

# THE B-SCHOOL TO BE IN



## Admissions Open for 2 year Full-time PGDM Programs at Mumbai & Bengaluru Campus - 2023-2025 Batch

(RECOGNISED BY AICTE)

### PROGRAMS OFFERED:

- PGDM
- Business Design
- E-Business
- Rural Management (Emerging Economies)#
- Healthcare
- Retail Management
- Research & Business Analytics
- Media & Entertainment

S. P. Mandali's Prin. L. N. Welingkar Institute of Management Development & Research (PGDM)

# WESCHOOL MUMBAI

WeSchool Mumbai has a campus that is a hotbed of thriving new thoughts, ideas and enterprise. State-of-the-art facilities like complete wi-fi, Innovation and Leadership Labs form an integral part of teaching methodology along with other new age learning tools.

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## PROGRAM OFFERINGS

### **PGDM - 180 seats (started in 1994)**

The PGDM program is a comprehensive business management course offering specializations in Finance, Marketing, HR and Operations.

### **PGDM - E-Business - 120 seats (started in 2007)**

It is a techno-commercial program which is a fine blend of management and information technology addressing the needs of dynamic sectors like Consulting, IT, Banking, Insurance, FMCG and Financial Services.

### **PGDM - Business Design - 60 seats (started in 2008)**

The program covers all aspects of Management and integrates concepts like innovation, creativity and design thinking into mainstream management system.

### **PGDM - Healthcare - 60 seats (started in 2011)**

The program combines disciplines of Business Management and Healthcare. The learning process involves academic training in theory with practical application across different domains in Healthcare industry.



### **PGDM - Rural Management (Emerging Economies)**

60 seats (started in 2012)

The major distinguishing feature of the program provides a dedicated practical exposure to work effectively in the emerging rural economies. The program focuses on wealth creation through development of sustainable business models in the rural space.

### **PGDM - Retail Management**

60 seats (started in 2012)

The program provides a comprehensive view of the retail industry along with functional specializations across Marketing, Finance, HR and Operations.

### **PGDM - Research & Business Analytics**

120 seats (started in 2016)

The program enables the student to learn how to make sense of the available dynamic data, information and knowledge. The Program transforms the student to become a versatile analyst & sense maker, a design thinker & innovator and a risk taker & leader.

### **PGDM - Media & Entertainment**

60 seats (started in 2016)

The synergistic program is intense and stimulating. We inspire the learner to explore media from a content creation framework to content management. It aims to create a manager who is not only aware about the nuances of entertainment biz but also has a skill-set to lead businesses in advertising, digital media marketing and production.

**OUTLOOK**

WeSchool ranked 1st in Private affiliated colleges and 19th in private B-Schools nationally, 5th in West Zone and 1st in Mumbai by Outlook

**nirf**  
NATIONAL  
INSTITUTIONAL  
FRAMEWORK  
RANKING

National Institutional Ranking Framework (NIRF) ranked WeSchool, Mumbai 68th in Management Category

# WESCHOOL BENGALURU

The WeSchool campus situated in Bengaluru, the Silicon Valley of India is designed to nurture Design Thinking and Innovation. The campus layout has state-of-the-art facilities that facilitate the right environment for learning with the help of academically reputed faculty.

## PROGRAM OFFERINGS

### **PGDM** - 60 seats (started in 2009)

The program's multi-disciplinary learning offers a fine blend of General Management and functional specialisations in Marketing, Finance, Human Resources, Business Analytics and Operations. It aims to nurture you as a competent future manager with leadership abilities and an innovative mindset with an exposure to real-life business scenarios.

### **PGDM - Business Design & Innovation**

30 seats (started in 2010)

The program is a fine blend of management and design disciplines. The student is exposed to the basic theories of management (in broad areas of Finance, Marketing, HR and Operations), like principles of Marketing, Organisational Behaviour, Cost and Management Accounting, HR Management, Operations Research and Design subjects like tools for innovators, design in business, info-graphics, UX design and much more.

### **PGDM - E-Business** - 120 seats (started in 2010)

The PGDM E-Business program primarily aims at nurturing a class of managers and leaders who have a strong foundation in business along with knowledge and experience on a wide range of digital technologies. The major distinguishing feature of the two-year program is the unique pioneering curriculum which provides insights into digital convergence and specialisations in Marketing, Finance, Human Resources, Business Analytics and Operations.

### **PGDM - Research and Business Analytics**

60 seats (started in 2020)

The program has been designed to provide a skill development journey from learning fundamentals and basic concepts of Analytics to data-driven strategic decision making across various business functions. It encompasses learning from fundamentals of Statistics & Probability to application of various Machine Learning algorithms in solving business problems. It exposes the learner to various data mining techniques; trains to build the story on data through data visualization; and equips the student with the knowledge of various analytics tools & language including R, Python, SPSS, Tableau, Power BI, JASP, BlueSky, Microsoft Excel, Knime to name a few.



WeSchool (Bengaluru) has been accredited by SAQS (South Asian Quality Assurance System) awarded by 'The Association of Management Development Institutions in South Asia' (AMDISA)



WeSchool Bengaluru ranked 39th in Private B-School nationally by Business Today Magazine in 2020.

# KEY HIGHLIGHTS (2020-22)

## MUMBAI

### Highest CTC

₹16.1

LACS PA

### Median Salary

₹9.45

LACS PA

### Average Salary

₹9.9

LACS PA

### Average 50

₹14.13

LACS PA

### Average 100

₹13.12

LACS PA

### Average 200

₹12.06

LACS PA

### Top Companies on Campus

- Adani Wilmar Ltd.
- Amazon
- Ather Energy
- Axis Bank
- BASF India Ltd.
- Capgemini
- Cognizant Technology Solutions
- Colgate Global Business Services Pvt. Ltd.
- Colliers India
- Darashaw
- Deutsche Bank
- EY
- Kantar Group
- Michael Page
- Morgan Stanley
- MSCI
- Nestle India Limited
- Polycab
- Reliance Retail
- Vedanta

## BENGALURU

### Highest CTC

₹14.7

LACS PA

### Median Salary

₹9.0

LACS PA

### Average Salary

₹9.39

LACS PA

### Average 50

₹12.05

LACS PA

### Average 100

₹10.83

LACS PA

### Average 200

₹9.55

LACS PA

### Top Companies on Campus

- Accenture Technology
- Arcolab - Strides
- Biocon
- Collabera
- E&Y GDS
- Envision
- ICICI Bank
- Indegene
- Infosys Technologies
- KPMG Global Services
- Landmark
- MotherSumi Infotech & Designs Limited (MIND)
- Nielsen IQ
- OFSS
- PwC India
- Quadrant
- Randstad Technology
- Schneider Electric
- TVS Credit
- Wipro Technology

# YOUR WESCHOOL

## INTERNATIONAL PARTNERSHIPS

- Audencia Nantes, France
- Ben-Gurion University of the Negev, Beer-Sheva, Israel
- Copenhagen Business School, Denmark
- Curtin University, Australia
- Grand MacEwan College, Canada
- Hochschule der Medien, University of Applied Sciences, Stuttgart, Germany
- IDC Herzliya, Israel
- IESEG School of Management, France
- Malardalen University, Sweden
- Otto Fredrich Universitat, Bamberg, Germany
- Sogang University, South Korea
- Trade and Investment Queensland, Australia
- Tel Aviv University, Israel
- University of Haifa, Israel
- University of Lincoln, UK
- University of Western Australia, Australia
- VHL University of Applied Sciences, Netherlands

## STUDENT ACHIEVEMENTS (Mumbai)

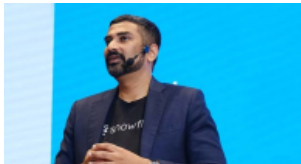
- Prathamesh Rege from PGDM Media Entertainment 21-23 batch won the Best Student Speaker award at the IMC Conference.
- Team ALJKAS from PGDM 2021-23 batch won the National Champions of the KPMG Ideation. The ALJKAS were representing Team India in the International rounds of KPMG Ideation challenge
- SWIFT Institute Student Challenge 2021 India won by students of PGDM 2020-22 batch
- Ms. Disha Patil from PGDM Healthcare Management 2019-21 batch, secured 'Third position' at Business Standard Best B-School Project Award 2020

## STUDENT ACHIEVEMENTS (Bengaluru)

- Yash Gupta (PGDM E-Business 2020-2022)-Among Top 5 at Auctionnaire - The Marketing Event IIM-Udaipur
- Monika Saini ( PGDM 2021-23) - Winner at National conference on Catalysing Change and Innovation in Women EntreLeadership - India Perspectives
- Kartik Patro (PGDM 2020-22) and Prapti Shetty (RBA 2020-22)-Presented paper "Eco-friendly packaging on the consumer buying decisions: Determinants, Challenges and Opportunities" at International AIB-SOUTH ASIA Chapter Conference "Role of International Business and Sustainable Development in South Asian Economies, hosted by the Indian Institute of Management (IIM) Visakhapatnam.
- Vishal Shewale (PGDM E-Business 2020-2022) - 1st Runner Up at OPStrA - Saksham 2021 | Case Study Competition by Symbiosis Centre for Management and Human Resource Development (SCMHRD), Pune

## Global Citizen Leadership Program (Mumbai & Bengaluru)

### DIGNITARIES AT MUMBAI



Mr. Vimal Venkatram  
Managing Director - India  
(Sales), Snowflake  
PGDM Batch of 2003-05



Ms. Purna Sharma  
Director, PwC Advisory  
PGDM Healthcare Management  
Batch of 2011-13

### DIGNITARIES AT BENGALURU



Mr. Philip Varughese Global  
Head - Applied Intelligence,  
Platforms, Engineering &  
Architecture, for DXC Security  
at DXC Technology



Ms. Shruthi Bopaiah Global  
Head - Marketing,  
Communications & Culture,  
Bridgeweave Ltd dia, ABB

# ADMISSIONS OPEN

## for 2 years PGDM Programs at Mumbai and Bengaluru

### Campus for 2023 - 2025 (Recognized by AICTE)

For more information on program offerings, tests accepted and selection process log on to [www.welingkar.org/pgdm](http://www.welingkar.org/pgdm) or Scan QR code below



#### Eligibility:

Candidates with minimum 50% in Degree exam from a recognised University.  
Final year students awaiting results may also apply.

#### Test Accepted:

CAT 2022 / XAT 2023 / ATMA (Feb) 2023 / CMAT 2023 and GMAT 2020 onwards.

#### Tuition Fee:

Tuition Fee Rs. 6,50,000/- p.a. (Subject to change)

**Apply online on [www.welingkar.org](http://www.welingkar.org)**

#### Contact Details

S. P. Mandali's Prin. L. N. Welingkar Institute of Management Development & Research (PGDM)

#### Mumbai Campus:

022-24198400 / 700 / 8452062782 /  
9137282627 / 9321875551

#### Bengaluru Campus:

9886440456 / 080-42678300

**Delhi:** 09212171051

**Kolkatta:** 09830277120

\*\*\*WeSchool is the brand identity of Prin.L.N.Welingkar Institute of Management Development and Research (WeSchool) which is the legal entity of the institute.

No donation or capitation fees is charged for admission to any of our Programs. Nor is anyone else authorised to collect any donation or capitation fees on our behalf.