

# Don't just *inherit* the business. Transform it.

*PGP in Entrepreneurship & Family Managed Business (EFMB)*



- 11-Month Transformative Journey
- 1 Week Learning | 3 Weeks Implementation

ESTABLISHED 1977 • S.P. MANDALI

# WeSchool. *The B-School* to be in.

Established in 1977, Prin. L. N. Welingkar Institute of Management Development & Research (WeSchool) features amongst the leading B-Schools in India. Part of the prestigious S. P. Mandali with two sprawling campuses in Mumbai and Bengaluru.

The Welingkar Campus is a hotbed of new ideas and enterprise where cutting-edge global conversations begin and evolve. Being Unconventional is in its DNA. State-of-the-art facilities like Innovation & Leadership Labs form an indispensable part of teaching methodology, along with numerous new-age learning tools.

With a legacy of 47 years and a global network of over **45,000 alumni** driving change in Fortune 500 companies and successful startups alike, WeSchool remains the definitive choice for those who don't just want to join a business, but want to lead a revolution.

MUMBAI CAMPUS



## Rankings & recognition

2023 – 2025

**#75**

NIRF RANKING  
2025: #75 IN  
MANAGEMENT  
(MINISTRY OF  
EDUCATION,  
GOVERNMENT OF  
INDIA)

**Top 6**

MUMBAI'S FINEST:  
TOP 6 MANAGEMENT  
INSTITUTES IN  
MUMBAI

**#17**

PRIVATE B-SCHOOL  
POWERHOUSE: #17  
NATIONALLY  
(OUTLOOK-ICARE  
2024), #24 (THE  
WEEK 2024)

**#176 -200**

GLOBAL STANDING:  
#176-200 BRACKET  
IN QS  
INTERNATIONAL  
TRADE RANKING  
2023

**Business India**

Weschool ranked 14th  
nationally - No. 1 private  
Business School in  
Mumbai

**Outlook**  
**MONEY**

Overall No. 14 Private B-  
school nationally and No.1  
Private B-School in  
Mumbai by Outlook  
Money 2023



NIRF 2022 ranks WeSchool  
Business 54th nationally.  
Accredited by NBA and  
AICTE. A++ Grade from State  
Government of Maharashtra

# Why Family businesses need *a different* kind of preparation.

Managing a business demands a fundamentally different skillset than managing a role. Traditional MBAs prepare you for jobs. This program prepares you to lead enterprises, navigate family dynamics, and build scalable ventures.

You need ownership thinking, governance discipline, strategic clarity, and the ability to execute under real-world constraints. This is that training ground.



## About the Program

Welingkar's PGP in Entrepreneurship & Family Managed Business explores and analyzes the best management and governance practices, and family continuity challenges, including issues relating to First-Generation Entrepreneurs.

It is designed for those who are ready to make their existing business even more successful and competitive, and also for those who are keen on creating business turnarounds or starting new ventures besides their existing ones.

### THE PROCESS

#### The AAA Learning Model.

The program structure is based on the AAA Model (Acquisition, Application & Assimilation of Knowledge).



1 WEEK / MONTH

#### Acquisition of knowledge

Immersive learning in strategy, finance, innovation, governance through on-campus classroom sessions



3 WEEKS / MONTH

#### Application of knowledge

Implement frameworks directly in your own business



1 DAY / MONTH

#### Assimilation of knowledge

Review outcomes, refine decisions, internalize learning through personalized mentoring and feedback sessions

Work on live challenges, scaling operations, building governance structures, succession planning, automation, market expansion.

# What You'll *achieve*

By the end of this program, you'll move from managing day-to-day operations to building an enterprise that can grow, sustain, and transition smoothly across generations

## Strategic Business Growth

- Scale your business using proven growth frameworks
- Build automation systems for operational efficiency
- Create strategic business plans with financial projections

## Family Business Management

- Navigate succession planning with clarity
- Professionalize operations while preserving family values
- Establish governance for smooth generational transitions



## Financial & Operational Excellence

- Master financial management and fundraising strategies
- Make data-driven business decisions
- Optimize operations and supply chains

## Leadership & Network Development

- Develop an entrepreneurial leadership mindset
- Build a network of family business owners
- Learn from mentors and industry experts

## Innovation & Adaptability

- Drive innovation within traditional businesses
- Manage change and crisis effectively
- Plan strategic market growth and expansion



# Learning *that goes* beyond the classroom.

## 1. Industrial Visits

Get a first-hand look at how global and Indian companies operate. Learn new ways of thinking, interact with industry leaders, and apply these insights to your own enterprise.

## 2. Guest Lectures

Engage, Interact and Learn from Industry Experts. Guidance from the Advisory Board and Mentoring from Industry Experts forms an important part of the learning.

## 3. Live Case Studies

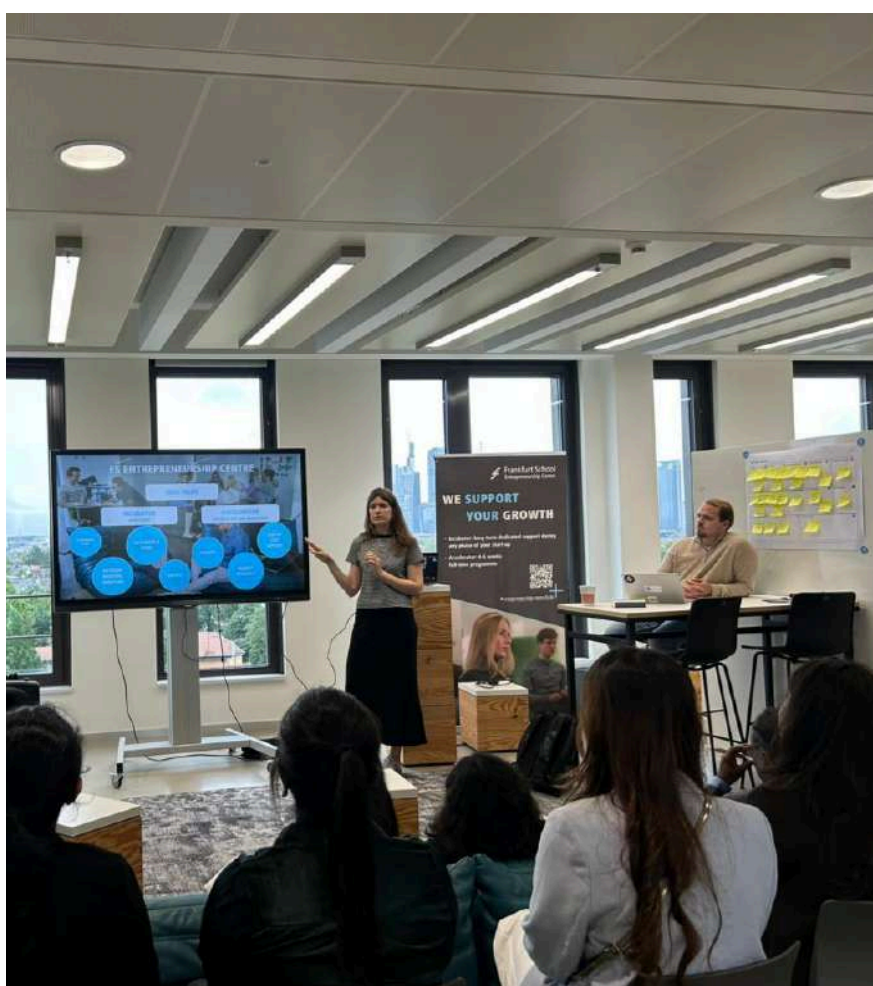
Work through real business challenges from actual companies. You'll analyze, strategize, and present solutions, just like you would in your own boardroom.

## 4. Business Growth Program

Expert mentors work directly with you to strengthen your business structure and functionality even before the main program begins.

## 5. Business Progress Assessment

Track measurable improvements in your top-line and bottom-line performance through structured reviews conducted two weeks after each weekly session.



# Student *journey*

From Learning to Leadership in 11 Months

01



**Business  
Improvement Plan**

02



**Identifying  
Business Blind  
Spots**

03



**Learn Disruptive  
Customer  
Acquisition**

04



**Master Cash Flow  
Management and  
Fund Raising**

05



**Understand ESG  
in Business**

06



**Learn to Put  
Your Business  
on Autopilot**

07



**Digitally  
Transform Your  
Business**

08



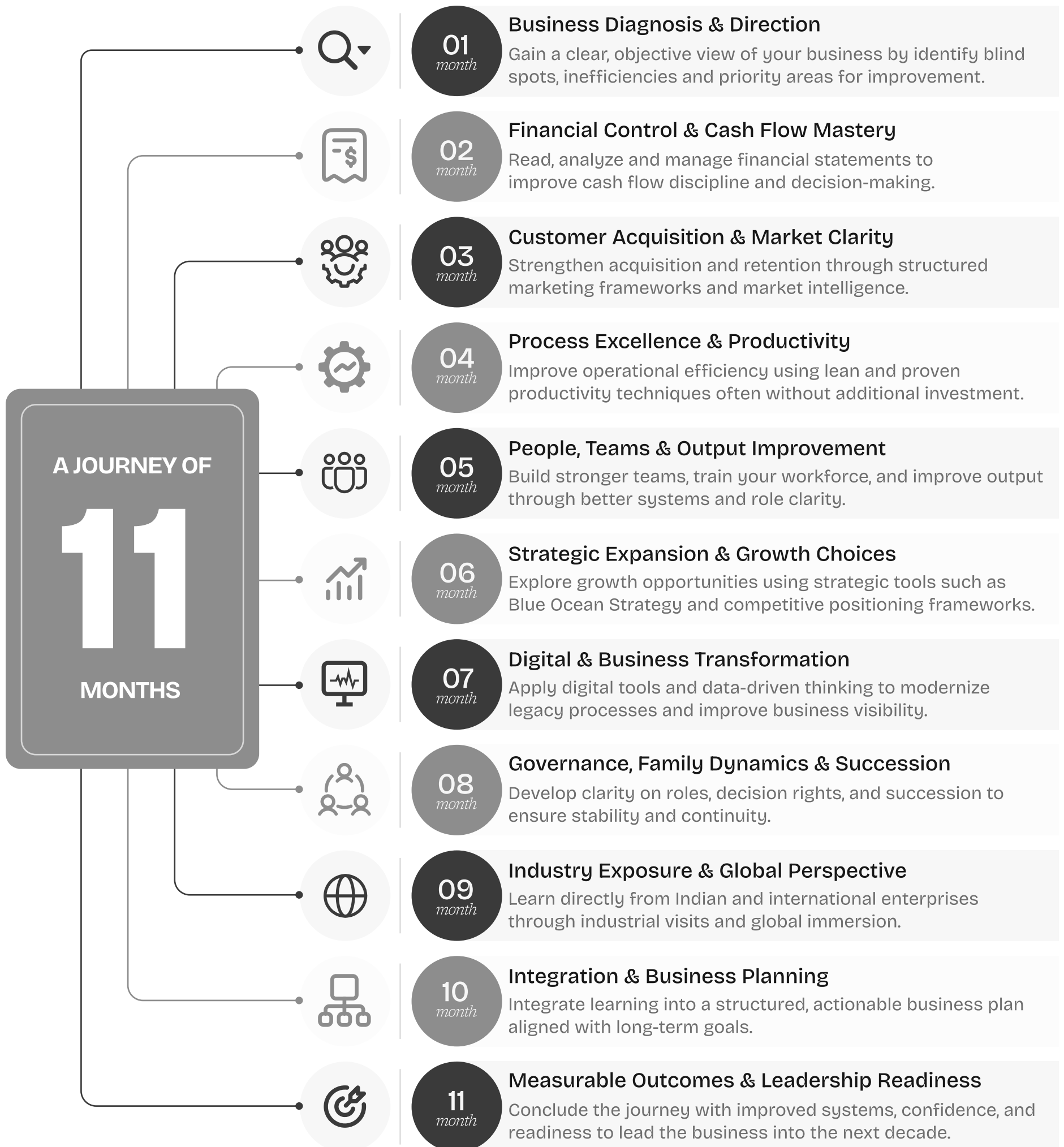
**Industrial Visits  
& International  
Study Tours**

09



**11 Outstanding  
Results in 11  
Months & more**

# What You'll *Work On* Each Month



## THE OUTCOME

**11 months. Clear thinking. Stronger systems.** *Leadership readiness.*

# Learning from businesses *in india* and beyond

## Domestic & International Exposure

### Domestic Visits (Mumbai and across India)

Organized to prepare participants holistically by intertwining theoretical knowledge with practical, application-based learning. During these visits, students navigate business complexities and understand the actual functioning of business operations by visiting service/manufacturing companies.



### International Visits: Japan, US etc

Get direct exposure to how leading global companies function; develop fresh business perspectives, and connect with international industry leaders. You return with actionable strategies ready to implement in your own enterprise.



COMPANIES VISITED:

representative · not exhaustive



Richman's  
Clothing



*Two continents. Dozens of boardrooms. One learning loop.*

EFMB · FIELD PROGRAM



# Harvard *management*<sup>®</sup> Access

## Your Gateway to World-Class Management Skills

### What is Harvard ManageMentor?

As part of EFMB, you gain exclusive access to Harvard ManageMentor (HMM), the trusted standard for skill development used by over 1.5 million learners globally. Harvard ManageMentor is Harvard Business School Publishing's premier digital learning platform, continuously refreshed with the latest ideas from Harvard Business School, Harvard Business Review, and leading industry experts.



**HARVARD**  
ManageMentor<sup>®</sup>

# 1.5M+

learners across global enterprises

### WHAT'S INCLUDED



#### Interactive Modules

Interactive video modules featuring documentaries, mentor moments, explainers, and real-world scenarios.



#### Expert Instruction

Learn directly from global faculty including Harvard professors, CEOs, and industry leaders.



#### Actionable Learning

Each lesson includes practice exercises, reflection activities, and application-focused tools.



#### Self-Assessment Tools

Rate your skills before and after each course to track growth and measure progress.



#### Digital Certificates

Share your achievements on LinkedIn, Facebook, and Twitter to build your professional profile.



#### Trusted by Millions

The same world-class platform used by over 1.5 million learners across top global enterprise

# Why *choose* this program



## Built for Owners, Not Employees

Prepares you to scale enterprises and steward family legacies, not just manage functional roles.



## Instant ROI, Real-Time Execution

Three weeks of monthly application ensures measurable improvements during the program itself.



## Master Family Business Complexity

Clarity on succession, governance and the emotional dynamics of family-run enterprises.



## Systems for Scalable Growth

Automation, process control and management systems that enable sustainable expansion.



## A Network That Multiplies Opportunity

Entrepreneurs and business leaders who become collaborators, partners and growth enablers.



## Global Frameworks, Indian Context

World-class knowledge tailored carefully to local business realities and operating constraints.



## Personalized Mentorship

Faculty guidance aligned to your business stage, industry and growth ambitions.



## Business-Owner Friendly Schedule

A structure that lets you continue running your business while studying.



## Proven Impact

A program that helps participants achieve 2× growth, manage succession, and professionalize operations.



# What Participants *say*



## Maitryee Tejawani

**Sector:** Manufacturing and Distribution | **Company:** Gunjan Jewels | **Location:** Mumbai

"This Program has been life-changing for not only me, but also for my business. The program has an excellent syllabus that covers the principles of successful business, and realistic industrial visits."



## Ashok Basin

**Sector:** Electrical Components | **Company:** Sunjay Stamping | **Location:** Delhi

"This program has helped me to develop the maturity and empathy to appreciate the core values and generation-old business practices of our Joint Family Business, and seamlessly amalgamate with my newly acquired modern management concepts."



## Bharat Ranka

**Sector:** Brand Consultancy | **Company:** Baniyaworks | **Location:** Mumbai

"The program has helped me to widen my horizons and think beyond the traditional parameters like pricing, undercutting, quality, etc. and work on new business drivers like design thinking, innovation, and customer-focused profitable business models."



## Priyanka Prabhudesai

**Sector:** FMCG | **Company:** Pitambari Products Ltd. | **Location:** Thane

"The global outlook of the program comprising of international study tours, foreign languages, e-commerce and use of technology as an enabler, has helped me to explore new business opportunities in untapped international markets."

# Learn from *world-class* faculty

The faculty includes serial entrepreneurs, former CXO-level professionals, investment bankers, and strategy consultants who have worked hands-on with Indian family businesses across manufacturing, finance, services, and emerging sectors.

Their involvement goes beyond teaching through direct mentoring and business-level intervention, they ensure learning translates into real authority and competence inside the enterprise.



Prof. (Dr.)

**Chandravadan Goritiyal**

**Professor & Head of Entrepreneurship  
& Family Managed Business (EFMB)  
Program & Operations Specialization**

**Education :** Ph.D, PMP-USA, MFM, BE

**Teaching Experience :** Experience : 6 years  
WeSchool & prior Visiting Professor at  
Somaiya Management Institute (SIMSR),  
ICFAI Business School, VESIM, CRKIMR ,  
SASMIRA

**Industry Experience :** 23 years — Max  
Aerospace & Max MRO (Air France JV), Air  
India Ltd, Nuclear Power Corporation of  
India Ltd, Siemens Ltd

**Professional Affiliation :** Aeronautical  
Society of India, Project Management  
Institute- USA, Advisory Board of ICFAI  
Mumbai.



Prof. (Dr.)

**Kaustubh Dhargalkar**

**Head - InnoWE, Center For Innovation &  
Memetics | Faculty – Business Design**

**Education :** B.Tech — IIT(BHU), M.M.S., IDIO —  
Japan, PASE — Japan

**Teaching Experience :** 10+ years with IIT  
Bombay, ICT Mumbai, IIM Sirmour, IIM  
Ahmedabad, IIT Mandi, WeSchool and  
NMIMS University

**Industry Experience :** 25+ years. Worked as  
an Entrepreneur running three companies  
in the domain of Machine Tool  
Manufacturing. Strategic consulting &  
corporate training for conglomerates &  
companies such as Daimler India  
Commercial Vehicles Ltd., Mercedes Benz  
India Ltd., Deloitte, Citibank, HP, etc.



## Dr. Swapnil Desai

**Assistant Professor - Operation & Entrepreneurship (OMB)**

**Education :** Ph.D. | MMS | BE (Chemical)

**Teaching Experience :** 5+ years teaching Operations, Entrepreneurship & Business Management at institutes like WeSchool, JBIMS, SPJIMR, and the Indian Naval War College.

**Industry Experience :**

- Serial entrepreneur and operations expert who has led projects across manufacturing, real estate, educational ventures, and process improvement initiatives.
- Worked with global companies like Capgemini, Universal Consulting, and Mercedes Benz India in strategy, consulting, operations, and production management roles.



## Prof. (Dr.) Farzan Ghadially

**Professor - Finance | Investment Banker of Family Business**

**Education :** MBA (HR), M.Com (Mgmt), M.A (Sociology), B.Ed (Economics), BMM (Advertising)

**Teaching Experience :** 10+ years of experience in leading institutes like Welingkar Institute, Entrepreneurship Development Institute of India (A Government of India Institute for Entrepreneurship), S.P. Jain, Narsee Monjee, Jamnalal Bajaj, etc.

**Industry Experience :** Senator — India for the World Business Angel Forum (WBAF). Mentor with the Atal Incubation Centre, a leading Incubation Centre supported by the Government of India. Mentor/Director of Blue Ridge Public School. Author of two books "Investing in Turbulent Times" and "Investing in the Turbulent Decade That Was & Beyond."



## Prof. (Dr.) Praful Vijay More

**Assistant Professor Operations and Entrepreneurship**

**Education :** Ph.D. | PMP | MMS | BE (Chemical)

**Teaching Experience :** 8+ years teaching at B-Schools like ITM (Kharghar), K. J. Somaiya Institute of Management, SP Jain Institute of Management, NMIMS University.

**Industry Experience :**

- 4 years with an Engineering, Procurement and Construction company.
- Presented papers at international conferences held across India.

# Who should *enroll*



## Next Gen Family Business Scions

- Heirs preparing to lead family enterprises with modern frameworks
- Young leaders bridging tradition with innovation and strategic vision

## Budding Entrepreneurs

- First-generation builders scaling startups into sustainable enterprises
- Entrepreneurs professionalizing operations and building growth systems

## Business Family Millennials

- Young professionals modernizing traditional businesses with digital strategies
- Next-generation leaders balancing legacy respect with competitive innovation

## ELIGIBILITY

**Graduates with min. 50%**  
From a recognized university across any discipline.

**Final-year graduates welcomed**  
Awaiting results can also apply, subject to verification.

**Own a business OR**  
Active member of a family business - operating or scaling.

**Demonstrated commitment**  
To family business growth and professionalization.



The program is best suited for next-generation family business leaders and young entrepreneurs preparing for leadership roles

# Admission *process*

Admissions to the PGP in Entrepreneurship & Family Managed Business are selective and intensive.

STEP 01



## Submit application

Share your academic background, business exposure, and motivation

STEP 02



## Personal interview

In-depth personal interview  
— Discussion with faculty on your vision and business mindset

STEP 03



## Final selection

Based on profile and interview

### PROGRAM INVESTMENT

# ₹7,00,000

+ GST

FOR THE 11-MONTH PROGRAM

EMI options available through education finance partners. International immersion and select off-campus visits are charged separately.

### WHAT'S INCLUDED

- Complete 11-month immersive program
- Academic sessions, faculty mentoring, and program facilitation
- One-on-one mentorship sessions
- Guest lectures and masterclasses
- Learning materials, case studies, and toolkits
- Certificate from WeSchool upon successful completion
- Lifetime access to alumni network
- Exclusive access to Harvard ManageMentor® Premium Collection

Note: International immersion and select off-campus visits are charged separately.



## Applications are now open

Join the next generation of leaders transforming their family businesses with proven strategies.

Join Today

# Build a business that *scales* & sustains.

GET IN TOUCH

**Apply now - cohort  
filling fast.**

EMAIL

[fmb@welingkarmail.org](mailto:fmb@welingkarmail.org)

WEBSITE

[www.welingkar.org](http://www.welingkar.org)

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NOW IN ITS

**22<sup>nd</sup> year**