

Agile, Digital, Experiential: The New Customer Journey!

Making you ready for tomorrow's retail



PGDM Retail Management 2025-2027

2 year full-time AICTE approved Program (60 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



Why Retail Management?

- India is the world's fifth-largest global destination in the retail space.
- The retail sector accounts for over 10 % of India's GDP & around 8 % of overall employment.
- Indian retail market is expected to reach US\$ 1.1 trillion by 2027 and US\$ 2 trillion by 2032.
- India has the third-highest number of e-retail shoppers (only behind China and the US).

Source: IBEF August 2024

Program Overview

The PGDM Retail Management program at WeSchool has been designed to cater to the glocal (global + local) retail environment. The program's transformational cross-disciplinary learning aims to nurture students into a global competent professional with leadership abilities and an innovative mindset.

The program equips the student to understand the contemporary retail environment and examine core retail aspects - Buying & Merchandising, Supply Chain Management, Category Management, Franchising, Digital Marketing, Omni-channel Strategy, Visual Merchandising and Store Operations & Profitability to name a few.

Program Vision And Mission

Vision

To create professionals who can empathize, contribute, adapt & excel in the fast changing world of retail.

Mission

- **Glocal Business Knowledge:** To equip students with business knowledge through theory and application, encompassing global and local environment.
- **Competencies:** To develop communication and leadership skills to enable students to analyze and empathize with the needs of retail and allied sectors.
- **Practical Knowledge:** To impart innovative and the best industry practices through association with thought leaders, practitioners and alumni.

Program Educational Objectives

- To equip students with functional knowledge across retail and allied sectors.
- To develop students to identify and analyze business challenges.
- To inculcate teamwork in students thereby enhancing managerial effectiveness.
- To develop an agile mindset which will enable adapting to a changing business environment.



Program USP

The key distinguishing feature of this 2 years Program is the unique blend of general management and retail management subjects. In addition, students have the flexibility to choose a specialization in Marketing, Operations, Finance and HR in their second year. Students get opportunities to learn about the multi-disciplinary elements of retail pertinent to their chosen field of specialization.

Field visits and live projects enhance subject assimilation. **Weyapaar** - the retail club at WeSchool plays a key role in shaping the students' learning experience. Industry guest sessions, workshops, participation in industry events and competitions add to the experiential learning.

Program Structure

The key distinguishing feature of this 2 years program is the unique blend of general management and retail management subjects and the flexibility to choose a specialization in Marketing, Operations, Finance and HR.

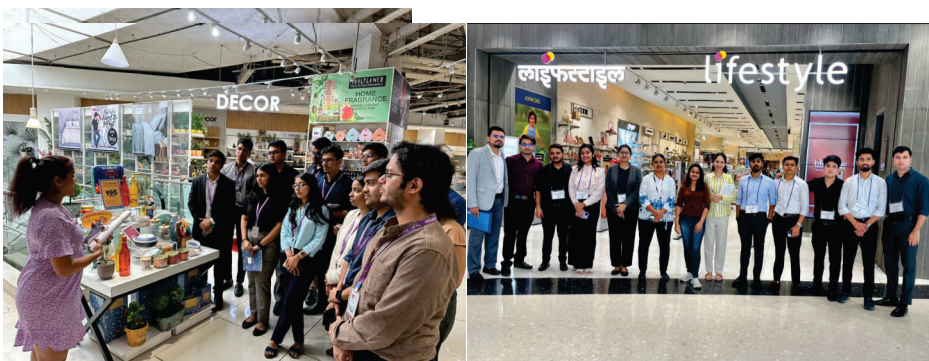
The key retail subjects include Retail Buying & Merchandising, Digital Marketing, Retail Analytics, Retail Operations and Aspects of Mall Management, Category Management, Omni-Channel Strategy in Retail, Visual Merchandising, Retail Business Environment and Supply Chain Management.

In addition to the classroom learning, students gain experiential learning through various industry interface and other engagements such as:

Retail Immersions - Aimed at enabling a hands-on practical exposure to various dimensions and functional areas of retail. In 2022 and 2023 the companies where the students spent a day learning the various functions of retail were Trent Hypermarket Private Limited, Reliance Retail Limited, Ikea India Private Limited, Shoppers Stop Limited, Lifestyle and Phoenix Malls. Over the academic year multiple such Immersions are a part of the student's learning experience. This includes Store Visits, Warehouse Visit, Visual Merchandising Activity, etc.



Retail Immersion at Ikea store and warehouse, Navi Mumbai (August 2023)



Retail Immersion of Visual Merchandising at Shoppers Stop stores (January 2024) and Store Walk Through at Lifestyle stores (September 2024)



Retail Round Table and Retail Conferences - The aim of the Roundtable conference is to showcase the talent of the students to the industry and at the same time provide the students with an enhanced learning from the industry perspective. In October 2024, the theme of the Retail Round Table Conference was 'Retail Imagined: The Metaverse'. Through the year students have an opportunity to attend various conferences and seminars hosted by Retailers Association of India - like Retail Leadership Summit, Retail Technology Conclave, Manning Modern Retail and other such conferences to learn from Industry experts.



Retail Round Table Conference conducted on 4th October 2024 on the theme 'Retail Reimagined: The Metaverse'



Students of PGDM RM with WeSchool team at Manning Modern Retail conference by Retailers Association of India – September 2024

Retail Workshops - The objective of workshops is to provide enhanced knowledge through interactive sessions with industry experts. This is often added with a hands-on working with various tools on the discussion topic which further gives an edge to students. Workshops have been conducted across various areas such as Consumer Insights, Marketing Communications and Sustainability.



Workshop on Consumer Insights with Mr. Sandeep Ranade, Executive Vice President, Hansa Research Group (March 2024)



Workshop on Sustainability with Mr. Jagadish Gurushankar, Analyst, KPMG (July 2024)



Retail Mockshop - This is an experiential project and it enable the students to understand the key functions of retail in a practical way. Students set up a mockshop whereby all key learnings in retail such as merchandise planning, pricing, marketing, logistics, visual merchandising, sales & operations are put into practice.



Gamification - This is a pedagogy where the student teams brainstorm, pitch and compete against each other on a relevant topic. It encourages students to participate, learn and engage in a competitive and healthy team spirit.



Retail Gamification on Sustainable Visual Merchandising Strategies by PGDM RM students (January 2024)

Weyapaar: The Retail Club - The Retail Club was initiated and is organized by the PGDM-RM students. It is a platform that enables knowledge sharing and idea creation. It gives the students an exposure to the industry through interactive sessions with senior experts from the industry. It helps the students gain an understanding of contemporary retail topics.



The Retail Times - The Retail Times is a fortnightly e-Newsletter, led by the students, which aims to share leading news about retail across the globe with the students.



Program Curriculum

TRIMESTER I

- Perspective Management
- Effective Business Communication
- Business Statistics
- Marketing Management Basics
- Financial Reporting And Analysis
- Essentials of World Class Operations
- Basics of Retailing
- Economics And The Retail Business Environment

TRIMESTER II

- Global Citizen Leader – I
- Business Research Methods And Marketing Research
- Business Innovation And Application
- Marketing Applications And Strategy
- Cost And Management Accounting
- Basics of Banking, Financial Services & Insurance
- Organizational Behaviour
- Essentials of Supply Chain Management
- Legal Aspects of Retail
- Store Location, Store Design And Visual Merchandising

TRIMESTER III

- Global Citizen Leader - II
- Optimization Analytics
- Fundamentals of Financial Management
- Business Taxation
- Human Resource Management
- Project Management
- Understanding The Retail Consumers
- Retail Operations And Aspects Of Mall Management
- Retail Selling And Negotiation Skills
- Universal Human Values

TRIMESTER IV

- Integrative Manager - I
- Summer Internship Project (SIP) And Summer Internship Research Project (SIRP)
- Logistics And Scm: Value Creation, Adaptability And Sustainability (LSCM1)
- Retail Buying And Merchandising
- Retail Analytics
- Digital Marketing

ELECTIVES: MARKETING SPECIALIZATION

(Total Six Credits)

- Product And Brand Management
- Fundamentals of Banking
- Integrated Marketing Communications
- Brand Management - I
- Advanced Business Analytics – I

- Sales Management
- Consumer Behaviour In Hospitality & Tourism Management
- Experiential Marketing In Hospitality & Tourism Management
- Services Operations In Hospitality & Tourism Management
- Soft Skills (MOOC)

ELECTIVES: FINANCE SPECIALIZATION (Total Six Credits)

- Advanced Financial Management
- Fundamentals Of Banking
- Financial Risk Management
- Wealth Management
- Analysis Of Financial Statements
- Technology For Finance, Banking And Financial Services
- Advanced Business Analytics – I
- Sales Management
- Soft Skills (MOOC)

ELECTIVES: HR SPECIALIZATION (Total Six credits)

- Performance Management Systems And Competency Assessment, Management
- HR Lab
- Talent Management
- Learning, Training And Development
- HR Analytics
- Sales Management
- Soft Skills (MOOC)

ELECTIVES: OPERATIONS SPECIALIZATION

(Total Six Credits)

- Productivity Techniques
- Business Process Re-Engineering And Improvements
- Quantitative Techniques For Operations
- Business Consulting
- Holistic Approach To Business Operations
- Sales Management
- Soft Skills (MOOC)

TRIMESTER V

- Integrative Manager - II
- Category Management
- Omni-Channel Strategy In Retail
- Digital Transformation In Retail

ELECTIVES: MARKETING SPECIALIZATION

(Total Six Credits)

- Marketing Finance
- Brand Management- II
- International Marketing



- Services Retail Management
- Marketing Decision Models
- Customer Experience And Relationship Management
- Advanced Business Analytics - II
- Strategic Marketing in Hospitality and Tourism Management
- Technology in Hospitality and Tourism Management
- Revenue Management
- Strategy And Technology: A Practical Primer (MOOC)

ELECTIVES: FINANCE SPECIALIZATION (Total Six Credits)

- Corporate Laws
- Strategic Cost Management
- Security Analysis And Portfolio Management
- Financial Modelling And Econometrics For Finance
- Advanced Banking
- Advanced Business Analytics - II
- Strategy And Technology: A Practical Primer (MOOC)

ELECTIVES: HUMAN RESOURCE SPECIALIZATION

(Total Six Credits)

- Organisational Development And Change Management
- Global And Strategic HRM

- Employer Branding
- HR Issues In Merger And Acquisitions
- Diversity, Equity And Inclusion
- Global And National Workforce Planning And HR Audit
- Strategy And Technology: A Practical Primer (MOOC)

ELECTIVES: OPERATIONS SPECIALIZATION

(Total Six Credits)

- Excellence In Manufacturing And Sustainability
- Design And New Product Development
- Complex Problem Solving And Six Sigma
- Quality And Reliability Management
- Operation Analytics And Internet Of Things (IOT)
- Strategy And Technology: A Practical Primer (MOOC)

TRIMESTER VI

- Specialization Project
- Ethics And Corporate Governance
- Sustainability In Business
- International Retail And Strategy
- Entrepreneurship And Retail Franchise Management

Program Summary

The key distinguishing feature of this 2 years program is the unique blend of general management and retail management subjects. In addition, students have the flexibility to choose a specialization in Marketing, Operations, Finance and HR in their second year. The program's transformational cross-disciplinary learning aims to nurture students into a global competent professional with leadership abilities and an innovative mindset. The program pedagogy is a unique blend of classroom and industry interface.

Program Faculty



Prof. Dr. Swapna Pradhan
Professor



Dr. Mahima Mathur
Associate Professor



Dr. Shazia Waseem Khan
Associate Professor



Dr. Priti Saxena
Assistant Professor



Ms. Ann Mathew
Assistant Professor



Dr. Swapnil Desai
Assistant Professor



Advisory Board Members

Name	Designation	Organisation
Dr. Jagdish Sheth Padma Bhushan	Professor of Marketing	Emory University, USA
Mr. Kishore Biyani	Founder & Group CEO	Future Group
Mr Bijou Kurien	Independent Director	Mindtree Limited
	Chairman (since 30.9.2020)	Retailers Association of India
Mr Krish Iyer	Chairman & Partner	Rational Equity Partners LLP
	Independent Director	Proctor & Gamble Hygiene & Healthcare India Ltd.
	Former - CEO & President	Walmart India
Mr Amit Jatia	Chairperson	Westlife Foodworld Limited
Kumar Rajagopalan	CEO	Retailers Association of India
Mr Abheek Singhi	Managing Director and Senior Partner	The Boston Consulting Group, Mumbai.
	Asia Pacific Leader, Consumer & Retail Practice	
Mr. Hari Menon	Co-Founder & CEO	BigBasket.com
Mr. Ganesh Subramanian	Founder & CEO	Stylumia
Mr. G.R. Venkatesh	Chief Human Resource Officer	Reliance Retail Limited
Prof. Dr. Ashok Som	Founding Director	ESSEC-Parsons Executive Masters in Luxury
		Management & Design Innovation

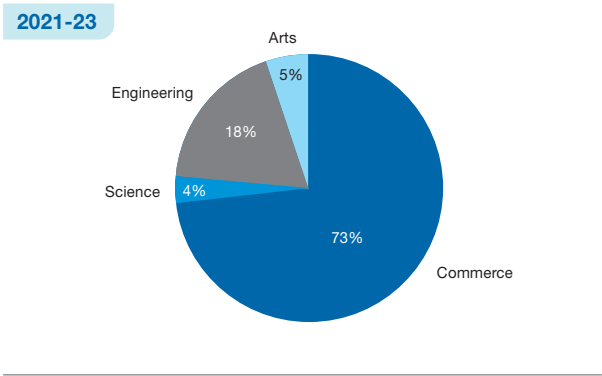
Academic Board Members

Name	Designation	Organisation
Mr. Varkey Joseph	Head Customer Experience	Raymond Limited
Mr. Altaf Jiwani	Director & Head - Group Executive Office of Welspun Group	Welspun India Ltd.
Mr. Rajat Wahi	Partner - Consulting	Deloitte INDIA
Ms. Diya Suri	Vice President - People Past: Director - People Resources	Third Wave Coffee
Ms. Deepshikha Surendran	Head - Communications	Tata Trusts
Mr. Uday Varma	Director - Product	Trent Hypermarket Private Limited
Mr. Sandeep Ranade	Executive Vice President and Head of Quantitative Research Division	Hansa Research Group
Mr. Sanjay Nadkarni	Chief Business Officer	Medisync Health Management Services
Mr. Madhusudan Desai	CEO	M/s Good Nosh Retail Pvt Ltd.
Prof. Dr Piyush Kumar Sinha	Director	CRI Advisory
Ms. Apeksha Gupta	Chief Marketing and Growth Officer	Aditya Birla Fashion and Retail Limited

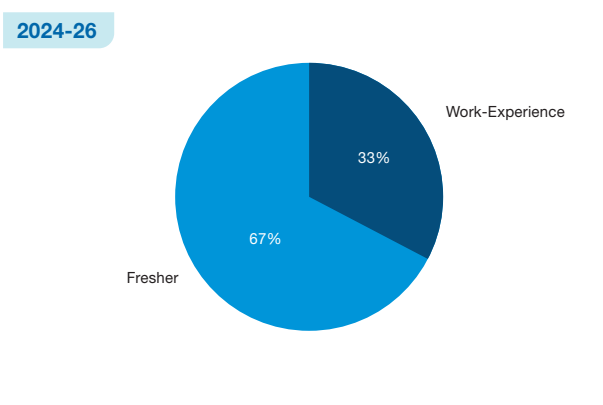
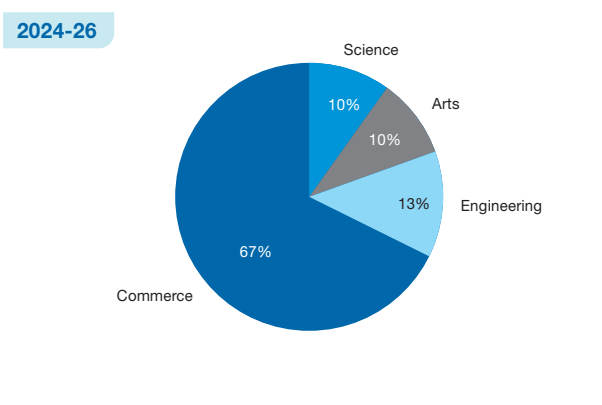
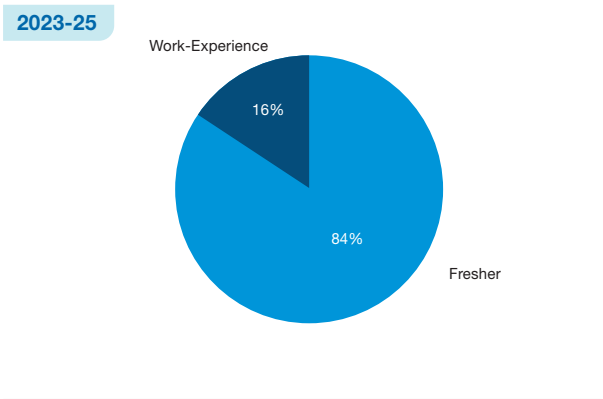
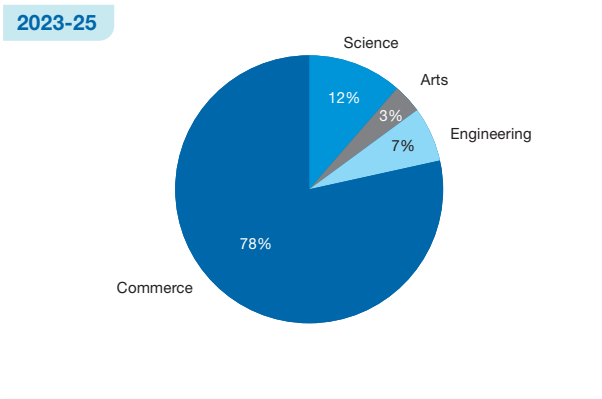
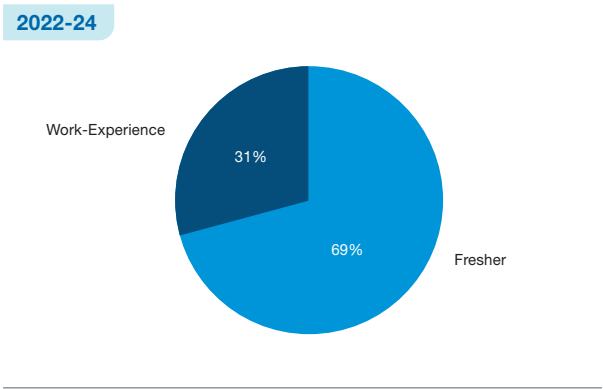
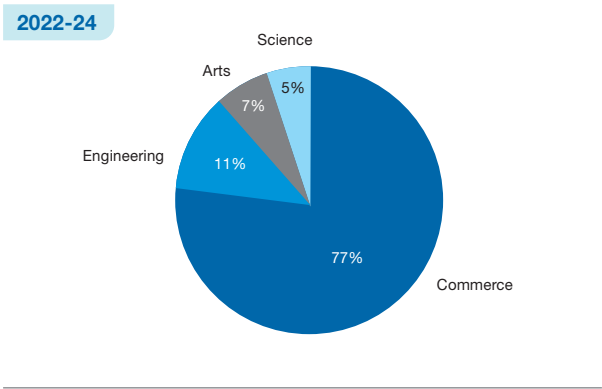
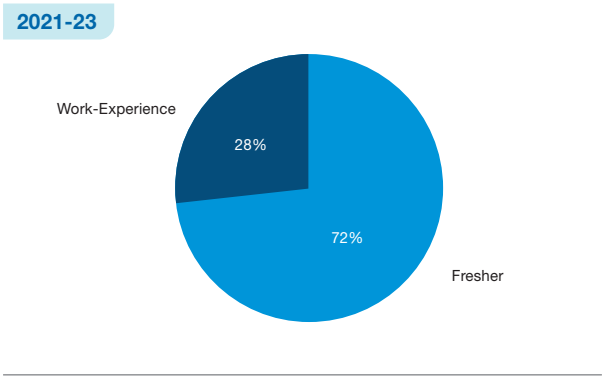


Batch Profile

Basic Education Qualification Pie Chart



Work Experience Pie Chart





Student Achievements

Name of Competition	Institute	Date	Names of Students	Position Secured	Mode (Online/Offline)
National Financial Literacy Quiz	NISM & SEBI	June 2024	Raj Chotrani	Winner, Cash Prize 1.2 Lakhs	Online +Offline
Quiz Competition, Cognicioun	BIMTECH Noida	April 2024	Raj Chotrani	Finalist	Offline
Aawahan Debate Competition, Management Fest	Nirma University	February 2024	Haris Khan	Finalist	Offline
Chanakya, E-Waste Case Study Competition	Faculty of Mngt. Studies, Delhi University	February 2024	Rohit Shende	Finalist	Offline
Dreams to Dollars, Entrepreneurship Challenge	Great Lakes Inst. Of Mnt, Chennai	January 2024	Parth Mundada	Winner	Offline
Guilty As Charged, Corporate Law Case Competition	Fore School of Management	December 2023	Raj Chotrani	Winner, Cash Prize 10K	Offline
MarkIIT, Case Study Competition	IIT, Chennai	November 2023	Nikhil Shaw	Finalist	Offline
L'Oreal Sustainability Challenge	L'Oreal Intl. Ltd.	October 2023	Nikhil Waghmare	Winner	Online
Smart India Hackathon (Internal round)	WeSchool, Mumbai	October 2023	Shreya Pathak, Parth Mundada	Finalist	Offline
Ranneeti – Sports Management Event	IIM Indore	October 2023	Raj Chotrani, Nikhil Shaw	Winner, Cash Prize 10k	Online +Offline
Rise of the Rebels, Economics Quiz	Symbiosis Inst. Of Mngt.	October 2023	Raj Chotrani, Haris Khan	Winner, Cash Prize 5k	Online +Offline
Words vs Wares, Debate Competition	IIM, Amritsar	October 2023	Raj Chotrani	2nd, Cash Prize 5K	Offline
The Strategy Sailor 3.0	IIM Rohtak	September 2023	Niraj Satwani	Finalist	Online
Brand Challenge	SCIT Pune	September 2023	Niraj Satwani	Finalist	Online
The Brand Challenge	SCIT Pune	September 2023	Rhythm Jandiyal, Monil Hingad, Nikhil Shetty	Winner	Offline
Finopoly The Finance Event	IIM Indore	August 2023	Hetvi Trivedi	Finalist	Online
Kaizen– Article Contest	IIM Rohtak	August 2023	Hetvi Trivedi	Winner	Online



Alumni Testimonials



“ The Journey at Weschool, Mumbai has been a very rewarding journey, right from outbound activity to business festival, projects, competitions and industrial visits. Weschool provided several opportunities to work in team-based settings in a dynamic environment. We were encouraged and supported to participate in B-school competitions. These experiences improved my skills in communication, leadership, networking, team building and presentation.

The PGDM Retail Management program provided a unique and distinctive proposition of learning through the engaging lectures from the esteemed in-house faculty and visiting professors with both industry and academic experience. The PGDM-RM program has a unique blend of general management and core retail management subjects with the flexibility to choose a specialization in Marketing, Operations, Finance and HR. The highlight of the PGDM-RM for me apart from the well-designed course structure was the various interactions which were a part of the retail club, the roundtable conferences and multiple industry visits that happened regularly during the program.

I was placed from campus at Deloitte USI as an Analyst, a role which demands cross-industry knowledge, excellent communication, team-building and soft skills and the two years with WeSchool have moulded me to be the best. In addition to the academics, it is the podium that Weschool, Mumbai gave me for the development of my leadership skills and the network that I built with faculties, staff, batch mates which I will cherish for a lifetime.

- Nitanshi Saxena (PGDM-Retail Management 2019-21, WeSchool Mumbai)
Deloitte USI - Analyst (General Secretary) ”



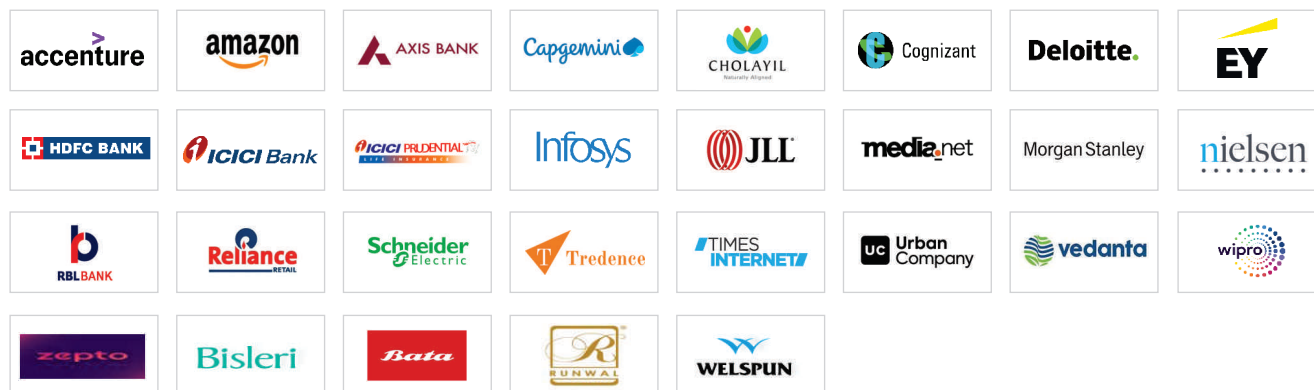
“ Life at Welingkar was an enriching experience. It strikes the right balance between giving you the freedom to be creative yet moulding you into a professional irrespective of the stream you're from and the sector you choose to get into after Welingkar. Everything is well planned, from the point of infrastructure to the curriculum and the quality of faculty, all this contributes to provide you with the right launchpad for not just your career but for LIFE. There are a multitude of opportunities for young aspiring students to network or team up with the best minds to create something fulfilling and not be confined by the boundaries of a set pattern or bound by theoretical concepts. The culture organically leads students to apply a lot of the concepts and get hands on experience of everything they're learning in the classrooms.

The retail program is one of a kind. It was the most detailed program for me with respect to preparing me for the Retail Industry. It is paced just right- to start from the foundation of retail concepts and gradually leads to more advanced subjects that are extremely industry oriented. Subjects like Retail Store Operations, Visual Merchandising, Retail Buying & Merchandising and others lay the foundation of understanding of the retail industry and go a long way in nurturing a student like me who were keen to get into this exciting industry. Moreover, since many of the faculties have a substantial retail industry experience, they would actually act like mentors and not professors, ensuring that the conversation inside the classroom is engaging and that of a student - mentor relationship. This is the reason that professors don't speak like teachers here but more like industry leaders and visionaries.

I was fortunate to get into Croma as my final placement and the entire journey of Welingkar had various milestones that carved this path for me to reach where I am. From the point of placement to settling down in my first job after Welingkar, all the concepts learnt during the course ensured that my onboarding in the job role was seamless. I started my journey in Croma as a buyer and it was imperative for a buyer to understand everything from store operations to merchandising to legal aspects of retail to taxation. Much of the things learnt in college put me ahead of the pack of Management Trainees that recruited at the same time. The fact that I was able to crack the interview for a buyer's profile in a large format retailer like Croma with no prior retail experience speaks volume about this program that moulded me into the professional I am.

- Hiren Shah (PGDM-Retail Management 2013-15, WeSchool Mumbai)
Reliance Retail - Senior Manager, Buying ”

Some of our recruiters



Placement Facts (2022-2024)

Maximum Salary

₹18.16

LACS PA

Average Salary

₹10.68

LACS PA

Median Salary

₹10.00

LACS PA

Placement Facts (2021-2023)

Maximum Salary

₹18.00

LACS PA

Average Salary

₹11.21

LACS PA

Median Salary

₹11.00

LACS PA

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.

Tuition Fee

Tuition 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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