

## WeSchool (Bengaluru)

PGDM - Business Design And Innovation.

Curriculum Structure:

Trimester 01	Trimester 02	Trimester 03
Orientation To Design Thinking And Innovation	Design Thinking And Innovation In Product Based Industries	Design Thinking And Innovation In Service Industries
Managerial Economics	Management/cost Accounting	Perspective Management
Design In Business	Business Research	Financial Management
Tools For Innovators	Product And Brand Management	Human Resource Management
How Business Works	Design (Material + Processes + Emerging Technologies + Ergonomics + Usability)	Business Analytics
Quantitative Techniques	Organizational Behaviour	Operation Research
Design In Business	Business Design And Innovation Project (Product Business)	Digital Marketing And Integrated Marketing Communication
Design Thinking Project	Foreign Languages	Production Management
	Global Citizen Leadership Program	Information Design
		Business Design And Innovation Project (Service Businesses)
		Global Citizen Leadership Program

Trimester 04	Trimester 05	Trimester 06
Design Thinking And Innovation W.R.T. Business Models And User Experience	Strategy	Academic Research Project
Summer Internship	Legal Aspects Of Business	
Corporate Finance	Sales Management	
Direct And Indirect Taxes	Supply Chain Management	
International Business	Business Simulation	
UX Design	Strategic Management	
Business Creation (Dmagics)	Project Management	
Exploring The Grassroots	Verticals	
Verticals		