

**Mandatory Disclosure**

**2023-24**

**Updated in June 2024**

**AICTE File No** F. No. South-West/1-43664663080/2024/EOA

**Date & Period of last Approval** 13<sup>th</sup> May 2024 (2024-25)

**1. Name of the Institution**

Prin. L. N. Welingkar Institute of Management  
Development and Research (WeSchool)

**Address of the Institution**

Plot No 102&103, Next to BSNL Telephone Exchange,  
Electronics City Phase I, Hosur Road,  
Bengaluru – 560100  
Karnataka State

**City & Pin Code**

Bengaluru – 560100

**State / UT**

Karnataka

**Phone number with STD Code**

080-42678300

**Email**

[madhavi.lokhande@welingkar.org](mailto:madhavi.lokhande@welingkar.org)

**Website**

<https://www.welingkar.org/campus-bengaluru>

## 2. Name and Address of the Trust / ~~Society/ Company~~ and the Trustees

Name of the organization running the Institution	Shikshana Prasarak Mandali, Pune
Type of the organization	Trust/ <del>Society</del>
Address of the organization	Sharada Sabhagriha, S P College Campus, Tilak Road, Pune – 411030
Phone number with STD Code	020 24331316
Email	shikshanapmandali@spm.edu

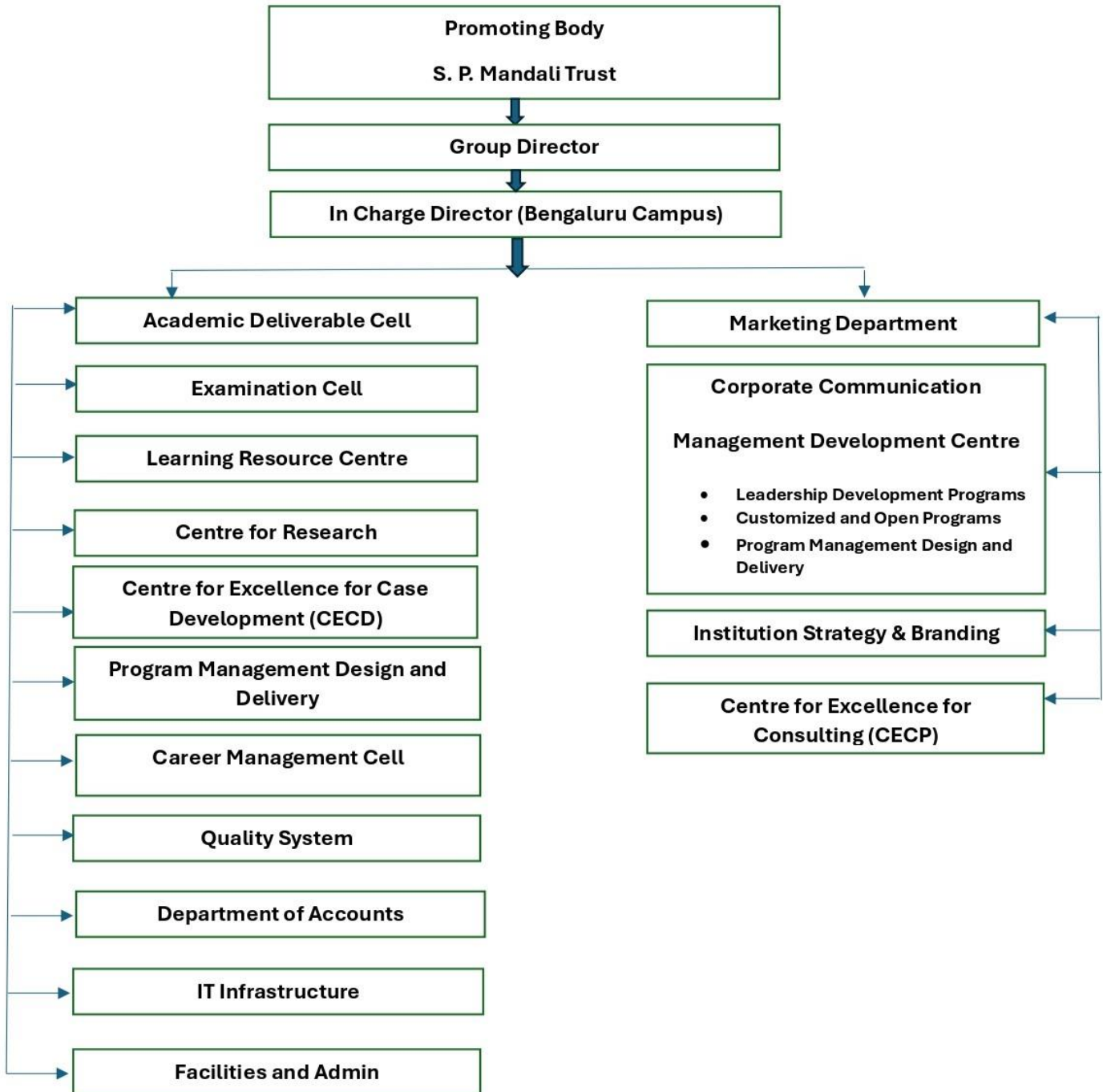
## 3. Name and Address of the ~~Vice-Chancellor/ Principal~~/Director

Name of Principal / Director	Prof. Dr. Madhavi Lokhande
Exact Designation	Incharge Director, Bengaluru Campus
Phone number with STD Code	080-42678300, Extn. 317
Email ID	<a href="mailto:madhavi.lokhande@welingkar.org">madhavi.lokhande@welingkar.org</a>
Highest Degree	PhD.
Field of specialization	Finance

## 4. Name of the Affiliating University: NA

## 5. Governance

### i. Organizational Chart



## ii. Grievance Redressal mechanism for Faculty, staff and students

WeSchool, Bengaluru has constituted a Grievance Redressal Committee to address any complaints from faculty, staff and students.

### Grievance Redressal Committee

Sr. No.	Name	Designation in the Committee
1	Dr. Madhavi Lokhande, I/C Director	Chairperson
2	Dr. Jai Raj Nair, Professor - IT	Member - Teaching Faculty
3	Dr Savitha G R, Professor-HR	Member - Teaching Faculty
4	Dr Hema D, Professor - Finance	Member - Teaching Faculty
5	Prof. Srija Bose, Assistant Professor-GM	Member - Teaching Faculty
6	Mr. Atul Deshpande, DGM- Administration	Member from non-teaching
7	Advait Tarkar (RBA) & Tanvi Bansal (PGDM)	Student Representative 2024-25

## iii. Establishment of Anti Ragging Committee

Sr. No.	Name Of the Committee Member	Designation in the Committee
1	Dr. Madhavi Lokhande, I/C Director Bangalore Campus	Chairperson
2	Dr. Narasimha Murthy, Dean-Marketing & Research	Member
3	Mr. Atul Deshpande, Dy. Gen. Mgr.- Administration	Member
4	Mr. Mohd. Haneef M P, Senior Manager-Administration	Member
5	Dr. Jai Raj Nair - Professor	Member
6	Prof. Savitha G R - Professor	Member
7	Prof. Anuradha Mahesh - Professor	Member
8	Dr. Sonia Mehrothra - Professor	Member
9	Ms. Mruthunjaya Badami - Parent	Parent Representative
10	Mr. Chandrashekhar TK - Parent	Parent Representative
11	Dr. Asha Sidd - Parent	Member from NGO
12	Surya Badami (2023-25 EBIZ)	Student Representative
13	Suhas Bharadwaj (2023-25 RBA)	Student Representative
14	Sudeeksha Gangwar (2023-25 EBIZ)	Student Representative
15	Mujahidul Islam (2023-25 PGDM)	Student Representative
16	Mr. Nanje Gowda	Local Police Representative
17	Mr. Shree Shaila	Local Police Representative
18	Mr. Manjunath Thalawar	Local Police Representative
19	Mr. Manjunath Ajjola	Local Police Representative

iv. Establishment of Online Grievance Redressal Mechanism

[https://elearn.welingkar.org/grievance/fac\\_grievance.php](https://elearn.welingkar.org/grievance/fac_grievance.php)

<https://elearn.welingkar.org/StudentDashboardBlr.php>

v. Details of Grievance Redressal Committee in the Institution and OMBUDSMAN by the University  
Grievance Redressal Committee

Sr. No.	Name	Designation in the Committee
1	Dr. Madhavi Lokhande, I/C Director	Chairperson
2	Dr. Jai Raj Nair, Professor - IT	Member - Teaching Faculty
3	Dr Savitha G R, Professor-HR	Member - Teaching Faculty
4	Dr Hema D, Professor - Finance	Member - Teaching Faculty
5	Prof. Srija Bose, Assistant Professor-GM	Member - Teaching Faculty
6	Mr. Atul Deshpande, DGM- Administration	Member from non-teaching
7	Advait Tarkar (RBA) & Tanvi Bansal (PGDM)	Student Representative 2024-25

vi. Establishment of Internal Committee (IC)

Sr. No.	Name of the Employee	Designation	Designation in the Committee
1	Dr. Savitha G R	Professor	Member
2	Dr. Sonia Mehrotra	Professor	Member
3	Dr. Hema D	Professor	Member
4	Dr. Dakshina Murthy	Assoc. Dean – Operations	Member
5	Ms. Anitha Kumar	Asst. Manager – Secretarial Services	Member
6	Ms. Jayanti Pani	Manager – HR	Member
7	De. Asha Sidd	Director (Academics) Banjara University	Member from NGO
8	Naincy Lodhi	E-Business 2023-25	Student Representative
8	Tanvi Bansal	PGDM 2023-25	Student Representative
10	Advait Tarkar	RBA 2023-25	Student Representative

**vii. Establishment of Committee for SC/ST**

Sr. No.	Employee Name	Designation	Designation in the Committee
1	Dr. Madhavi Lokhande	I/C Director	Chair
2	Prema Kumari	Dy. Manager-Examination Cell	Member
3	Shiva Kumar	Dy. Manager - Marketing	Member
4	Nagaraj R. L.	Manager - IT	Member
5	Srija Bose	Asst. Professor	Member
6	Rajakumar Alagar	Librarian	Member
7	Shylaja T	Program Coordinator	Member

**viii. Internal Quality Assurance Cell**

Sr. No.	Name of the Committee Member	Designation	Role in Committee
1	Dr. Madhavi Lokhande	I/C Director	Faculty Member
2	Dr. Jai Raj Nair	Professor	Faculty Member
3	Dr. Hema D	Professor	Faculty Member
4	Dr. Anuradha Mahesh	Professor	Faculty Member
5	Dr. Narasimha Murthy	Dean - Marketing & Research	Faculty Member
6	Ms. Smishi Rolly	Assistant Manager-Academic Deliverable Cell	Senior Administration Officer
7	Ms. Bhanu S	Assistant Manager-Academic Administration	Director Co-Ordinator
8	Mr Anand Parameswaran	Founder-CEO, Beyond Experiences	Industry Representative
9	Mr. Akhil M R	Malathkar Law offices, Co-partner	Industry Representative

## 6. Programmes

### i. Name of Programmes approved by AICTE

Sr. No.	Name of the Programme
1	PGDM
2	PGDM E-Business
3	PGDM Business Design & Innovation
4	PGDM Research and Business Analytics

### ii. Name of Programmes accredited by NBA

Sr. No.	Name of the Programme
1	PGDM
2	PGDM E-Business
3	PGDM Business Design & Innovation

### iii. Status of Accreditation of the courses

Sr. No.	Name of the Programme	Status of NBA Accreditation
1	PGDM	Accredited
2	PGDM E-Business	Accredited
3	PGDM Business Design & Innovation	Accredited
4	PGDM Research and Business Analytics	Eligible for the AY 2024-25

### iv. Total No. of Courses: 4

**v. Each programme details:**

Sr. No.	Name	Number of Seats	Duration	Cut off marks/ rank of admission during the last years
1	PGDM	60	2 Years	59.84
2	PGDM E-Business	120	2 Years	50.10
3	PGDM Business Design & Innovation	30	2 Years	52.43
4	PGDM Research and Business Analytics	60	2 Years	51.47

**vi. Fee : Rs.7,00,000/- per annum**

**vii. Name and duration of programme(s) having Twinning and Collaboration with Foreign Universities and being run in the same campus along with status of their AICTE approval.**

**Not Applicable**

## **7. Faculty**

**i. Course/Branch wise list of faculty members:**

**List of Faculty: PGDM**

Sr. No.	Name of the Faculty Member	Designation	Specialization
1	Dr. Madhavi Lokhande	Dean & Professor	Finance
2	Dr. Savitha G R	Professor	HR
3	Dr. Preetha Chandran	Professor	Finance
4	Dr. Jyoti Joshi Pant	Associate Professor	HR
5	Dr. Sivakanth Setty	Associate Professor	Marketing
6	Prof. Radhika Uttam	Assistant Professor	Finance
7	Prof. Supriya Singh Gautam	Assistant Professor	General Management



**List of Faculty: PGDM E-Business**

Sr. No.	Name of the Faculty Member	Designation	Specialization
1	Dr. D N Murthy	Professor	Marketing and Research
2	Dr. Jai Raj Nair	Professor	IT / Systems
3	Dr. Anuradha Mahesh	Professor	Retail
4	Dr. Hema Doreswamy	Professor	Finance
5	Dr. Santosh Rupa Jaladi	Associate Professor	Finance
6	Dr. Dakshina Murthy	Associate Professor	Operations
7	Dr. Anita S Pillai	Associate Professor	IT
8	Prof. Ramanath K	Assistant Professor	Marketing
9	Prof. T. Sridhar	Assistant Professor	IT
10	Prof. Alex Nero	Assistant Professor	Operations / Research
11	Prof. Srija Bose	Assistant Professor	General Management
12	Prof. Ishani Chakraborty	Assistant Professor	HR/Research

**List of Faculty: PGDM Business Design & Innovation**

Sr. No.	Name of the Faculty Member	Designation	Specialization
1	Dr. Sonia Mehrotra	Professor	HR
2	Dr. Kiran G	Associate Professor	Marketing
3	Prof. Prakash Unakal	Dean Business Design	Business Design
4	Dr. Madhav Murthy	Assistant Professor	Business Design

**List of Faculty: PGDM Research & Business Analytics**

Sr. No.	Name of the Faculty Member	Designation	Specialization
1	Dr. Madhumitha Guha Majumdar	Professor	Business Analytics
2	Dr. Tripti Manara	Associate Professor	Research & Business Analytics
3	Prof. Ragesh T S	Assistant Professor	Business Analytics
4	Prof. Asha Mathew	Assistant Professor	IT

- ii. **Permanent Faculty : 28**
- iii. **Adjunct Faculty : Nil**
- iv. **Permanent faculty : Student Ratio = 1 : 19**

## 8. Profile of Vice Chancellor/Director/Principal/Faculty

<https://www.welingkar.org/profile/prof-dr-madhavi-lokhande>

## 9. Fee

### i. No. of Fee waivers granted with amount and name of the students

**Tuition Fee Amount – Rs. 3,04,500/**

Sr. No.	Name of the student	Program
1	Navin Arun Yelne	PGDM
2	Darshan Pandurang Karanje	PGDM
3	Mujahidul Islam	PGDM
4	Shruti Jain	PGDM eBiz
5	Shaikh Saquib Shaikh Khalil	PGDM eBiz
6	Sudeeksha Gangwar	PGDM eBiz
7	Anusha Mohiyuddin Nadimulla	PGDM eBiz
8	Harish Mukesh Patel	PGDM BD&I
9	Keerthana R	PGDM BD&I
10	Rajeshwari Gadigayya Hiremath	PGDM RBA
11	Gopika Soni	PGDM RBA
12	Pradeep Ganpatrao Daingade	PGDM RBA

### ii. Number of scholarship offered by the Institution, duration and amount: Nil

## 10. Admission

### iii. Number of seats sanctioned with the year of approval

Sr. No.	Name	Number of Seats	Year of Approval
1	PGDM E-Business	60	2008
		120 (Increase in Intake 60 to 120)	2010
2	PGDM	60	2009
3	PGDM Business Design & Innovation	60	2010
		30 (Decrease in Intake 60 to 30)	2019
4	PGDM Research and Business Analytics	30	2020
		60 (Increase in Intake 60 to 120)	2022

**ii. Number of Students admitted under various categories each year in the last years**

Sr. No.	Course	AY	Open/General	SC	ST	NT	DT-VJ	OBC	SBC	Total No. Including TFW**
1	PGDM	2023-24	53	0	0	0	0	10	0	60 + 3TFW = <b>63</b>
		2022-23	49	01	0	0	0	06	0	53 + 3TFW = <b>56</b>
		2021-22	48	0	0	01	0	10	01	60 = <b>60</b>
2	PGDM E-Business	2023-24	96	02	01	01	0	24	0	120+04TFW = <b>124</b>
		2022-23	65	04	01	0	0	0	07	75 + 02TFW = <b>77</b>
		2021-22	97	0	03	0	0	20	0	119 + 1TFW = <b>120</b>
3	PGDM BD&I	2023-24	25	01	0	0	0	06	0	30 + 2TFW = <b>32</b>
		2022-23	23	0	0	0	0	03	0	25 + 1TFW = <b>26</b>
		2021-22	25	0	0	0	0	04	0	29 = <b>29</b>
4	PGDM R&BA	2023-24	53	01	0	0	0	08	0	59 + 3TFW = <b>62</b>
		2022-23	35	02	01	0	0	09	0	46 + 1TFW = <b>47</b>
		2021-22	28	0	0	0	0	02	0	30 = <b>30</b>

**\*\* TFWS (Tuition Fee Waiver Scheme) students are over and above the sanctioned Intake**

**iv. Number of applications received during last year for admission under Management Quota and number admitted**

Not applicable since all seats have been filled through GD-PI on merit basis, and eligibility criteria prescribed by AICTE.

## 11. Admission Procedure

### i. Mention the admissions test being followed, name and address of the Test Agency/State Admission Authorities and its URL (website)

- Test Agency for CAT – Indian Institute of Management. Kozhikode IIMK Campus P. O., Kozhikode, Kerala, India, PIN - 673 570  
PH: +91-495-2803001 Fax: +91-495-2803010-11 (URL – [www.iimk.ac.in](http://www.iimk.ac.in)) The test is conducted jointly by six Indian Institutes of Management
- Test Agency for ATMA- Association of Indian Management Schools, House No. 8-3-677/57 A, Plot No. 57, Sri Krishnadevarayanagar, Street No.6, Yellareddiguda, Hyderabad 500 016., India , Tel: 040-23750247, 23750248. (URL - [www.atma-aims.org](http://www.atma-aims.org) )
- Test Agency for XAT – XLRI, Circuit House Area (East), Jamshedpur-831035, Jharkhand (India)Ph. - +91 - 657 - 398 3333 email - [xlwebmaster@xlri.ac.in](mailto:xlwebmaster@xlri.ac.in) (URL – [www.xlri.ac.in](http://www.xlri.ac.in))
- Test Agency for CMAT – All India Council for Technical Education, Chanderlok Bldg., 7th floor, Janpath, New Delhi – 110001 Tel. No. 022-22828446 email – [helpdesk@aicte-india.org](mailto:helpdesk@aicte-india.org) (URL – [www.aicte-india.org](http://www.aicte-india.org))

### ii. Number of seats allotted to different Test Qualified candidate separately (AIEEE/ CET (State conducted test/ University tests/ CMAT/ GPAT)/ Association conducted test)

The Institute does not allot any specific number of seats to a given exam, selection is based on overall performance.

### iii. Calendar for admission against Management/Vacant seats: NA

iv. Last date of request for applications: **5<sup>th</sup> June 2023**

v. Last date of submission of applications: **6<sup>th</sup> June 2023**

### vi. Dates for announcing final results:

- Phase 1: 5th April 2024,
- Phase 1 Part 2: 22nd June 2023
- Phase 2: 3rd July 2023

**vii. Release of admission list (main list and waiting list shall be announced on the same day)**

- Phase 1: 5th April 2024,
- Phase 1 Part 2: 22nd June 2023
- Phase 2: 3rd July 2023

**viii. Date for acceptance by the candidate time given shall in no case be less than 15 days):**

7 Days

**ix. Last date for closing of admission & starting of the academic session**

- Mumbai Campus: 2nd August 2023
- Bengaluru Campus: 3rd August 2023

**x. The waiting list shall be activated only on the expiry of date of main list:**

Yes

**xi. The policy of refund of the fee, in case of withdrawal, shall be clearly notified**

It is as per the AICTE notification available on the AICTE website.

## 12.Criteria and Weightages for Admission

**i. Describe each criterion with its respective weightages i.e. Admission Test, marks in qualifying examination etc.**

Criteria	2023-25 Weightage
Qualifying Entrance Test Percentile:	40%
Best of percentile in CAT, XAT, ATMA, GMAT, CMAT to be considered	
Academics (X, XII, Graduation)	15%
**Basis eligibility of 50% in graduation is mandatory	
Pre-Interview Questionnaire / Group Discussion and Personal Interview	40
Extra-Curricular Activities – Sports, awards and achievements at District, National, International Level, Academic Diversity, etc..	05
Total Composite Score	<b>100</b>

- ii. Mention the cut-off levels of percentage and percentile score of the candidates in the admission test for the last three years

Program / Campus	CAT 2022 / XAT 2023 / GMAT (2020 onwards) Percentile	ATMA 2023 / CMAT 2023 Percentile
<b>Bengaluru Campus</b>		
PGDM, E-Business, RBA	75	80
BD & Innovation	70 across all tests, across qualification.	

### 13. Information of Infrastructure and other resources available

- i Number of Classrooms and size of each

Sr. No.	Space Name	Carpet Area (in Sqm)
1	Discover - 4 (GF)	81.19
2	Discover - 5(GF)	90.32
3	Discover – 6 (GF)	66.87
4	Discover – 1 (GF)	67.91
5	Discover – 2 (GF)	70.93
6	Discover - 7(FF)	90.43
7	Discover – 8(FF)	102.21
8	Discover–9 (FF)	90.43
9	Discover – 10 (FF)	74.33
10	MDP – CR (FF)	76.75

- ii. Number of Tutorial rooms and size of each

Sr. No.	Space Name	Carpet Area (in sqm)
1	Tutorial Room – (FF)	34
2	Tutorial Room (GF)	331
3	Tutorial Room (GF)	59.64

**iii. Number of Laboratories and size of each**

- InnoWe Lab - 34 Sqm.
- Prototype Lab - 78 Sqm.

**iv. Number of Computer Centers with capacity of each**

- 1 Computer Centre with capacity of 78

**v. Central Examination Facility, Number of rooms and capacity of each**

- 10 classrooms with the seating capacity of 60

**vi. Online examination facility (Number of Nodes, internet band width, etc.)**

- No. of Nodes - 72
- Internet Bandwidth – 291 Mbps

**vii. Barrier Free Built Environment for disabled and elderly persons**

- Lift, Ramp, Wheelchair, lift and Rest room for Disabled.
- Campus has taken due care for disabled, in fact, they can go to any part of the campus with ease

**viii. Fire and Safety Certificate**

- Available

**ix. Hostel Facilities**

- Separate hostels for boys and girls are available within 2 kms from the college, with 24x7 internet connectivity

**x. Number of Library books/ebooks/titles/journals available (programme-wise)**

Course	No. of Titles & Volumes (Books)	No. of Titles & Volumes (E-Books)	No. of National Journals	No. of International Journals
PGDM PGDM E-Business PGDM BD&I PGDM R&BA	Titles: <b>6470</b> Volumes: <b>15302</b>	<b>27500</b>	<b>51</b>	<b>4</b>
			E-Journals: <b>7055</b>	

**xi. List of online National/International Journals subscribed**

- Proquest – ABI / Inform Complete
- Indiatat.com
- ProQuest eBooks Collection: Buss. & Eco.
- Turnitin Anti Plagiarism
- ACE Analyser
- EMIS-Emerging Markets
- EBSCO Management Collection

**xii. National Digital Library (NDL) subscription details**

Subscribed

Membership Number: INKANCEDHZRXEJK

**xiii. List of major equipment/facilities in each laboratory/workshop**

Equipment at the Proto Lab

**Machines for**

- Wood working
- Plastics working
- Metal working
- Finishing
- Clay work

**Portable tools**

- a) Portable circular blade – Hitachi C7
- b) Portable orbital sander – Bosch GSS 23 AE
- c) Portable sander – Bosch GEX 125-IAE
- d) Portable grinder / mini angle grinder – Bosch GWS 6-100
- e) Rotary drill – Bosch GSB 13 RE
- f) Portable jig saw – Bosch GST 65 E
- g) Cut-off saw – Hitachi CC 14 SF
- h) Vacuum forming machine; 24” x 24” frame
- i) Grinder cum Circular Saw – Meet Combi Planer
- j) Band Saw – Meet - 12”
- k) Paint Booth with compressor; 1 Cu Mtr capacity
- l) Potter’s Wheel – 50 cm dia
- m) Styro-foam (Thermocole) hot wire cutter; up to 50 mm thickness

**Furniture:** Wooden Worktables – 4, Granite Work Tables – 2, Work Stools – 16.

**xiv. List of experimental setup in each laboratory/workshop**

**NA**



**xv. Innovation Cell**

The institute has established MoE's Innovation Cell (IIC) to systematically foster the culture of Innovation on the campus.

**xvi. Social Media Cell**

Available

**xvii. Compliance of the Academic Bank of Credit (ABC)**

Yes:

**xviii. To upload the respective short video (1-2 min.) of Infrastructure and facilities available w.r.t the course in the website**

[https://youtu.be/wQQm3IO\\_VoE](https://youtu.be/wQQm3IO_VoE)

**xix. Games and Sports Facilities**

Available at Hostel

**WeSchool** encourages their students to be a part of the annual **Joga Bonito (Football fest)**, **WeCket (Cricket)** tournament held for students of the 2-year full time PGDM courses. Students of all batches participate in both the events, where the highlight is playing against the alumni and faculty & staff team. This encourages a spirit of sportsmanship and healthy competition among all the faculty, staff, alumni and students.

**xx. Teaching Learning Process**

**A. Teaching Learning Process – SOP**

**B. Course Allocation to the faculty**

- i. Specialization Heads and Program Heads identify appropriate faculty well in advance, for various courses for the upcoming trimester and inform ADC.
- ii. A complete course-wise faculty allocation is prepared by ADC for a given trimester.
- iii. The draft document is sent to the Incharge Director for approval.
- iv. ADC shares syllabus, and the TLP Template to Incharge Director and to all the faculty.
- v. The above process is done well ahead of the upcoming trimester to enable faculty to prepare their study / teaching material, Teaching-learning plans, course plan, soft and hard copies of reading material, etc.

S.P. Mandali's

Prin. L. N. Welingkar Institute of Management Development & Research, Bengaluru

## Ensuring the Assurance of Learning in Curriculum Designing and Teaching Pedagogy

### **a) Assurance of Learning (AOL)**

PGDM Programs follow the framework of “Assurance of Learning” (AOL) Goals to enable continuous improvement in the curriculum and teaching methodology. The AOL Framework provides an assurance to trustees, board members, students, regulatory bodies, and faculty members about the quality of the outcome of this program which in turn helps to deliver the Institute’s Vision and Mission and the attainment levels set out for the program.

### **b) Learning Approach - AAA framework**

The distinguishing feature of the PGDM Program is the unique “Acquisition, Application and Assimilation (AAA) learning approach which emphasizes very clearly a systematic and graded method of acquiring knowledge. All faculty members are trained in the application of AAA framework, which has at its base, “quality assurance and improvement”.

### **c) Augmenting Knowledge using Experiential Learning - Guest Lectures, Alumni Interactions and Industry Discussions**

As a part of AAA Approach, students’ knowledge is augmented via course-specific, industry specific, guest lectures, alumni interactions and Industry discussions.

### **d) Curriculum Designing**

WeSchool endeavours to develop contemporary and industry-driven outcome-based curriculum and review/update the same on an annual basis. At WeSchool, the curriculum includes co- curricular and extra-curricular activities in addition to the basic curriculum.

### **e) Smart Classroom Design - ICT Enabled**

The classroom teaching-learning method is a tried and tested and efficient method to impart knowledge and information to a large number of students. Keeping pace with advancements and time, at WeSchool, all classrooms are supported by State-of-the-art Technology driven gadgets – smart TV, audio-video equipment, with entire campus Wi-fi.

### **f) Pedagogical Initiatives**

- ICT enabled Teaching Pedagogy
- Student –Faculty Discussions driven classroom sessions
- Leadership Development Initiative: Global Citizen Leadership (GCL)
- Foundation Program
- Immersion Program

- Integrative Manager –Harvard Business Publishing Case (HBP) studies
- Experiential Learning through Role Plays
- Live Projects
- Encouragement to participate in inter-collegiate competitions
- Guest Lectures, Alumni Interactions and Industry Discussions

## **B. Methodologies to Support Weak Students & Encourage Bright Students Weak Students.**

Such students are identified based on various parameters viz participation & performance in Class discussions /interaction, Continuous Internal Evaluation (CIE) & AC process. These students are then mentored and counseled where required. Additional steps taken to scale-up such students are:

1. Mentors are appointed to guide them academically & non-academically.
2. Refresher classes are held in subjects where they are found to be weak.
3. Periodic tests are conducted & assignments given & reviewed for quality of the content.
4. Previous years question papers are given to them towards practicing.
5. They are trained and encouraged to participate in student development activities.
6. End semester exams are conducted to improve their academic performance.
7. Peer level collaborative studying and exchanging of ideas is also encouraged.

**Bright Students:** Mentors identify the bright students and spot areas where they are strong.

Subsequently assign specific activities like exposure to specific tech driven tools like SAS, SPSS, Excel, further reading, solving problems, share contemporary news / developments beyond their syllabus to gain additional knowledge. Such students are also encouraged to attend conferences / workshops / seminars /inter-collegiate competitions / any special competitions held by India Inc / Institutes outside of the campus. In the process bright students:

- A. Update themselves with the latest tools and technologies
- B. Demonstrate critical thinking and take up innovative projects
- C. Take up higher studies in the field of research and other related courses like Digital, Social media marketing, Analytics etc. thus enhancing their skill and managerial quality and in the process their employability chances.

**Proficiency test:** Proficiency Test is a mandatory evaluation process that every student must undertake to choose a specific specialization. Here again, low performing students are identified for whom a refresher course is conducted and are asked to take an internal test towards improving their scores.

**Refresher Course:** Refresher Course in the second year closer to Trim V, senior students are provided with a refresher class where a senior faculty conducts three sessions, revisiting all concepts & fundamentals, specialization wise towards enhancing their subject knowledge as also gaining in confidence to face impending interviews

**Initiatives of Performance Improvement - Teachers / Faculty:**

➤ **Students' Feedback**

The effectiveness of any initiative can only be judged by continuous feedback from the students. Accordingly, the teaching-learning process at our Institution is analyzed via feedback taken from students, twice in every Trimester – mid-term & end-term. The first feedback is taken one month after the commencement of the trimester and feedback is reviewed, shared & discussed by the Dean / Program Head with the concerned faculty. Where appropriate and required the concerned faculty is counselled and corrective action is agreed and implemented. Second feedback is taken at the end of the course where feedback is sought on course outcomes, coverage of relevant topic beyond syllabus, seeking their suggestions for improvement of the course, content and delivery. The analysis of student feedback and faculty teaching improvement is done by programme assessment committee with recommendations of corrective actions, where necessary.

➤ **Peer Learning**

At WeSchool, faculties are encouraged to enhance their knowledge and effective lecture delivery using multiple sources. One of the effective ways of enhancing knowledge is learning from peers-colleagues, corporate guest faculty and alumni working at a senior level in the reputed organizations.

➤ **Faculty Development Programs (FDPs)**

Faculty development programs are identified & designed based on need-gap analysis, continuous improvement process to remain contemporary to name few. At Weschool, we use external and internal faculty resources, and our teaching faculty are encouraged to attend external FDPs as much as they also have to attend internal FDPs.

**xxi. For each Post Graduate Courses give the following:**

Title of the Course	Laboratory Facilities
PGDM	Bloom Berg Terminal for all the programs
PGDM E-Business	
PGDM R&BA	
PGDM BD&I	Prototype Lab

### 14. Enrolment and placement details of students in the last 3 years

Sr. No	Academic Year	Batch	Course Sanctioned	Sanctioned Intake	Actual Enrolments
1	2023-2024	2023-2025	PGDM E-Business	120	124
			PGDM	60	63
			PGDM Business Design & Innovation	30	32
			PGDM Research & Business Analytics	60	62
2	2022-2023	2022-2024	PGDM E-Business	120	77
			PGDM	60	55
			PGDM Business Design & Innovation	30	26
			PGDM Research & Business Analytics	60	47
3	2021-2022	2021-2023	PGDM E-Business	120	120
			PGDM	60	60
			PGDM Business Design & Innovation	30	29
			PGDM Research & Business Analytics	30	30

**Note: Admission Nos. are inclusive of TFW in the AY 2023-24**

**Enrollment & Placement details for last three years**

Year	Batch	No. of Eligible Students	Students Placed	Maximum Salary	Minimum Salary	Average Salary
				In Lakhs P. A		
<b>PGDM E-Business</b>						
2023-24	2022-24	74	66	17.63	6.8	10.2
2022-23	2021-23	115	114	17.85	7	10.2
2021-22	2020-22	109	102	14.7	6	9.4
<b>PGDM</b>						
2023-24	2022-24	54	49	14.64	6.8	9.93
2022-23	2021-23	56	53	16	7	9.5
2021-22	2020-22	60	56	13	6	9.3
<b>PGDM BD&amp;I</b>						
2023-24	2022-24	26	26	16.8	6.5	10.43
2022-23	2021-23	27	25	11.4	7	10.16
2021-22	2020-22	26	23	14.47	7	9.5
<b>PGDM RBA</b>						
2023-24	2022-24	45	45	17.63	6.8	10.3
2022-23	2021-23	29	27	14	7	10.3
2021-22	2020-22	28	27	12.46	6.5	8.8

## 15. List of Research Projects/Consultancy Works

### Details of Sponsored Research Project:

Sr. No.	Financial Year	Name of faculty	Client Organization	Title of the project
1	2023-24	Dr. Madhavi Lokhande, Dr. Mdhumitha Guha Mazumdar & Dr. Tripti Mahara	ICSSR	An Assessment of Purchase Intention towards Generic Medicines from Jan Aushadhi Kendras

### Details of Consultancy Assignments of the institution for the academic year 2023-24:

Sr. No.	Organization	Project /Assignment Title	WeSchool Faculty Involved	Consultancy Status
1	RLG Private Ltd.	Developing a case	Dr. Sonia	Ongoing
2	Keyme Educom Services LLP	Zydus Cadila Healthcare Ltd.	Dr. Jyoti, Dr. Sonia, Dr. Madhumita, Prof. Vijayan, Prof. Sriram	Completed
3	Keyme Educom Services LLP	Presidency Group	Dr. Dakshina Murthy, Dr. Jairaj Nair, Dr. Savitha, Dr. Anita, Dr. Sonia, Dr. Jyoti, Dr. Mohan, Dr. Madhumita, Prof. Alex, Dr. D N Murthy, Prof. Ramesh, Dr. Hema, Prof. Radhika, Prof. Vijay, Prof. Sridhar, Prof. Ragesh, Prof. Kiran, Prof. Rupa, Prof. Sowmya, Dr. Preetha Prof. Prakash, Prof. Remya, Prof. Sivakanth,	Ongoing
4	Ground Reality Enterprises Private Limited	Ground Reality: A Social enterprise scaling and sustaining road safety infrastructure	Dr. Sonia, Dr. Madhumita	May 22- Jan 24

### Summary of Research Publication

Particulars	2023-24			
	Peer Reviewed	Scopus	ABDC	Web of Science
Number of Paper Publication	7	8	11	1
Number of Case study Publication	2	--	--	--
Chapters Published in Books	10	1	--	--

### 16. MoUs with Industries

- Infosys BPO Ltd
- Yellow Edge
- McDonalds
- Unfold Consulting
- Altimetrik
- Samarthanam Trust
- Strengthscape
- Cii
- IIIT-B