

# Empowering New-Age Managers with Analytics Insights

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



## PGDM Research & Business Analytics 2026-2028

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

## INDEX

About S. P. Mandali	3
About WeSchool	
From the Group Director's Desk	4
Vision, Mission and Core Values	5
Program Vision and Mission	6
About Business Analytics	
Why Business Analytics	
Program Education Outcomes	
Program Outcomes	
Program Pedagogy	
Program USP	
Faculty Insights	7
Program Structure	8
Career Opportunities	11
Student Achievements	
Some of our Recruiters	14
Placement Facts	
Alumni Testimonials	15
Eligibility, Selection Process, Program Fee	17

## 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

## 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

## 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

- An appropriate blend of business domain knowledge and analytics knowledge in 2 years full-time course.
- Collaboration with DXC Technology, a Fortune 500 company and Global Leader in IT Services and Solutions.
- Includes 'Innovation' and 'Business Design' subjects.
- Includes Python, R, Tableau, IBM-SPSS, Frontline Analytic Solver and Palisade Decision Tool software.



## 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	Subjects
1	General Management	Economics for Managers
2	Finance	Financial Reporting and Analysis
3	Marketing	Marketing Management Basics
4	Operations	Essentials of World Class Operations
5	Quantitative Techniques Analytics	Business Statistics
6		Business Research Methods and Marketing Research
7		Excel with Macros
8	Business Design and Innovation	Business Innovation and Application

## Trimester II

S. No.	Area	Subjects
1	General Management	Global Citizen Leader-I
2		Perspective Management
3	Finance	Cost and Management Accounting
4	BFSI	Basics of Banking Financial
5		Services and Insurance
6	Human Resources	Organisational Behaviour
7	Operation	Essentials of Supply Chain Management
8	Quantitative Techniques Analytics	Advanced Mathematical Methods for AI (AMM)
9	General Management	Effective Business Communication
10	Technology	Query Language - SQL
11		Visual Analytics and BI Reporting

## Trimester III

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

**Trimester IV**

S. No.	Area	Subjects
<b>Core Courses</b>		
1	General Management	Summer Internship Project & Summer Internship Research (SIRP)
2		Integrative Manager for Analytics
3	Quantitative Techniques Analytics	Text Analytics
4		Predictive Analytics
<b>Major Courses</b>		
1	Marketing	Product & Brand Management (Compulsory)
2	Quantitative Techniques Analytics	Analytics for Marketing (Compulsory)
3	BFSI 201	Fundamentals of Banking
4	Finance	Fraud Detection and Risk Analytics
5	Human Resources	Total Rewards (Compensation and Benefits)
6		HR Analytics
7	Operation	Operations in Services
8		Logistics and SCM: Value creation, adaptability and sustainability (LSCM1)
<b>Elective Courses for Marketing Specialization</b>		
1	Marketing	Technology in Marketing (E)
2		B2B Marketing (E)
3		Services Marketing and Management (E)
<b>Elective Courses for Finance Specialization</b>		
1	Finance	Wealth Management
2		Financial Risk Management
<b>Elective Courses for HR Specialization</b>		
1	Human Resources	Performance Management Systems & Competency assessment Management
2		Talent Acquisition
3		Learning Training & Development
<b>Elective Courses for Operations Specialization</b>		
1	Operation	New Age Decision Making (NADM)
2		Quantitative Techniques in Operations
3		ERP Business Applications
4		Business Consulting
5		Holistic Approach to Business Operations
<b>Elective Courses for Technology Specialization</b>		
1	Technology	E-Commerce



**Trimester V**

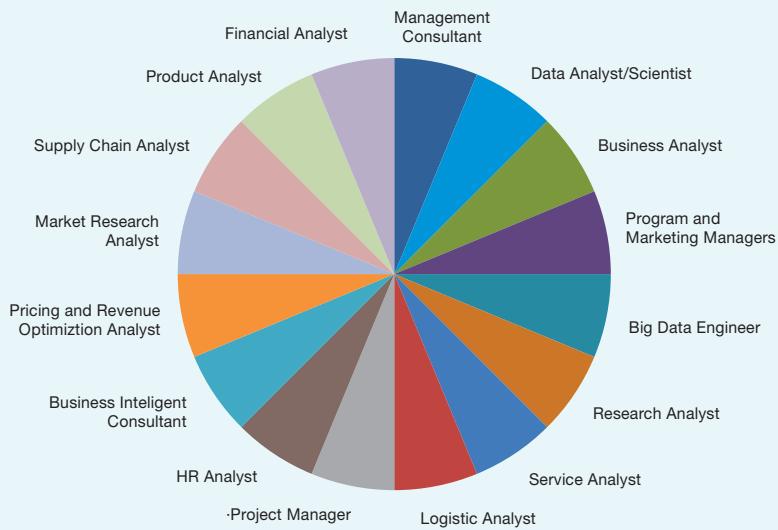
S. No.	Area	Subjects
<b>Core Courses</b>		
1	Quantitative Techniques Analytics	Data Mining - Unsupervised Learning
2		Algorithms in Machine Learning
3		Introduction to Big Data
4		Cognitive Technologies & FinTech
5		Deployment of Machine Learning Models
<b>Major Courses</b>		
1	Finance	Security Analysis and Portfolio Management
2	BFSI	Principles of Advanced Banking
3	Human Resources	Global and National Workforce Planning & HR Audit
4		Advanced HR Analytics
5	Marketing	Digital Marketing
6		Selling and Negotiations
7	Operation	Operations Analytics and Internet of Things (IOT)
8		Complex Problem Solving and Six Sigma
<b>Elective Courses for Marketing Specialization</b>		
1	Marketing	Direct Marketing
2		Sales Management
3	Quantitative Techniques Analytics	Marketing Decision Models
<b>Elective Courses for Finance Specialization</b>		
1	Finance	Financial Modelling and Econometrics for Finance
<b>Elective Courses for HR Specialization</b>		
1	Human Resources	Diversity, Equity and Inclusion
2		Employer Branding
3		Global and Strategic HRM
<b>Elective Courses for Operations Specialization</b>		
1	Operation	Supply Chain Risk and Performance Management
2		Design and New Product Development

**Trimester VI**

S. No.	Area	Subjects
<b>Core Courses</b>		
1	Research and Business Analytics	Capstone Project
2		Strategic Analysis
3		Deep Learning
4		Ethics and Governance in Data Science



## CAREER OPPORTUNITIES



## Student Achievements

Following students won the competition:

Sr. No.	Event	Position	Name	Batch	Description
1	Marketing competition held at KJ SIMSR, Mumbai campus on 21st Dec 2017 as part of the business fest Navikaran.	2nd Prize	Neeti Singhal Shruti Parulekar	PGDM - RBA 2017-2019	B-Plan competition
2	NM-IPL event organised by NMIMS Hyderabad	1st Prize	Sumit Mehta Shweta Kothari Anurag Upadhyay	PGDM 17-19, PGDM RBA 17-19	Event was based on IPL players auction where rule and regulations were given and we had to bid accordingly
3	Ideathon- Ideate Innovate Implement, organized by SAAHAS ZERO WASTE SOLUTIONS & NSS IIT Delhi in its annual social extravaganza, Kaizen'18	2nd Prize	Abhishek Bahl Shruti Jindal Sweta Basu	PGDM RBA 2017-2019	Zero Waste Initiative
4	KJ SIMSR Marksman Magazine - July 2018	Publication	Aniket Joshi	PGDM RBA 2018-2020	Instagram Automation - Page 31
5	IPO-Q event of EXIMIUS 2018 at IIM-BANGALORE	1st Prize	Udit Gupta	PGDM RBA 2018-2020	Initial Public Offer pitching competition
6	Goa Institute of Management (GIM) by ANALYTICAL DATA LABS	1st Prize	Shruti Parulekar Neeti Singhal Aishwarya Mhatre	PGDM RBA 2017-2019	Case Study Competition
7	Evoke B-Plan competition at Thakur institute of Management, Mumbai dated 12/9/18	3rd Prize	Shivam Deshpande Priyal Dharne	PGDM RBA 2018-2020	B-Plan Competition



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
Regression Model to Predict Bike Sharing Demand	International Journal of Innovative Science and Research Technology (IJISRT)	IJISRT	10th April, 2021	Aditya Singh Kashyap Swastika Swastik	RBA 2020-2022
Infusing explainable artificial intelligence (XAI) to diagnose the major contributing factors in classification of the fetal health status using cardiotocography measurements: An AutoML approach	International Conference on Electronics, Computers and Artificial Intelligence	Hosted Virtually by University of Pitesti, Pitesti, Romania	1st July 3, 2021	Prakriti Dwivedi & Akbar Ali Khan	RBA 2020-2022
Entiment classification and comparison of covid-19 tweets during the first wave and the second wave using NLP techniques and libraries	WICT'21	MIR Labs, USA	15th December, 2021	Aditya Singh Kashyap Swastika Swastik	RBA 2020-2022



## 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

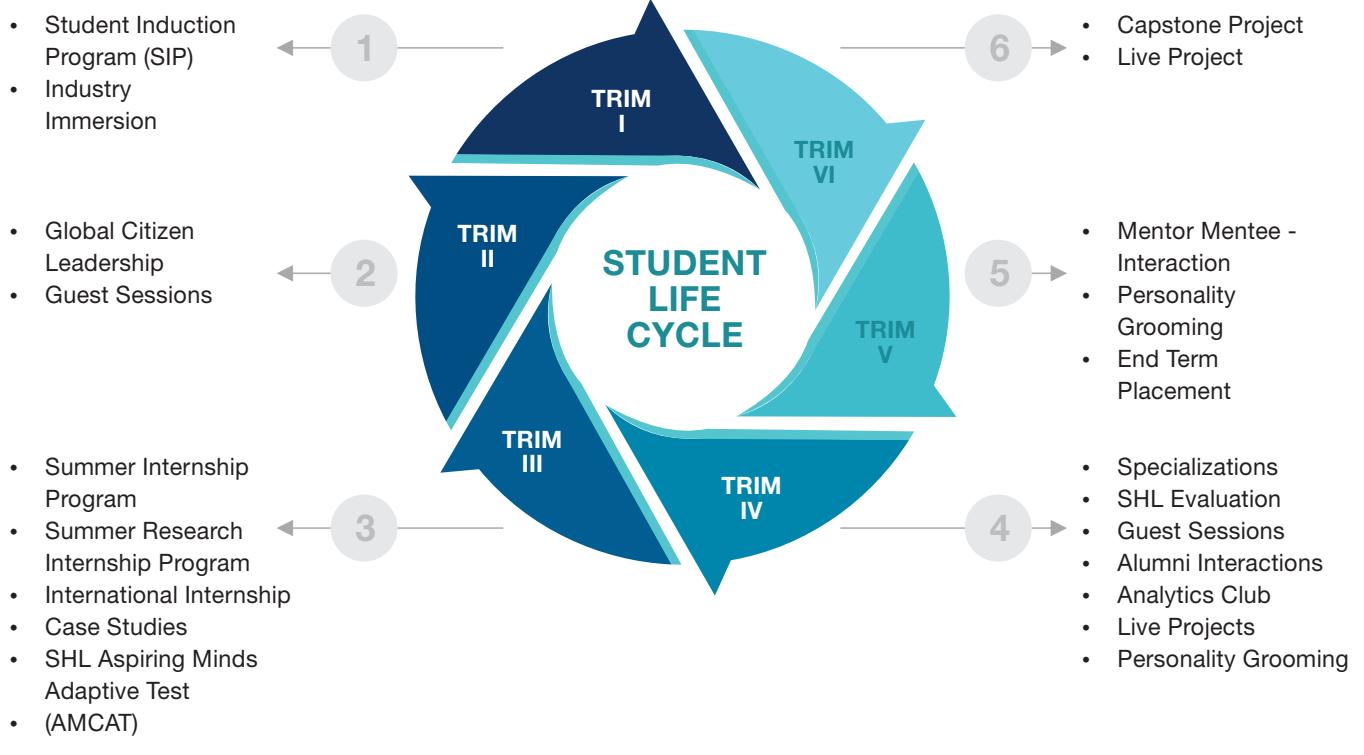
**Dr M Mathiraja**  
Chief Research Scientist & Professor Management Studies  
  
National President of The Operational Research Society of India (ORSI) & Vice President of Analytics Society of India (ASI) Indian Institute of Science

**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

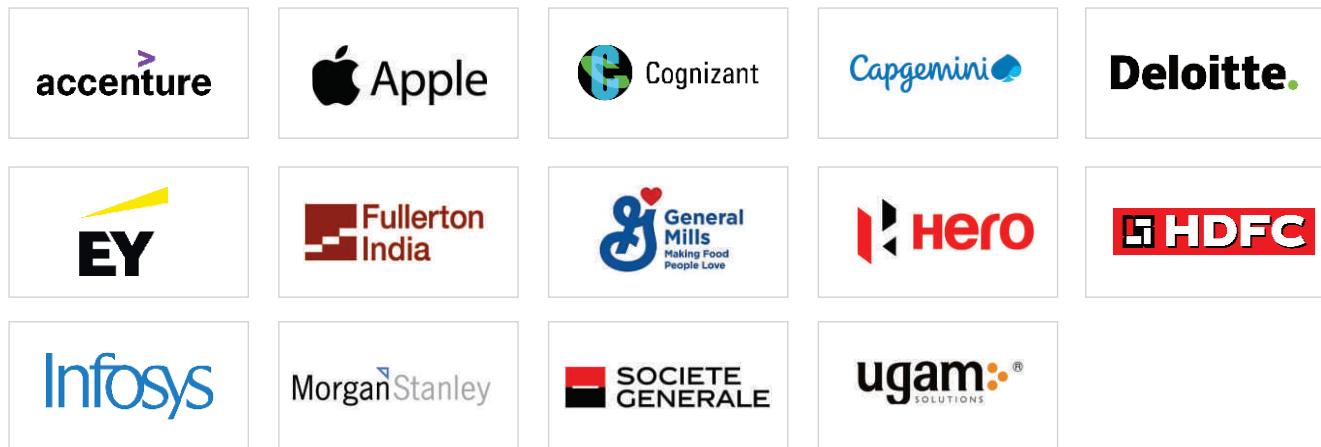
## Student Life Cycle





## 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  
**₹22.00**  
LACS PA

Average Salary  
**₹12.52**  
LACS PA

Median Salary  
**₹11.50**  
LACS PA

## Placement Facts (2022-2024)

Maximum Salary  
**₹40.00**  
LACS PA

Average Salary  
**₹12.48**  
LACS PA

Median Salary  
**₹12.00**  
LACS PA

## Alumni Testimonials



I am is delighted to share incredible journey as a PGDM student, who was pursuing Research and Business Analytics program, that has not only elevated my academic pursuits but also played a pivotal role in enriching experience during the International Student Exchange Program.

The RBA program is equipped with a robust foundation in statistical techniques, data interpretation, Research and strategic decision-making — skills that provided me great edge in my international endeavour. This breadth of knowledge allowed me to adapt swiftly to various challenges presented in the international setting. The program not only honed my technical skills but also instilled a strategic mindset that in calculated appreciation for the cultural nuances that help in shaping new business landscapes.

- Kratik Mehta (PGDM-Research & Business Analytics 2022-24, WeSchool Mumbai)  
Coorg, Karnataka



My PGDM-RBA journey at Welingkar Institute was truly transformative, providing me with valuable insights into quantitative techniques, analytics technologies and qualitative research with design thinking. The program equipped me with a unique skill set, paving the way for personal and professional growth.

During my 1-year internship at Securities and Exchange Board of India, I immersed myself in a dynamic environment that exposed me to a diverse array of technologies. I delved into business intelligence using Excel Macros for automation, while also gaining hands-on experience in data analysis and visualization with Python, Pandas and SQL. Web development became a focal point as I utilized Flask for establishing real-time connections and integrated OCR for robust keyword validation. These experiences not only broadened my technological toolkit but also deepened my understanding of real-world applications, making a significant contribution to my overall professional development. I am sincerely grateful to my college and professors for providing an enriching academic environment and guidance during my PGDM-RBA journey, fostering both personal and professional growth. Their support has been invaluable in shaping my skills and knowledge for success in the dynamic field of business analytics.

- Amit Pangotra (PGDM-Research & Business Analytics 2022-24, WeSchool Mumbai) Management Trainee, Ugam Solutions.



I'm thrilled to share that my time at RBA has been truly enriching. The exceptional faculty not only imparted valuable technical skills but also instilled essential life skills in me. The supportive environment fostered meaningful friendships and peer learning, contributing to my holistic personal development. These two years have been a period of tremendous growth and learning for me.

- Devanshi Desai (PGDM-Research & Business Analytics 2022-24, WeSchool Mumbai) Manager, AI/ML MRM, Citi



Embarking on the PGDM Research and Business Analytics journey, with a specialization in Finance, was not just a transformative but also a fun journey for me. Before joining Welingkar, I wasn't sure how I'd fare alongside my peers, given my non-coding background. However, Welingkar made learning coding subjects very simple. The supportive faculty and extra guidance ensured that I could seamlessly integrate into the coding world, closing the gap with my engineering colleagues.

A highlight of my time at Welingkar was serving as the Placement Secretary for my batch. This role not only allowed me to contribute to the professional growth of my fellow students but also provided invaluable experiences that continue to shape my career. Currently, I am working at the corporate office of ICICI. Reflecting on my Welingkar journey, I appreciate the wealth of knowledge gained, practical insights, industry-relevant skills and a holistic education that has become the cornerstone of my day to day activities.

- Amulya Venkatesh (PGDM-Research & Business Analytics 2021-23, WeSchool Mumbai) Coorg, Karnataka



Coming from an Economics background, seeking my way toward Data Science and Analytics, PGDM – RBA was the perfect fit. With the right set of technical qualifications and business skills, this course provides a thorough snapshot of how big data transforms the way businesses are conducted today.

The well-rounded curriculum completely covers the foundations of data right from statistics to model building and deriving valuable insights. Analytical tools such as R, Python, SPSS, SQL and tools used for data visualization – Tableau, Excel (with VBA and Macro) are taught with great zeal. The faculty brings in a rich experience from both industry and academia, giving them the ability to ground the lessons and concepts in real-world examples of practical application. The hands-on learning environment trains you to be job-ready right from the start. The Industrial visits and Eminent speaker sessions help in understanding how companies leverage analytics in their day-to-day operations.

The course strongly encourages collaborative work among classmates from a diverse set of industries and backgrounds, which results in a broader knowledge sharing as well as excellent networking opportunities.

The option to further choose a specialization in the 2nd year of the course helped me to explore, learn and develop business acumen in the field of my interest. The Capstone project taught me how to understand the actual business problem and apply analytics & data science techniques to gather insights that aid in making informed decisions.

Personally, this course has imbibed in me the art of curiosity to seek data, question it and use it to make more informed decisions persistently and instinctively, resulting in newer learnings and skills that help me excel at work.

- Drashti Vora (PGDM-Research & Business Analytics 2019-21, WeSchool Mumbai)  
Management Trainee, Ugam Solutions.

## 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.

## Program Fee

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



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

L. Napoo Road, Matunga (Central Railway), Matunga, Mumbai 400 019. Phone: 022 24198300 Extn. 8822 / 8151 | [www.welingkar.org](http://www.welingkar.org)