

# Revolutionising the evolving Media industry



**Creating New-Age Media Professionals  
with a 360° vision**

**PGDM Media & Entertainment 2024-2026**

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

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## About S. P. Mandali's

Founded in 1888, Shikshana Prasarak Mandali is one of the pioneers of educational societies in state of Maharashtra. The institution since its inception is determined to building an environment that encourages the spirit of free thinking, thus imparting quality education to more than 45,000 students.

All the institutions of S. P. Mandali are known for their academic excellence and attract students from all parts of India. S. P. Mandali owns 43 educational institutions in the states of Maharashtra and Karnataka including pre-primary, primary, secondary and higher secondary schools, colleges for Arts, Science and Commerce, a school for hearing impaired children, a therapeutic drug monitoring laboratory, an institute carrying out research in Ayurvedic and Herbal Medicine and Management Institutes. Having a diversified and dynamic module of operation, each institution at S. P. Mandali is known for its academic excellence and calls for students from across the nation.



**Adv. Shri S K Jain**  
Chairman Managing Council,  
S P Mandali and CDC, WeSchool



**Shri. S R Chitale**  
Vice-Chairman, Managing Council,  
S P Mandali

## About WeSchool

WeSchool is one of India's leading management education institutes with fervor to contribute socially responsible business leaders through management education. National Institutional Ranking Framework (NIRF) list of 2022 ranks WeSchool, Mumbai in Top 68 B Schools.

The institute's vision to nurture thought leaders and practitioners through inventive education is aligned to the thought leadership from Shikshana Prasarak Mandali Pune, an educational trust legacy that manages 43 equally eminent educational institutes in Maharashtra.

The institute's thought process stems from design-thinking approach, thus bridging academia with corporate leaders for an industry relevant management education.



Mumbai Campus



Bengaluru Campus







## From the Group Director's Desk

India has been a major seat of learning for thousands of years. The country was home to both Takshashila - the first university in the world, and to the inventor of the digit 0 - Aryabhaa.

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 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



## Program Vision and Mission

### Vision

To nurture business management professionals with the ability to adapt and contribute to the dynamic business of media and entertainment landscape.

### Mission

- Provide domain knowledge of the Media and Entertainment sector for effective business decision making.
- Nurture creativity, innovation, and entrepreneurship.
- To cultivate leadership and communication abilities required to excel in the media and entertainment sector.
- To create awareness of global practices in the media and entertainment sector.
- To sensitize students to the value of media and entertainment sector in society.

## Program Educational Objectives (PEOs)

Post-graduates from the PGDM-Media and Entertainment program are expected to achieve the following Program Educational Objectives within a few years of graduation:

- **Media domain knowledge:** Apply understanding of emerging trends, reforms & initiatives, national and global, pertaining to various roles in the Media & Entertainment sector for effective decision making.
- **Application of business functions like HR, Finance, Marketing, Operations in the Media and Entertainment industry:** To broaden the application and understanding of the students by exposing them to various functions of media and entertainment business and roles.
- **Design/development of forms of media and communications:** To make them competent in providing innovative solutions and creative storytelling focused to a target market.
- **Soft Skills readiness:** To inculcate teamwork, problem solving, leadership and communication skills in students enhancing their managerial effectiveness.
- **Ethical practices:** To expose students to real world situations and initiatives so they can understand the significance of ethical practices in media and entertainment sector.

## Program Outcomes (POs)

On successful completion of the PGDM Media and Entertainment program, students will be confident professionals and an asset to any company.

- Leadership
- Innovation
- Critical and Analytical Thinking
- Communication Skills
- Global Perspective
- Role of Self in the organization & in society

## Program USP

- Designed to create business managers and leaders with a media edge.
- Rich exposure to relevant industry projects such as Global Citizen Leader, Winter/Summers projects and workshops.
- The transformative pedagogy includes lectures, workshops, live industry projects, videos and case studies curated and delivered by renowned media experts.



## About PGDM Media and Entertainment Program

The Post Graduate Diploma in Media and Entertainment has been designed in a manner that the curriculum has all the required aspects to ensure that our students sustain and thrive as successful professional managers in the Media and Entertainment industry. The course is designed and delivered by industry stalwarts who provide the students with a deeper understanding of the industry and its functioning.

The course offers a balanced combination of theoretical learning and on-field learning visits to production and post-production houses, advertising agencies, media agencies, digital agencies, consumer research, and events.

## Why PGDM Media & Entertainment Program

PGDM Media and Entertainment from Welingkar Institute of Management is an ideal option for budding media professionals for an array of reasons:

**Industry connection:** The Program is precisely built to be compatible with the dynamic and ever evolving media ecosystem. It empowers students with the required skills and information to manage the complexity of this sector.

**Experiential Learning:** The emphasis on practical learning through industry visits, internships and live projects guarantees that students gain hands-on experience and build a strong industry network.

**Faculty Expertise:** The program faculty comprises a mix of industry professionals and academicians who provide a combination of theoretical understanding and real-world application.

**Global Perspective:** The program includes case studies and industry trends, which broadens students' awareness of the international media scene.

**Strong Alumni Network:** WeSchool's extensive alumni network provides vital mentorship and employment prospects to graduates.

**Career-Oriented Curriculum:** The course covers a broad range of topics, including advertising, media planning, digital marketing, and event management, preparing students for a variety of careers in the sector.

By enrolling in WeSchool's PGDM in Media and Entertainment, students can position themselves at the forefront of the industry, ready to contribute to its expansion and innovation.



# Program Structure

## Trimester - 1

### Subject Title

- Economics for Managers
  - Effective Business Communications
  - Business Statistics
  - Essentials of World Class Operations
  - Marketing Management Basics
  - Financial Reporting and Analysis
  - Introduction to Media and Entertainment Studies
- 

## Trimester - 2

### Subject Title

- Perspective Management
  - Consumer Behaviour
  - Business Research Methods and Marketing Research
  - Essentials of Supply chain management
  - Cost & Management accounting
  - Organizational Behaviour (ME)
  - Business Innovation and Application
  - Marketing Applications and Strategy
  - Media & Entertainment Business
  - Global Citizen Leader I
- 

## Trimester - 3

### Subject Title

- Project Management
  - Human Resource Management
  - Fundamentals of Financial Management
  - Media and Entertainment Services Marketing
  - Integrated Marketing Communications Applications & Practices
  - Media Selling & Negotiations Skills
  - Digital Marketing Basics
  - Media & Entertainment Laws
  - Global Citizen Leader II
  - Universal Human Values
- 

## Trimester - 4

### Subject Title

- Customer Relations Management
  - Media Analytics
  - Media Planning & Buying
  - Product & Brand Management
  - Advanced Digital Marketing
  - Entrepreneurship in Media and Entertainment Industries
  - PR & Corporate Communication
  - Rural Marketing
  - Summer Internship & Summer Internship Research Program
  - Value added Workshop – Industry Readiness Program
- 

## Trimester - 5

### Subject Title

- Strategic Management
  - Media Technology
  - Strategic Brand Management and Communications
  - Media Research
  - Advanced Integrated Marketing Communication
  - Digital Content Management
  - Business Of Movies (E)
  - Business Of Music (E)
  - Celebrity Management (E)
  - Lifestyle and Recreation Management (E)
  - Sports Management (E)
- 

## Trimester - 6

### Subject Title

- Industry Research Project
  - Ethics and Corporate Governance
  - Writing for Media
- 





## Program Pedagogy

Faculties enhance teaching learning environment by taking various pedagogical initiatives. These initiatives play an important role in students' development. Such initiatives include in class activity, research-oriented teaching methods, interaction with industry experts, case study-based teaching learning, live project-based assessment etc.

The institute always strives to impart management education through innovative practice, methods, and activities. This has been reflected in the course design, course delivery, assessment, and evaluation system. ICT enabled classroom and the remote access library aids in providing inclusive classroom experiences and extensive learning experiences to the students.

Following are the innovative initiatives taken by Welingkar Institute of management Development and Research:

- Collaborative teaching & learning,
- Crafting cutting-edge market-driven courses,
- Case studies
- Project based learning

The Institute designs and delivers new teaching-learning activities. Some of the noteworthy innovations with respect to teaching-learning are described below.

- i. Harvard Case Studies
- ii. Industry Immersion
- iii. Global Citizen Leadership program

Faculties receive support, guidance, and opportunities from the institute to design teaching learning initiatives. Also some of the initiatives taken specially by the PGDM Media and Entertainment Program are

1. Mentor Mentee Program
2. Media Fire Workshops
3. Media Conclave
4. Media Sector Focussed Industry Immersions

## Career Opportunities

To nurture every student, we guide, mentor and stand by each student, helping them discover their innate abilities and interests. Through this course, students can become sound professionals like.

### Roles

- |                           |                                |
|---------------------------|--------------------------------|
| • Media Sales             | • Media Buying & Planning      |
| • Client Servicing        | • Strategy                     |
| • Account Management      | • Customer Success Strategy    |
| • Content Strategy        | • PR & Corporate Communication |
| • Digital Marketing       | • Campaign Management          |
| • Brand Management        | • Media Analyst                |
| • Social Media Management | • Marketing Communications     |
| • Media Research          | • Management Trainee           |



## Faculty Details



**Dr. Aparna Khare**

Associate Professor & Program Incharge

Ph.D., published research papers case study in National and International Journals, & External Reviewer-Over 16 years of teaching experience and 9 years of industry experience.



**Dr. Namrata Singh**

Assistant Professor

Ph.D. Published research paper in scopus indexed journals, Authored more than 15 case studies, Conducted MDPs, Certified UHV Trainer. Over 15 years of teaching and industry experience



**Prof. Pratika Mishra**

Professor-Marketing

Published More than 35 Papers in Journals of Repute Guided Six PhD scholars in the area of Advertising, Branding and Marketing.

Convened More than a dozen Conferences, Noble Laureates Conclave, Workshops, FDP's Founder Editor of Journals, Newsletters and Editorial Board Member



**Dr. Mousumi Choudhary**

Assistant Professor

Published research papers in scopus and ABDC indexed national and international journals. Authored a book on Bancassurance. Guided Ph.D scholars. 7 years of teaching experience



**Mr. Aji Joseph**

Assistant Professor

With over 29 years of Industry experience transitioned into a full-time faculty since August 2023, having taught as a visiting faculty since 2022.



**Mr. Aditya Bhat**

Assistant Professor

23 years of work experience in Media & Marketing.



## Student Achievements

| S. No. | Name  | PGDM ME Batch | Description  | Event  | Position    |
|--------|---|---------------|--|--|-------------|
| 1.     | Prathmesh Rege                                    | 2021-2023     | Awarded Best Management Student Award  | Bombay Management Association  | Award       |
| 2.     | Rishikesh Sahare,<br>Chanjal Roy,<br>Shreya Parab | 2023-2025     | National Level Competition   | Brand Baja Barat, BIMTECH, Noida   | 1st Prize   |
| 3.     | Vishaka Tiwari                                    | 2022-2024     | National Level Competition   | "Markurious", SIBM, Bangalore  | 1st Prize   |
| 4.     | Kriti Varia                                       | 2022-2024     | National Level B-Fest Competition  | "Guesstimania", Krishi Chanakya'23, National Institute of Agricultural Extension Management (MANAGE) | 2nd Prize   |
| 5.     | Driti Jain  | 2023-2025     | Article writing competition  | "Resilience in Marketing", IIM Ranchi  | 3rd Prize   |
| 6.     | Mansi Bagdai,<br>Ashwani Soni,<br>Sanika Athalye  | 2023-2025     | National Level Competition   | Nexus Marketing Saga, MICA Ahmedabad   | 3rd Prize   |
| 7.     | Pranjali Lahane                                   | 2022-2024     | National Level Competition   | "Comeback quest", GLIM, Gurgaon  | 3rd Prize   |
| 8.     | Gauri Sahu  | 2022-2024     | National Level Case Study Competition  | Unpack the facts - Decoding the packaged foods by SiraomPvt. Ltd.                                    | 3rd Prize   |
| 9.     | Mansi Bagdai,<br>Ashwani Soni,<br>Sanika Athalye  | 2023-2025     | National Level Competition   | Dreams To dollars, GLIM Chennai  | 3rd Prize   |
| 10.    | Kajal Giri  | 2021-2023     | AIMS Best Research Paper award, "Exploring the effectiveness of Gamification in enhancing the user engagement and customer experience" | 34th AIMS Annual Management Education Convention, Management Education: Harnessing the New Paradigm  | Publication |
| 11.    | Vishnu R  | 2021-2023     | Study on how to captivate and engage an increasingly distracted audience on Digital Platforms  | 34th AIMS Annual Management Education Convention, Management Education: Harnessing the New Paradigm  | Publication |



## Our Recruiters



## Placement Facts (2021-2023)

Maximum Salary

**₹22.00**

LACS PA

Average Salary

**₹12.81**

LACS PA

Median Salary

**₹12.00**

LACS PA

## Placement Facts (2020-2022)

Maximum Salary

**₹12.41**

LACS PA

Average Salary

**₹9.08**

LACS PA

Median Salary

**₹8.50**

LACS PA



## Alumni Testimonials



“

Being at WeSchool provided me with a multifaceted experience, especially the Media faculty and course foster an environment that allows you to push yourself and gain experiences across a breadth of choices right from entrepreneurship, live projects to various extra curriculars. Letting one explore a plethora of opportunities to grow holistically beyond just academics.

The curriculum itself also did a great job of equipping me with the knowledge and skills required to excel in the dynamic industry that Media is. These armoury of skills combined with professors who advocated mentorship and a superb peer group helped create a strong foundation for both personal and professional growth.

**- Sharvane Thale (PGDM-Media & Entertainment 2019-21, WeSchool Mumbai)**  
**JioSaavn - Associate (Brand Solutions)**

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“

The course in Media and Entertainment helped me know the prime areas and trends of the industry with a hands-on experience based on my interests. The Live projects and the media inclined curriculum made my college to industry journey, a smooth transition. The management was flexible and aware of the media trends to introduced subjects like BARC which is a huge add-on in your profile in the long run. The mentors helped me get live projects and hence i had a bunch of industry names on my resume even before I graduated.

**- Rupa Singh (PGDM-Media & Entertainment 2017-19, WeSchool Mumbai)**  
**Shemaroo - Deputy Manager (Broadcast Growth & Development)**

”



“

My PGDM in M&E at WeSchool was an extremely industry specific and hands-on program which has helped me take steps into the world of Media.

All my doubts with regards to a specialised course in Media and Entertainment not having enough scope were put to rest through my PGDM - M&E at WeSchool, as I encountered efficiently planned curriculum, approachable and experienced faculty, critical training and development for placements, all while prime importance was given to hands-on education through application of classroom knowledge in the real world.

Special gratitude to the entire faculty of the M&E Programme - both in-house as well as industry professors who have taken teaching several notches higher along with Ms. Vidya Ramesh and Deepika Unni, who have been the backbone of the programme through their mentorship.

**- Amrit Bhagi (PGDM-Media & Entertainment 2018-20, WeSchool Mumbai)**  
**Media Sales, Viacom 18**

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## Academic Board Members

- |   |  |
|---|--|
| ■ <b>Ms. Mamatha Morvankar</b><br>Head of Investment<br>Omnicom Media Group                   | ■ <b>Mr. Rahul Namjoshi</b><br>Chief Executive Officer,<br>DB Corp Ltd. (Radio Division)   |
| ■ <b>Ms. Anita Gokral</b><br>Senior Vice President<br>HCL Technology                          | ■ <b>Ms. Elizabeth Sen</b><br>Regional Managing Director<br>FLINT CULTURE, Dubai   |
| ■ <b>Mr. Vishal Chinchankar</b><br>Chief Executive Officer<br>Madison Digital & Madison Alpha | ■ <b>Mr. Nikhil Natekar</b><br>Senior Vice President - Talent & Transformation,<br>Publicis Group  |
| ■ <b>Ms. Ashvini Yardi</b><br>Producer, Film Maker<br>Crazing Goat Pictures                   | ■ <b>Prof. Oliver Szasz</b><br>Professor, Media Design<br>Macromedia School of Creative Arts, University for<br>Media and Communications, Munich |
| ■ <b>Ms. Hema V R</b><br>Chief channel Officer<br>ZEE Marathi                                 | ■ <b>Mr. Jiggy George (Alumni)</b><br>Founder & CEO<br>Dream Theatre Pvt Ltd   |

## 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 admission process) and/or ATMA (Feb 2024) and /or CMAT (2024) and /or GMAT (2021 onwards)

## Selection Process

We School'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*)

