S.P MANDALI'S
weschool
Welingkar Education

2025 - 2027

PGDM
Business
Design

2 Year Full Time, 60 seats
(AICTE Approved Course)

Creating Corporate Managers
with Design Thinking Insights

bd Business Design
Innovate or Perish

Table of Contents

About S P Mandali

Founded in 1888, Shikshana Prasaraka Mandali is one of the pioneers of educational societies in the state of Maharashtra. Since its inception, the institution has been determined to build 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 a fervour to contribute to socially responsible business leaders through management education. National Institutional Ranking Framework (NIRF) list of 2024 ranks WeSchool, Mumbai in the Top 84 B Schools.

The institute's vision to nurture thought leaders and practitioners through inventive education is aligned with the thought leadership from Shikshana Prasaraka Mandali Pune, a legacy educational trust that manages 43 eminent educational institutes in Maharashtra.

The institute's thought process stems from a 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 in 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, of Microsoft, Sundar Pichai, CEO, of Google Inc., Ajaypal Singh Banga, President of 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 to build 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 staying 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 at its core, WeSchool endeavours 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

What is Design Thinking?

Design Thinking is a user-centric, exploratory, and iterative approach to problem-solving. By focusing on the user, whether for a business, service, or product, it ensures alignment with real-world needs. Empathy with stakeholders is the key to uncovering their pain points and aspirations to drive meaningful insights.
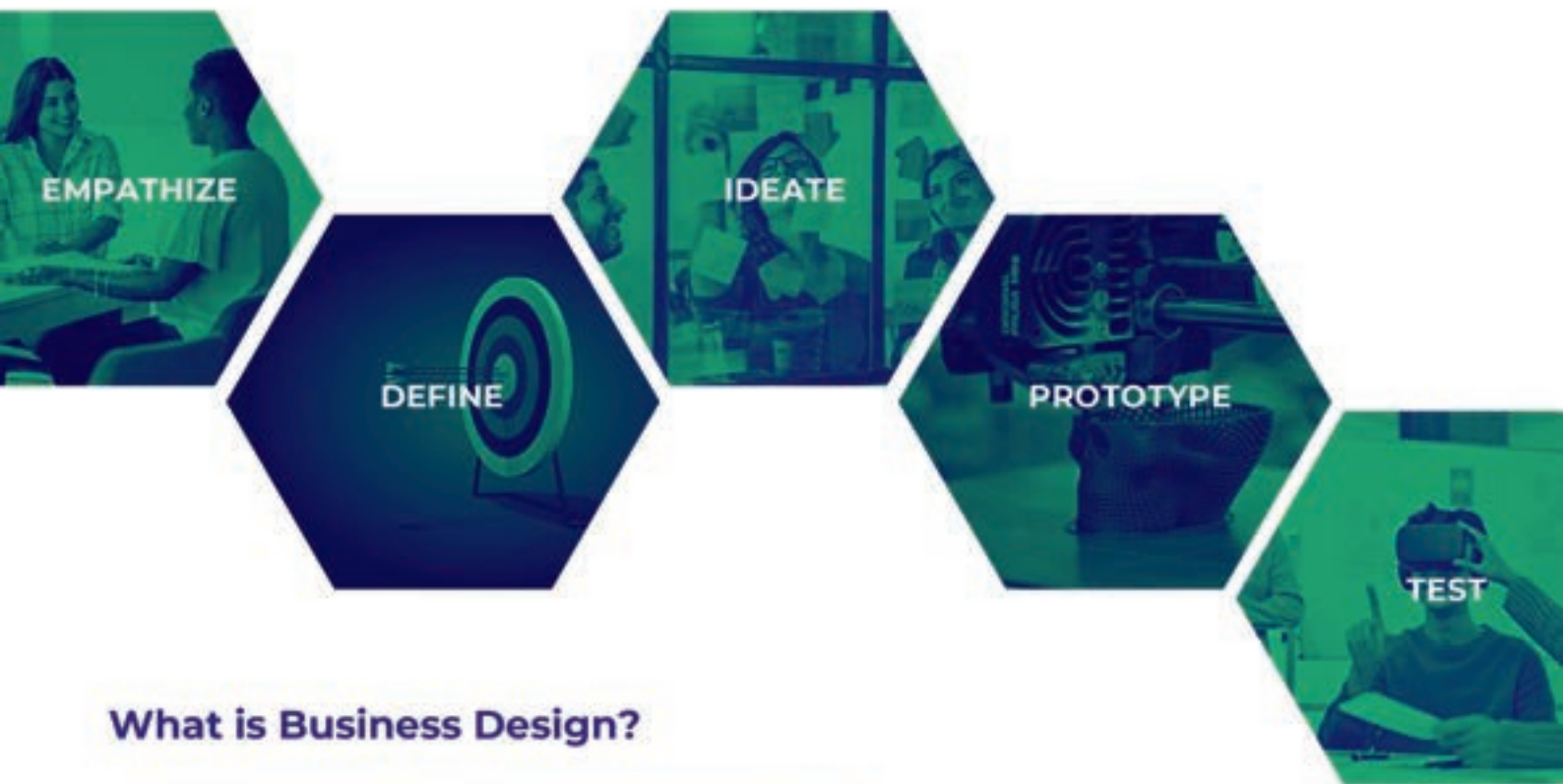
What is Business Design?

A successful business is one that provides solutions at the intersection of Desirability, Feasibility and Viability

A business has to go through the following steps:

- Need identification, opportunity spotting & understanding the environment.
- Concept generation and Business Case creation.
- Business Design (Planning the Architecture).
- Roll-out.
- Long-term Strategy.

WeSchool's PGDM (Business Design) program nurtures industry-ready managers equipped for solving complex challenges.

The curriculum integrates Design Thinking, User Experience, Strategy, Innovation, and Technology, blending traditional and next-gen management concepts. With a focus on stakeholder-centric approaches, innovation, and creativity, the program emphasizes experiential learning through projects, case studies, industry visits, and mentorship. It fosters collaborative, co-creative learning in a dynamic ecosystem driven by openness, inspiring infrastructure, and a spirit of experimentation.

" JOIN US TO MASTER THE SKILLS TO DESIGN SOLUTIONS THAT SHAPE THE FUTURE OF BUSINESS AND SOCIETY. "

State of the Art Innovation Labs

At WeSchool, a student goes through the acquisition, application and assimilation of learning by solving real-time business & societal problem-solving with design thinking as the bedrock. As a futuristic business school, WeSchool has two learning and experience labs available to the students.

InnoWe

Innowe is a lab where students are encouraged to voice the weirdest of their ideas with the assurance that these will be allowed to germinate, cross-pollinate and get fertilized. It is the hub of ideas for business concepts of the future.

It has metamorphosed into an entrepreneurial hub, inspiring students to become intrapreneurs & entrepreneurs. It serves students not only from the Business Design program but extends across all programs at WeSchool.

REDX

The REDX Lab is a dynamic hub for innovation, developing new technologies for businesses and everyday use to meet the diverse needs of people and organizations.

The Lab is open to students, for providing technological support and resources to help them create prototypes for their course projects. By offering hands-on assistance in areas like IoT, AI, and digital platforms, the lab encourages students to develop tangible proofs of concept rather than relying solely on presentations.

Why Business Design?

In today's rapidly evolving markets, change occurs at a pace that renders even Moore's law outdated. Breakthroughs in communication, material sciences, and genetics have made what once seemed impossible a reality. In such dynamic times, businesses must identify untapped and underserved markets to stay competitive.

So how does a business manager adapt? The answer lies in Design Thinking—an adaptive and integrative approach to problem-solving. Designers possess a unique ability to turn imagination into reality by identifying connections across diverse domains, making unbiased observations, and adopting a user-centric approach. Their knack for quick prototyping allows for efficient testing and refinement of ideas..

The fusion of a designer's intuitive creativity and a manager's analytical rigor has birthed the concept of Business Design. This powerful synergy is championed by thought leaders like Roger Martin, Dean of the Rotman School of Management, and practitioners like A.G. Lafley, former Chairman of P&G Worldwide, and Kishore Biyani, former MD & CEO of Future Group. Together, they highlight the transformative potential of combining design and business to shape the future of industries

Transformative Learning Experience

At the core of the PGDM Business Design program lies a transformative learning experience that combines theory with immersive, hands-on practices, designed to develop innovative thinkers and business leaders by fostering a dynamic and collaborative environment. The unique blend of practical exposure, cutting-edge technology, and industry integration creates creative problem-solvers and innovation leaders, equipped to thrive in today's dynamic business landscape.

Program Vision

To nurture managers with ability to use design thinking-based innovation for business and society.

Program Mission

Mission Statement - M1

- To instill a user-centric, multi-disciplinary and holistic approach toward complex problem sharing that cuts across functional silos.

Mission Statement - M2

- To enable students to apply the Design Thinking approach for creating innovative business solutions.

Mission Statement - M3

- To sensitize students to social responsibility, design awareness, technology applications and sustainability

Program Educational Objectives

- Apply management theories and frameworks in business scenarios in the VUCA world.
- Ability to demonstrate leadership qualities.
- Apply and promote design thinking practices and develop a culture for problem solving and innovation.
- Evolve methodology to plan a business – from idea to implementation and stimulate entrepreneurial mind set.
- Be Agile learners who are able to leverage the power of emerging technology, analytics and other contemporary market forces.

POWERPOINT PRESENTATIONS ⟶ PROOFS OF CONCEPT

The PGDM Business Design program goes beyond traditional classroom learning and PowerPoint presentations. It emphasizes hands-on prototyping and creating proofs of concept, empowering students to bring their innovative ideas to life.

To achieve this, the program blends creative design courses like Prototyping Aesthetics in Business, Thinking Tools for Innovators, UI/UX Design, and Customer Experience with *Core Management Fundamentals. This interdisciplinary approach equips students with the skills to ideate, design, and execute impactful solutions that address real-world business challenges.

Glimpses of Student Project Prototypes

An app for women to host and manage their home grown businesses

An app for non-tech savvy people to understand and learn app flows of other apps

An app to reduce loss of life due to lack of information of blood availability

Spoon that assists persons with severe arthritis in having their meals

Vertical mobility for physically challenged persons

Wrist band for the hearing impaired for notifications

Program USP

Multidisciplinary Industry Talks

Multi-disciplinary thinking is the core of this program. Every week, students organize a seminar that includes talks from eminent experts from various fields such as Consulting, Neuroscience, Sensing and Tracking Technologies, Ergonomics, Animation & Gaming, Intellectual Property Rights etc. This exposes the students to contemporary knowledge from a wide spectrum of domains making them better decision makers in business situations.

Alumni Engagement and Focused Mentoring

WeSchool's robust alumni network actively supports students through mentorship, guest lectures, and networking events. Focused mentoring provides personalized career guidance, helping students leverage industry insights and navigate their professional journeys with confidence.

International Exposure

Internship opportunity at Mattel, Mexico

Global Citizen Leader

The Global Citizen Leader (GCL) program at WeSchool is a transformative initiative that sets it apart. Designed to develop leaders who can navigate the complexities of a rapidly changing world, GCL emphasizes real-world impact through live case studies and experiential learning projects.

Students collaborate on solving pressing societal and business challenges, fostering skills in critical thinking, cultural sensitivity, and sustainable problem-solving. This unique program instils a global mindset while nurturing socially responsible leaders who are equipped to innovate and create value across diverse ecosystems.

Career Opportunitites

The PGDM Business Design program graduates are equipped with a unique combination of design thinking, strategic innovation, and core business skills, making them ideal candidates for high-impact roles across various industries. Key opportunities include:

- **IT and Technology:** Roles like Product Manager, Business Analyst, Solution Architect, and UX Specialist, contributing to digital transformation and innovation.
- **BFSI and Fintech:** Positions such as Risk Analyst, Digital Product Manager, Wealth Manager, and Operations Consultant, driving innovation in financial services.
- **FMCG and Retail:** Careers such as Customer Insights Executive, Channel Manager, Retail Operations Manager, and Omni-Channel Partner, focused on understanding consumer behaviour and market trends.
- **E-commerce and Digital Domains:** Opportunities in Marketplace Management, Logistics Operations, Risk Analysis, and Customer Experience Enhancement.
- **Manufacturing and Operations:** Consultant roles in Lean Operations, ERP Implementation and Automation ensuring efficiency and innovation.
- **Human Resources:** Positions like HR Business Partner, Talent Specialist and Executive in Learning & Development focusing on talent optimization and workforce innovation.
- **Entrepreneurship:** Launching ventures or taking intrapreneurial roles to create disruptive solutions within organizations

This broad range of career paths highlights the program's versatility in preparing students for leadership roles across dynamic and evolving industries.

" A PGDM BUSINESS DESIGN GRADUATE IS IDEALLY PLACED TO TRANSITION INTO STRATEGIC CXO ROLES "

Curriculum Structure*

Need Identification & Opportunity Spotting

- Perspective Management
- Economics for Managers
- Financial Reporting and Analysis
- Marketing Management Basics
- Essentials of World Class Operations
- Business Statistics
- Design in Business
- Tools for Innovation
- Prototyping

Industry Analysis & Developing a Managerial Mindset

- Global Citizen Leader - I
- Business Communication
- Cost and Management Accounting
- Marketing Applications and Strategy
- Consumer Behaviour
- Essentials of Supply Chain Management
- Organizational Behaviour Dynamics
- Business Research Methods and Marketing Research
- Business Analysis
- UI-UX Design
- Introduction to Product Design

Go to Market - I

- Global Citizen Leader - II
- Fundamentals of Financial Management
- Digital Marketing Basics
- Project Management
- Human Resource Management
- Business Analytics
- Data Analysis & Visualization
- Business Plan
- Service Design & Management

Go to Market - II

- Summer Internship Project & Summer Internship Research Project
- Strategy & Consulting - I
- Strategic Innovation Management
- Information Design for Business
- Digital Product Management – Innovation and Strategy
- Managing the Customer Experience

Electives / Minor Concentration (Any 2 - 6 Credits Compulsory)

I. Finance
- Advanced Financial Management
- Fundamentals of Banking
- Wealth Management
- Technology for Finance, Banking and Financial Services

II. Marketing
- Product and Brand Management
- B2B Marketing
- Sales Management
- Digital Marketing Advanced
- International Business

III. Human Resource
- HR Analytics
- HR Lab
- Learning, Training and Development
- Talent Acquisition
- Talent Management

IV. Operations
- Productivity Techniques
- Production Planning and Control Systems
- Business Process Re-engineering & Improvements
- Quantitative Techniques for Operations
- Logistics and SCM: Value Creation, Adaptability and Sustainability
- ERP Business Applications

V. Others
- Information Technology Vertical - I
- Advanced Business Analytics - I

" A DYNAMIC CURRICULUM BLENDING CORE MANAGEMENT PRINCIPLES WITH DESIGN THINKING, INNOVATION, AND HANDS-ON PROTOTYPING TO CREATE FUTURE-READY LEADERS. "

*Course Curriculum subject to change

Curriculum and Beyond

Strategic Thinking

- Legal Aspects of Business (IPR, Taxation)
- Strategy & Consulting - II

Electives / Minor Concentration (Any 2 - 6 Credits Compulsory)

I. Finance
- Advanced Banking
- Funding for Business Innovations
- Security Analysis and Portfolio Management
- International Finance
- Fixed Income Securities

II. Marketing
- International Marketing
- Distribution and Supply Chain Management
- Marketing Finance
- Retail Management
- Marketing Decision Models

III. Human Resource
- Global And National Workforce Planning and HR Audit
- Employer Branding
- HR Issues in Merger and Acquisitions
- Advanced HR Analytics
- Diversity, Equity & Inclusion

IV. Operations
- Supply Chain Risk and Performance Management
- Design and New Product Development
- Complex Problem Solving and Six Sigma
- Quality and Reliability Management
- Operations Analytics & Internet of Things

V. Others
- Information Technology Vertical - II
- Advanced Business Analytics - II

Research and Industry Grooming

- Research Project
- Evolving Business Dynamics
- Organizational Integration & Innovation
- Ethics and Corporate Governance

we4tech

We4Tech is a hackathon fostering innovation across diverse fields, inviting teams to collaborate.

wenture.inv

wenture.inv provides a robust platform for alumni entrepreneurs to showcase their innovative products and services to a discerning audience while presenting their funding requirements to a community of investors.

wecell
Weingkar's Entrepreneurship Cell

WeSchool Startup Accelerator Program

WeCell supports campus start-ups through workshops on phase planning, engagement with WeSchool Alumni entrepreneurs and participation in accelerator programs across India. Some of the startups that emerged out of the initiative are :

Achievements and Gallery

Secured second place at Apple-O-Nomics by IIM Sirmaur

Winners of FinFiesta Finance Case Study Competition

Winners of Smart India Hackathon 2022 for problem statement given by Department of Empowerment of Persons with Disabilities (Divyangjan) , Ministry of Social Justice and Empowerment.

Achievements and Gallery

SIH 2024 Hosted at WeSchool

Interaction with Hon'ble PM Narendra Modi in SIH 2024

UMO Global Innovation – 2020

WeSchool - MIT India Initiative - January 2020

Recognition and Rankings

Awarded Highest rating at the Annual Performance Rating of Institutions' Innovation Council (IIC) in Higher Educational Institutes (HEI)

ARIIA - Atal Ranking of Institutions on Innovation Achievements – WeSchool has been ranked as one of the Top 50 Private and Self-Funded Institutions all over India

Annual Extra-curricular Activities

WeBiz 2024 - WeSchool's Annual National Level Management Fest

Impact 2024 - WeSchool's Annual Inter-college Cricket Fest

Industry Immersion

Industrial Visit to DB Schenker

Industrial Visit to Mahindra Museum

Industrial Visit to Godrej Chemicals

Industrial Visit to Govardhan Eco Village

Alumni Testimonials

"At Welingkar, I gained invaluable insights into discipline, personal grooming, and managing real-life situations. What truly stood out were the Design Thinking projects, where we actively engaged in problem-solving, created prototypes, and tested innovative solutions. Being immersed in an environment that fosters creativity and practical learning ensures these lessons stay with you for life."

Shashank Subramanian (PGDM-Business Design 2011 - 13, WeSchool Mumbai)
Senior Manager - Global Sales, BrowserStack

"As a student, you juggle learning, competing, building a career, and personal growth. The classes, projects, and exams, especially the hands-on Design Thinking projects where we created and tested prototypes, can feel overwhelming. It was challenging for me too, but looking back, it was all worth it. These experiences pushed me to a whole new level of growth and understanding."

Kaustubh Joshi (PGDM-Business Design 2013 - 15, WeSchool Mumbai)
Manager - Business Development & Sales, Toll Group

Placement Facts (2021-2023)

Maximum Salary
₹25.48
LPA

Average Salary
₹12.08
LPA

Median Salary
₹11.40
LPA

Placement Facts (2022-2024)

Maximum Salary
₹18.00
LPA

Average Salary
₹12.21
LPA

Median Salary
₹12.00
LPA

Some of our Recruiters

accenture | ADITYA BIRLA GROUP | amazon | Mahindra | Cipla

ICICI Bank | LODHA | EY | CREDIT SUISSE | Capgemini

Infosys Navigate your next | KPMG | Hero | Deloitte. | Goldman Sachs

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)

Contact Us

Monday to Saturday | Timing: 10:30 am to 7:00 pm
@ 022-24198400/ 022- 24198700

Address

S P Mandali's
Prin. L. N. Welingkar Institute of Management
Development & Research
Lakhamsi Napoo Road,
Near Matunga (Central Rly.),
Mumbai- 400 019.