

| Classroom + Experiential Learning

Revolutionising the evolving Media industry



**Creating New-Age Media Professionals
with a 360° vision**

PGDM Media & Entertainment 2025-2027

2 year full-time AICTE approved Program (60 seats)

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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 Vision and Mission

Vision

To nurture business management professionals with an ability to adapt and contribute to the dynamic business of media & entertainment.

Mission

- Provide domain knowledge of the Media & Entertainment sector for effective business decision making.
- Nurture creativity, innovation and entrepreneurship.
- To cultivate leadership and communication abilities required to excel in the media & entertainment sector.
- To create awareness of global practices in the media & entertainment sector.
- To sensitize students to the value of media & entertainment sector in society.

Program Educational Objectives (PEOs)

Post-graduates from the PGDM-Media & Entertainment program are expected to achieve the following Program Educational Objectives within a few years of graduation:

- **Media domain knowledge:** Apply understanding of emerging trends, reforms & initiatives in national and global markets, pertaining to various roles in the Media & Entertainment sector for effective decision making.
- **Application of business functions like HR, Finance, Marketing and Operations in the Media & Entertainment industry:** To broaden the application and understanding of the students by exposing them to various functions of media & entertainment business and roles.
- **Design/development of forms of media and communications:** To make them competent in providing innovative solutions and creative storytelling focused to the target market.
- **Soft Skills readiness:** To inculcate teamwork, problem solving, leadership and communication skills in students enhancing their managerial effectiveness.
- **Ethical practices:** To expose students to real world situations and initiatives so they can understand the significance of ethical practices in media and entertainment sector.

Program Outcomes (POs)

On successful completion of the PGDM Media & Entertainment program, students will be confident professionals and an asset to any company.

- Leadership
- Innovation
- Critical and Analytical Thinking
- Communication Skills
- Global Perspective
- Role of Self in the organization & in society

Program USP

- Designed to create business managers and leaders with a media edge.
- Rich exposure to relevant industry projects such as Global Citizen Leader, Winter/Summers projects and workshops.
- The transformative pedagogy includes lectures, workshops, live industry projects, videos and case studies curated & delivered by renowned media experts.



About PGDM Media & Entertainment Program

The Post Graduate Diploma in Media & Entertainment has been designed in a manner that the curriculum has all the required aspects to ensure that our students sustain and thrive as successful professional managers in the Media & Entertainment industry. The course is designed and delivered by industry stalwarts who provide the students with a deeper understanding of the industry and its functioning.

The course offers a balanced combination of theoretical learning and on-field learning visits to production and post-production houses, advertising agencies, media agencies, digital agencies, consumer research and industry events.

Why PGDM Media & Entertainment Program

PGDM Media & Entertainment from WeSchool is an ideal option for budding media professionals for an array of reasons:

Industry connection: The Program is precisely built to be compatible with the dynamic and ever evolving media ecosystem. It empowers students with the required skills and information to manage the complexity of this sector.

Experiential Learning: The emphasis on practical learning through industry visits, internships and live projects ensures that students gain hands-on experience and build a strong industry network.

Faculty Expertise: The program faculty comprises a mix of industry professionals and academicians who provide a combination of theoretical understanding and real-world application.

Global Perspective: The program includes case studies and industry trends, which broadens students' awareness of the international media scene.

Strong Alumni Network: WeSchool's extensive alumni network provides vital mentorship and employment prospects to graduates.

Career-Oriented Curriculum: The course covers a broad range of topics including advertising, media planning, digital marketing and event management, preparing students for a variety of careers in the sector.

By enrolling in WeSchool's PGDM in Media & Entertainment, students can position themselves at the forefront of the industry, ready to contribute to its expansion and innovation.



Program Structure

Trimester - 1

Subject Title

- Effective Business Communication
 - Economics for Managers
 - Business Statistics
 - Marketing Management Basics
 - Financial Reporting and Analysis
 - Essentials of World class Operations
 - Introduction to Media and Entertainment Studies
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Trimester - 2

Subject Title

- Perspective Management
 - Global Citizen Leader – I
 - Business Research Methods and Marketing Research
 - Business Innovation and Application
 - Consumer Behaviour
 - Marketing Applications and Strategy
 - Cost & Management Accounting
 - Organizational Behaviour
 - Essentials of Supply chain Management
 - Media and entertainment Business
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Trimester - 3

Subject Title

- Global Citizen Leader – II
 - Fundamentals of Financial Management
 - Human Resource Management
 - Project Management
 - Media and Entertainment Services Marketing
 - Integrated Marketing Communications Applications & Practices
 - Media Selling & Negotiations Skills
 - Digital Marketing Basics
 - Media & Entertainment Laws
 - Universal Human Values
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Trimester - 4

Subject Title

- Media Analytics
 - Media Planning & Buying
 - Advanced Digital Marketing (E)
 - Entrepreneurship in Media and Entertainment Industries
 - PR & Corporate Communication
 - Customer Relations Management
 - Product & Brand Management
 - Rural Marketing
 - Summer Internship Project & Summer Internship Research Project
 - Value added Workshop - Industry Readiness Program
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Trimester - 5

Subject Title

- Media Technology
 - Strategic Brand Management and Communications
 - Digital Content management
 - Media Research
 - New Media (AR, VR, Games, AI)
 - Advanced Integrated Marketing Communication Applications & Practices
 - Strategic Management
 - Business Of Movies (E)
 - Business Of Music (E)
 - Celebrity Management (E)
 - Lifestyle and Recreation Management (E)
 - Sports Management (E)
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Trimester - 6

Subject Title

- Industry Research Project
 - Writing for Media
 - Ethics and Corporate Governance
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Program Pedagogy

The Faculty enhance teaching learning environment by taking various pedagogical initiatives. These initiatives play an important role in students' development. Such initiatives include in-class activity, research-oriented teaching methods, interaction with industry experts, case study-based teaching learning, live project-based assessment etc.

The institute always strives to impart management education through innovative practice methods and activities. This has been reflected in the course design, course delivery, assessment and evaluation system. ICT enabled classroom and the remote access library aids in providing inclusive classroom experiences and extensive learning experiences to the students.

Following are the innovative initiatives taken by Welingkar Institute of Management Development and Research:

- Collaborative teaching & learning
- Crafting cutting-edge market-driven courses
- Case studies
- Project based learning

The Institute designs and delivers new teaching-learning activities. Some of the noteworthy innovations with respect to teaching-learning are described below.

- i. Harvard Case Studies
- ii. Industry Immersion
- iii. Global Citizen Leadership program

Faculty receive support, guidance and opportunities from the institute to design teaching learning initiatives.

Also some of the initiatives taken specially by PGDM Media & Entertainment Program are

1. Mentor - Mentee Program
2. Media Fire Workshops
3. Media Conclave
4. Media Sector focussed Industry Immersions

Career Opportunities

To nurture every student, we guide, mentor and stand by each student, helping them discover their innate abilities and interests. Through this course, students can become sound professionals in areas like.

Roles

- Media Sales
- Client Servicing
- Account Management
- Content Strategy
- Digital Marketing
- Brand Management
- Social Media Management
- Media Research
- Media Buying & Planning
- Strategy
- Customer Success Strategy
- PR & Corporate Communication
- Campaign Management
- Media Analyst
- Marketing Communications



Faculty Details



Dr. Aparna Khare

Associate Professor & Program Incharge

Ph.D., published research papers case study in National and International Journals, & External Reviewer-Over 16 years of teaching experience and 9 years of industry experience.



Dr. Namrata Singh

Assistant Professor

Ph.D. Published research paper in scopus indexed journals, Authored more than 15 case studies, Conducted MDPs, Certified UHV Trainer. Over 15 years of teaching and industry experience



Prof. Pratika Mishra

Professor-Marketing

Published More than 35 Papers in Journals of Repute Guided Six PhD scholars in the area of Advertising, Branding and Marketing.

Convened More than a dozen Conferences, Noble Laureates Conclave, Workshops, FDP's Founder Editor of Journals, Newsletters and Editorial Board Member



Dr. Mousumi Choudhary

Assistant Professor

Published research papers in scopus and ABDC indexed national and international journals. Authored a book on Bancassurance. Guided Ph.D scholars. 7 years of teaching experience



Mr. Aji Joseph

Assistant Professor

With over 29 years of Industry experience transitioned into a full-time faculty since August 2023, having taught as a visiting faculty since 2022.



Mr. Aditya Bhat

Assistant Professor

23 years of work experience in Media & Marketing.



Student Achievements

S. No.	Name	PGDM ME Batch	Description	Event	Position
1.	Prathmesh Rege	2021-2023	Awarded Best Management Student Award	Bombay Management Association	Award
2.	Rishikesh Sahare, Chanjal Roy, Shreya Parab	2023-2025	National Level Competition	Brand Baja Barat, BIMTECH, Noida	1st Prize
3.	Vishaka Tiwari	2022-2024	National Level Competition	"Markurious", SIBM, Bangalore	1st Prize
4.	Kriti Varia	2022-2024	National Level B-Fest Competition	"Guesstimania", Krishi Chanakya'23, National Institute of Agricultural Extension Management (MANAGE)	2nd Prize
5.	Driti Jain	2023-2025	Article writing competition	"Resilience in Marketing", IIM Ranchi	3rd Prize
6.	Mansi Bagdai, Ashwani Soni, Sanika Athalye	2023-2025	National Level Competition	Nexus Marketing Saga, MICA Ahmedabad	3rd Prize
7.	Pranjali Lahane	2022-2024	National Level Competition	"Comeback quest", GLIM, Gurgaon	3rd Prize
8.	Gauri Sahu	2022-2024	National Level Case Study Competition	Unpack the facts - Decoding the packaged foods by SiraomPvt. Ltd.	3rd Prize
9.	Mansi Bagdai, Ashwani Soni, Sanika Athalye	2023-2025	National Level Competition	Dreams To dollars, GLIM Chennai	3rd Prize
10.	Kajal Giri	2021-2023	AIMS Best Research Paper award, "Exploring the effectiveness of Gamification in enhancing the user engagement and customer experience"	34th AIMS Annual Management Education Convention, Management Education: Harnessing the New Paradigm	Publication
11.	Vishnu R	2021-2023	Study on how to captivate and engage an increasingly distracted audience on Digital Platforms	34th AIMS Annual Management Education Convention, Management Education: Harnessing the New Paradigm	Publication



Our Recruiters



Placement Facts (2021-2023)

Maximum Salary

₹22.00

LACS PA

Average Salary

₹12.81

LACS PA

Median Salary

₹12.00

LACS PA

Placement Facts (2020-2022)

Maximum Salary

₹12.41

LACS PA

Average Salary

₹9.08

LACS PA

Median Salary

₹8.50

LACS PA



Alumni Testimonials



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Being at WeSchool provided me with a multifaceted experience, especially the Media sectors. The course foster an environment that allows you to push yourself and gain experiences across a breadth of choices right from entrepreneurship, live projects to various extra curriculars. Thus liting one explore a plethora of opportunities to grow holistically beyond just academics.

The curriculum also did a great job of equipping me with the knowledge and skills required to excel in the dynamic Media industry. These armoury of skills combined with professors who advocated mentorship and a superb peer group helped create a strong foundation for both personal and professional growth.

**- Sharvane Thale (PGDM-Media & Entertainment 2019-21, WeSchool Mumbai)
JioSaavn - Associate (Brand Solutions)**

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The course in Media and Entertainment helped me know the prime areas and trends of the industry with a hands-on experience based on my interests. The Live projects and the media inclined curriculum made my institute-to-industry journey, a smooth transition. The faculty were flexible and aware of the media trends to introduced subjects like BARC which is a huge add-on in your profile in the long run. The mentors helped me get live projects and hence I had a bunch of industry names on my resume even before I graduated.

**- Rupa Singh (PGDM-Media & Entertainment 2017-19, WeSchool Mumbai)
Shemaroo - Deputy Manager (Broadcast Growth & Development)**

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“

PGDM in M&E at WeSchool was an extremely industry specific and hands-on program which has helped me take steps into the World of Media.

All my doubts with regards to a specialised course in Media & Entertainment not having enough scope were put to rest through my PGDM - M&E at WeSchool, as I encountered efficiently planned curriculum, approachable and experienced faculty, critical training and development for placements, all while prime importance was given to hands-on education through application of classroom knowledge in the real world.

Special gratitude to the entire faculty of the M&E Programme - both in-house as well as industry professors who have taken teaching several notches higher and have been the backbone of the programme through their mentorship.

**- Amrit Bhagi (PGDM-Media & Entertainment 2018-20, WeSchool Mumbai)
Media Sales, Viacom 18**

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Academic Board Members

- **Ms. Mamatha Morvankar**
Head of Investment
Omnicom Media Group
- **Ms. Anita Gokral**
Senior Vice President
HCL Technology
- **Mr. Vishal Chinchankar**
Chief Executive Officer
Madison Digital & Madison Alpha
- **Ms. Ashvini Yardi**
Producer, Film Maker
Crazing Goat Pictures
- **Ms. Hema V R**
Chief channel Officer
ZEE Marathi
- **Mr. Rahul Namjoshi**
Chief Executive Officer,
DB Corp Ltd. (Radio Division)
- **Ms. Elizabeth Sen**
Regional Managing Director
FLINT CULTURE, Dubai
- **Mr. Nikhil Natekar**
Senior Vice President - Talent & Transformation,
Publicis Group
- **Prof. Oliver Szasz**
Professor, Media Design
Macromedia School of Creative Arts, University for
Media and Communications, Munich
- **Mr. Jiggy George (Alumni)**
Founder & CEO
Dream Theatre Pvt Ltd

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*)

