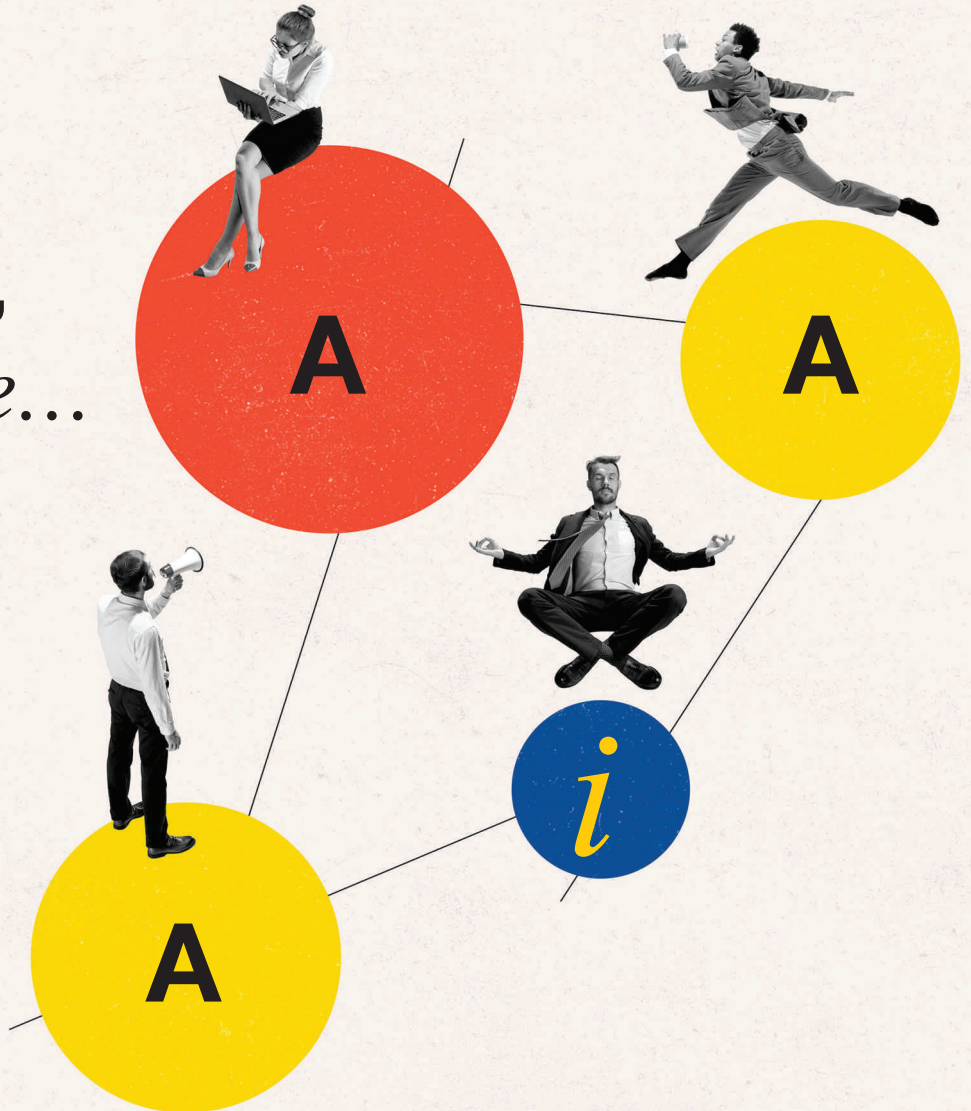


Acquire,  
Apply,  
Assimilate,  
& *innovate...*

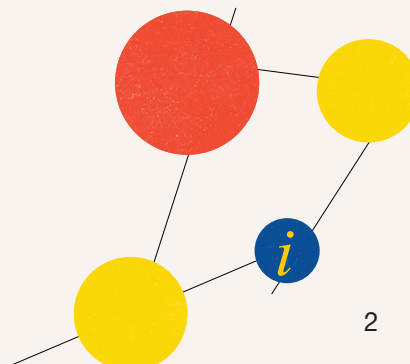


## **PGDM 2025-2027**

2 year full-time AICTE-approved Program (180 seats)

## INDEX

About S. P. Mandali	3
About WeSchool	
From the Group Director's Desk	4
Vision, Mission and Core Values	5
Program Overview	6
Program Vision and Mission	
Program Educational Objectives (PEO)	
Program Outcomes (PO)	7
Program Strengths	
Program USP	8
Program Structure	9
Student Achievements	12
Recruiters (Indicative)	13
Placement Facts	14
Alumni Testimonials	
Eligibility, Selection Process, Tuition Fees	15



## 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.

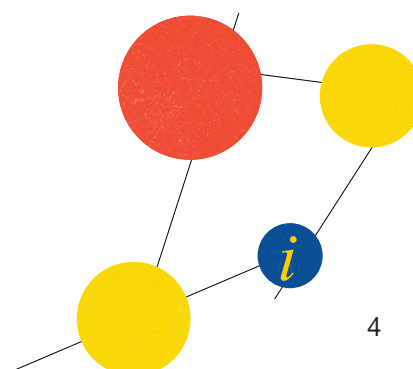
The vision of the NEP aims at building a global, high quality education system rooted in Indian ethos, thereby transforming India into a global knowledge superpower.

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.



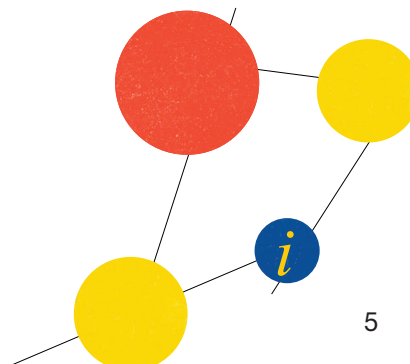
## Mission

- 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



## Program Overview

Today's businesses are not only growing exponentially, but also driven by pronounced shifts and changes, be it in the areas of Marketing, Finance, Operations or Human Resources. Additionally, newer business models, focus on customer, purpose of business existence, sustainability, big data analytics, digital platform etc are only further increasing the need for organisations to align themselves with these new set demands, to ensure their being relevant to their customers and society.

A good manager, equipped with appropriate and relevant skill sets, would play a key role between the organization and the marketplace to help businesses achieve their potential.

WeSchool's PGDM program offers a comprehensive approach to learning business management. It is a two-year full-time program with an industry-relevant curriculum. A student can specialize in Marketing, Operations, Finance or Human Resources. The curriculum covers communication, branding, accounting, people management skills and operational skills, ensuring a complete understanding of various business processes.

## Program Vision and Mission

### Vision

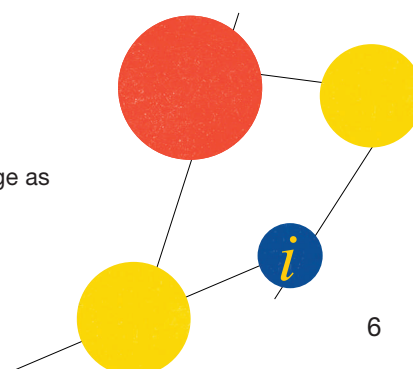
- Provide Industry and Society, Management Graduates having excellence in leadership, entrepreneurial talent and research, through a continuously innovative curriculum.

### Mission

- Contribute to Management knowledge through application oriented, technology embedded education & research.
- Develop responsible management graduates, with risk managing abilities, through ethics-based education.
- Promote the culture of global oriented, critical, innovative thinking, and Social entrepreneurship.
- Forge meaningful partnerships with Corporates, academia, regulatory bodies, and social sectors, based on consultancy and collaborative research.
- Promote a culture of academic excellence benchmarked against the best institutions, domestically and internationally, through continuous interaction with Alumni.

## Program Educational Objectives (PEO)

- Management graduates will be able to demonstrate professionalism in their performance of tasks, exhibit value-based and socially responsible behavior in their pursuits and career.
- Management graduates will espouse the culture and spirit of entrepreneurship in organizations they choose to serve as well as in society.
- Management graduates will be equipped with relevant knowledge in the business domain.
- Management graduates will champion social values and ethical behavior in pursuit of sustainable development.
- Management graduates will demonstrate critical thinking, creativity and innovation to emerge as business leaders and entrepreneur.



## Program Outcomes (PO)

- Leadership- Students will proactively demonstrate the ability to take initiative. They will be able to generate agreement, fairly and objectively, by working through different, even conflicting, points of view. They will be result oriented and have the ability to take calculated risks.
- Innovation- Students will demonstrate the ability to visualize innovative solutions and gather user needs holistically.
- Critical & Analytical Thinking - Students will be able to analyze a situation to its root cause, using tangible and intangible information.
- Communication- Students will be able to make a good personal impact, and articulate good written and spoken skills.
- Global Perspective - Students will be aware of contemporary globally accepted practices, tools and techniques. They will demonstrate ability to view problems and solutions from a global perspective – organizational, locational and cultural.
- Role of Self in the organization & in the society- Students will demonstrate clarity on their personal goals, while being aware of the social context. They will be sensitive to ethical issues and believe in working out solutions based on sustainability principles.

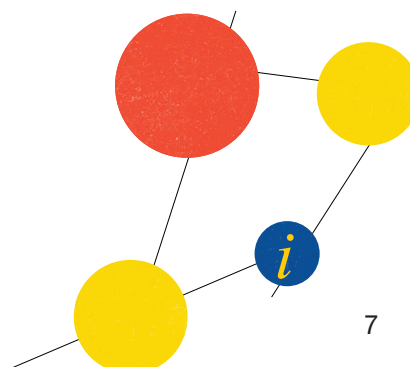
## Program Strengths

### Contemporary Curriculum

- Outcome based approach with AAA framework (Acquisition, Application & Assimilation).
- Robust syllabus to stay contemporary through periodic revision & introducing new courses across specializations.
- Innovative pedagogy – embedding blended teaching-learning processes.
- Access to academic and strategic inputs from Academic & Advisory Boards.

### Student-Centric Pedagogy

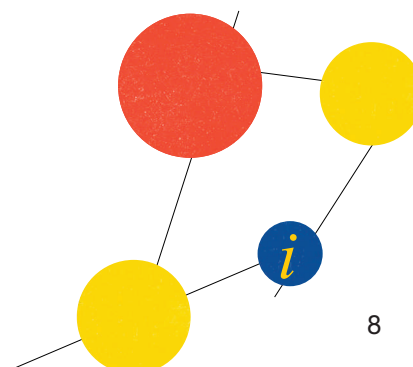
- SHL, an Internationally acclaimed brand - conducts virtual assessment sessions. This enables student-wise, Development Centre (DC) planning. DC actions are implemented/facilitated and steered by faculty mentors, on an ongoing & continuous basis, to enhance student grooming, and employability.
- Guest Sessions by International faculty, Industry experts and Alumni.
- Industry Specific Round-Table Conferences.
- Alumni mentoring and interaction.
- Mock GDPI and CV enhancement sessions are conducted.
- Participation in Smart India Hackathons.
- Skill Development – hands-on training on Excel, Bloomberg Terminal and other data analytics software.
- Bloomberg Market Concepts Certification and Harvard Manage Mentor.





## Program USP

- Experience of a 21 day Student Induction Program (prior to the academic session commencement), wherein students are exposed to the best of the Industry speakers (global and local) and domain related classes.
- Offer industry immersion related sessions that provide a sound foundation of understanding of businesses, processes and models across industries and sectors, ably supported with grooming and personality development related sessions.
- Exposure to experiential learning sessions, to reinforce the Institution's Culture, Core Values, Vision & Mission and sensitize students to their intra personal world.
- Experience the Institute's flagship student development program - 'Global Citizen Leader' that helps them recognize and understand role of self, elements related to Organization & Society, as well as enhance their leadership skills.
- Training in key functional areas, i.e. Strategic Management, Cross Functional Management (delivered through the Integrative Manager Course using Harvard Business School Case studies).
- Undergo two projects – a) Summer Internship Project b) Summer Internship Research Project, in addition to functional specialization project as well. These experiences provide students with rigorous hands-on research experience.
- Provides ample opportunities to work on live industry/government/social related projects contributing to student upskilling.
- Select students are offered an opportunity to enhance their learning through our International University Student Exchange program.





# Program Structure (Academic Year: 2024-2025)

(Subjects to change)

## Trimester - I

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- Perspective Management
- Business Statistics
- Economics for Managers
- Financial Reporting & Analysis
- Effective Business Communication
- Organizational Behavior I - Individuals in Organizations
- Essentials of World Class Operations
- Marketing Management Basics
- Yoga

## Trimester - II

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- Legal Aspects of Business
- Business Innovation and Application
- Global Citizen Leader - I
- Business Research Methods & Marketing Research
- Indian Economy
- Cost and Management Accounting
- Foreign Language
- Organizational Behavior II – Managing Group Dynamics
- Essentials of Supply Chain Management
- Marketing Applications & Strategy
- Consumer Behavior
- Yoga Sessions (Trim II)

## Trimester - III

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- Global Citizen Leader - II
- Business Analytics
- Business Environment and Strategy
- Basics of Banking, Financial Services and Insurance
- Business Taxation
- Fundamentals of Financial Management
- Selling and Negotiation Skills
- Digital Marketing Basics
- Human Resource Development and Human Capital Management
- Project Management
- Yoga Sessions
- Universal Human Values

## Trimester - IV (MARKETING)

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### CORE

- Integrative Manager - I
- International Business
- Summer Internship Project & Summer Internship Research Project

### MAJOR

- Product and Brand Management
- Marketing Applications and Strategy Advanced
- Digital Marketing Advanced
- Sales Management

### ELECTIVES

- Integrated Marketing Communications
- Services Marketing and Management
- B2B Marketing
- Brand Management – I
- Fundamentals of Banking
- Advanced Business Analytics - I

## Trimester - IV (FINANCE)

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### CORE

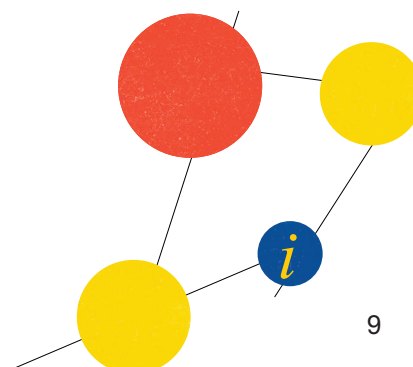
- Integrative Manager - I
- International Business
- Summer Internship Project & Summer Internship Research Project

### MAJOR

- Advanced Financial Management
- Mergers & Acquisitions
- Fundamentals of Banking

### ELECTIVES

- Financial Risk Management
- Wealth Management
- Capital Markets Fundamentals
- Analysis of Financial Statements
- Technology for Finance, Banking and Financial Services
- Brand Management-I
- Advanced Business Analytics-I
- IT- Vertical-I



### Trimester - IV (HUMAN RESOURCES)

---

#### CORE

- Integrative Manager - I
- International Business
- Summer Internship Project & Summer Internship Research Project

#### MAJOR

- Employee Relations, Industrial Relations & Labour Laws
- Total Rewards (Compensation & Benefits)
- Performance Management Systems and Competency Assessment, Management

#### ELECTIVES

- HR Lab
- Talent Management
- Talent Acquisition
- Learning, Training and Development
- HR Analytics
- Brand Management – I
- Advanced Business Analytics – I
- IT- Vertical – I

### Trimester - IV (OPERATIONS)

---

#### CORE

- Integrative Manager - I
- International Business
- Summer Internship Project & Summer Internship Research Project

#### MAJOR

- Productivity Techniques
- Business Process Re-engineering & Improvements
- Operations in Services
- Business Consulting
- Logistics and SCM: Value Creation, Adaptability and Sustainability (LSCM)

#### ELECTIVES

- Production Planning & Control Systems
- Quantitative Techniques for Operations
- Holistic Approach to Business
- New Age Decision Making (NADM)
- ERP Packages for Operations
- Operations Strategy
- Advanced Business Analytics – I
- Services Marketing & Management
- B2B Marketing
- Brand Management- I
- IT- Vertical – I

### Trimester - V (MARKETING)

---

#### CORE

- Integrative Manager – II
- Sustainability in Business

#### MAJOR

- Distribution & Supply Chain Management
- Marketing Finance
- Direct Marketing
- Customer Engagement & Experience Management
- Marketing Research

#### ELECTIVES

- International Marketing
- Retail Management
- Brand Management – II
- Sustainable Marketing
- Advanced Business Analytics – II
- Marketing Decision Models

### Trimester - V (FINANCE)

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#### CORE

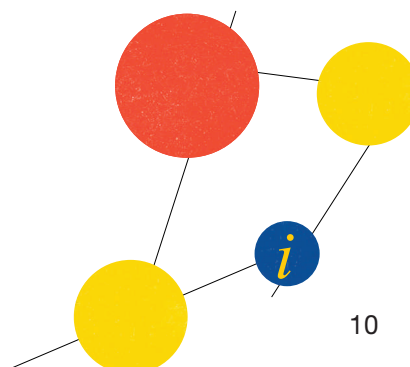
- Integrative Manager – II
- Sustainability in Business

#### MAJOR

- Corporate Laws
- Strategic Cost Management
- Corporate Tax Planning & Fiscal Policy
- Security Analysis and Portfolio Management
- International Finance

#### ELECTIVES

- Capital Markets – II
- Fixed Income Securities
- Financial Modeling and Econometrics for Finance
- Advanced Banking
- Brand Management – II
- Advanced Business Analytics – II
- IT Vertical- II



### Trimester - V (HUMAN RESOURCES)

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#### CORE

- Integrative Manager – II
- Sustainability in Business

#### MAJOR

- Organizational Development & Change Management
- Global & Strategic Human Resource Management
- Managerial Counselling & Process Facilitation

#### ELECTIVES

- Global & National Workforce Planning & HR Audit
- Employer Branding
- HR Issues in Mergers & Acquisitions
- Advanced HR Analytics
- Diversity, Equity & Inclusion
- Brand Management - II
- Advanced Business Analytics – II
- IT Vertical-II

### Trimester - V (OPERATIONS)

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#### CORE

- Integrative Manager – II
- Sustainability in Business

#### MAJOR

- Excellence in Manufacturing & Sustainability
- Supply Chain Risk & Performance Management
- Design & New Product Development
- Complex Problem Solving and Six Sigma

#### ELECTIVES

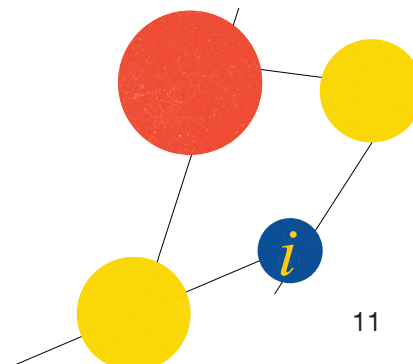
- Quality & Reliability Management
- Operations Analytics & Internet of Things
- Brand Management – II
- Advanced Business Analytics – II
- IT Vertical-II

### Trimester - VI

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#### CORE

- Functional Specialization Project
- Cross Functional Management – Capstone Course
- Ethics & Corporate Governance



# Student Achievements

## 2021-2023



**PGDM 2021-23 students won the KPMG Ideation Challenge 2022**  
 Lipilipsa Harichandan, Abhishek Bhujabal,  
 Ladi Amarnath Patro, Kiran Kannan,  
 Jeevan Bikash Dash, B Shalini



**Winners, Amazon Customer Excellence Challenge (ACE) Got PPIs with Amazon PGDM 21-23**  
 Abhijeet Sonar, Meet Mehta, Kiran Kannan,  
 Sanket Aradhya



**Winner, VIP G.E.A.R Competition Got PO with VIP PGDM 21-23**  
 Sourav Kumar Nanda

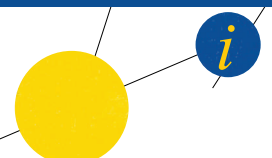
## 2022-2024



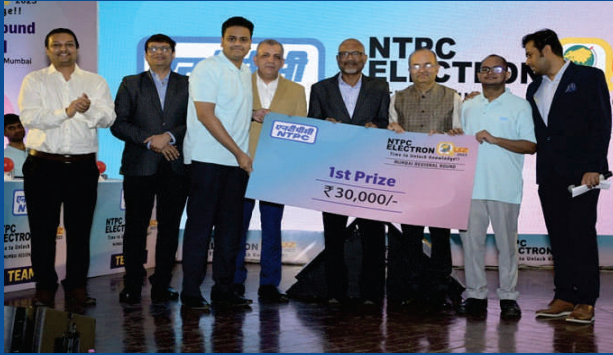
**Winners at National level business HR quiz – NIPM – PGDM 22-24**  
 Nishita Thakkar, Bhargavi Sabbavarapu



**Runners up IIT Kanpur, Regnant Populi HR Case Study Competition PGDM (22-24)**  
 Mahima Pandit, Saloni Munj and Suranjita Pathak



2023-2025



Winners of Western Region NTPC Electron Quiz 2023 – PGDM 2023-2025

&

Runners Up ANVESH – CII Naoroji Godrej Centre of Manufacturing Excellence, Mumbai – PGDM 2023-2025  
Madhur Tike & Suyash Patankar



SEBI National Financial Literacy Quiz 2024 –  
PGDM 2023-2025  
Madhur Tike



EY CAFTA Case Championship -  
PGDM 2023 - 2025  
Kedar Pawar, Sahil Valekar

## Recruiters (Indicative)





## Interim Placement Facts (2022-2024)

### Domestic

Maximum Salary

**₹22.00**

LACS PA

Average Salary

**₹12.17**

LACS PA

### International

Maximum Salary

**₹24.35**

LACS PA

Average Salary

**₹22.38**

LACS PA

## Placement Facts (2021-2023)

### Domestic

Maximum Salary

**₹24.00**

LACS PA

Average Salary

**₹12.49**

LACS PA

## Alumni Testimonials



“ Teachers who contributed to my increasing knowledge curve & growth in my career graph will always be thankful for their invaluable feedbacks & support throughout the MBA journey!

**Piyusha Jagtap**

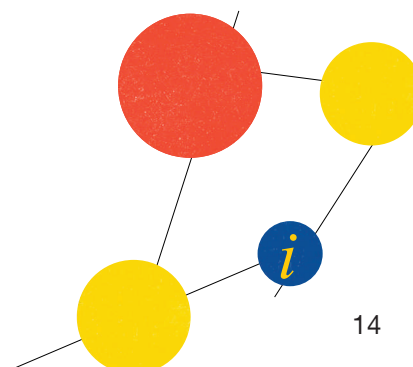
Batch 2019-2021



“ Case studies from the Harvard business school helped to have a world view. We were taught to build a perspective towards any problem by brainstorming, constant research, and the ability to think out of the box with empathy and design thinking.

**Rohit Vapilkar**

Batch 2019-21



## Eligibility

A minimum 50% in graduation, which must be completed by June 2024.

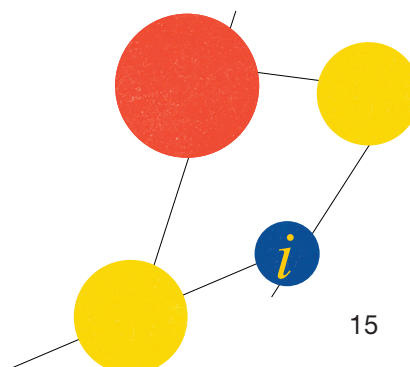
Candidate should have taken the CAT (2024), XAT (2025), ATMA Dec (2024) or Feb (2025), CMAT (2025), GMAT (2022 onwards). (IIMs and other entrance exams conducting bodies have no role to play in WeSchool's admission process).

## 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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