

# Empowering New-Age Managers with Analytics Insights

Data Driven Decision making approach  
using AI, ML and emerging technologies

## PGDM Research & Business Analytics 2025-2027

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

## INDEX

About S. P. Mandali's	3
About WeSchool	
From the Group Director's Desk	4
Vision, Mission and Core Values	5
Message from the Director's Desk	6
Message from the Program Head	7
Program Vision and Mission	8
What is Business Analytics?	
Why Business Analytics?	
Program Educational Objectives	
Program Specific Outcomes	
Program Pedagogy	
Program USP	
Faculty Insights	9
Program Structure	10
Academic Board	12
Student Life Cycle	
Alumni Testimonials	13
Some of our Recruiters	14
Placement Facts	
Eligibility, Selection Process, Program Fee	



## About S. P. Mandali

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 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





## From the Director's Desk

Ranked as 17th in South Zone and 3rd in the city by Fortune India Magazine's Best B-School 2024 rankings, WeSchool Bengaluru campus is one of the leading B-Schools in India. The institute has carved a niche for itself by providing not only an industry relevant course curriculum but also being a hub for critical thinking and innovation. In July 2024, WeSchool Bengaluru received a special mention award at Vanguard Awards 2024 for the intrapreneurial practices at the school. Moreover, the institution has been a consistent winner in the category of "Best Innovative Practices & Institutions in Academia" at the National Conference of National HRD Network. In February 2024, WeSchool Bengaluru won the Best Academic Practices Award at 12th NHRD HR Showcase.

The college encourages a quest for knowledge that is rooted in an understanding and assimilation of SOS – self, organization and society. The unique Global Citizen Leaders curriculum involving each and every student and faculty mentors encourage students to become socially aware individuals who is able to work collaboratively to take on complex, boundary-spanning challenges. Besides academics, students also learn from their vibrant community life on campus by participating and connecting over a number of co-curricular and extracurricular activities. Specialization specific clubs organizing regular events, alumni connect programs and frequent corporate guest lectures provide the opportunity for industry-academia interface and networking.

The career management cell provides active support in campus placement besides organizing frequent industry-connect programs by inviting senior professionals from industry. The commitment towards students has been reflected in the rising quality of placements that students get every year. Quality education is one of the pillars for Sustainable Development and it's an ongoing quest at our campus by following multi-disciplinary, multi-dimensional and humanistic educational program. We focus on inculcating the innovative entrepreneurial spirit into the minds of our students.

Looking forward to welcome the future leaders to experience and enjoy quality education in an active learning environment.

**Prof. Dr. Madhavi Lokhande**

Director, WeSchool Bengaluru Campus





# Program Head Message

## **PGDM Research & Business Analytics Program: An Overview**

The RBA program at WeSchool, Bangalore, is designed to provide a skill development journey from learning fundamentals & basic concepts of Analytics to data-driven strategic decision making across various business functions. It encompasses from fundamentals of Statistics & Probability to application of various Machine Learning algorithm in solving business problems; it exposes the students to various data mining techniques; it trains the students to build stories on data through data visualization; it also equips the students with the knowledge of analytics tools including Excel, R, Python, Tableau, Power BI, SQL, JMP, just to name a few. Therefore, a graduate of RBA program learns management subjects, analytics tools, analytics concepts, functional analytics including Marketing Analytics, HR Analytics, Supply Chain Analytics & Financial Analytics; and how to apply analytics in any industry vertical. In short, the curriculum attempts to embrace the spirit of NEP 2020 by combining the managerial disciplines with technology to enhance the effectiveness of business processes.

Technical & model building knowledge along with business domain knowledge facilitate the students to build strong career as Data Analyst, Business Analyst, Business Intelligence Manager & Analytics Consultant across business function in any industry sector. Few of our recruiters are DELL, Deloitte, Infosys, ICICI, Yes Bank, WIPRO, Indigene, Kantar, Happiest Mind and of course, we receive many more companies on the campus. In short, the program ensures a strong career trajectory to all analytics aspirants who begin their journey with us.

### **Prof. Dr. Madhumita Guha Majumder**

Professor & Program Incharge Research & Business Analytics  
WeSchool, Bengaluru Campus





## Program Vision and Mission

**Vision:** To nurture future business leaders by inculcating research and analytical skills to enhance data-driven sustainable innovative business decisions.

**Mission:**

- Equip students with research and analytical technologies to identify opportunities and solve complex business problems.
- Develop skills to interpret the data for business insights and effective communication.
- Instill a sense of ethical decision-making and sustainable development practices for both organizations and society.

## What is Business Analytics?

Business analytics involves the use of statistical analysis, Machine learning and Generative AI to extract insights from data, aiding organizations in making informed decisions. It encompasses techniques for data mining, data manipulation and building predictive models to improve business performance and gain a competitive edge.

## Why Business Analytics?

- Enhanced Customer Satisfaction
- More Informed Decision-Making
- Greater Revenue
- Improved Operational Efficiency
- Problem Solving
- Identify Fraud
- Business Research

## Program Educational Objectives

- Graduates will demonstrate the skill sets to convert unstructured business challenges into structured problem statements.
- Graduates will communicate and present business scenarios using innovative storyboards.
- Graduates will exhibit reasoning skills, understand professional and social responsibilities and add value to organization and society.

## Program Specific Outcomes

- Identify analytical business problems and apply analytical technologies to provide innovative solutions.
- Recommend business strategies based on data driven decisions using analytical tools and techniques.

## Program Pedagogy

Research & Business Analytics involves a combination of theoretical understanding of concepts and practical applications, Use case studies, real-world projects, and hands-on exercises to bridge the gap between concepts and their implementation. Uniqueness of the program lies in developing Leadership skills in students enabling Qualitative Research through Projects spread across two trimesters. Faculty members inculcate critical thinking, problem-solving, and data-driven decision-making skills. Students are trained in the management functions in their first year. Additionally, the program incorporates analytical tools starting with Microsoft excel, SQL, R, python, and Machine learning models. During the second year of the study, students are offered different specialization like Operations, Marketing, Finance & HR. Weschool hosts the smart India Hackathon, as a result students are made aware of Emerging Technologies.

## Program USP

- Practice to Theory – By doing, thinking, testing & moving back & forth between theory & practice.
- Capstone Project – Integrates the students' learning across business functions and applies it in industry vertical.
- Collaboration with KPMG and Global Leaders in IT Services and Solutions.





## Faculty Insights

Weschool Research & Business Analytics faculty members come from diverse background such as computer science, information technology, mathematics, statistics, operations, finance, Banking, Marketing and Human Resources. Each one is an exclusive specialist in his or her own area of expertise with experience ranging from 12 years to 30 years across academics and industry.

Distinguished faculty members and diverse student community continuously participate in creating an atmosphere where theoretical knowledge seamlessly integrates with real-world applications. They are active partners within businesses across the world, that help them shape the curriculum and teaching methodologies to best suit the demands of the corporate world.

The evolution of analytics extends beyond Descriptive statistics to the realm of Predictive and Prescriptive analytics. Gone are the days of merely understanding what happened; today's analytics professionals are tasked with predicting future outcomes and prescribing optimal courses of action. As educators, we must equip our students with the skills to navigate this shift, emphasizing not only technical proficiency but also strategic thinking.

In-house RBA faculty members have profound knowledge in Microsoft Excel, SQL, Python and Machine learning along with Management expertise. 25% of the sessions of the course are covered by Visiting Faculty from the industry.

RBA faculties engage with students in thoughtful discussions on the ethical implications of data usage, emphasizing the importance of transparency, fairness, and accountability in the analytics process. Beyond teaching technical skills, the program emphasizes Leadership, critical thinking, problem-solving and effective communication of analytical findings. Our goal is to produce Management Graduates who not only understand the intricacies of analytics tools but can also drive meaningful change within organizations.

Collaborative research of Faculty involving students is the highlight of the program. To name a few, faculty have published in the areas of AI & ML, Text Analytics, and Sustainability Analytics. Faculty and students have published in Scopus/ ABDC and UGC Journals and presented in various national and international conferences including IIIT& IIMs.

# Program Structure

## Trimester I

S. No.	Area	Subjects
1	General Management	Managerial Economics
2		Business Communication
3	Finance	Financial Reporting and Analysis
4	Marketing	Marketing Management
5	Operations	Essentials of Operations Management
6	Quantitative Techniques Analytics	Business Statistics and Quantitative Techniques
7		Query Language - SQL
8	Human Resources	Organization Behavior - I Individuals in Organizations

## Trimester II

S. No.	Area	Subjects
1	General Management	Global Citizen Leader-I
2		Business Environment
3		Foreign Language (German/French/Spanish)
4	Marketing	Design Thinking and Innovation
5		Consumer Behaviour
6	Finance	Cost and Management Accounting
7	Human Resources	Organisational Behaviour II - Group Dynamics in Organization
8		Human Resource Management
9	Operation	Introduction to Supply Chain Management
10	Quantitative Techniques Analytics	Application of Python in Data Science
11	Technology	Data Visualisation
12		Excel

## Trimester III

S. No.	Area	Subjects
1	General Management	Global Citizen Leader-II
2		Research Methodology
3		Business Law
4	Finance	Fundamentals of Financial Management
5	Marketing	Market Analysis for Strategic Decisions
6	Operation	Project Management
7		Quality for Managers
8	Technology	Technology Applications in Business
9	Quantitative Techniques Analytics	Data Warehousing and Business Intelligence
10		Machine Learning I



**Trimester IV**

S. No.	Area	Subjects
<b>Core Courses</b>		
1	General Management	Summer Internship Project & Summer Internship Research (SIRP)
2		Integrative Manager
3	Quantitative Techniques Analytics	Text Analytics Introduction to Gen AI
4		Machine Learning II Cyber Security & Security Analytics
<b>Elective Courses for Marketing Specialization</b>		
1	Marketing	Digital Marketing
2		Advertising and Brand Management
<b>Elective Courses for Finance Specialization</b>		
1	Finance	Advanced Financial Management
2		Essentials of Banking
<b>Elective Courses for HR Specialization</b>		
1	Human Resources	HR Analytics
2		Compensation Management
<b>Elective Courses for Operations Specialization</b>		
1	Operation	Materials Management
2		Production Planning and Control Systems
3		Logistics & Supply Chain Management

**Trimester V**

S. No.	Area	Subjects
<b>Core Courses</b>		
1	Quantitative Techniques Analytics	Fraud and Risk Analytics
2		Supply Chain Analytics
<b>Elective Courses</b>		
1	General Management	International Business
2	Finance	Financial Risk Management
3		Security Analysis and Portfolio Management
4	Human Resources	Organizational Development and Change Management
5		Career Planning, Development and Management
6	Marketing	Marketing Channels
7		Marketing Analytics
8	Operation	Design and New Product Development
9		Technology in Operations

**Trimester VI**

S. No.	Area	Subjects
<b>Core Courses</b>		
1	Research and Business Analytics	Capstone Project
2		Business Strategy and Simulation

## Academic Board

### Dr. Santosh Nair

Chief Marketing Analytics Mentor,  
Analytic Edge Pvt. Ltd.

### Mr. Philip Varughese

Global Head - Applied Intelligence,  
Platforms and Engineering;  
DXC Security

### Dr. Angshuman Ghosh

Founder and CEO of MENRV.AI

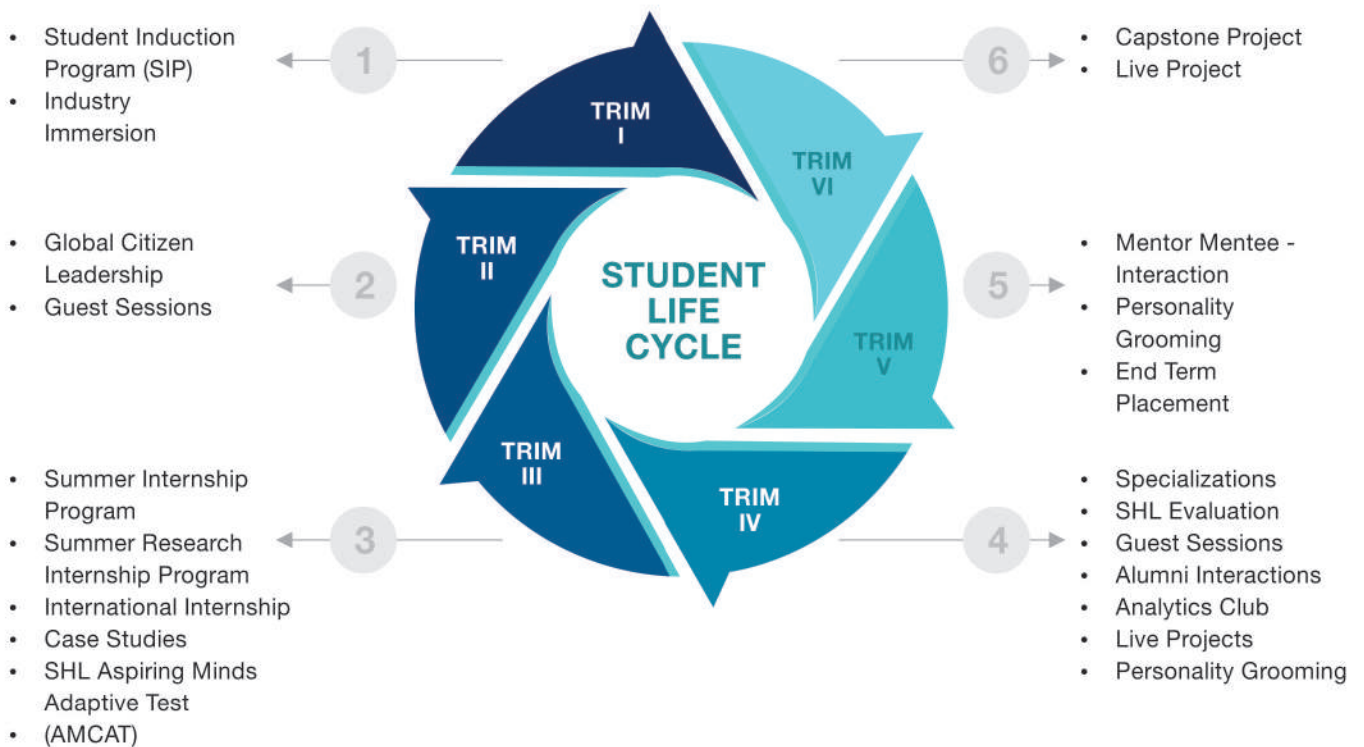
### Mr. Rajarshi Pandit

Senior Vice President - Analytic Edge  
& Co-Founder - AnkAnalytics

### Ms. Jesika Dalal

Senior Director of Marketing,  
APAC & MEA at Branch Metrics

## Student Life Cycle





## Alumni Testimonials



“ Completing my MBA at Welingkar Institute of Management in 2024 was a transformative experience that significantly shaped my career. The rigorous curriculum, practical exposure, and dedicated faculty equipped me with the skills needed to excel. The degree also helped me in setting up my business, Pooja Computers. I am deeply grateful for the holistic development and invaluable guidance received at Welingkar, which laid a strong foundation for my professional success.

- Vipul Vilas Gadhe (PGDM-Research & Business Analytics 2022-24, WeSchool Bengaluru) Co-Founder, Pooja Computers

”



“ Weschool has moulded me in the best way possible. The wonderful staff and my amazing batchmates were there for me in every way possible. I got a chance to learn the true meaning of management here, be it crises management, people management, time management or even sleep management for that matter. I couldn't have asked for more.

I also feel proud to be called as the G Sec of the first ever batch of PGDM RBA at the Bengaluru campus

It is rightly said that your life is a result of choices you make, and I am glad I took the choice of being with weschool. I have still a long way to go but I am sure that the journey is going to be good because the start at Weschool was amazing.

- Bhavi Tank (PGDM-Research & Business Analytics 2020-22, WeSchool Bengaluru) Assistant Manager – Strategic Partnerships, Flipkart

”



“ Completing my MBA in Research and Business Analytics from Welingkar, Bangalore, in 2023 was a great journey in shaping my career. The rigorous curriculum provided me with the analytical and communication skills needed to thrive in today's competitive business landscape. Through hands-on projects and exposure to tools like Excel, Tableau, Python, along with the fundamentals of various industries, I gained technical expertise and a mindset of continuous improvement.

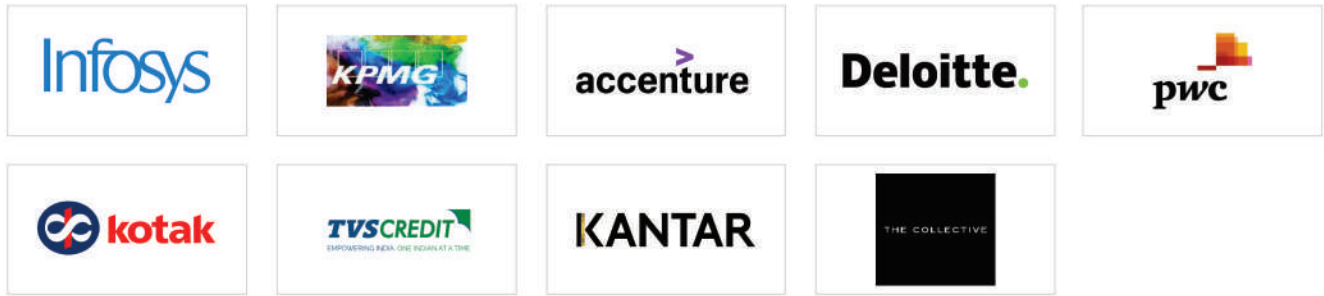
There were obviously moments of self-doubt and finding a suitable mentor to provide meaningful guidance was challenging but the fast paced environment fosters higher efficiency, and stimulate innovation, allowing students to develop strong ability to manage complex situations which has been invaluable in my professional growth.

- Tejas Ravetkar (PGDM-Research & Business Analytics 2021-23, WeSchool Bengaluru) Senior Analyst, PwC

”

## Some of our Recruiters

Jobs offered to students are mainly in consultancy, BFSI, IT-ITES, supply chain etc. Some of our recruiters are:



### Placement Facts (2022-2024)

Maximum Salary  
**₹16.80**  
LACS PA

Average Salary  
**₹10.40**  
LACS PA

Median Salary  
**₹10.00**  
LACS PA

### Placement Facts (2021-2023)

Maximum Salary  
**₹14.00**  
LACS PA

Average Salary  
**₹10.40**  
LACS PA

Median Salary  
**₹10.90**  
LACS PA

### 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.

### Program Fee

Program 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)**

102, 103, Next to BSNL Telephone Exchange, Electronics City Phase 1, Hosur Road, Bengaluru, Karnataka 560100.

Phone: 080 42678300 | [www.welingkar.org](http://www.welingkar.org)

