

# Creating managers who build on technological innovations

The only Management Program in E-Business for professionals / freshers from IT or non-IT backgrounds



## PGDM E-Business 2024-2026

2 year full-time AICTE approved Program (120 seats)

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## About S. P. Mandali's

Founded in 1888, Shikshana Prasarak Mandali is one of the pioneers of educational societies in state of Maharashtra. The institution since its inception is 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. Having a diversified and dynamic module of operation, each institution at S. P. Mandali is known for its academic excellence and calls for students from across the nation.



**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 2022 ranks WeSchool, Mumbai in Top 68 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 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.



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 to the inventor of the digit 0 - Aryabhaṭa.

Lately, India has undergone a paradigm shift owing to its competitive stand in the world. The Indian economy is on a robust growth trajectory and boasts of a stable 8 plus annual growth rate, rising foreign exchange reserves and booming capital markets among others.

Higher education too in India has been a continuous provider of innovation, creativity and leadership support to the global industry. Some of the world's leading companies are being headed by-products of Indian education system such as Satya Nadella, CEO, Microsoft, Sundar Pichai, CEO, Google Inc., Ajaypal Singh Banga, President and CEO, MasterCard, Rajeev Suri, CEO of Nokia, Indira Nooyi, CEO of Pepsi Co. to name a few

We are fortunate to have the representation of the voice of key stakeholders such as policymakers, diplomats, experts, industry professionals, members of the academia, and our esteemed alumni in the industry, among others for 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 best education system rooted in Indian ethos, and aligned with the principles, 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 leaders in their fields. We are committed to staying at the forefront 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 in many cases, lifelong friends. I invite you to embark on your path to academic and professional excellence with us 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 towards achieving excellence in all sphere 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

## The Program

PGDM (Post Graduate Diploma in Management) in E-Business is a two-year full time master's level program covered in six trimesters. It is one of the first Post Graduate Diploma in Management programs focussed on e-Business. It is aimed at developing highly effective business management professionals with a technology blend. The students are from diverse academic backgrounds. They get in-class experience including extensive interactions with industry practitioners and faculty members, that help them enhance their skills. Also, they have group sessions that help them learn how to build and work in teams and work on their communication and presentation aspects. This helps students from non-tech backgrounds to develop a passion for technology in learning.

In addition to the in-class experience, there are various courses focused on continuous growth of the student, including global internship programs aimed at exposing them to leading-edge global practices, covering both contemporary as well as emerging topics, in the industry.

The program syllabus is designed by the Board of Studies under the broad guidelines received from the Advisory Board, in keeping with global/local trends and is subject to revision. The syllabus for the core E-Business and functional areas has been defined by the board of studies for the respective areas viz., Marketing, Finance, Operations and HR.

## Program USP

- It is the only management program in E-business. As a 2-Years Full Time program, it has been designed to develop a flair for technology and business in students irrespective of their academic backgrounds in arts, commerce, science, or engineering.
- It encourages students to explore various digital technologies and platforms that can be leveraged in an innovative manner to help drive business results and provide greater value to the customer through innovative products and services, immersive customer experiences and path-breaking business models.
- In the tenure of two years of the program, the curriculum focuses on two main areas of business - core business understanding and e-business concepts and strategy.
- The courses on technology emphasize on the understanding of the Enterprise Software Applications, Business Analytics, Business Analysis, and IT security aspects of it. Courses like Consumer Behaviour, Digital Marketing and Digital Business Strategy enhance the student's knowledge on the current industry practices.
- The program also includes courses like Cognitive Businesses which is a specially designed course that focuses on technology and builds fundamentals in Artificial Intelligence, Internet of Things, Machine Learning, etc.
- PGDM E-Business also provides an opportunity for students to focus on high growth and IT-driven industry verticals such as Analytics, BFSI, Consulting, e-Commerce, Fin-Tech, Digital media, and IT Entrepreneurship, etc.



## Why E-Business?

Students graduating from this program bring a unique combination of:

- Core business and domain knowledge.
- Core Specialization Knowledge in Finance, Marketing, Operations, or HR.
- Wide ranging exposure to Emerging Technologies, Analytics, Business Automation, Cloud, Cybersecurity, Governance, Risk Compliance, IT/ Cyber Laws.
- Orientation towards specific and contemporary Techno-Management roles such as Business Analyst, Management Consulting, Functional Consultant, Data Analytics roles, Product Owners, Digital Product Manager, Presales, UX/ Customer Experience, Digital Marketing, Inside sales roles in any technology / business domains.

## The E-business Program

- Develops good Business functional knowledge and skills by providing the students a wide range of input and experiences from diverse business verticals and functional areas.
- Broadens the understanding of students about technology by exposing them to a wide range of concepts, platforms, and solutions.
- Inculcates key attributes of Design thinking, viz. Empathy, visualisation, innovation, critical and integrative thinking which will enable students to solve business problems using technology-based solutions.
- Inspires intra/entrepreneurial spirit required for driving change and transformation in a complex digital world.

## Program Vision and Mission

### Program Vision:

Nurture Leaders for an era of Digital Business and Transformations.

### Program Mission:

- Evolve the curriculum in tune with emerging technology trends and industry needs.
- Develop skills and competencies in the business domains and leading-edge technology.
- Nurture agile leader with ability to drive change, innovation, and transformation.

## Program Educational Objectives

Post-Graduates from the E-Business program are expected to attain or achieve the following Program Educational Objectives within a few years of graduation:

- Wider understanding of technical concepts, technology platforms and solutions.
- Exhibit good business functional knowledge and skills.
- Inculcate key attributes of visualisation of technology, innovation, critical and integrative thinking enable to solve business problems.
- Inculcate attributes of human values, ethics, and sustainability.
- Contribute actively to technology and end-user industry or in general management roles in techno rich environments.
- Demonstrate intra/entrepreneurial spirit required for driving change and transformation in the business world.



## Program Outcome

At the end of the program outcomes student will be able to,

**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 analyse 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.

**Techno-Proponent (PSO):** Apply the knowledge of and passion for technology to solve business problems in an effective manner. Demonstrate and apply appropriate cross functional management, statistical and technological tools to analyse business conditions, sense opportunities and suggest innovation solutions. Evangelise technology and drive transformational changes to achieve business value. Support, Develop and Empathise with all stakeholders and uphold professional ethics in all settings.

## Program Pedagogy

The transformative pedagogy includes lectures, workshops, hands-on field-based industry projects and internships, and Harvard Business case studies. The Global Citizen Leader (GCL) course teaches – Leading self, Collaboration, Innovation and Social impact through actions – which will eventually help students to build capability to lead themselves, work effectively with others, and enact creative and conscientious change. Courses on Business Research would provide an understanding of research to solve business dilemma in general. The research project-based course on E-Commerce is intended for students who are interested in making a career as a manager in an e-commerce company or entrepreneurs building their own e-commerce start-ups.

The business analytics pedagogy incorporates Python, which is an open source, interpreted, high level programming language. Python has a wide collection of libraries for mathematics, science, engineering, AI and machine learning, data analytics, and visualization.

Students may aspire to become consultants either by joining consulting companies or branching out on their own after several years of corporate experience. Consulting could take several forms and would also vary based on the domain of expertise/services which a consultant wishes to offer. The nature of assignments and challenges thrown at them by clients are also very diverse and very situational. However, certain core skills required for consultants are similar across various consulting domains. The course therefore aims at sensitizing students to these core consulting skills.

FinTech is an excellent career option for tech savvy management graduates and entrepreneurs who can think of new ways of delivery of financial products and services. The courses on banking and finance, helps develop interest and skills for the students who wish to pursue a career in FinTech industry.



## Deliverables

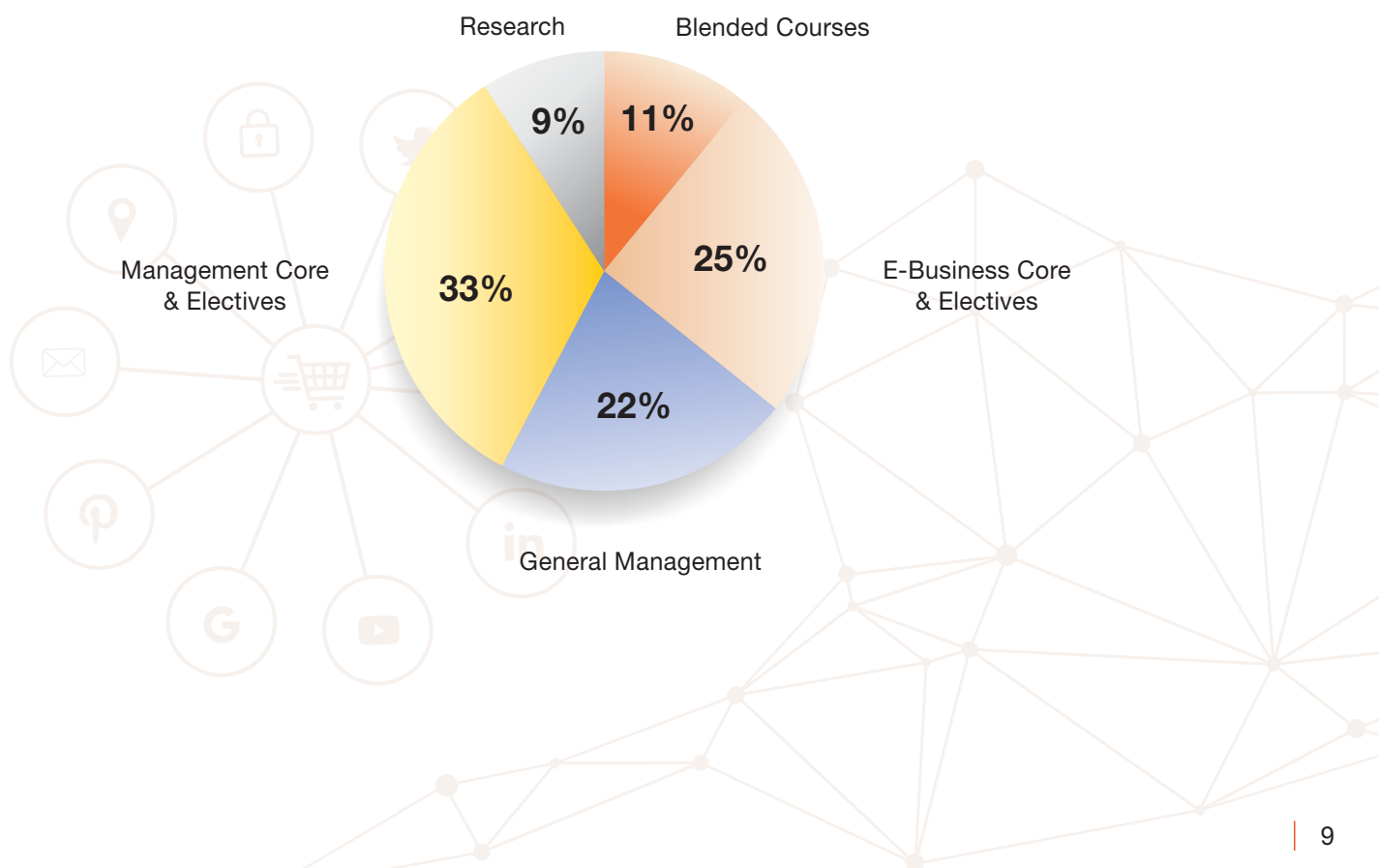
This program enables student to weave technology into business practices and solve real life problems, using the technology driven approach. The two-year full time PGDM program structure is a blend of general management and emerging technology led inputs like,

- Business Analytics
- e-Business Technology
- Emerging Technology and Business Applications
- Digital Marketing
- Digital Business and Strategy
- Business Analysis and Consulting
- Enterprise Business Applications
- Financial Technology
- IT Governance Risk Compliance
- Customer Experience Management
- International Business

The program covers all aspects of Management and integrates concepts like innovation, creativity into mainstream management system. The program is a fine blend of management and technology disciplines. The student is exposed to the fundamentals of general management, in broad areas of Finance, Marketing, Human Resources and Operations.

## Program Structure

Each full course comprises 30 hrs. of classroom teaching, constituting 3 credits (Full Credit). A half course comprises 16 hrs. of classroom teaching, constituting 1.5 credits of classroom teaching each.



## Trimester – I

- Business Statistics
- E-Business Foundation
- Economics for Managers
- Effective Business Communication
- Essentials of World Class Operations
- Financial Reporting and Analysis
- Marketing Management Basics
- Organizational Behaviour I – Individuals in Organizations
- Perspective Management

## Trimester – II

- Basics of Banking, Financial Services and Insurance
- Business Analysis
- Business Research Methods and Marketing Research
- Cost and Management Accounting
- E-Commerce
- Enterprise Business Applications
- Global Citizen Leader
- Legal and Tax Aspects of Business
- Marketing in Digital World
- Microsoft Excel for Business
- Organizational Behaviour II – Managing Group Dynamics

## Trimester – III

- Advance Digital Marketing
- Business Analytics and Data Visualisation
- Business Environment
- Consumer Behaviour
- Digital Supply Chain Management
- Emerging Technology and Business Innovation
- Fundamentals of Financial Management
- Global Citizen Leader
- Human Resource Management
- IT Governance Risk and Compliance
- IT Project Management

## Trimester – IV

- Advance Business Analytics
- Digital Business and Strategy
- Integrative Manager - I
- International Business
- Summer Internship Project
- E-Business Electives
- Consulting Fundamentals

- Capital Markets Fundamentals
- Entrepreneurship
- Financial Technology (Fin-Tech)
- Marketing Specialisation Electives
- B2B Technology Marketing
- Customer Experience Management
- Product and Brand Management
- Finance Specialisation Electives
- Advance Financial Management
- Wealth Management
- Fundamentals of Banking
- Operations Specialisation Electives
- World Class Manufacturing
- Enterprise IT Management
- Customer Experience Management
- Human Resource Specialisation Electives
- Employee Relations, Industrial Relations and Labour Laws
- Competency Assessment, Management and Performance Management Systems
- Total Rewards (Compensation and Benefits)

## Trimester – V

- Integrative Manager – II
- Business Ethics and Sustainability
- Marketing Specialisation Electives
- Direct Marketing
- Customer Relationship Management (CRM)
- Sales Management & Sales Promotion\*
- Integrated Marketing Communication
- Finance Specialisation Electives
- Strategic Cost Management\*
- Corporate Tax Planning and Fiscal Policy \*
- Security Analysis & Portfolio Management
- Corporate Laws\*
- Operations Specialisation Electives
- Operation Analytics\*
- Excellence in Manufacturing and Sustainability
- Business Process Re-engineering and Improvements\*
- Design and New Product Development\*
- Human Resource Specialisation Electives
- Global & National Workplace Planning & HR Audit\*
- Organizational Development & Change Management
- Global and Strategic HRM

## Trimester – VI

- Functional Specialisation Report

## Some of our Recruiters



## Alumni Testimonials



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As a fresher (BBA), the E-Business program not only strengthened my management skills but also helped me to develop technical skills. I am currently working for Amazon as a Sr. Control Risk Analyst. The job requires analysing data to mitigate risk and provide insight into the company's business operations. When it comes to learning, the PGDM E-Business program has pushed me out of my comfort zone and allowed me to rub shoulders with people from diverse backgrounds and various industry experts. These experiences improved my skills in communication, leadership, team building, and presentation. I have gained a new perspective on the challenges that businesses face, and I am ready to use the skills and knowledge gained to help add value to the workplace.

**- Harshul Jindal (PGDM E-Business 2020-2022, WeSchool Mumbai)  
Risk Analyst, Amazon**

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I started as a fresher and from Economics background, aspired to become an HR leader before joining this program. The PGDM E-Business program gave me a fresh perspective to look at people management. Being into this program I learnt how to design digital transformation strategies, their impact on the workforce, required for an HR Business Partner or any HR professional contributing to the business growth. I also learnt problem solving techniques and got to work on a real- life consulting problem statement for a company (based on impact investment using technology), which added a consulting flavour to my HR specialization. Subjects like Digital Marketing helped me understand how to reach global audience at the same time appealing them individually! This 2-year journey was a fulfilling blend of in-depth domain knowledge (HR) and a vast exposure to industry-transformative elements (Digital Business, Consulting, Digital Marketing, Fintech) through PGDM E-Business! Along with this, I also got to be Deputy Placement Secretary of E-Business, which has been a serve- and- learn opportunity for me!

**- Sai Deshpande (PGDM E-Business 2020-2022, WeSchool Mumbai)  
Corporate HR, Vedanta**

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Having an engineering background E-Business program added value to my traditional consulting role with previous IT experience. Currently working with Infosys at Bengaluru as a DNA Consultant, where we analyse the data and provide business insights to the company. When it comes to learning, PGDM E-Business program has always advantageous as we were getting flavour of technology as well as managerial skills. With various technical and IT subjects he was able to understand in which domain he wanted to pursue his career.

**- Abhirup Chakraborty (PGDM E-Business 2020-2022, WeSchool Mumbai)  
Consulting, Infosys**

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A commerce graduate and an aspiring Chartered Accountant joined PGDM E-Business programme to upgrade skills in technology and Financial Management. I always intended to indulge in more challenging roles and explore new areas of work, keeping base in the field of finance.

The E-Business programme, being a good blend of technology and management, teaches various aspects of current business practices and requirements. Apart from core domain specific subjects, it gives hands-on exposure to Business Analytics, Business Analysis, Project Management, Enterprise Business Applications, etc.

The 2-year journey has provided ample opportunities to develop financial, analytical and management skills. I was actively participated in various events organised by the institute and has served as the General Secretary of PGDM E-Business. My prior experience and knowledge in the core finance domain and key learnings from E-Business programme got a job of a Business Analyst at Cognizant. My role, as a Business Analyst, would be to facilitate financial forecasting and analyse potential growth opportunities.

**- Shruti Khemani (PGDM E-Business 2020-2022, WeSchool Mumbai)  
Information Technology, Cognizant Technology Solutions**

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Being from a Commerce background, PGDM E-business program added value in terms of attaining the managerial and technical skills which ultimately made me a good candidate to work as a Financial Risk Solution Advisor. I got an opportunity to explore and understand the Data Analysis tools (like Power BI, Python, Tableau, SPSS etc.). This 2-year journey was a fulfilling blend of in-depth knowledge and exposure. I am thankful to WeSchool as it has helped me grow personally as well as professionally.

**- Ishani Chawla (PGDM E-Business 2020-2022, WeSchool Mumbai)  
Solution Advisor, Deloitte**

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“

I started as a fresher (Bachelor of Business Management) where I was exposed to various management festivals and events helping to shape one for the future, but future itself relied on technology which is where E-Business programme filled the gap. The programme depicts about how technologies is used in Business and broadens our horizon that E-business is not just confined to E-commerce. It extensively covers IT related domains such as Project Management, Business Analyst, IT Consulting and briefly covers domains of Business Research and Analytics. Last but not the least Class Projects along with GCL would help in broadening our knowledge and skills.

**- Moksh Gada (PGDM E-Business 2020-2022, WeSchool Mumbai)  
BIU, Axis Bank**

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## Interim Placement Facts (2021-2023)

Maximum Salary

**₹20.04**

LACS PA

Average Salary

**₹11.89**

LACS PA

Median Salary

**₹11.40**

LACS PA

## Placement Facts (2020-2022)

Maximum Salary

**₹18.00**

LACS PA

Average Salary

**₹10.60**

LACS PA

Median Salary

**₹10.50**

LACS PA

## Eligibility

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

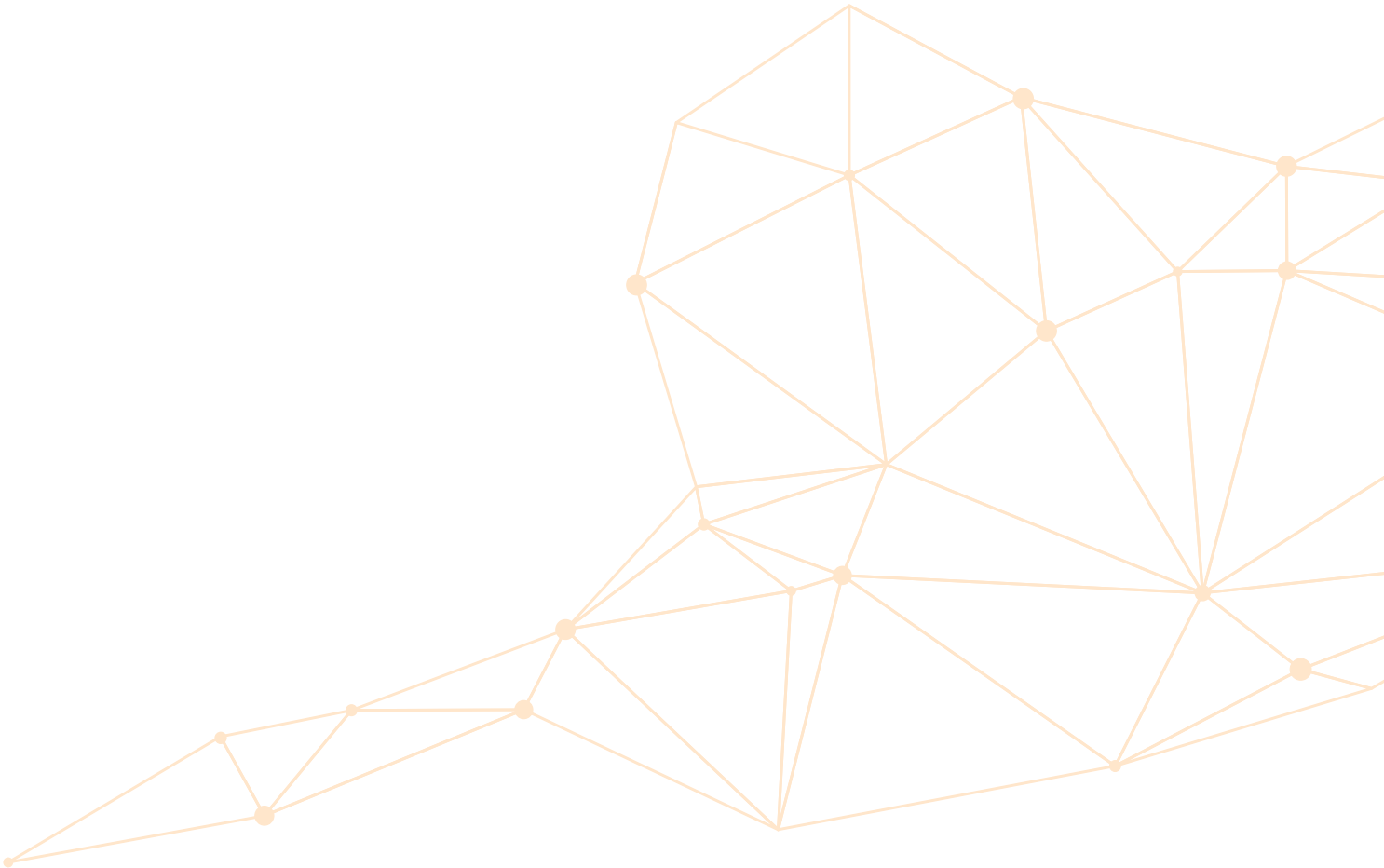
Should have taken CAT (2023) conducted by the IIMs for the year specified in the advertisement (IIMS have no role in the Welingkar admission process) and /or/ XAT (2024) / and / or ATMA (Feb 2024) and / or CMAT (2024) and / or GMAT (2021 onwards).

## 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**  
**we school**  
Welingkar Education

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