

Empowering New-Age Managers with Analytics Insights

Data Driven Decision making approach
using AI, ML and emerging technologies

PGDM Research & Business Analytics 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 the state of Maharashtra. The institution since its inception has been 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.



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 2024 ranks WeSchool, Mumbai in Top 84 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 eminent educational institutes in Maharashtra.

The institute's thought process stems from design-thinking approach, bridging academia with industry for 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



Program Vision and Mission

Vision: To nurture future business leaders by inculcating research and analytical skills to enhance data-driven sustainable innovative business decisions.

Mission:

- Equip students with research and analytical technologies to identify opportunities and solve complex business problems.
- Develop skills to interpret the data for business insights and effective communication.
- Instill a sense of ethical decision-making and sustainable development practices for both organizations and society.

What is Business Analytics?

Business analytics involves the use of statistical analysis, data mining and predictive modelling to extract insights from data, aiding organizations in making informed decisions. It encompasses techniques for collecting, processing and interpreting data to improve business performance and gain a competitive edge.

Why Business Analytics?

- Enhanced Customer Satisfaction
- Better Informed Decision-Making
- Increased Revenue
- Improved Operational Efficiency
- Problem Solving
- Presently Identify Fraud

Program Educational Objectives

- Understand the business problem to propose solutions using data and cutting edge technologies & analytical techniques.
- Enhance research and business intelligence capabilities by learning appropriate tools & technologies.
- Develop data interpretation skills to derive business insights for enabling better decisions making.
- Adhere to ethical and sustainable guidelines to ensure data security, integrity and confidentiality

Program Specific Outcomes

- Identify analytical business problems and apply analytical technologies to provide innovative solutions.
- Recommend business strategies based on data driven decisions using analytical tools and techniques.

Program Pedagogy

Effective pedagogy for program Research & Business Analytics involves a combination of theoretical understanding of concepts and practical applications. Use case studies, real-world projects and hands-on exercises to bridge the gap between concepts and their implementation. Uniqueness of the program lies in developing Leadership skills in students enabling Qualitative Research through Projects spread across two trimesters. Faculty members inculcate critical thinking, problem-solving and data-driven decision-making skills. Students are trained in the management functions in their first year. Additionally, the program incorporates analytical tools starting with Microsoft Excel, SQL, python, Machine learning and deploying models. During their second year students are offered different specialization like Operations, Marketing, Finance & HR.

Program USP

- Industry-vetted Curriculum with emphasis on identifying and solving Business problems using analytical techniques and cutting-edge technologies.
- Enhancement of Research and Business Intelligence capabilities.
- Innovation and Design Thinking Exercises.
- Bloomberg Lab – Teaches Foundational finance and analytics concepts. Data Visualization and Data mining, Portfolio management and ESG Analytics and Bloomberg Market concepts certifications.
- Art of Integrative thinking in the age of Analytics.



Faculty Insights

Weschool Research & Business Analytics faculty members come from diverse background such as Computer Science, Information Technology, Mathematics, Statistics, Operations, Finance, Banking, Marketing and Human Resources. Each one is an exclusive specialist in his or her own area of expertise with experience ranging from 12 years to 30 years across academia and industry.

Distinguished faculty members and diverse student community continuously participate in creating an atmosphere where theoretical knowledge seamlessly integrates with real-world applications. They are active partners within businesses across the world, that help them shape the curriculum and teaching methodologies to best suit the demands of the corporate world.

The evolution of analytics extends beyond Descriptive Statistics to the realm of Predictive and Prescriptive Analytics. Gone are the days of merely understanding what happened; today's analytics professionals are tasked with predicting future outcomes and prescribing optimal courses of action. As educators, we equip our students with the skills to navigate this shift, emphasizing not only technical proficiency but also strategic thinking.

RBA faculty members have profound knowledge in Microsoft Excel, SQL, Python and Machine learning along with Management expertise. 25% of the sessions of the course are also covered by Professors of Practice who are currently working professionals in the Analytics sector.

RBA faculty engages with students in thoughtful discussions on the ethical implications of data usage, emphasizing the importance of transparency, fairness and accountability in the analytics process. Beyond teaching technical skills, the programs emphasizes Leadership, Critical Thinking, Problem-Solving and Effective Communication of analytical findings. The goal is to produce Management Graduates who not only understand the intricacies of analytical tools but can also drive meaningful change within organizations.

Collaborative research of Faculty involving students is the highlight of this program. Multiple faculty have been published by papers in the areas of AI & ML, Text Analytics, and Sustainability Analytics. Faculty and students have published papers in Scopus/ ABDC and UGC Journals and presented in various national and international conferences including IIIT & IIMs.



Program Structure

Trimester I

S. No.	Area	Courses
1	General Management	Economics for Managers
2	Finance	Financial Reporting and Analysis
3	Marketing	Marketing Management Basics
4	Business Design and Innovation	Business Innovation and Application
5	Operations	Essentials of World Class Operations
6	Quantitative Techniques and Analytics	Business Research Methods and Marketing Research
7		Excel with Macros
8		Business Statistics

Trimester II

S. No.	Area	Courses
1	General Management	Perspective Management
2		Global Citizen Leader _ I
3		Effective Business Communication
4	Finance	Cost and Management Accounting
5	BFSI	Basics of Banking Financial Services and Insurance
6	Operations	Essentials of Supply Chain Management
7	Human Resources	Organizational Behavior Dynamics
8	Quantitative Techniques and Analytics	Advanced Business Statistics
9	Technology	Query Language - SQL
10		Visual Analytics and BI Reporting

Trimester III

S. No.	Area	Courses
1	General Management	Global Citizen Leader-II
2	Finance	Fundamentals of Financial Management
3	Marketing	Consumer Behaviour
4	Operations	IT Project Management
5	Human Resources	Human Resource Management
6	Technology	Python
7	Quantitative Techniques and Analytics	Data Mining – Supervised Learning
8		Data warehousing and Business Intelligence
9		Spread sheet Modelling - Linear Programming and Network Models

Trimester IV

S. No.	Area	Courses
1	General Management	Summer Internship Project / SIRP
2	Core - Quantitative Techniques and Analytics	Integrative Manager for Analytics
3		Text Analytics
4		Predictive Analytics
5	Finance Specialisation	Fundamentals of Banking
6		Fraud Detection and Risk Analytics
7	HR Specialisation	Total Rewards (Compensation and Benefits)
8		HR Analytics
9	Marketing Specialisation	Product & Brand Management
10		Analytics for Marketing
11	Operations Specialisation	Operations in Services
12		Logistics and SCM: Value creation, adaptability and sustainability (LSCM1)

Electives (Total 3 credits)

13	General Management	Entrepreneurship
14	Operations	New Age Decision Making (NADM)
15		Quantitative Techniques in Operations
16		ERP Business Applications
17		Business Consulting
18		Holistic Approach to Business Operations
19	Finance	Wealth Management
20		Financial Risk Management
21	Human Resources	Performance Management Systems & Competency assessment Management
22		Talent Acquisition
23		Learning Training & Development
24	Marketing	B2B Marketing
25		Services Marketing and Management
26		Technology in Marketing
27	Technology	E - commerce

Trimester V

S. No.	Area	Courses
1	Quantitative Techniques and Analytics	Data Mining - Unsupervised Learning
2		Algorithms in Machine Learning
3		Introduction to Big Data
4		Cognitive Technologies & FinTech
5		Deployment of Machine Learning Models
6	Finance Specialisation	Security Analysis and Portfolio Management
7	Banking	Principles of Advanced Banking
8	HR Specialisation	Global and Strategic HRM
9		Advanced HR Analytics
10	Marketing Specialisation	Digital Marketing
11		Selling and Negotiations Skills
12	Operations Specialisation	Operations Analytics and Internet of Things (IOT)
13		Complex Problem Solving and Six Sigma

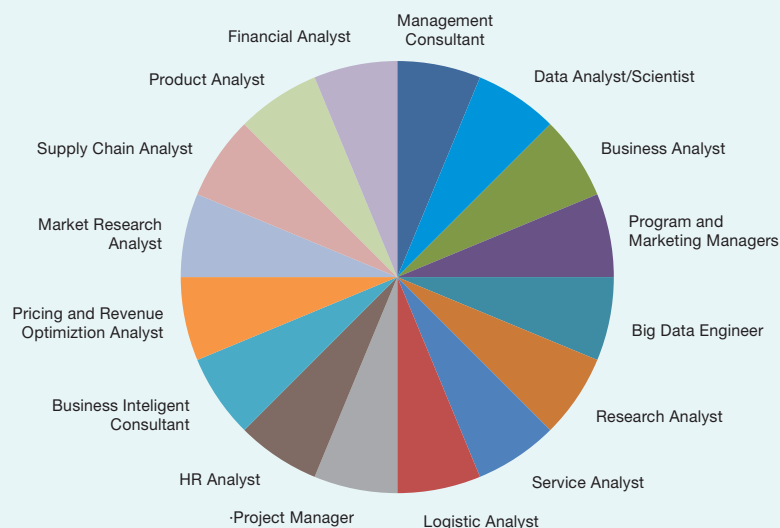
Electives (Adding up to 3 credits)

14	Marketing	Direct Marketing
15		Marketing Decision Models
16		Sales Management
17	Finance	Financial Modelling and Econometrics for Finance
18	Human Resources	Diversity, Equity and Inclusion
19		Employer Branding
20		Global and National Workforce Planning & HR Audit
21	Operations	Supply Chain Risk and Performance Management
22		Design and New Product Development

Trimester V

S. No.	Area	Courses
1	Quantitative Techniques and Analytics	Capstone Project
2		Deep Learning
3		Strategic Analysis
4		Ethics & Governance in Data Science

CAREER OPPORTUNITIES



Student Achievements

Following students won the competition:

Sr. No.	Event	Position	Name	Batch	Description
1	Chanakyaaneeti competition by PwC, IIT Madras	3rd Prize	Tanvi Mundra, Richa Tiwary, Siddharth Singh	PGDM RBA (2023-25)	Strategy making and management competition
2	Guilty As Charged by FORE School of Management, Delhi	1st Prize	Shreya Maurya	PGDM RBA (2023-25)	Personality Enhancement Cell of FORE School of Management, New Delhi organized it as part of "Genesis" the Annual Cultural Festival of FORE. Needed knowledge to solve the case study quickly and then present it simultaneously. Facts research about the spot case provided and a few legal terms.
3	CSI-E- Tech Next Industry Academia Award	1st Prize	Affan Ali	PGDM RBA (2023-25)	Students all over India submitted their work in IT stream that added value to society and was evaluated by CSI and then best project was selected.
4	Best Student Enterprise Architect by The Open Group and DXC Technologies	1st Prize	Affan Ali	PGDM RBA (2023-25)	Students from 26 countries participated in the Sustainable Enterprise Architecture Competition. The team was mentored by the experts from DXC Technologies
5	Ops-Blaze 3.0, IIM Kashipur	1st Prize	Manish Wayangankar	PGDM RBA (2023-25)	1st round was MCQ quiz. Final Round was case study submission consisting of optimizing the cost of inbound and outbound transportation as well as supply chain cost with various inter dependent factors. Case study was given In the spot. The team submitted the analysis and strategy within given time on Cesim server.

Sr. No.	Event	Position	Name	Batch	Description
6	Atharv Ranbhoomi, Ranneeti, IIM Indore	1st Prize	Aditi Joshi	PGDM RBA (2023-25)	Ranneeti, was a sports management event with intense crisis management focus. Rounds included an unstop quiz, 2nd round was on-campus where total 10 teams across different colleges participated this round was a negotiation-based round of 15 minutes where both the teams must land on some mutual plan of action based on the situation, and final round challenge was where we supposed to act as the damage control team addressing a league's inter-team nuisance.
7	Marketplace Melee - Words Vs Wares, IIM Amritsar	2nd Prize	Umang Adwani	PGDM RBA (2023-25)	Marketing based quiz and debate on Indian Marketing
8	Marketocracy: An Electioneering and Marketing Fusion	2nd Prize	Affan Ali (RBA 2), Shardul Pawar (RBA 2), Soham Pathak (RBA 2), Akshay Joshi (RBA 2), Prabhanshi Dhankar (RBA-1)	PGDM RBA (2023-25)	The 1st round was idea submission, then in the final round presented a PPT showcasing the detailed plan.
9	Viz-Quest 2.0, IIM Nagpur	3rd Prize	Probhat Das	PGDM RBA (2023-25)	Viz-Quest 2.0 is an online based analytical challenge by IIM Nagpur. Real world business problems were given, and participants had to provide insights and solutions to the same. The first round was an elimination round with business quiz, second round was a case study, and the final round was a case study presentation.
10	Excel at Excel by IIM Kozhikode	3rd Prize	Shreya Saraf (RBA-2), Sudhanshu Shekhar (RBA-1)	PGDM RBA (2023-25)	Excel at Excel was an event with 2 rounds of quizzes. Teams were given a data set in each round and the quiz questions were based on Excel operations for the data set.
11	Prabandhan, Analytics Case Study Competition, IIT Kanpur	3rd Prize	Kalpesh Vishwakarma, Ekta Tiwari, Ishwari Khadasane	PGDM RBA (2023-25)	1st Round was Quiz on Analytics, followed by analytical case study wherein the team was asked to create dashboard and do analysis for customer churn and loyalty using RFM analysis. Finally, the 3rd round was at IIT Kanpur Presentation round.
12	Dataviz, Institute of management studies, Varanasi	3rd Prize	Shreya Amrutkar, Probhat Das	PGDM RBA (2023-25)	The 1st round was Submission of Dashboard. The dataset was based on Sustainability, where the team analyzed the data and made the dashboard. 2nd round was Presentation Round.

Sr. No.	Event	Position	Name	Batch	Description
13	DigiBytes - digital marketing, IIM Bangalore	3rd Prize	Umang Adwani, Mansi Chandani	PGDM RBA (2023-25)	It was a digital marketing plan presentation.
14	STRATAGEM 2024 by FORE School of Management, Delhi	3rd Prize	Vrusha Shah, Siddharth Singh, Kshitiz, Gavesh Sahu	PGDM RBA (2023-25)	A case study event that challenged participants to navigate the complexities of a real-world PR scenario involving celebrity controversy. As future brand managers, marketing professionals, and PR strategists, the participants were tasked with devising a comprehensive public relations campaign to manage the fallout from a celebrity scandal associated with the brand.
15	"Mad Over Marketing": Esummit 25 by KJ Somaiya College of Engineering	2nd Prize	Manish Wayangankar, Swapnil Salvi, Nihal Chopada	PGDM RBA (2023-25)	The competition pushed teams into real-world marketing battles where they represented a brand, outsmart competitors, and pitch their vision to the judges. Teams bid strategically in an intense auction using their precious time, engage in head-to-head skits to challenge rival brands, and later merge forces to create groundbreaking products.
16	"Mad Over Marketing": Esummit 25 by KJ Somaiya College of Engineering	2nd Prize	Manish Wayangankar, Swapnil Salvi, Nihal Chopada	PGDM RBA (2023-25)	The competition pushed teams into real-world marketing battles where they represented a brand, outsmart competitors, and pitch their vision to the judges. Teams bid strategically in an intense auction using their precious time, engage in head-to-head skits to challenge rival brands, and later merge forces to create groundbreaking products.

Following students' presented their research papers:

Title of the Paper	Name of the Event / Journal	Organizer / Venue / Publisher	Date / Month/ Year	Name of the Student	Batch
"Email Campaign Analytics for Generating Leads"	DCAL- IIM Bangalore - Fourth National Conference on "Machine Learning and Artificial Intelligence"	Data Centre and Analytics Lab (DCAL)-IIM Bangalore	30 Oct 2023	Shashank Prabhat	PGDM RBA 2023-25
Multiple Papers	9th Pan IIM World Management Conference, 2023	IIM Sambhalpur	22 Jan 2024	Jashwant Nayak, Shriya Verma, Kalpesh Vishwakarma, Mansi Chandani, Ishwari Khadasane, Pranali Singh, Dosapati Nityasantoshi	PGDM RBA 2023-25

Title of the Paper	Name of the Event / Journal	Organizer / Venue / Publisher	Date / Month/ Year	Name of the Student	Batch
Multiple Papers	1ST International Conference on Artificial Intelligence Applications in Environmental, Social and Governance, 2023	IIM Bangalore	09 Dec 2023	Tanvi Mundra, Dushyant Borse, Pawan Patil, Ankush Mhaske, Abhishek Lakade, Sreyas Lohi, Shaurya Kamdar, Saurabh More, Harsh Chaudhary, Affan Ali	PGDM RBA 2023-25
Advanced Time Series Forecasting of Indian Gold Prices with Bidirectional GRU RNN Model: An Economic Perspective	India Management Research Conference (IMRC) 2024	India Gold Policy Centre (IGPC), IIM Ahmedabad	07 Dec 2024	Affan Ali	PGDM RBA 2023-25
Sustainability Performance Trends: A Comparative Analysis of Environmental, Social, and Governance Pillars in NVIDIA Corp Using Random Forest Regression	3rd DELCON: IEEE International Conference on Advancing Technology for Sustainable Development	BVICAM, New Delhi	21 Nov 2024	Affan Ali	PGDM RBA 2023-25
Sustainable Composite Manufacturing: Analyzing Toray Industries Inc.'s ESG Framework and Operational Efficiency Strategies	International Conference on Composites: Design, Processing, Manufacturing and Health Monitoring 2024	Indian Institute of Technology, Mandi	April 2024	Affan Ali	PGDM RBA 2023-25



Academic Board

Mukesh Jain

CTO, VP and Global Head of
People Analytics with AI/ML
Start-up Advisor
Capgemini

Prof. Dr. U Dinesh Kumar

Professor,
Chairperson, Career Development
Services, Chairperson, MBA
(Business Analytics)
IIM Bangalore

Sachin Shanbhag (Alumni)

Vice President -
Insights & Analytics
Tata AIG General Insurance
Company Ltd.

Apurb Sinha

(Alumni PGDM 2010-12)
Head - Digital
Sales Platforms, Commercial
Data & Analytics (APAC)
Invesco Ltd.

Guddi Rawat

AVP-Insights & Analytics
Merkle

Dr M Mathiraja

Chief Research Scientist &
Professor Management Studies

National President of The
Operational Research Society of
India (ORSI) & Vice President of
Analytics Society of India (ASI)
Indian Institute of Science

Neelima Nalam

Director - Program Management
Cognizant Technology

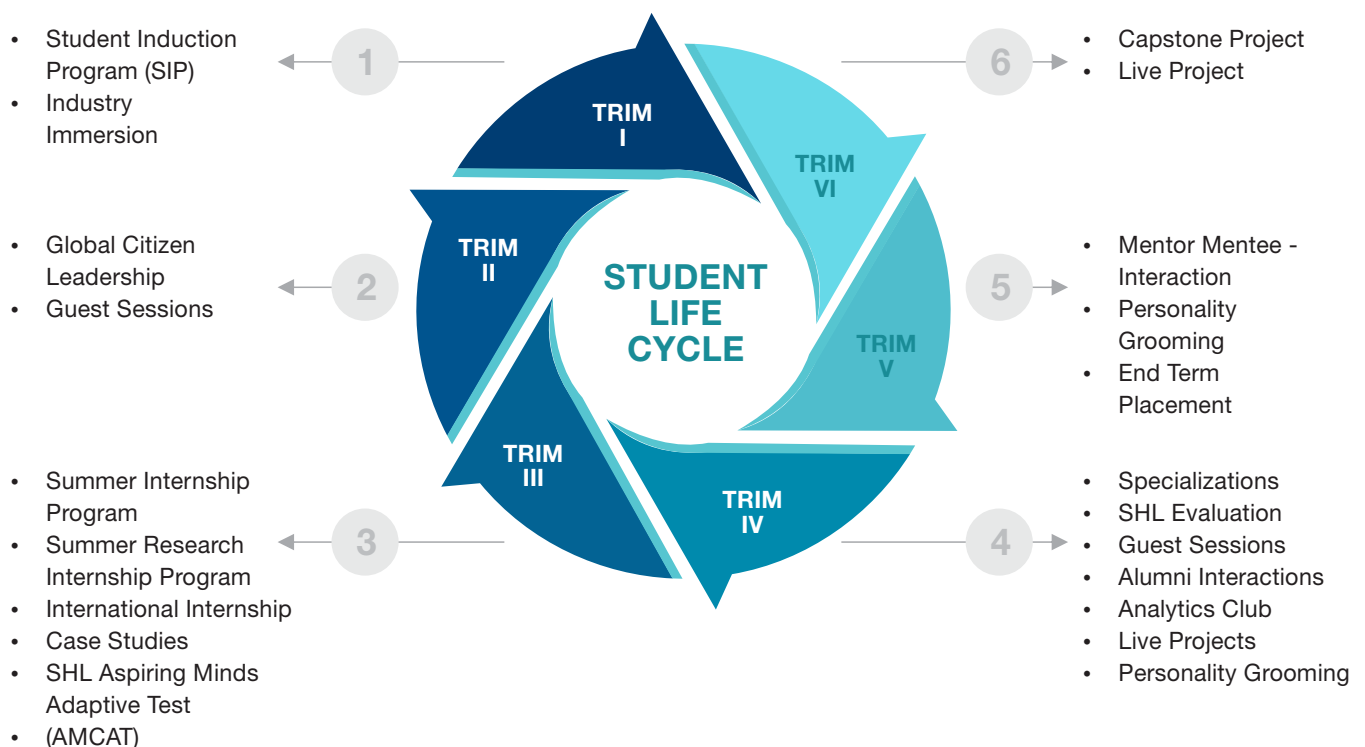
Pankaj Shete

Head of Instock and Product
Management
Coupang
Seoul, South Korea

Sonali Subudhi

Chief Data Strategy Officer
Experian

Student Life Cycle





Some of our Recruiters

Jobs offered to students are mainly in consultancy, BFSI, IT-ITES, supply chain etc. Some of our recruiters are:



Placement Facts (2023-2025)

Maximum Salary
₹26.13
LACS PA

Average Salary
₹12.61
LACS PA

Median Salary
₹12.41
LACS PA

Placement Facts (2022-2024)

Maximum Salary
₹40.00
LACS PA

Average Salary
₹11.91
LACS PA

Median Salary
₹11.50
LACS PA



Alumni Testimonials



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Transitioning from an Arts background and years of UPSC preparation into the dynamic world of management was a challenging leap, but the PGDM in Research & Business Analytics (Marketing) at WeSchool made it seamless. The structured curriculum, hands-on projects, and constant faculty support helped me bridge the gap, equipping me with analytical, strategic, and technological skills essential for the corporate world. Along the way, I had the honor of serving as the General Secretary of my batch for two consecutive years, a role that strengthened my leadership, teamwork, and crisis management abilities. Today, as a Marketing Manager, I apply these learnings to drive strategy, optimize campaigns, and leverage analytics for impactful decision-making—an opportunity made possible through the strong foundation built at WeSchool.

- Hijam Jitesor Singh (PGDM Research & Business Analytics 2023-25, WeSchool Mumbai) Marketing Manager, SOL Brand Solutions Pvt. Ltd.

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"The only source of knowledge is experience." – Albert Einstein

Returning to classroom after years of experience in the corporate world was a challenge, but Welingkar's PGDM Research and Business Analytics made it an enriching journey. The program's comprehensive curriculum, real-world case studies, and expert faculty provided me with a strong foundation in business management, analytics, and strategic decision-making.

The biggest takeaway was the insightful interactions with some of the best industry mentors in the country. From navigating stringent deadlines to enjoying Welingkar's holistic ecosystem, every moment contributed to my growth. The diverse classmates, hands-on learning, and leadership opportunities including serving as 'Deputy Placement Secretary', helped shape me into a well-rounded professional. This two-year journey has been truly defining, equipping me with skills, mindset, and confidence to thrive in the business world.

- Shashank Prabhat (PGDM Research & Business Analytics 2023-25, WeSchool Mumbai) Team Lead (Data & AI Project Delivery), Accenture Technology

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My analytics journey has been exciting and joining the PGDM-Research and Business Analytics (RBA) program at WeSchool fueled my passion for data-driven decision-making in business. The curriculum blended technical and managerial knowledge, covering Statistics, Python, SQL, Power BI, Machine Learning, and core business domains like Supply Chain, Finance, Marketing, and HR.

A major highlight was securing an internship with Accenture Technology as a Business Architect on Day 1 of the campus drive. Focused on Supply Chain Analytics, I worked with AI-powered platforms like o9 Solutions and Kinaxis on demand planning and forecasting. As a Placement Secretary, I engaged with industry leaders, facilitated corporate interactions, and pitched to organizations for campus placements.

- Ekta Tiwari (PGDM Research & Business Analytics 2023-25, WeSchool Mumbai) Senior Analyst (Business Architecture), Accenture Technology

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My six trimesters in the RBA program were a thrilling roller coaster, filled with exciting learning experiences. The faculty's expertise and teaching made complex concepts engaging and practical.

The hands-on analytics training in my first year set me apart during my ICICI Bank internship, helping me make a strong impression. For my final placement at J.P. Morgan Chase & Co., the practical projects I completed played a crucial role in acing the interview rounds. In today's analytics-driven world, RBA at WeSchool is the ideal place for anyone looking to build a strong foundation and make an impact.

**- Shardul Pawar (PGDM Research & Business Analytics 2023-25, WeSchool Mumbai)
Operations Analyst, JPMorgan Chase & Co.**

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Right from the beginning, the program offered valuable industry exposure through visits to analytics firms, where I witnessed firsthand how organizations leverage data to drive business success. The faculty played a pivotal role in making complex concepts accessible, blending theory with real-world applications, and constantly challenging us to think critically. My internship as a Research Analyst further refined my research and data validation skills. Specializing in HR alongside business analytics has been a game-changer, providing me with a unique skill set that allows me to merge data intelligence with human capital strategy.

The ability to apply HR analytics for talent planning, performance management, and workforce intelligence gives me a significant edge as I step into the corporate world. A key highlight of my journey was a live project on job analysis, where I conducted structured interviews and designed role descriptions that aligned with industry benchmarks. These experiences have not only strengthened my technical and analytical skills but have also helped me grow as an individual, enhancing my ability to think strategically, communicate effectively, and adapt to dynamic business challenges.

- Ann Merine Jacob Thomas (PGDM Research & Business Analytics 2023-25, WeSchool Mumbai) Talent Management Specialist, Capgemini

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My journey at Welingkar Institute of Research and Management Studies during my PGDM in Research and Business Analytics has been truly transformative. The rigorous curriculum, industry-oriented learning, Bloomberg learning, and hands-on exposure have significantly enhanced my analytical and decision-making skills. The supportive faculty and collaborative peer environment have played a crucial role in my professional growth. I am grateful to Welingkar's placement cell for providing me with the opportunity to begin my career at Deutsche Bank in a Credit Risk role. This experience has been invaluable, shaping me into a confident and competent professional ready to take on future challenges.

**-Hardik Sharma (PGDM Research & Business Analytics 2023-25, WeSchool Mumbai)
Credit Risk Analyst, Deutsche Bank**

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Pursuing PGDM in Research & Business Analytics with a specialization in Finance has been a transformative journey. Coming from a non-tech background as a fresher, this course equipped me with essential skills in Python, Excel, SQL, and various forecasting techniques—critical tools in today's data-driven world. The hands-on learning approach, especially through projects like the Global Citizen Leadership (GCL) program, provided invaluable experience in problem-solving and developing prototype solutions for real business challenges. The highly supportive RBA faculty played a crucial role in my learning, ensuring I gained both technical proficiency and analytical thinking. This strong foundation not only enhanced my understanding of analytics but also gave me a competitive edge during executive placements.

- Shristy Jain (PGDM Research & Business Analytics 2023-25, WeSchool Mumbai) Global Network (Data & AI), Accenture Strategy

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My journey at RBA has been truly transformative, shaping both my personal and professional growth. The exceptional faculty, hands-on learning in analytics, and incredible networking opportunities have played a pivotal role in my development.

What truly set this experience apart was the collaborative environment, where diverse perspectives and teamwork enriched every learning opportunity. Engaging in live projects, industry case studies, and hackathon challenged me to apply analytical skills in high-pressure scenarios, mirroring real-world business challenges. The friendships and professional relationships I've built here have been invaluable, creating a strong support system. These two years have been more than just an academic experience—they have been a stepping stone to a successful career, equipping me with the skills, confidence, and network to thrive in the world of analytics.

- Prabhanshi Dhankar (PGDM Research & Business Analytics 2023-25, WeSchool Mumbai) Supply Chain Management Trainee, Life Pharmacy (Dubai)

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My PGDM RBA journey at Welingkar has been incredibly enriching, shaping my academic and professional outlook. Specializing in Operations, I gained a strong foundation in analytics, process optimization, and strategic thinking.

My internship at Accenture Tech was a turning point, applying classroom learnings to real-world projects in analytics-driven operations. This hands-on experience strengthened my expertise and ability to drive efficiency. Receiving a Pre-Placement Offer (PPO) from Accenture Tech was a testament to the skills and confidence instilled in me.

I'm grateful to Welingkar and my professors for their mentorship and a learning environment that fostered growth and resilience.

- Vinay Ramkumar (PGDM Research & Business Analytics 2023-25, WeSchool Mumbai) Senior Business Analyst, Accenture Technology

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Joining the PGDM in Research & Business Analytics at WeSchool was a game-changer. With a B.E. in Electronics & Telecommunications and 2.5 years as a Systems Engineer, I sought a blend of technical skills and business insights. RBA exceeded expectations, equipping me with Python, SQL, Statistics, Power BI, and Excel while refining analytical thinking.

It enhanced my ability to extract insights, visualize trends, and contribute to research. The faculty provided academic mentorship, industry connections, and guest lectures bridging theory with real-world applications.

As a two-year Placement Secretary, I witnessed their dedication to career growth. RBA's mix of technical proficiency, business acumen, and career guidance set me up for success.

- Shaarvi Sudhakar Sanjan (PGDM Research & Business Analytics 2023-25, WeSchool Mumbai) Associate Consultant, Infosys

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PGDM RBA at WeSchool was a perfect fit for me, given my combined foundation in computer science and management. Choosing it was one of the best decisions of my career, as it paved the way for my role in Data and AI. Working on diverse projects honed my analytical skills, shaped my personality, and provided me with hands-on experience in tackling real-world business challenges through data-driven solutions. Learning machine learning models and acquiring technical skills such as SQL and Python played a crucial role in securing my placement and boosting my confidence. Additionally, the program equipped me with the problem-solving abilities needed to excel in case study competitions, helping me become a finalist in several national-level challenges. This program has been instrumental in my professional growth, equipping me with the knowledge and expertise to excel in the field of analytics and AI.

- Aashika Jain (PGDM Research & Business Analytics 2023-25, WeSchool Mumbai) Global Network (Data & AI), Accenture Strategy

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My journey at WeSchool in the PGDM-Research & Business Analytics program has been an enriching and transformative experience. The program helped me build a strong foundation in analytics, business strategy, and problem-solving. The blend of technical learning and practical applications gave me the confidence to analyze data effectively and make informed decisions.

Throughout the program, the guidance of faculty, collaborative peer learning, and exposure to industry projects have played a crucial role in shaping my skills and mindset. This journey has prepared me to take on data-driven business challenges with confidence, and I am truly grateful for the opportunities and learning experiences at WeSchool.

- Shreya Amrutkar (PGDM Research & Business Analytics 2023-25, WeSchool Mumbai) Functional Consultant, Capgemini

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Coming from a non-analytical background, I initially questioned how I would navigate analytics-heavy subjects. However, the rigorous curriculum and constant faculty support helped me develop a sharp analytical mindset and problem-solving abilities.

A key highlight was my internship at Mattel Inc., Monterrey, Mexico, where I tackled real-world operational challenge using structured analytical approaches. This experience deepened my understanding of how data-driven insights drive operational excellence.

I am grateful for WeSchool's blend of technical training, industry exposure, and peer learning, which prepared me to solve complex business problems with confidence. I now look forward to continuing my journey as a Business Analyst at Capgemini.

**- Aniket Hajare (PGDM Research & Business Analytics 2023-25, WeSchool Mumbai)
Business Analyst, Capgemini**

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My PGDM journey in research and business analytics has been transformative, equipping me with a data-driven mindset, strategic problem-solving skills, and business acumen. I have gained expertise in analytics, AI-driven insights, and customer behavior, applying them to real-world challenges.

Beyond analytics, exposure to marketing, product management, and strategy has strengthened my ability to bridge data with decision-making. This experience has made me more adaptive, customer-centric, and innovation-driven, and I look forward to leveraging these skills to drive business success.

- Pratik Bhosarekar (PGDM Research & Business Analytics 2023-25, WeSchool Mumbai) Management Trainee (Marketing), Vedanta

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Pursuing the PGDM in Research and Business Analytics at Welingkar has been a remarkable learning experience. The industry-aligned curriculum, guided by experienced faculty, blends business fundamentals, analytics, and emerging technologies like ML and AI, strengthening my data-driven decision-making skills.

The program's emphasis on quantitative techniques, statistical programming, and qualitative research, combined with case studies, peer learning, and expert-led sessions, has enhanced my understanding of real-world business challenges. Specializing in Finance in my second year, I applied this knowledge to secure a prestigious summer internship at RBI. This course has played a pivotal role in shaping my analytical and strategic thinking, preparing me for the evolving finance and analytics landscape.

**- Shriya Verma (PGDM Research & Business Analytics 2023-25, WeSchool Mumbai)
Risk Analyst, Barclays**

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When I started my MBA, I wanted a specialization that aligned with my experience. I had worked with data but never truly understood how businesses made sense of it, how raw numbers translated into real decisions. That's what drew me to RBA.

From day one, RBA changed my perspective. Data was no longer just numbers on a screen but a powerful tool for uncovering patterns, drawing insights, and shaping business decisions. It gave me a 'third eye', the ability to see beyond spreadsheets and dashboards to understand what data truly reveals. Through case studies and real-world examples, I learned how companies use MBA, RFM Analysis, TQM, and Lean Manufacturing to drive success.

One of my biggest takeaways was the strong technical foundation RBA provided. I had always known that tools like Python, SQL, and Power BI were essential, but RBA taught me how to use them effectively. Looking back, I can confidently say that RBA didn't just give me knowledge, it transformed how I think, making me more analytical, strategic, and prepared for the future.

- Kalpesh Vishwakarma (PGDM Research & Business Analytics 2023-25, WeSchool Mumbai) Senior Analyst, Accenture Technology

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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.

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)

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