunities

Every student is provided individual attention and mentored to discover their innate abilities and interests in healthcare segments like pharmaceutical, hospital, medical device, health insurance, healthcare IT, consulting, etc to become sound professionals such as:

- International/Domestic/Digital Marketing Manager
- Product Manager
- International/Domestic Business Development Manager
- Institutional Sales/Key Account Manager
- Sales Specialist/Manager
- Healthcare Business Analyst
- Research Associate/Consultant/Advisor – Healthcare
- Healthcare IT Consultant
- Healthcare IT Sales Manager
- Logistics and Supply Chain Manager
- Hospital Operations Manager
- Clinic/Branch/Floor Manager
- Hospital Planning and Design Consultant
- Health Claims Manager
- Life Insurance – Operations/IT Manager
- Healthcare Talent Acquisition Manager

Some of our recruiters



Placement Data (2022-2024)

Maximum Salary

₹19.00

LACS PA

Average Salary

₹11.41

LACS PA

Median Salary

₹10.50

LACS PA

Alumni - The change makers



Prerna Sharma
Director AI Strategy
AuxoAI
Batch 2011-13



Dr. Afsha Chevelwalla
Management Consultant
McKinsey & Company
Batch 2012-14



Prabir Banerjee
Product Manager
In Vivo Pre Clinical Assays, USA
Batch 2012-14



Jagjeet Singh
COO, Care24



Niraj Patil
Sr Technical Product
Manager (AVP)-Innovation Labs
Tata AIG
Batch 2013-15



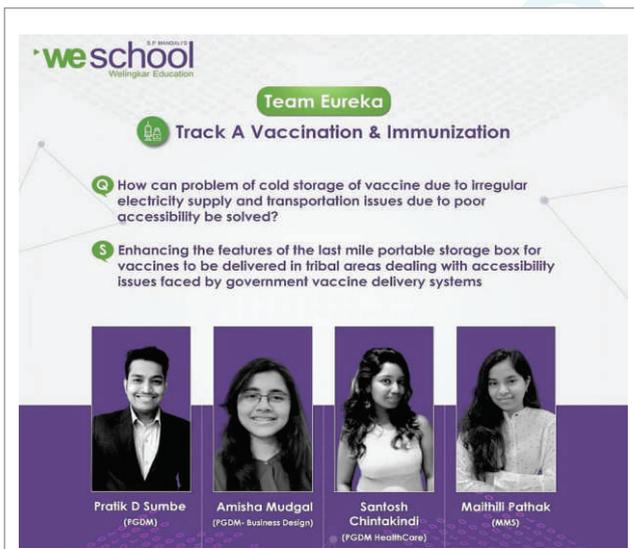
Komal Kadaba
Co-founder
Karmasukom Edibles @ Nutrezy
Batch 2013-15



Hemant Baviskar
Account Manager
Hilti North America
Batch 2014-16

Student Achievements

Students are given opportunities to participate in various extra-curricular activities creating well-rounded professionals.



Ms Santosh Chintakindi (PGDM Healthcare 2020-22) and team won the first prize in Maharashtra State Hackathon in Vaccination and Immunization Track in April 2021.



Student team Members from PGDM Healthcare 2021-23 batch: Sagar Verma, Parthvi Mehta, Mahek Kawle, Kartik Kourav, Sonal Patil, Aishwarya Pusdekar. Team Mentor - Dr Anjali Kumar

Suitability for the PGDM Healthcare

Graduates with MBBS, BDS, BAMS, BHMS, BPharm, BSc Paramedical Technology, Physiotherapy, Occupational Therapy, Biomedical/Bioengineering, Biotech, Life Sciences, and Engineering degrees. Candidates with minimum 50% in Degree exam from a recognized University. Final year students awaiting results may also apply. Those with prior experience or interest in healthcare are suitable irrespective of educational background. All education background students can join and do well in PGDM Healthcare program, if interested in healthcare.

Follow us to learn about what Healthcare students do:

Instagram: <https://www.instagram.com/pgdmhealthcare/>

LinkedIn: <https://www.linkedin.com/in/pgdm-healthcare-welingkar-mumbai/>

Facebook: <https://www.facebook.com/pgdmhc>

Twitter: <https://twitter.com/HealthcarePgdm>

YouTube: <https://www.youtube.com/channel/UCFhcywUwA5GqJtjbnHkprNg>



PGDM Healthcare program website:

<https://www.welingkar.org/programmes/full-time-programme/mumbai/pgdm-health-care-management>

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.

Program Fee

Program 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. Phone: 022 24198300 Extn. 8822 / 8151 | www.welingkar.org