



**EXECUTIVE PROGRAM
IN GENERAL
MANAGEMENT**



BANGALORE CAMPUS

THE B-SCHOOL TO BE IN

bt Business Today

WeSchool Bengaluru ranked 49th nationally, 12th in Southern India and 3rd in Bengaluru in private B-School category in 2024.

THE WEEK

WeSchool ranked 42nd best private B-School in India by the Week Magazine in Nov, 2024 edition.

FORTUNE INDIA

WeSchool ranked 54th in private and Govt. B-School category by the Fortune India Magazine in Nov, 2024 edition.

CAREERS 360 *A career is a life*

WeSchool ranked AAA in private and Govt. B-School category by Career 360.



S. P. MANDALI'S PRIN. L.N. WELINGKAR INSTITUTE OF MANAGEMENT DEVELOPMENT AND RESEARCH (WeSchool)

WeSchool is a part of S. P. Mandali Pune, with two campuses located in Mumbai and Bengaluru. S.P. Mandali manages multiple educational institutes in Maharashtra and Karnataka, prominent among them being Ruia College and Podar College of Commerce in Mumbai & SP College in Pune.

WeSchool pioneers in programs like E-Biz, Research and Business Analytics and Business Design & Innovation. The programs are offered in full-time, part-time, distance learning & diploma formats. WeSchool's Management Development Centre has introduced Open and Customised Programs (Short term and Long term) to enhance corporate executive's skills and help them advance in their careers.

In July 2024, WeSchool Bengaluru received a special mention award at Vanguard Awards 2024 for its intrapreneurial practices. Moreover, the institution has been a consistent winner in the category of "Best Innovative Practices at 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 Show-case. The Post Graduate courses are accredited by National Board of Accreditation, South Asian Quality Assurance System and Accreditation Council for Business Schools and Programs, confirming the quality of training imparted.



Prof. Dr. Uday Salunkhe

Group Director,
WeSchool

In this era of fast-evolving work ecosystems, we need to constantly 'finetune' our skillsets. WeSchool's **Executive Program in General Management** focuses on the career aspirations of the early career professionals, aspiring to bigger roles and responsibilities as they move up the corporate hierarchy. The aim of the program is to polish up professionals, helping them revisit the classroom to update themselves in all contexts. The program is carefully designed as a balance between academic classroom learning and practical learning with exposure to real-world global business. Classroom sessions are designed to be directly applied to real-world issues faced by the professionals at the workplace, structured in a frame-work which allows the professionals to appreciate the functioning of the global economy as well as local businesses. We prioritize Executive Education to develop leaders who can navigate the ever-changing business landscape.

Wish you all the best!

WeSchool Bengaluru campus started its journey in 2004 under the aegis of Shikshana Prasarak Mandali Trust, Pune, a 137-year-old institution promoting education across the country. As an Institute of Excellence, we aim to provide high quality management education. Our customized Management Development Programmes for a few top corporates such as Infosys, Robert Bosch, Dell, HP, Biocon, EY, Titan, SPAR, Continental Auto, Altimetrik, GE India, Zydus etc., are exclusively industry focused to equip the executives with latest management techniques in the ever dynamic context of the business environment. The Executive Program in General Management is a unique opportunity for early stage young professionals to accelerate their potential. Our Program helps develop core business skills and competencies that would equip participants to handle issues involving cross functional areas. Our faculty members are actively involved in their pursuit of creating and disseminating knowledge through teaching, research, training, and consulting. As an Institute of Excellence, WeSchool, Bengaluru aims to provide high quality management education. As we take the flight to an exciting future, we have a strong belief in one thing – we can achieve almost anything we set out to do, with a focused vision, mission, and teamwork.

We hope to engage you actively in this journey. Best wishes!



Dr. Madhavi Lokhande

Director, WeSchool,
Bengaluru Campus

TESTIMONIALS

We have been associated with WeSchool for the last couple of years and its very heartening to see this association grow rich every year. We started the Management Programs for the Biocon executives, with an objective of nurturing our star performers and to groom them into future leaders. We strongly believe that 80% of our senior leadership should be from within the organisation and I am very pleased to see that 45% of the last batch of FCM students has got promoted to Managerial roles. I am really thankful to WeSchool team for this transformation. It's a great motivation for the future batches.



Mr. Ravi Limaye
President and
Chief Marketing officer, Biocon

It's been a great learning for the Infy participants. It's a milestone today for both Infy and WeSchool's 10th Batch Convocation. I am sure the folks who graduated will be a proud lot. Specific thanks to Welingkar's and the Faculty and of course the home team who managed it so well.



Mr. K. Raghavendra
Senior Global Head, HR
Infosys BPO

The GLP-II Program was a other success and my hearty congratulations and thanks to you and your wonderful team for such a lovely experience. It will interest you to know, that since returning, we have already had confirmation from the Australian Department of Employment that they would like to send couple of participants to the 2018 GLP India. Here's to a successful 2018!



Mr. Andrew Simon
MD & CEO, Yellow Edge Inc.,
Canberra, Australia

The inaugural edition of Spar's - Future Store Managers Program in collaboration with WeSchool, Bangalore has truly been a stepping stone in investment and development of talent, to succeed to higher roles. In fact as we speak two of the participants are already being assessed for higher roles which is a testimony to the efforts of this program. I would like to personally thank WeSchool Professors and also the Learning and Development Team at Spar and will continue this association for churning out future leaders.



Mr. Sutanu Chowdhury
Sr. Vice President, HR,
Max Hypermarket India Pvt. Ltd.



ABOUT WESCHOOL

S. P. Mandali's Prin. L.N. Welingkar Institute of Management Development & Research, popularly known as WeSchool, was established in 1977 under the reputed S. P. Mandali Trust. WeSchool has two campuses in India which are located at Bengaluru and Mumbai.

Apart from the regular full-time PGDM programs, WeSchool also offers Management Development Programs with the vision of providing quality Executive Education to working professionals. Many MNCs and global corporations have entrusted us to design and develop customized programs for their employees right from the junior, mid-level, senior level, to the top management & leadership levels.



VISION

To nurture thought leaders and practitioners through inventive education



VALUES

- Passion
- Breakthrough thinking and breakthrough execution
- Result oriented process driven work ethic
- We link and care

FACULTY



Dr. D N Murthy
Dean – Marketing
& Research

Dr. D. N. Murthy, has more than 30 years' experience in the Teaching, consulting and research. Post his Ph.D. in Strategic Marketing Management from Bangalore University, he has pursued his Post-Doctoral Research from Fosters Business School, University of Washington, Seattle, USA. With the long years of experience in industry and academia, he has been a consultant for United Nations Industrial Development Organisation (UNIDO) in implementing Business Clusters Project concept in India for machine tool SMEs. He has conducted several MDPs for leading corporates like Apple Inc, Rockwell Automation, Videocon, Emerson engineering among others. He is a regular faculty trainer in the areas of strategic marketing. He has conducted several FDPs in top rated Universities in India and abroad. He was the Dean / Director at IFIM Business School and Kirloskar Institute of Management Studies. He has visited prestigious Universities like Ecole De Grenoble (France), University of Ohio (USA), Howard University (USA), Malardalen University (Sweden) on academic assignments. He has widely traveled to USA, Canada, Germany, France, Finland, Denmark, Sweden, Netherlands, Belgium, France, Switzerland, Thailand, Srilanka, Bangladesh, Nepal and Malaysia. On a faculty exchange program, visited MDU, Sweden and engaged couple of courses.



**Prof. R.A. Dakshina
Murthy**
Associate Professor
/ Associate Dean –
Operations

Alumnus of IIT-Delhi with 22+ years of industry experience as General Manager – Operations at Tata Advanced Systems Ltd. Rich experience in the domain area of Production, Supply Chain and International Logistics, Total Quality Management and Facility Planning. For the past 15+ years, associated with higher education in the capacity as Head of Operations Specialization at Christ University and WeSchool. Have contributed book chapters and research articles for reputed International Journals.

FACULTY



**Dr. Madhumita
Guha Majumder**
Professor &
Program Incharge
RBA

Dr. Madhumita is a Teacher-Scholar-Administrator as she is involved in knowledge creation through research, knowledge dissemination through teaching and training, administration through institution building and through designing effective academic programs. An alumnus of Jadavpur University and Harvard University she acquired more than 28 years of teaching & administrative experience in national & international arenas. She is specialized in the areas of Machine Learning, Data Visualization, and in GenAI; provides extensive training to corporates; works closely with NGOs as a consultant. She offers outstanding organizational & cross functional leadership with a strong track record of creating business models for the organization.



**Prof. Prakash
Unakal**
Dean - Business
Design & Innovation

Alumnus of I I T Mumbai with Master's in design (Industrial Design) and holds B. Tech. from N I T, Calicut. He has over three decades of professional experience and expertise are in product/ design and development, business innovation/creation and management. He has rich experience of working in India as well in USA. He has the credit of designing numerous consumer products as Industrial designer. His research areas of interest are innovation, new product design and development, new opportunity identification, creativity, strategic design, consumer behavior emotion, design education and management. He is recipient of Linnaeus Palme International Faculty Exchange Scholarship, Malardalen University, Sweden. He holds design patents to his credit.

FACULTY



Dr. Jai Raj Nair
Professor – IT

He is an alumnus of esteemed institutions such as the Indian Institute of Management Calcutta (IIM Calcutta), Symbiosis, Pune, and the Indian Institute of Engineering, Science & Technology (IEST), Shibpur. He has also completed the prestigious Global Colloquium of Participant-Centered Learning at Harvard Business School, Boston, USA. Before transitioning into academia, Dr. Jai Raj spent several years in the corporate sector, gaining experience in engineering consultancy, B2B marketing, and software business analysis. With over 24 years in academia, he currently provides strategic academic leadership to WeSchool Bengaluru's flagship PGDM E-Business program. In addition to teaching management students, Dr. Jai Raj has delivered Management Development Programs (MDPs) for leading organizations such as Infosys BPM, McDonald's, Apotex, and SPAR Hypermarket.



Dr. Hema D
Professor – Finance

Dr. Hema has done her Masters in Commerce & management. She has completed her PhD in Corporate Governance. She has vast experience of teaching and research. She has taught in reputed Management Institutes. Dr. Hema's areas of expertise are Accounts, Financial Management, Corporate Finance, Investment Management, Earnings Management & Taxation. She has published research papers in Journals of repute.



Prof. Sridhar T S
Assistant Professor
– IT

9 years' experience in teaching under EBiz program and handling subjects like, AI in Business, Business Process Management, Robotic Process Automation (RPA), Information Control and Security, Cyber Security, E-Commerce, IT for Banking, IT Enterprise Management, IT Project Management, IT Governance Risk and Compliance in Welinkar Institute of Management, Bengaluru.

32 years of industry experience in the following areas: Data Warehouse ● AI and RPA ● Information Security ● Process Quality Management Consulting ● Requirements Management ● Project / Program Management ● Software Design ● Product development/deployment ● Vendor Management ● System Integration ● Estimation and costing ● Client Relationship/Account Management ● Re-use of assets ● Business Continuity Planning ● Knowledge Management ● Business and Technology Consulting. ● HR.

FACULTY



**Dr. Jyoti Joshi
Pant**

Associate
Professor - HR

Dr. Jyoti has more than 2 decades of experience as a corporate HR professional. At Welingkar, Jyoti facilitates courses on Organizational Behavior, Human Resource Management, Performance Management & Competency Mapping and Global SHRM. She has successfully completed consultancy assignment and management development programs for Titan Industries, Infosys BPO, Bosch India, Biocon Limited, Hewlett Packard, Adecco India, Spar Hypermarkets and Continental Automotive to name a few. Jyoti is part of the executive committee of CII Indian Women Network(IWN) Karnataka. She is the convenor for Gender Parity and Policy Advocacy. In the past she has led campus to career & Mentoring program.



Dr. Viswanathan T

Associate Professor
in Data Science

He has 24 years of experience in teaching, corporate training, and consultancy, specializing in Financial Analytics, Machine Learning, Deep Learning, and AI. He has conducted over 200 Management Development Programs and trained more than 500 executives across various industries. His international consultancy includes Human Capital Restructuring for Abdulla Hasim Company Ltd in Saudi Arabia. Recipient of the Macro Economic Research Award (2017) and led an ICSSR-funded project in 2024.



Dr. Savitha G R

Professor -HR and
Head - PGDM
Program

With 25 years of teaching experience in MBA/PGDM diligently aim to work towards inculcating a positive & growth mindset by inspiring and motivating young minds. Recipient of the Linnaeus Palme International Faculty Exchange Scholarship for Research, Mälardalen University, Sweden, The Ramaswamy P. Aiyar Best Young Teacher Award conferred by AIMS (Association of Indian Management Schools) and contributed book chapters and research articles for reputed National and International Journals.

INTRODUCTION TO EXECUTIVE PROGRAM IN GENERAL MANAGEMENT

The executive program in general management (EPGM) is an unique program designed for working professionals to equip them with managerial skills and competencies. The program is designed based on industry requirements and have two core papers along with 06 electives. The participant can choose one of the elective based on his / her preference.

The program will be delivered by faculty members who possess both academic and industry experience. Our professional mentors allow participants to tailor their learning journey to suit their specific needs, helping them propel their organisation to success.



Course Duration
10 Months



Course Fee
₹1,75,000 + GST

ELIGIBILITY



A Bachelor's Degree or its equivalent in any discipline



Min.50% passing marks



Min. 1 year of managerial experience

CERTIFICATION

weschool
Welingkar Education

This is to certify that

has successfully completed

"Executive Program in General Management"

during the period from _____ to _____

Signatory

Signatory

Signatory

S.P.Mandali's
Prin. L.N. Welingkar Institute of Management Development & Research,
#102 & 103, Next to BSNL Telephone Exchange, Electronic city Phase 1, Hosur Road, Bengaluru - 560100

Certificate no. _____ Issue Date: _____

Key Highlights



Guest sessions by global faculty.



1 week immersion program at the Bangalore Campus.



Learning core management skills and competencies.



Flexible learning with online theory classes. Peer to peer learning.



Industry relevant course curriculum.

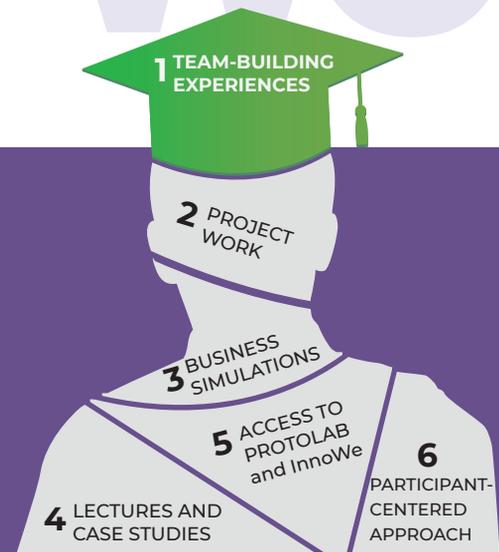
WEEKEND SCHEDULE

WEEK 1					SUN
WEEK 2					SUN
WEEK 3					SUN
WEEK 4					SUN

we

TEACHING METHODOLOGY

The participants of the program experience education that goes beyond the confines of the traditional classroom.



PROGRAM DESIGN

<p>Accounting & Business Environment (3 months)</p> <ul style="list-style-type: none"> ➔ Finance, cost and management accounting. ➔ Regulatory framework for accounting functions in India. ➔ Internal & external environment and industry analysis. ➔ Business Taxation. <p style="writing-mode: vertical-rl; transform: rotate(180deg);">UNIT 1</p>	<p>Business Communication & Personality Development (3 months)</p> <ul style="list-style-type: none"> ➔ Verbal & non-verbal communication. ➔ Barriers to communication. ➔ Upward and downward communication. ➔ Understanding self and society. ➔ Decoding personality. ➔ Creating the right self-image. <p style="writing-mode: vertical-rl; transform: rotate(180deg);">UNIT 2</p>	<p>Elective (of participant's choice, min 5 participants for one elective to be in-force, 4 months)</p> <ul style="list-style-type: none"> ➔ Elective 1: IT Project Management ➔ Elective 2: Marketing ➔ Elective 3: HRM & OB ➔ Elective 4: Finance ➔ Elective 5: AI in Business/ Business Analytics ➔ Elective 6: Supply Chain Management <p style="writing-mode: vertical-rl; transform: rotate(180deg);">UNIT 3</p>
<p>IT Project Management</p>  <ul style="list-style-type: none"> ➔ Introduction to Project management. The role of a project manager. ➔ Project process and project life cycle. Risk management covering IT specific risks. <p style="writing-mode: vertical-rl; transform: rotate(180deg);">ELECTIVE 1</p>	<p>Marketing</p>  <ul style="list-style-type: none"> ➔ Marketing fundamentals and integrated marketing approach. ➔ Sales and advertisement. Social media marketing <p style="writing-mode: vertical-rl; transform: rotate(180deg);">ELECTIVE 2</p>	<p>HRM & OB</p>  <ul style="list-style-type: none"> ➔ Employee life cycle and talent management. ➔ Group dynamics. ➔ Leadership. ➔ Conflict management. ➔ Understanding strategic HRM <p style="writing-mode: vertical-rl; transform: rotate(180deg);">ELECTIVE 3</p>
<p>Finance</p>  <ul style="list-style-type: none"> ➔ Advanced Business Taxation. ➔ Corporate finance and financial modelling. ➔ Forecasting and financial analysis. ➔ Financial products and markets. ➔ Business valuation. <p style="writing-mode: vertical-rl; transform: rotate(180deg);">ELECTIVE 4</p>	<p>AI in Business/ Business Analytics</p>  <ul style="list-style-type: none"> ➔ AI in Business. ➔ Evolution and fundamentals of AI. ➔ Application of AI across various domains. ➔ Business Analytics ➔ Basics of data visualization. ➔ Exploratory data analysis. <p style="writing-mode: vertical-rl; transform: rotate(180deg);">ELECTIVE 5</p>	<p>Supply Chain Management</p>  <ul style="list-style-type: none"> ➔ Supply chain strategy – push, pull, postponement. ➔ Supply chain governance. Risks and resilience. ➔ Procurement and sourcing. management. ➔ Inventory management. <p style="writing-mode: vertical-rl; transform: rotate(180deg);">ELECTIVE 6</p>

WHY CHOOSE WESCHOOL



FACULTY

The Faculty at WeSchool are trained at Harvard, IIM and ITP-Europe and are highly qualified, with 60% of them bringing 20 plus years of industry experience and domain expertise. The combined wealth of the experience and talent of our faculty unite to create a world-class teaching experience.



INFRASTRUCTURE

The WeSchool campus offers premium facilities like the Management Development Centre, Corporate Library, Innovation & Prototype Lab, Mentorship Program and the Welingkar Research Centre that prove to be an added advantage to our program structure. Both, the faculty and facility at WeSchool provide an unmatched educational setting.



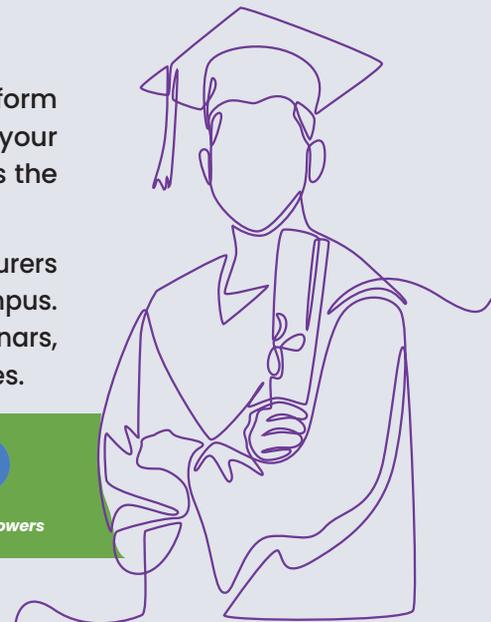
COMPETITORS

As opposed to individual coaches, in-house trainers and Universities, WeSchool is leagues ahead in terms of the quality, level of mentoring, cutting-edge research and domain expertise and remains the most-preferred choice, when it comes to customized programs. With a myriad set of faculty from various walks of life and the backing of the Institution, WeSchool is a wealth of knowledge and insights through years of experience and expertise.

WeSchool's Alumni Network

You will be part of alumni network which is an immense platform of professional contacts. Need to get a foot in the door for your next job or curious if an organization that's pursuing you is the right fit?

We connect with former students across batches as guest lecturers and as speakers at roundtable for various events on campus. Alumni are usually offered exclusive job postings, webinars, networking events and a variety of online videos and resources.



Our Reach



44.7k Followers



1.6k Followers



73.9k Likes



58.4k Followers

OUR TOP CUSTOMISED PROGRAMS

BPO JUNIOR MANAGEMENT LEADERSHIP PROGRAM



The program provides holistic management education to generic graduates and building a strong mid-level leadership pipeline in the organization.

Global Consulting CERTIFICATE PROGRAM IN SPECIALIZED SUBJECTS



The program provides educational intervention to employees working on financial transactions to develop a comprehensive approach to Financial Learning.

Healthcare FUNDAMENTAL COURSE IN MANAGEMENT & ADVANCED COURSE IN MANAGEMENT



The program offers disciplines of Business Management and focuses on enhancing the sales potential of field executives.

Education ENTREPRENEURIAL INDIA WORKSHOP FOR NOC



This is an induction program conducted for students belonging to National Overseas colleges to cover the basics of Entrepreneurship.

Shared Services GLOBAL LEADERSHIP PROGRAM



The program focuses on providing an overview on India's Business landscape, culture and opportunities.

Professional Services LEADERSHIP DEVELOPMENT PROGRAM



The program combines latest Management Thinking with practice and applied research, along with an emphasis on leading and managing multicultural settings.

Manufacturing POST GRADUATE PROGRAM IN MANAGEMENT STUDIES



This is a comprehensive Business Management Program offering specializations across Finance, Marketing, HR and Operations.

Automobiles CUSTOMISED HR ANALYTICS PROGRAM



Mercedes-Benz

This program provides middle and senior HR Executive's hands-on experience in usage of data in decision making for business.



OUR TOP CUSTOMISED PROGRAMS

KPO

CUSTOMISED POST GRADUATE PROGRAM IN MANAGEMENT STUDIES

The program is designed to cover all functional areas of management including a module focusing on KPO/ BPO related operations.

Defence

BUSINESS MANAGEMENT CERTIFICATE COURSE FOR JCO'S & OR'S



The program covers typical functional areas of management for transition into a second career in public and private sector organisations or become entrepreneurs, post retirement.

Quick Restaurant Service

CUSTOMISED POST GRADUATE PROGRAM IN MANAGEMENT STUDIES



The program covers management subjects and topics customised to meet requirements such as stores/ retail chain operation, e-commerce and supply chain retail.

Pharmaceuticals

CUSTOMISED 2-DAY LEADERSHIP DEVELOPMENT PROGRAM

The program offers disciplines of strategic leadership, innovation, business excellence and data analytics for middle and senior management.

Manufacturing

CUSTOMISED LEADERSHIP DEVELOPMENT PROGRAM

The program provides educational intervention to mid and senior level executives in areas of differential diagnosis, innovation and creativity, strategic leadership, customer centricity and CRM.

Auto & Farm Equipment Manufacturing

CUSTOMISED POST GRADUATE PROGRAM IN MANAGEMENT STUDIES

The program aims to teach aspects of manufacturing/ operations for junior and mid-level managers/ engineers to meet specific needs of the automobile sector.

OUR CAREER ENRICHMENT PROGRAMS

APOTEX

Innovating for
patient affordability

Post Graduate Diploma in Business Management

The 18-month Management Learning Program was designed for the employees of Apotex working in the manufacturing plant in Bangalore. The program objective was to develop middle-levels managers towards taking up higher responsibilities in line with the rapidly growing business of Apotex.



The Next Generation Leaders Program (NGLP)

Spread over 4-days workshop followed by an Action Learning Project (ALP), followed by one-to-one mentoring. By the end of the project, they underwent a final review by the faculty mentor for the preparation of the ALP report to showcase the impact of the learning and its application on the job.

Infosys

BPM

Junior Management Leadership Program

Designed to provide an exposure in the areas of management and business-related subjects to high performing executives in the B2/B3 stream. It's running for 12+ years now with an alumni base of more than 780 corporates. This served as an incentive for the executives to enhance their professional qualifications and help them move up the corporate ladder.



Dedicated To Life

BEZT (Building Excellent Zydus Leaders of Tomorrow)

8 months program including Action Learning Project (ALP) followed by one-to-one mentoring. By the end of the project, the mentees underwent a final review by the faculty mentor for the preparation of the ALP (Action Learning Project) report to showcase the impact of the learning and its application on the job.

IBM

Leveraging Analytics in Business Program

Designed to provide a skill development journey from learning the fundamentals of Data Analytics through building strategies using Artificial Intelligence & Machine Learning.

B/S/H/

The Sparkz - Management Development Program

A transformative initiative aimed at unlocking the full potential of professionals. With a thoughtfully designed curriculum, participants embark on a journey of personal and professional growth, honing essential skills like presentation, verbal and written communication, task and outcome management, self-leadership.

SNAPSHOT OF SOME OF OUR OPEN PROGRAMS



Open Program on Negotiation Skills



Open Program - Leveraging HR Analytics



Open Program on Digital Marketing



Open Program on Negotiation Skills



Open Program on Key Account Management

SNAPSHOT OF SOME OF OUR CUSTOMISED PROGRAMS



AGI January 2023 Batch



Zyduz Batch



Microlabs Ace 3 Batch



Microlabs Ace 2 Batch



Infosys JMLP Pro Batch



+91 74062 03363 / +91 91480 76248



ravi.rao@welingkar.org
mdc.blr@welingkar.org



102, 103, Hosur Rd, next to BSNL Telephone Exchange, Electronics
City Phase 1, Electronic City, Bengaluru, Karnataka 560100



www.welingkarexdep.com