

WeSchool offers two new age, niche programs to meet industry demands PGDM in 'Research and Business Analytics' and 'Media & Entertainment'

Mumbai, 3rd August 2016: In keeping with its tradition of offering industry-relevant , niche programs, WeSchool has introduced Two brand new Two year, Full time, AICTE approved Post Graduate Diploma Programs : **PGDM : 'Research and Business Analytics'** and **'Media & Entertainment'** from the current academic year.

In an industry synonymous with creativity and innovation, the bar for business excellence is set high. The Media Industry has gone through a marked transformation since the turn of the century. The **Post Graduate Diploma Program in Media & Entertainment** at WeSchool is set apart as the curriculum taught has all aspects required to sustain and thrive as a successful professional in the dynamic world of Media & Entertainment. The course has been designed and will be delivered with the help of industry stalwarts who will provide students a deeper understanding of the industry eventually providing them with their own firsthand experience. The transformative pedagogy includes lectures, workshops, live industry projects, mock shops and case studies delivered by highly acclaimed academicians and renowned media experts. With the media and entertainment industry in India poised to grow at a CAGR of 14.3 per cent to INR 2260 billion by 2020, this is the right time to enroll for the Program to equip oneself to join the dynamic industry that is set to open up a plethora of career opportunities for well-trained creative and innovative professionals.

With fierce competition, disruptive innovations and changing business models it has become imperative to be able to understand the possible scenarios at any given time, predict future events, design some of them and respond in real time to survive. In the current context, there is a growing demand for analytics expertise across all sectors such as BFSI, e-commerce, Retail, telecom companies and agencies. WeSchool has therefore launched the **Post Graduate Diploma Program-Research and Business Analytics** to train young graduates to become versatile analysts, innovators, risk takers and leaders. By completing this program, professionals can explore career opportunities in digital marketing, market research/consumer insight, and specialized consulting firms in the Big Data Analytics space apart from large IT services companies.

Eligibility -

A minimum 50% in graduation, which must be completed by June 2016.

Should have taken CAT (2015) conducted by the IIMs for the year specified in the advertisement (IIMS have no role in the Welingkar admission process) and /or/ XAT (2016) / and / or ATMA (2015-2016) and / or CMAT (2016) and / or MH-CET (2016) and/or GMAT (2013 onwards) and / or MAT 2015-16.

Admissions are open, Last date of submitting applications: 5th August 2016

For more information: <http://www.welingkar.org>

Or call: 9967823311/9819776390