

**The Rules of the Game
just changed.**



Learning got stronger!

**Admissions Open
for 2 year Full Time PGDM Programs
at Bengaluru Campus 2021 – 23 Batch**

FOR PROGRAM DETAILS,
SCAN THE QR CODE



(RECOGNISED BY AICTE)

S. P. Mandali's Prin. L. N. Welingkar Institute of Management Development & Research (WeSchool)



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ABOUT WESCHOOL

WeSchool is one of India's leading management education institutes with a fervor to contribute socially responsible business leaders through management education.

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, thus bridging academia with corporate leaders for an industry relevant management education.

The institute has two campuses, one in the financial capital of India, 'Mumbai' and another in India's Silicon Valley - Electronic City, Bengaluru, Karnataka. The location of the campus in the prime business hub of India, provides opportunities to work in the city.

The full-time programs offered by WeSchool are designed to create a future-ready workforce equipped with global perspective to take on the business challenges of tomorrow.

The student and institute accolades reflect an active innovative culture on campus. The teaching faculty mentors students individually to guide and direct their efforts in the right direction. The institute recently won for best innovation practice in Academia category in "Grassroots Exploration to Business Creation" by the NHRD Bengaluru Chapter at its' novel 9th – HR Showcase 2020 recently.

The Bengaluru campus infrastructure has the state-of-the-art facility of smart classrooms, library with AV room, IT Lab, amphitheatre surrounded by a lush green campus that facilitates the right environment for learning. To catalyse the learning experience, the institute provides a prototype lab that acts as a safe space for students to try out their ideas and experiments and gain practical insights.

The institute offers separate hostels for boys and girls are available within 2 km from the campus, with 24*7 internet connectivity. The institute's Management Development Centre offers customized development programs/workshops for corporate organisations and working professionals.

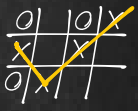
At WeSchool, learning, unlearning and relearning is a consistent process. The outcome of this process also depends on the learner's agile mindset. The institute endeavors to nurture its' students to become mature individuals who can lead self, organisations and society.



BENGALURU CAMPUS

The WeSchool campus situated in Bengaluru, the Silicon Valley of India, is designed to nurture Design Thinking and Innovation. The campus layout has state-of-the-art facilities that create the right environment for learning.





KEY HIGHLIGHTS

InnoWE Lab: “InnoWe”, that provides a platform and resources for brainstorming new and innovative business ideas by students. It provides the space and collaborative connect for all students, across all programs, to explore, develop, and incubate their innovative ideas as business solutions.

‘Wenture’ the entrepreneurship cell strives to create an ecosystem that supports innovation and entrepreneurship through the use of available resources and the network. This cell is enterprising to think of an incubation cell to be housed in the campus, where both students and the incubatee companies have an advantage of working with each other. The incubatees also work along with WeSchool faculty by participating in campus events and also seek mentoring from the faculty.

The incubation cell currently has housed two businesses:

- 'Lets Tag On', a social business NGO. It is a pioneer of service learning in India.
- 'Autolligent', is a Robo Process Automation Start-Up which has been a proud winner under the Governance Category in the Maharashtra Start-Up Week 2020.

Prototype Lab: It is a common sight to see prototype lab in engineering college campuses. However, WeSchool has created this lab for it’s campus in Bengaluru. The lab is a space for students to try out their ideas, do pottery and sculpting.

Centre of Excellence for Consultancy Projects (CECP) manages and oversees the consulting assignments at We School. In a world of increasing competition and rapid change, CECP aims to provide multidisciplinary, valuable, high quality and effective consulting services to our clients and their businesses.

Centre of Excellence for Case Development (CECD) works towards getting management case studies authored by faculty published at National and International publishing houses such as Richard Ivey Publishing, Harvard Business Publishing Education and South Asian Journal of Business and Management Cases.

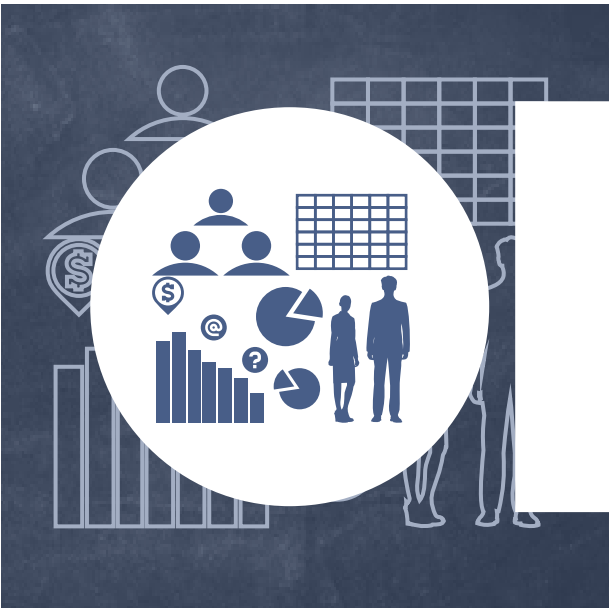
Academia-Industry Connect: Regular interaction with professional bodies such as NHRD, CII and corporate leaders/organizations through roundtable discussions, seminars, conferences and nurturing students through assessment center and development centers have not only helped in building leaders and new skill sets but also drive a shift in the mindset of learners to face and adapt the VUCA (volatile, uncertain, complex and ambiguous) world.



Post Graduate Diploma in Management

60 seats (started in 2009)

Driving Gen Z professionals and entrepreneurs



PGDM course aims to create a future-ready workforce equipped with global perspectives to take on the business challenges of tomorrow. It aims to nurture students as competent future managers with leadership abilities and with an innovative mind-set combined with exposure to real-life business scenarios.

Its' transformative pedagogy includes lectures, on-field industrial projects, simulation games promoting cross-functional leadership which is delivered by outstanding academicians and renowned Industry experts from leading companies.

The program believes in multifaceted assessments that aim to help students in achieving expected outcomes. By the end of the 2 year educational experience, each student would achieved their goal.

KEY FEATURES

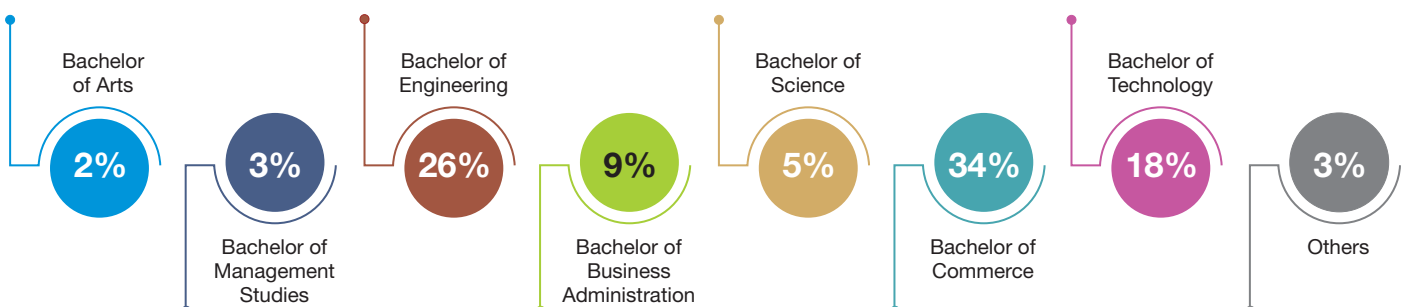
- Outcome-based education (OBE) is an educational theory that bases each part of PGDM educational system around goals (outcomes).
- A strong and demanding analytical foundation in key functional areas of business.
- The program offers Capstone Simulation and Integrative Manager Course.

FOR PROGRAM DETAILS, SCAN THE QR CODE



CLASS PROFILE 2019-2021

a. Education





Post Graduate Diploma in Management

b. Work Experience

Fresher	1-2 Years	2-3 Years	3 & Above
67%	21%	8%	3%

PLACEMENT STATS (2018-2020)

Domestic

Average Salary - Rs. 8.5 lakhs p.a.

Highest Salary - Rs. 13.6 lakhs p.a.

RECRUITERS

Accenture	IBM	Spar
Adecco	ICICI Securities	Treebo Hotels
Dell	Investosure	Time Inc
EY	Mcnroe	Wipro
Feedback	Options Group	XSEED
ICICI Bank	Petoo	
Infosys	Randstad	

Eligibility: Candidates with minimum 50% in Degree exam from a recognised University. Final year students awaiting results may also apply.

Test Accepted: **CAT 2020 / CMAT 2021 / XAT 2021 / ATMA February 2021 / GMAT 2018 onwards.

Investment: Tuition Fee Rs. 5,50,000/- p.a. (Subject to change)

***IIMs Have no role either in the selection process or in the conduct of the program.*



Grassroot Exploration to Business Creation

The academic practice at WeSchool Bengaluru campus, includes Grassroots Exploration, an ethnography study in rural context, sensitizing students to user needs and identifying the societal gap opportunity.

WeSchool Bengaluru Campus won 'Best Innovation Practice in Academia' for its' "Grassroots Exploration to Business Creation" for best innovation practice in Academia category in "Grassroots Exploration to Business Creation" by the NHRD Bengaluru Chapter at its' novel 9th – HR Showcase 2020 recently.

Business Creation is a bootstrap, integrative project mode pedagogy to incept a venture from ideation to prototype stage using design thinking principles. The transformative journey for the student in the PGDM Business Design and Innovation program in converting the insights gathered as part of the grassroots exploration to possible business creation is an interesting experiment using the tools of experiential learning. To catalyse the learning experience, the institute provides a prototype lab that acts as a safe space for students to try out their ideas and experiments and gain practical insights.



We Alumni - The change makers



Anuj Bumb
ICICI Securities
Private Wealth
Wealth Manager
PGDM - 2015-2017



Sudeep Palekar
Tata Capital
Relationship Manager
(Corporate Business)
PGDM - 2015-2017



PGDM E-Business

120 seats (started in 2010)

Making a difference in the digital world through humane professionals

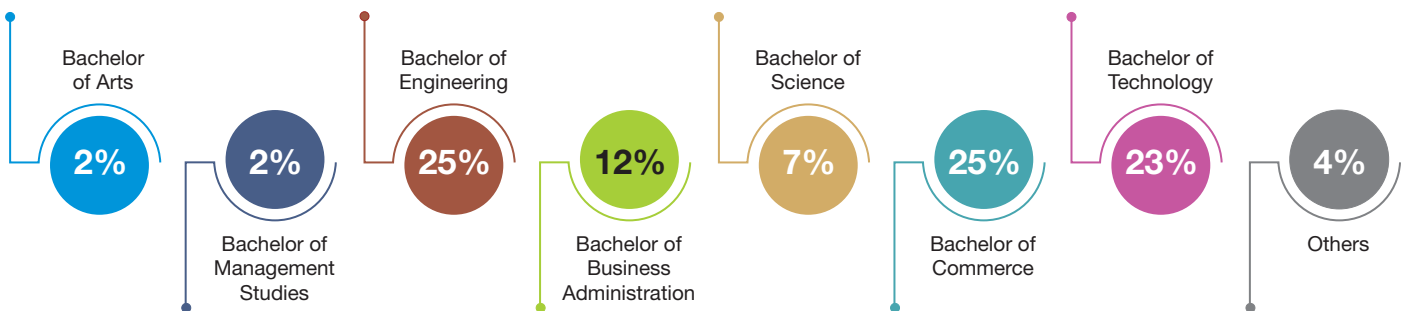
With digital world advancing by the day, most organizations have moved to a blend of brick and mortar and online platforms for sales, and business growth. The program with leaders from leading corporate organizations have contributed their insights in making the program more comprehensive and industry relevant. At the end of the program, the student is able to shortlist her/his choice of industry as an expert in eCommerce.

KEY FEATURES

- Introduces learner to the concepts of ecommerce and strategy.
- Application driven live case studies and projects.
- Includes courses - cognitive businesses with focus on fundamentals in Artificial Intelligence, Internet of Things, Machine Learning.

CLASS PROFILE 2019-2021

a. Education



FOR PROGRAM DETAILS,
SCAN THE QR CODE





PGDM E-Business

b. Work Experience

Fresher	1-2 Years	2-3 Years	3 & Above
60%	25%	10%	5%

PLACEMENT STATS (2018-2020)

Domestic

Average Salary - Rs. 8.4 lakhs p.a.

Highest Salary - Rs. 13.6 lakhs p.a.

RECRUITERS

Arvind	Gujarat Borosil Ltd.	Morgan Stanley
Biocon	HDFC Bank	Neilson
Dell	Infosys	Natural Remedies
Deloitte	IBM	Oracle
DXC Technology	Kantar	Sales Force
EY	Moody's Analytics	
Genpact	Myntra	

Eligibility: Candidates with minimum 50% in Degree exam from a recognised University. Final year students awaiting results may also apply.

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Career Café and Brunch with Boss

HIGHLIGHTS FROM JUNE- AUGUST

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Mr. Rahul kaul
Founder Zensciences

Ms. Bina Patil
VP- HR Indegene

Mr. Salil Ravindran
Head- Digital banking MEDICI

Mr. Jagannath PSK
GM - MORE Retail

Mr. Sannesh Prabhu
Head -Demand Solutions Thought Works

Mr. Masood Hameed
Team lead Marketing Analytics - IBM

WESCHOOL BANGALORE PRESENTS

CAREER CAFE

CAREER MANAGEMENT CENTER INITIATIVE

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ANANYA GOURI
SOMYA SARASWAT
LOVELY NAGAR

CONGRATULATIONS

ANKIT SINGH
ABHAY YADAV
ADITI AGRAWAL

NIKITA ZUTSHI
MAKE MY TRIP
VP-HR

CMC BANGALORE PRESENTS

SUMMER INTERNSHIP CONTEST "THE FINALS"

30TH SEPTEMBER
11 AM - 1 PM

PRAVEEN GUPTA
RELIANCE INDUSTRIES
AVP

PRASHANT DESHPANDE
BOROSIL
HEAD HR

ISHITA NANDA
HALMA PLC
GM TALENT AND CULTURE

Career Café and Brunch with Boss, are career guidance sessions by Career Management Cell for students making informed career decisions. These sessions with industry experts motivate students to identify their area of interest and become aware of their strengths. The students become aware of the goals which they need to aim to succeed professionally. Industry leaders sharing eye opening experiences and learning from their early days at work directs students in the right direction and busts stereotypes related to first job expectations.

Summer Internship Contest drives reflective learning among students on completion of their internship. Student who present their learning well are awarded in categories "Best Presentation", "Best Methodology" and "Peoples' Choice".

we school
Weingkar Education

WESCHOOL BANGALORE PRESENTS:

BRUNCH WITH BOSS

CAREER MANAGEMENT CENTER INITIATIVE

HIGHLIGHTS FROM JUNE- AUGUST

Mr. Laxmi Narayana G
Associate Director Deloitte

Ms. Veena Wadhwa
Senior Account Manager, Quantitative Research- Kantar

Mr. K Vaitheeswaran
Co-Founder Again Drinks

Mr. Deepesh Grover
Head Talent Acquisition
Compass Group India

Mr. Mike Murli M.S
Chief Fun Officer & Director
Marketing - Canononini

Mr. Debargha Deb
HR- East Dabur

We Alumni - The change makers



Nisarg Pailesh Kalyani
Wipro Ltd
Consultant
PGDM Ebiz - 2016-2018



Mahesh Gaikwad
Ather Energy
Retail Network Development
Manager (PAN India)
PGDM Ebiz - 2017-2019



Sankalp Singh
Dell Technologies
Account Executive
PGDM Ebiz - 2016-2018



PGDM Business Design and Innovation

30 seats (started in 2010)

Driving innovation through design thinking approach

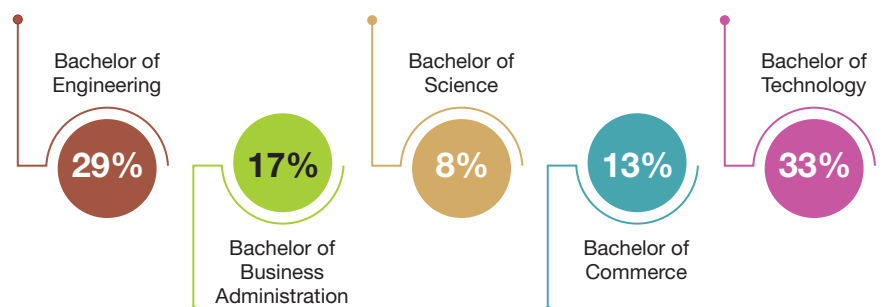
The program is for those interested in being part of the solution versus being the part of the problem. To innovate one must find the root of the problem and that's what the program intends to teach at the core of its' course. It introduces the learner to the conceptual understanding of business management while advocating the design thinking approach to innovate through a human centered approach. The pedagogy is industry relevant with inputs from industry leaders in business design and consultancy.

KEY FEATURES

- Provides a blend of management and design/innovation inputs.
- Grassroots exploration, an ethnography study in rural context, sensitizing students to user needs and identifying the societal gap opportunity.
- Develops a user centric approach mind-set with an understanding of new age technology.
- Business Creation, a bootstrap to incept a venture from ideation to prototype stage using design thinking principles.

CLASS PROFILE 2019-2021

a. Education



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PGDM Business Design and Innovation

b. Work Experience

Fresher	1-2 Years	2-3 Years	3 & Above
71%	8%	21%	0%

PLACEMENT STATS (2018-2020)

Domestic

Average Salary - Rs. 8.3 lakhs p.a.

Highest Salary - Rs. 9.8 lakhs p.a.

RECRUITERS

Big Basket	ICICI Bank	Mukunda Foods
Café Coffee Day	Infosys	Natural Remedies
Gujarat Borosil Ltd.	IBM	Quess - Delivering Growth
HDFC Bank	ICICI Securities	Raymond
Harman	Jio	Randstad

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BD Start Inc. is a showcase platform for Business Design Second Year Students



BD Start Inc. is a showcase platform for Business Design second year students to pitch their start-up ideas to panelists. Each start-up addresses unique and genuine need emerging from the research done. Each concept uses design thinking approach to deep dive and explores various aspects of the business problem. This year BD Start Inc. format acquired a virtual avatar due to the global pandemic.

The five start-up ideas presented to panelists are

1. Urban Farmer
2. Agrisure
3. JustGRUHANI
4. The C.R.E.A.A.T.R. Incand
5. VehiCare



We Alumni - The change makers



Vedang Shah
Rolling Cones
CEO
PGDM BD - 2012-2014



Pratika Chavan
Schneider Electric
Global Marketing Associate
PGDM BD - 2018-2020



Jael Edith
Oracle Financial Services
Software
Staff consultant
PGDM BD - 2018-2020



PGDM Research & Business Analytics

30 seats (started in 2020)

Inspiring managers who understand human needs through Big Data

A rising avenue is rapidly evolving to understand customer behavior and effectiveness of business operations through data collection. This data is measured and analyzed by subject matter experts in data and business analytics. The trend has greatly influenced businesses development and key decision making on what's next. With consultation from the leaders in the Information Technology, the program has been designed to deliver a strong business foundation. It helps the learner familiarize and understand the functional areas of a business. The elective courses in the curriculum provide deeper insights into specific horizontal and industry-specific issues - all of which are important for the interpretation of data.

KEY FEATURES

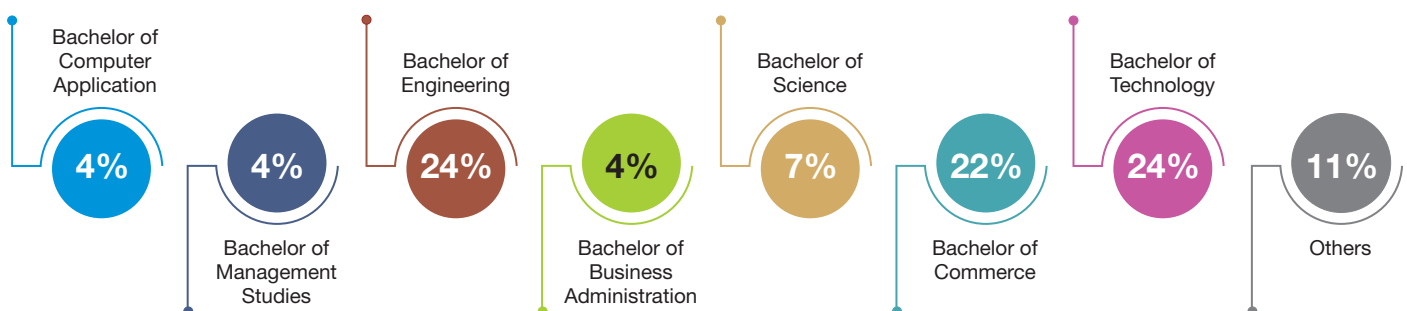
- Basis and advanced quantitative techniques.
- A wide variety of Analytics technologies ranging from SPSS to SAS and open source technologies including statistical programming languages.
- Qualitative research techniques and Design Thinking approach in identifying unique opportunity spaces and breakthrough solutions.
- An emphasis on information design which helps transform data into intuitive infographics and visual analytics solutions.

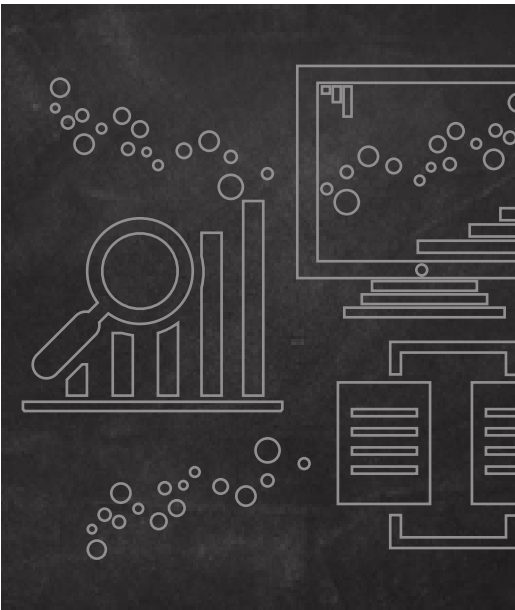
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CLASS PROFILE 2019-2021

a. Education





PGDM Research & Business Analytics

b. Work Experience

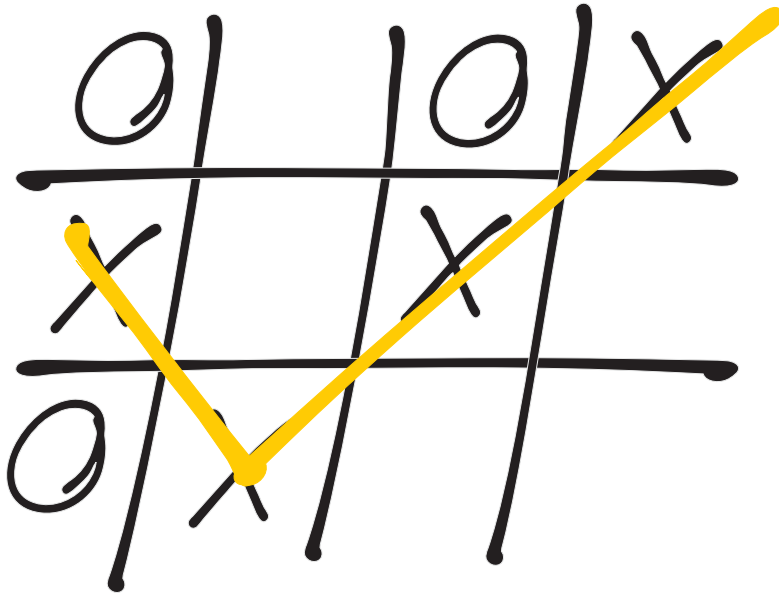
	Fresher	1-2 Years	2-3 Years	3 & Above
▶	75%	7%	14%	4%

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www.welingkar.org

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