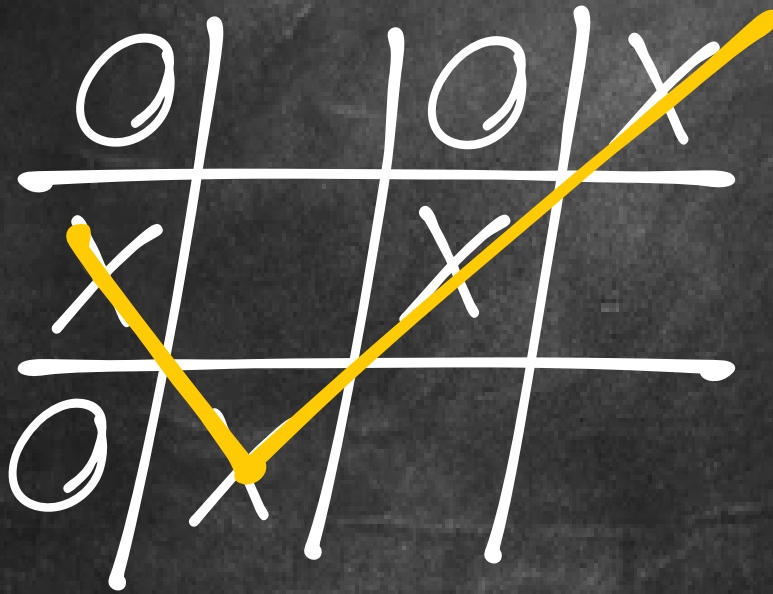


**The Rules of the Game  
just changed.**



**Learning got stronger!**

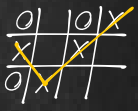
**Admissions Open  
for 2 year Full Time PGDM Programs  
at Mumbai Campus 2021 – 23 Batch**

(RECOGNISED BY AICTE)

FOR PROGRAM DETAILS,  
SCAN THE QR CODE



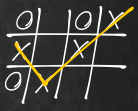
S. P. Mandali's Prin. L. N. Welingkar Institute of Management Development & Research (WeSchool)



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# ABOUT WESCHOOL

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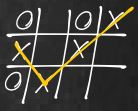
WeSchool is one of India's leading management education institutes with a fervor to contribute socially responsible business leaders through management education. It has been ranked 68th nationally among the management institutes in the National Institutional Ranking Framework (NIRF) list of 2020.

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 equally eminent educational institutes in Maharashtra.

The institute's thought process stems from design-thinking approach, thus bridging academia with corporate leaders for an industry relevant management education.

The institute has two campuses, one in the financial capital of India, 'Mumbai' and another in India's Silicon Valley - Electronic City, Bengaluru, Karnataka. The location of the campus in the prime business hub of India, provides opportunities to work in the city.

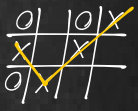
The full-time programs offered by WeSchool are designed to create a future-ready workforce equipped with global perspective to take on the business challenges of tomorrow.



# MUMBAI CAMPUS

WeSchool Mumbai campus is a hotbed of thriving new thoughts, ideas and enterprise. The 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.





# KEY HIGHLIGHTS

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## WE Factor

“We is the New I” best defines the collaborative learning ecosystem that WeSchool offers its’ students

The WeSchool learning ecosystem is governed by the principles of ‘AAA’ — Acquisition, Application and Assimilation. While ‘acquisition’ opportunities are aplenty in a good learning ecosystem, the uniqueness of the opportunity that WeSchool provides is in the diversity of sources, persons and domains. **NEEV, (a two week orientation program)** hosts corporate leader guest sessions, industry specific roundtables, seminars and conferences across verticals / industry domains, and provide a rich acquisition model.

**Application:** A large section of the learning at WeSchool focuses on domains which provide “learn by doing”.

The **Global Citizen Leadership program** integrated into the two year Management program spread across six months, a summer internship across 8 weeks and specialised field learning initiatives provide for a fertile and innovative learning atmosphere. National and International level Competitions are a regular element for WeSchool students.

**Assimilation:** WeSchool offers multiple avenues for a student to check the assimilation level of the multiple learning and experiences throughout their journey. The initiative is the **ACDC (Assessment Centre & Development Centre)** process which involves a one-to-one interaction with senior corporate professionals to retrospect their skills and opportunities to grow their skill-set. Yoga, which is also a mainstay in the program, encourages reflection as an integral part of the learning experience at WeSchool.



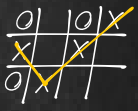
## Engaging with corporate organisations and industry

WeSchool offers ample opportunities in academic and extracurricular activities on campus. Students regularly participate in corporate and academically led competitions. They work in groups for projects; attend sessions by leadership from corporate organisations and even intern with organisations of repute.

A three month **Global Citizen Leadership Program** introduces the students with live challenges presented by organisations. The projects create an environment for the students to showcase their innovative design of solutions. There are over 500 student led projects that have recommended growth and sustainability for various private, government and social organisations in India.

## WeSchool REDx Innovation lab:

**Innovation Eco system on campus:** We inspire our students to use technology for community development through REDX WeSchool Innovation Lab. It is a vibrant ecosystem of innovation, rolling out new and innovative citizen-based technologies to create a framework that supports wide-ranging needs of urban population and corporations. Students are mentored here to go beyond known boundaries and disciplines of technology innovation for social impact.



Set in WeSchool Mumbai campus, REDX (Rethinking Engineering Design eXecution) is a unique, multi-disciplinary, bottom-up, co-innovation platform designed to solve the most pressing challenges within local communities. With a vibrant ecosystem of innovation, it is creating new, citizen-based technologies which support wide-ranging needs of urban populations.

The focus is to leverage imaging and digital technologies, ultra low-cost hardware, mobile platforms and Internet of Things, design skills like design thinking, design research, design ethnography, concept prototyping, design validation, localisation, authentic design and brand storytelling - artificial intelligence, deep learning, machine learning and computer vision to develop tech-enabled innovations.

Its' innovations have so far attempted to solve real-life challenges from multiple areas like medical/ healthcare industry, civic issues like urban development & waste management and financial inclusion.

#### **InnoWE:**

WeSchool inspires young talent to distinguish themselves as entrepreneurs. The Centre for Innovation & Memetics is the Innovation Lab (InnoWE) on Mumbai campus that encourages students to work on their ideas and test them out practically. InnoWE is a space where thinking is stimulated; ideas germinate and are nurtured to become a paradigm-defining business.

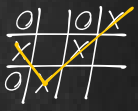
#### **Entrepreneurship cell at WeSchool:**

When we say WE is the new I, we aspire our students to be leaders who move beyond the roles of employees. The cell drives young minds who wish to make a difference through enterprise. Instead of a Summer Internship, they begin rolling out their start-up idea to the market. At the end of each phase, their initiative is reviewed in various parameters that are key to any viable start-up.

With leadership, innovation and design thinking at the core of its curriculum, WeSchool strives to lead its vision of nurturing thought leaders and practitioners through inventive education.

#### **Key 2019-2020 accolades awarded to WeSchool**

- Ranked 68th nationally among the management institutes in the National Institutional Ranking Framework (NIRF) list of 2020.
- Honored with AICTE-CII IndPact Award for Best Industry-Linked Institute for Management (Established).
- WeSchool incubatee Autolligent was among the 24 winning start-ups of Maharashtra Start-up week 2022.
- Awarded five-star rating, by the Innovation Cell, Ministry of Education, Govt of India, for promoting innovation and start-up on campus during the Institution Innovation Council (IIC) calendar year 2019-2020.
- Ranked among top 50 educational institutes in India, by the Atal Ranking of Institutions on Innovation Achievements (ARIIA) 2020 for its programs and initiatives on IPR, innovation, start-up and entrepreneurship in the private/self-financed institutes category.
- Awarded certificate for 'Clean and Smart Campus 2019', a first step towards sustainability, by AICTE, Govt. of India.
- Honored 'Special Mention by Jury' award for excellence in employability through industry engagement at the 6th FICCI Higher Education Summit 2019, Delhi.
- Awarded as the institute for creating future leaders in rural at the virtual 11th RMAI Flame Awards Asia 2020.



# Post Graduate Diploma in Management

180 seats

Driving Gen Z professionals and entrepreneurs

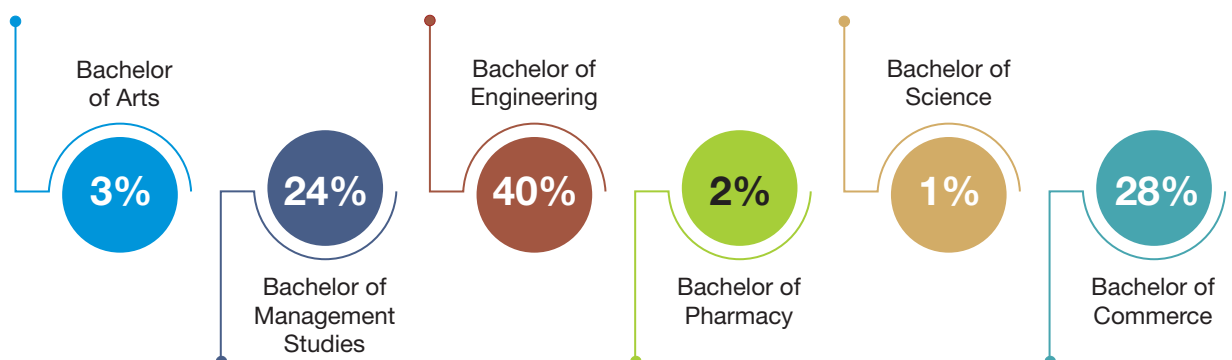
The multifaceted program offers a basic foundation in business management with specializations in HR, Marketing, Finance and Operations. Participation in live case studies helps the learner gain a knowledgeable experience through peer to peer feedback. Through the recommendation of industry leaders, the program is designed to make the student job ready or launch their own start-up right on campus.

## KEY FEATURES

- The program has integrated diversity and inclusion as a full credit subject.
- It offers choice of specialisation in Marketing / Finance / HR / Operations.
- Opportunity to work in partnership with faculty members, to publish papers, case writing, and corporate projects.

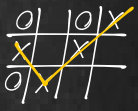
## CLASS PROFILE 2019-2021

### a. Education



FOR PROGRAM DETAILS,  
SCAN THE QR CODE





## Post Graduate Diploma in Management

### b. Work Experience

Fresher	1-2 years	2-3 years	3 & Above
52%	26%	17%	5%

### PLACEMENT STATS (2018-2020)

#### Domestic

Average Salary - Rs. 9.2 lakhs p.a.  
Highest Salary - Rs. 18 lakhs p.a.

#### International

Highest Salary - Rs. 21.29 lakhs p.a.

### RECRUITERS

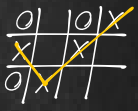
Accenture	Factset	ITC Limited
ATS	GEP	Landmark Group
AD	HDFC Life	Loreal India
ARE Ratings	HDFC Bank	Mcroe
Airtel	Health Hygiene Home	Maersk
Axis Bank	ICICI Bank	Nestle
Deloitte	Infosys	PWC
Dovetail	IBM	Vedanta

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

**Test Accepted:** \*\*CAT 2020 / CMAT 2021 / XAT 2021 / ATMA February 2021 / GMAT 2018 onwards.

**Investment:** Tuition Fee Rs. 5,50,000/- p.a. (Subject to change)

*\*\*IIMs Have no role either in the selection process or in the conduct of the program.*



## We Connect Future of Work Conference



Bringing together researchers, academicians, practicing managers and industry leaders was the conference on the future of work discussing some the relevant questions on present day changes that have emerged as a result of fast-paced technological innovation.



## We Alumni - The change makers



**Deepti Krishnamurthy**  
**Deutsche Bank**  
Vice President, Lead Principal Auditor (Group Audit)  
PGDM - 2000-2002



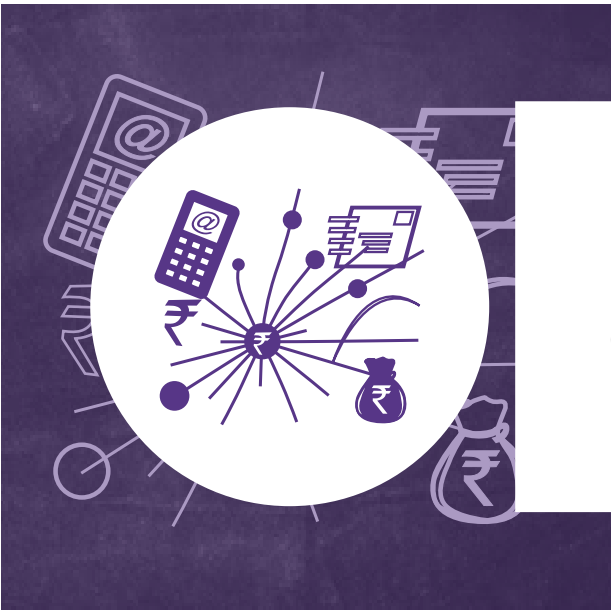
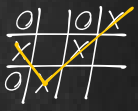
**Vimal Venkatram**  
**Snowflake**  
Country Manager, India  
PGDM - 2003-2005



**Nameeta Saigal**  
**Vodafone Idea Ltd.**  
Vice President - Marketing  
PGDM - 2004-2006



**Suhas Vijayan**  
**Loreal**  
Head Digital Marketing  
PGDM - 2004-2006



# PGDM E-Business

60 seats

Making a difference in the digital world through humane professionals

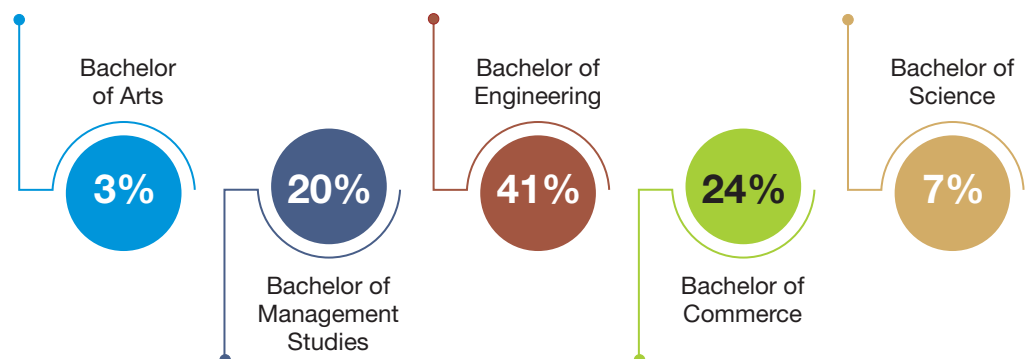
The PGDM E-Business is one of the pioneering programs launched with an intention of combining technology with business management education. The outcome of the program helps the learner visualize and apply technology in a sector of their choice. The program helps the learner develop a mindset with a design thinking approach. Through our corporate advisory we are consistently leveraging the power of digital technology, and building thought leaders in e-business through the program pedagogy.

## KEY FEATURES

- The program focuses on present day digital transformation, cyber security, analytics and emerging technology.
- It provides a unique blend of core Business Management curriculum along with technology related courses to study application of current and emerging technology.
- The continual updated curriculum ensures the program remains contemporary
- It trains the learner to be job-ready to deliver with inherent passion, with experiential knowledge to become adaptable leaders in the tech sphere.

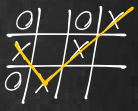
## CLASS PROFILE 2019-2021

### a. Education



FOR PROGRAM DETAILS,  
SCAN THE QR CODE





## PGDM E-Business

### b. Work Experience

Fresher	1-2 years	2-3 years	3 & Above
46%	36%	14%	5%

### PLACEMENT STATS (2018-2020)

#### Domestic

Average Salary - Rs. 9.35 lakhs p.a.

Highest Salary - Rs. 15.45 lakhs p.a.

### RECRUITERS

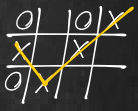
Accenture	DXC Technology	RBL Bank
Axis Bank	HDFC Bank	Samara Shipping Pvt.
Bajaj Finserv	IBM	The Innovation
Buchnana	Infosys	Technology Platform
Capgemini	Kwench	TATA AIG Insurance
Capital First	Kotak Life	Welspun
Canara Robeco	Lumina Datamatic	Zycus
Dun & Bradstreet	Lifestyle	

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

**Test Accepted:** \*\*CAT 2020 / CMAT 2021 / XAT 2021 / ATMA February 2021 / GMAT 2018 onwards.

**Investment:** Tuition Fee Rs. 5,50,000/- p.a. (Subject to change)

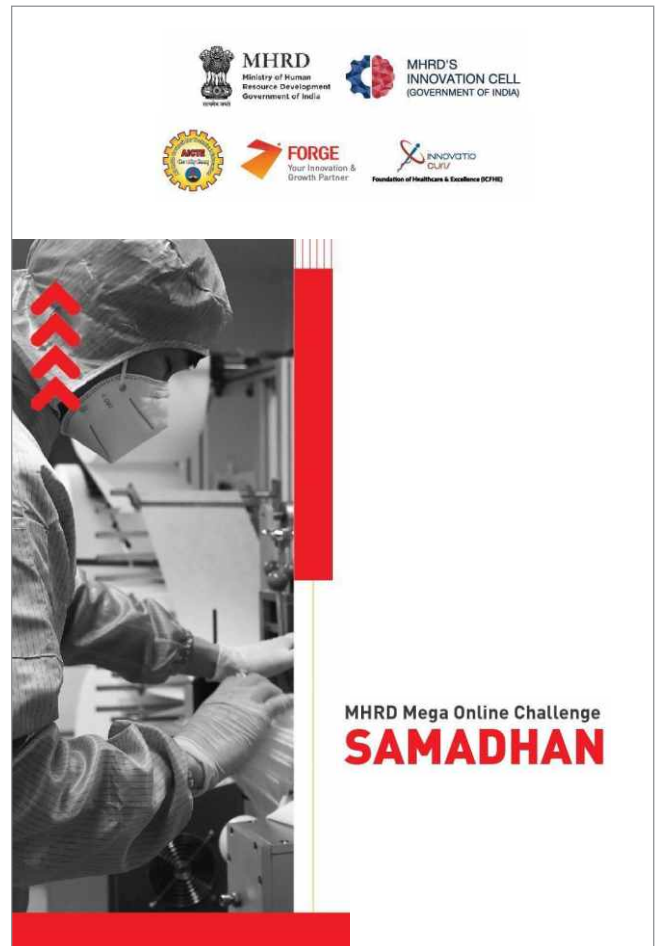
*\*\*IIMs Have no role either in the selection process or in the conduct of the program.*



## We Create

### 179 WeSchool students did well and good for a social cause in lockdown

Amidst the uncertainty of lockdown, WeSchool students presented 49 ideas for AICTE and MHRD's Innovation Cell online challenge "SAMADHAN" as quick solutions to government agencies, health services, hospitals and other services for COVID-19.



## We Alumni - The change makers



**Jason Glen Kotian**  
**XXL**  
Director  
PGDM EBIZ - 2005-2007



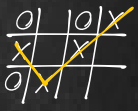
**Pawan Pandey**  
**Star Tv**  
VP & Head of Marketing  
PGDM EBIZ - 2004-2006



**Shantanu Garg**  
**Aditya Birla Group**  
Head - Consumer Insights and  
Customer Centricity, CRM-Global  
PGDM EBIZ - 2004-2006



**Tito Idicula**  
**@ Programming Hub**  
Co-founder - Director  
PGDM EBIZ - 2014-2016



# PGDM Business Design

60 seats (started in 2008)

Driving innovation through design thinking approach

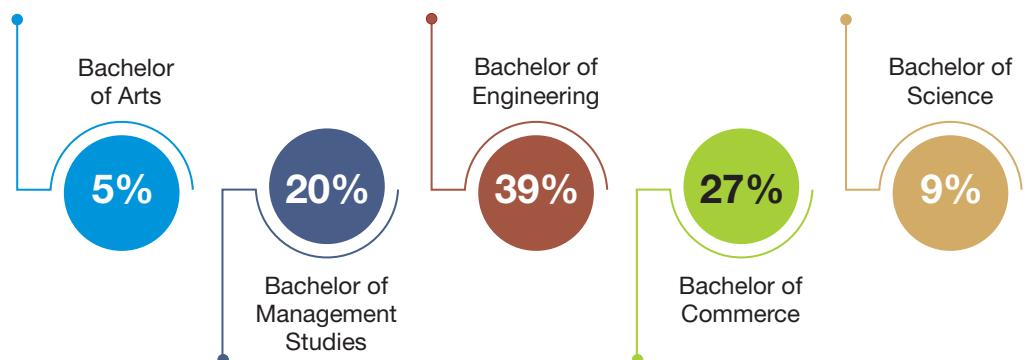
The program encourages the learner to innovate with customer centricity at the focus of operations. It aims to develop a problem solving mindset. Leading corporate leaders on the advisory board ensure the program offers professional value to the aspiring learner. The program lends the learner to grasp the conceptual understanding with hands-on application through live case studies. The pedagogy enables learning with an open-minded, human-centered approach that of a designer in a Design-Management partnership.

## KEY FEATURES

- Develops a user centric approach mind-set with an understanding of new age technology.
- Provides a blend of management and design/innovation inputs.
- Hands-on experiential learning that drives theoretical concepts through live projects relevant in the post pandemic world.
- GCL (Global Citizen Leader Program) - live case-studies as group projects.

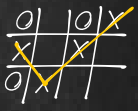
## CLASS PROFILE 2019-2021

### a. Education



FOR PROGRAM DETAILS,  
SCAN THE QR CODE





## PGDM Business Design

### b. Work Experience

Fresher	1-2 years	2-3 years	3 & Above
55%	31%	5%	9%

### PLACEMENT STATS (2018-2020)

#### Domestic

Average Salary - Rs. 8.47 lakhs p.a.  
Highest Salary - Rs. 15.45 lakhs p.a.

#### International

Highest Salary - Rs. 21.29 lakhs p.a.

### RECRUITERS

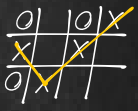
Accenture	EY	Newgen
Avanse	HDFC Life	Nielsen
Alight	ICICI Securities	SBI Life
Aditya Birla - Hindalco	Infosys	SKF
BYJU'S	JLL	TATA AIG Insurance
Citi Group	Kotak Mahindra Bank	Winjit
DHFL	Kwench	Welspun
Deloitte	Lumina Datamatics	YES Bank
DXC Technology	Mahindra	

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

**Test Accepted:** \*\*CAT 2020 / CMAT 2021 / XAT 2021 / ATMA February 2021 / GMAT 2018 onwards.

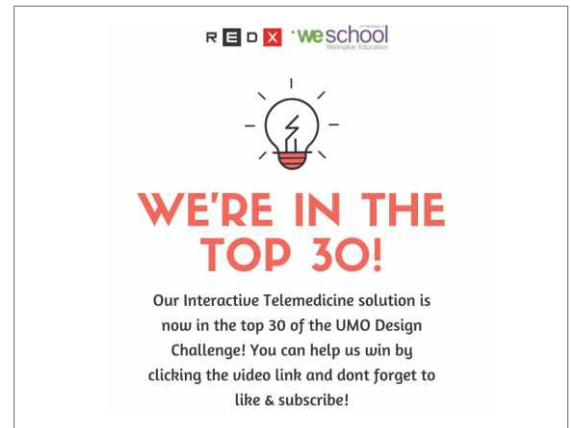
**Investment:** Tuition Fee Rs. 5,50,000/- p.a. (Subject to change)

*\*\*IIMs Have no role either in the selection process or in the conduct of the program.*



## We Design

### Think to resolve an interactive Tele health platform at 'Design X Social Challenge 2020'



Joining 250+ teams, 2000+ changemakers was the WeSchool-REDX Innovation team who participated in the challenge. To tackle one of the problems related to the load on the healthcare system, they worked on an interactive Telehealth platform which ensured efficient telehealth services by interconnecting doctors, pharmacies, smartphone compatible diagnostic device providers in the vicinity of a patient who wishes to schedule a call.



## We Alumni - The change makers



**Shrutika Deshmukh**  
Kaizen Institute Asia Pacific Pvt.Ltd.  
Vice President, Lead Principal  
Lean and Kaizen consultant  
PGDM BD - 2014-2016



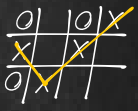
**Aditya Patil**  
Citi  
Officer - Re-engineering & Innovation  
PGDM BD - 2015-2017



**Nupur Saraswat**  
Axis Bank  
Manager  
PGDM BD - 2015-2017



**Gaurav Rayate**  
Sudin Engineers Pvt. Ltd.  
Director  
PGDM BD - 2016-2018



## Programs at Mumbai Campus



# PGDM Research & Business Analytics

60 seats (started in 2016)

Inspiring managers who understand human needs through Big Data

Data Analytics is increasingly becoming a popular part of research in consumer focused sectors for many multinationals, start-ups, ITES, BFSI and Telecom. An analytical and critical thinking mindset is important to be a skilled data analyst. WeSchool's two year full-time program in Research and Business Analytics is for learners who enjoy solving problems through various lenses and are interested in statistics and application of computer science. The program introduces the learner to various techniques and skills which are needed to drive business sense from raw data. The hands-on learning experiences expose the students to apply their knowledge in different business scenarios.

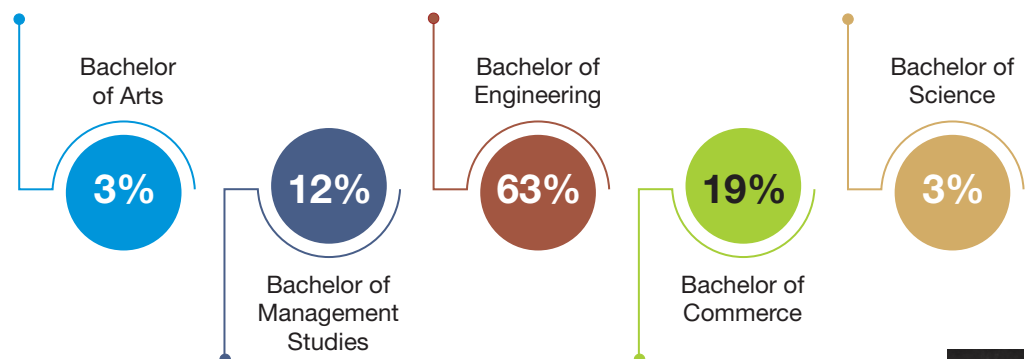
By the end of the program, the career prospects are open to roles like Data Analyst and business analyst, Digital Analyst Consultant across B2B and B2C companies.

### KEY FEATURES

- An appropriate blend of business domain knowledge, analytics knowledge and management education.
- Projects to strengthen quantitative techniques and qualitative research techniques.
- Offers IBM-SPSS in addition to free source Python, R, Tableau.

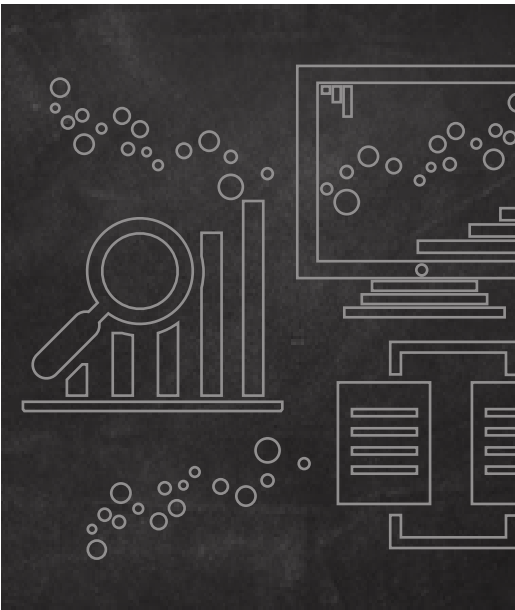
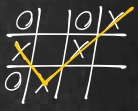
### CLASS PROFILE 2019-2021

#### a. Education



FOR PROGRAM DETAILS,  
SCAN THE QR CODE





## PGDM Research & Business Analytics

### b. Work Experience

Fresher	1-2 years	2-3 years	3 & Above
56%	25%	10%	8%

### PLACEMENT STATS (2018-2020)

#### Domestic

Average Salary - Rs. 9.17 lakhs p.a.  
Highest Salary - Rs. 15.00 lakhs p.a.

#### International

Highest Salary - Rs. 21.29 lakhs p.a.

### RECRUITERS

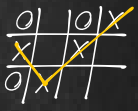
Aranca	Infosys	Nielsen
Avanse	ICICI Securities	Star Union Dai-ichi
Care Ratings	Kotak Life	Trans Union CIBIL
Citi Group	Kantar	TATA AIG Insurance
DHFL	Kotak Mahindra Bank	UPL
HDFC Bank	Mahindra	YES Bank
HDFC Life	Mcdonald	

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

**Test Accepted:** \*\*CAT 2020 / CMAT 2021 / XAT 2021 / ATMA February 2021 / GMAT 2018 onwards.

**Investment:** Tuition Fee Rs. 5,50,000/- p.a. (Subject to change)

*\*\*IIMs Have no role either in the selection process or in the conduct of the program.*



## We Innovate



### WeSchool hosts the first MIT India Initiative's 'Design, Technology & Social Innovation Workshop 2020'

In a collaborative effort, Massachusetts Institute of Technology India Initiative and WeSchool, with mentors from MIT and Harvard, inspired 300 students from across India to innovate in FinTech for social good, re-imagine education, design community based health solutions, create environmental resilience, and bring forth social empowerment through music at the MIT India Initiative's 'Design, Technology & Social Innovation Workshop 2020'.

## We Alumni - The change makers



**Attar Eklavya**  
Infosys  
Senior Analyst - Data Science  
PGDM RBA - 2016-2018



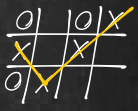
**Khan Zaid Mohd. Ayub**  
McDonalds India  
Deputy Manager- RSG  
PGDM RBA - 2016-2018



**Alireza Chevelwalla**  
General Mills  
Data Scientist  
PGDM RBA - 2017-2019



**Ayushi Sharma**  
Aditya Birla Capital  
Credit Analyst  
PGDM RBA - 2018-2020



# PGDM Healthcare

60 seats (started in 2011)

Nurturing young healthcare professionals  
for a post pandemic world

The healthcare industry has changed in the past decade and Covid-19 has brought focus from curative to preventive healthcare. There is also emphasis on improving healthcare access in Tier 2, 3 and rural areas using eHealth, IoMT, chatbots, wearables, and drones etc.

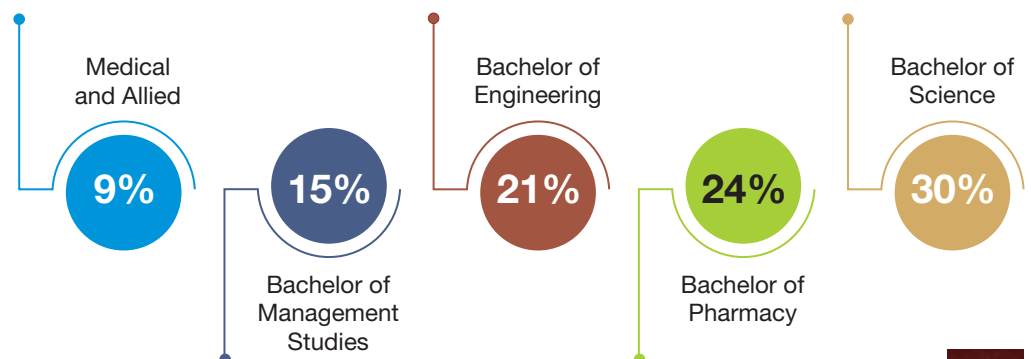
The program is benchmarked with the best international/national institutes with exposure to Data Analytics, Artificial Intelligence, Machine Learning, Robotic Process Automation and Chatbots, Drones, Health Informatics, Digital Marketing, and applications of emerging technologies in Healthcare.

### KEY FEATURES

- It covers all practical aspects of modern healthcare in the areas of pharmaceutical, hospital, medical device, health insurance, and healthcare IT and analytics.
- Learners are sensitised to have empathy, human-centred approach, sustainable solutions, and humane touch.
- WeSchool is one of the few B-Schools offering a two-year full-time program in Healthcare with specializations in Hospital Administration and Pharmaceutical & Life Sciences Management.

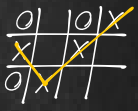
### CLASS PROFILE 2019-2021

#### a. Education



FOR PROGRAM DETAILS,  
SCAN THE QR CODE





## PGDM Healthcare

### b. Work Experience

Fresher	1-2 years	2-3 years	3 & Above
58%	33%	6%	3%

### PLACEMENT STATS (2018-2020)

#### Domestic

Average Salary - Rs. 7.83 lakhs p.a.

Highest Salary - Rs. 9.5 lakhs p.a.

### RECRUITERS

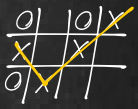
AAA Healthcare	DXC	Manipal Cigna
Accenture	Ernst & Young	Philips
AIOCD	Evolko	Syngene
Accurex	Hinduja Hospital	SBI Life Insurance
Bajaj Finserv	Infosys	Samarth
Cognizant	Keva	Tech Mahindra
Deloitte	Macleods	

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

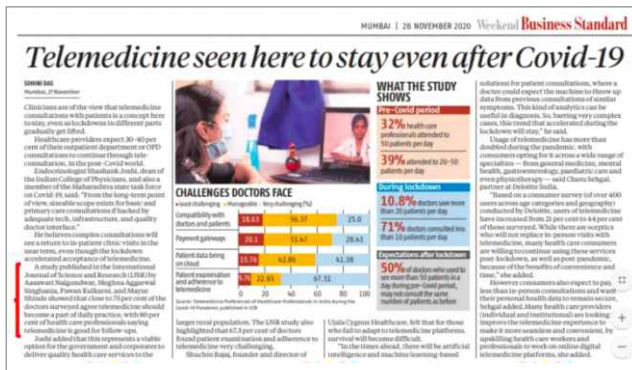
**Test Accepted:** \*\*CAT 2020 / CMAT 2021 / XAT 2021 / ATMA February 2021 / GMAT 2018 onwards.

**Investment:** Tuition Fee Rs. 5,50,000/- p.a. (Subject to change)

*\*\*IIMs Have no role either in the selection process or in the conduct of the program.*



# We Innovate WeSchool wins for Gamification for Health Data Collection



News coverage of a research paper published by Healthcare student, faculty, industry mentor, and collaborators from Summer Internship Research Project work. We encourage our students to become creators of content and not just remain consumers of content.



Student team 'Transformers' won at the 4th edition of Smart India Hackathon 2020 Finals (Software edition) from their nodal centre in Chandigarh. Their innovative solutions in the area of for health data collection aimed to create awareness in health insurance. The team explored gamification to enhance awareness about insurance and engagement of users by providing various features in a mobile app.



In a new pedagogy approach, PGDM Healthcare students mentored by faculty participated in case writing and presentation at the virtual conference organized by North American Case Research Association (NACRA) in October 2020. The objective was collaborate across geographical boundaries in online mode and to create learning opportunities about how companies are overcoming challenges posed by Covid-19,

# We Alumni - The change makers



**Prerna Sharma**  
PWC  
Manager  
PGDM HCM - 2011-2013



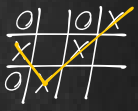
**Dr. Afsha Chevelwalla**  
Cipla  
Associate Director -  
Strategy & Key Projects  
PGDM HCM - 2012-2014



**Komal Kadaba**  
Karmasukom Edibles  
@ Nutrezy  
Co-founder  
PGDM HCM - 2013-2015



**Hemant Baviskar**  
Hilti North America  
Toronto, Ontario,  
Canada  
Inside Sales Specialist  
PGDM HCM - 2014-2016



# PGDM Media & Entertainment

60 seats (started in 2016)

Creating socially centered  
media professionals

In media and entertainment, content being the focus makes a systemic structure throb with effective planning and suitable strategies. Inside WeSchool's media and entertainment program, this is the focus. The synergistic PGDM – M&E program is intense and stimulating. It is a two-year full time Masters level program covered in six trimesters with an intervening two months' summer internship. We inspire the learner to explore the focused study area of media from a content creation framework to content management. This is futuristic; and it reflects the needs of the market to get prepared to re-invent and develop an abundance mindset. This helps the learner to get tuned to the future.

The class experience includes extensive interactions between the teaching faculty and the students; communication and presentation skills enhancement exercises, and group sessions that help them learn how to build and work in teams.

At the end of the program, the student is ready to work in a production house, broadcast media, advertising or image management consultancy or media conglomerate.

## KEY FEATURES

- New subjects introduced after detailed deliberation are the promises from the program. Subjects like Ethnography, Storytelling, Creativity and design thinking are splendid offers in terms of creating a content creating mindset.
- As one progresses, in the second year, a strategic mindset development through subjects like Strategic management, Digital media management and various electives based on different verticals in various industries helps a learner to navigate based on the individual interest.
- International internship programs aimed at exposing them to leading-edge practices.
- Focus on digital marketing, digital content management, content creation and management, storytelling and narratives and strategy study.

FOR PROGRAM DETAILS,  
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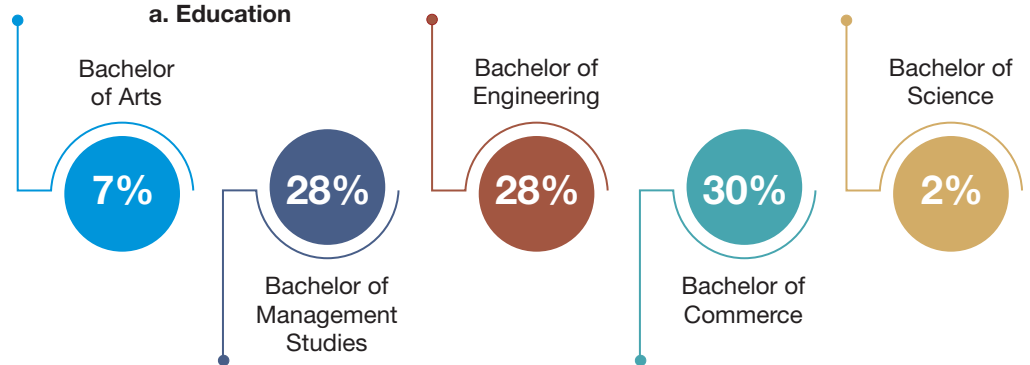




## PGDM Media & Entertainment

### CLASS PROFILE 2019-2021

#### a. Education



#### b. Work Experience



### PLACEMENT STATS (2018-2020)

#### Domestic

Average Salary - Rs. 8.43 lakhs p.a. | Highest Salary - Rs. 18 lakhs p.a.

#### RECRUITERS

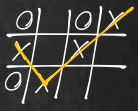
Adfactors PR	Damal	Fever 104	Reliance Retail
Atinooh	Dentsu Aegis	IBM	Viacom 18
Amazon	Enrich	Publicis Media	Zee Entertainment
Byte Dance			

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

**Test Accepted:** \*\*CAT 2020 / CMAT 2021 / XAT 2021 / ATMA February 2021 / GMAT 2018 onwards.

**Investment:** Tuition Fee Rs. 5,50,000/- p.a. (Subject to change)

*\*\*IIMs Have no role either in the selection process or in the conduct of the program.*



## We Care Building Humane Connections globally



WeSchool presented a unique social initiative 'Friends of India' to felicitate foreign nationals who made a difference to the Indian socio-economic and cultural development. The main theme of this initiative was to encourage a mindset that transcends beyond man made boundaries and inspires building humane connectivity. The 'Walk of Friendship' saw personalities from the world of Indian entertainment walk along with children from 'Pratham NGO' to create awareness on education for all.

The awardees, "Friends of India" are an example of catalysts of the resilience we see in the Society around us.



## We Alumni - The change makers



**Varun Dwivedi**  
Aon Consulting Pvt. Ltd  
India Associate Consultant  
PGDM ME - 2016-2018



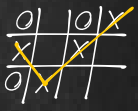
**Duane Pereira**  
One Impression  
Account Manager  
PGDM ME - 2017-2019



**Rupa Singh**  
Shemaroo Entertainment  
Asst Vertical Manager  
PGDM ME - 2017-2019



**Chetna Kohad**  
Amazon  
Compliance Manager  
PGDM ME - 2018-2020



# PGDM Rural Management *(Emerging Economies)*

60 seats (started in 2012)

Creating corporate managers with Rural insights

### We travel the distance to learn from the grassroots

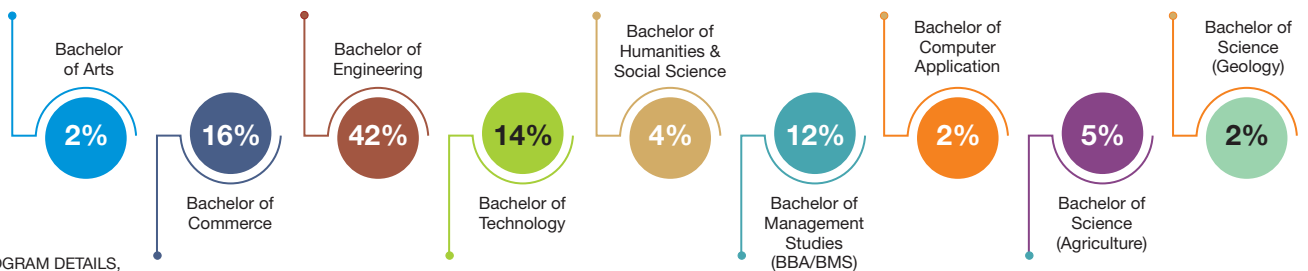
The growth of rural India signifies Brand India. From agricultural companies to auto production plants, the rural managers are innovators who strategically lead and sustain business in small towns. The post pandemic relevant curriculum takes into account the practical rural market situation and management perspective. The program seeks to groom students into a person who is empathetic, has leadership qualities & managerial capabilities and has an innovative mindset.

### KEY FEATURES

- Become part of the interactive learning from the leaders working in rural areas.
- Gaining experience through Summer internships and Live internships.
- Being part of the "Exploring the Grassroots", a 15 day experimental immersion program where students live in villages to observe and imbibe elements about rural communities, markets and businesses.
- Learning to create and present ideas in rural management to industry leadership
- Active student participation in national competitions.

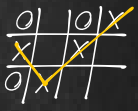
### CLASS PROFILE 2019-2021

#### a. Education



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## PGDM Rural Management

### b. Work Experience

▶	Fresher 51%	1-2 years 28%	2-3 years 17%	3 & Above 4%
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### PLACEMENT STATS (2018-2020)

#### Domestic

Average Salary - Rs. 8.5 lakhs p.a.

Highest Salary - Rs. 19.25 lakhs p.a.

### RECRUITERS

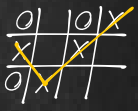
Advanta	ICICI Bank	Reliance Mutual Fund
Avanse	Keva	SBI Life Insurance
American Express	Kotak Mahindra Bank	Rallis India Limited
DHFL	Madura Garments	TATA AIG Insurance
Hurix Digital	M Gage	Ultratech Cement
HDFC Bank	Philips	Vaibhav Global Limited
Franklin	Pidilite	
ICICI Securities	RBL Bank	

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

**Test Accepted:** \*\*CAT 2020 / CMAT 2021 / XAT 2021 / ATMA February 2021 / GMAT 2018 onwards.

**Investment:** Tuition Fee Rs. 5,50,000/- p.a. (Subject to change)

*\*\*IIMs Have no role either in the selection process or in the conduct of the program.*



## We Create

### We travel the distance to learn from the grassroots



We go beyond the books to know and understand the village life in India. Students from PGDM Rural Management (Emerging Economies) live and experience the indigenous life. As future marketers, they endeavor to understand the challenges and opportunities in rural India.



## We Alumni - The change makers



**Neesha Rathod**  
**Mahindra & Mahindra Ltd.**  
 Marketing & Brand Manager  
 PGDM RuM - 2012-2014



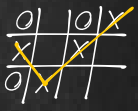
**Ajinkya Nakhale**  
**Future Generali**  
 State Head - Crop Insurance &  
 Rural Underwriting  
 PGDM RuM - 2012-2014



**Aanchal Khanna**  
**KPMG Advisory Services Pvt. Ltd., Dubai**  
 Associate Consultant  
 PGDM RuM - 2013-2015



**Akhil Anilkumar**  
**AICL Communications**  
 Vice President -  
 Corporate Reporting  
 PGDM RuM - 2013-2015



# PGDM Retail Management

60 seats (started in 2012)

Creating professionals, who are leading the big change in retail

Understanding the dynamics of retail in pandemic times and navigating the way to engage customers, understanding their preference has become important for a leading organization in retail.

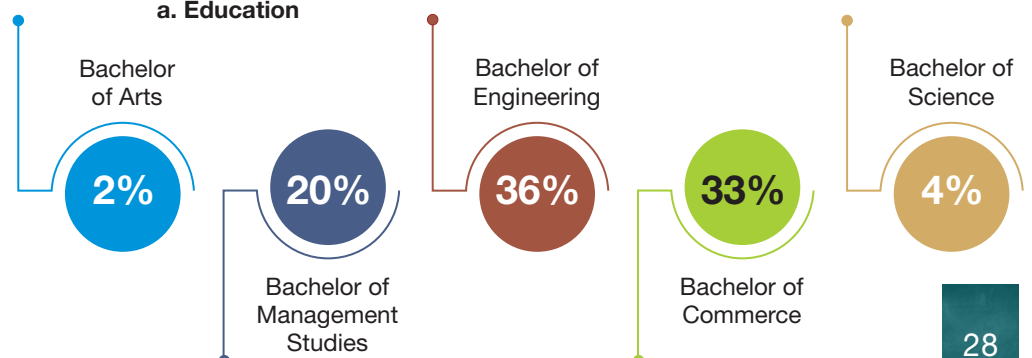
The best minds in the industry sharing their thoughts with us as a part of our Academic and Advisory Boards has led to a program curriculum which is relevant to the industry today. The program readies the student to work with ambiguity and at the same time think like an intrapreneur. The pedagogy includes practical learning, understanding new processes, process simplification and digitization.

### KEY FEATURES

- Unique blend of general management and retail management with an understanding of applications of new and emerging technologies across various aspects of retail.
- Key retail subjects include Retail Store Operations, Buying & Merchandising, Visual Merchandising, Category Management, Retail Analytics & E-commerce.
- At the heart of understanding retail is the understanding of consumers and their behaviour often with the help of technology.
- Classroom teaching is integrated with practical exposure.
- Specialisation in Marketing, Operations, Finance and Human Resources.
- Retail Immersions are designed to enable a better understanding of the nuances of various functional areas in retail.
- The Retail Rountable designed around a contemporary theme and the Alumni meet are an opportunity for the student to understand the dynamic world of retail from industry practitioners.

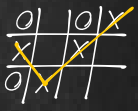
### CLASS PROFILE 2019-2021

#### a. Education



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## PGDM Retail Management

### b. Work Experience

Fresher	1-2 years	2-3 years	3 & Above
62%	31%	5%	2%

### PLACEMENT STATS (2018-2020)

#### Domestic

Average Salary - Rs. 9.17 lakhs p.a.

Highest Salary - Rs. 15.45 lakhs p.a.

### RECRUITERS

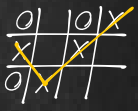
Accenture	EY	Oracle
Aditya Birla - Retail	HDFC Bank	SBI Life Insurance
Aditya Birla - Fashion Retail	ICICI Bank	TATA AIG Insurance
Axis Bank	Infosys	TATA Housing
Bisleri	ITC Limited	The Quarry
Baby Shop	Mahindra & Mahindra	Trip Navigator
Dun & Bradstreet	Madura Garments	Welspun
DHFL	Michael Page	

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

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**Investment:** Tuition Fee Rs. 5,50,000/- p.a. (Subject to change)

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## We Collaborate Globally International Summer Internships during lockdown



At a time when the lockdown killed the prospects of confirmed internships, WeSchool identified an opportunity in crisis, by identifying organisations in India & overseas, for our students to work on challenging projects, in a virtual mode. The projects were now designed to provide the interning student with a chance to consult on real-world projects, pitch relevant ideas and solutions.



## We Alumni - The change makers



**Shaista Khan**  
Future Retail Ltd.  
National Category Manager  
PGDBM – Marketing &  
Retail Specialization - 2003-2005



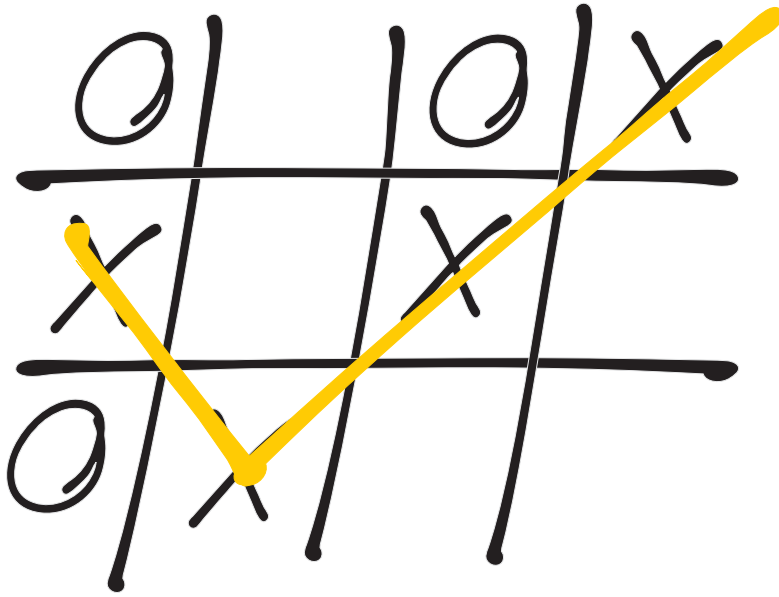
**Jaikrishnan Vaidyanathan**  
Arvind Fashion Limited  
Operations Manager  
PGDBM - Retail Specialization  
2007-2009



**Hiren C. Shah**  
Harman International  
India Pvt. Ltd  
Product Marketing Specialist  
PGDM RM - 2013-2015



**Shreya Gambhir**  
Axis Bank  
Deputy Manager - Product  
PGDM RM - 2018-2020



S.P MANDALI'S  
**we school**  
Welingkar Education

**S. P. Mandali's**  
**Prin. L. N. Welingkar Institute of Management Development  
and Research (WeSchool)**

**Mumbai:** 022 24198400 / 8700  
**Bengaluru:** 080 42678300 / 9886440456  
**Delhi:** 9212171051  
**Kolkata:** 9830277120

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

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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.