Guidelines on Form Filling & FAQs

Admissions to the PGDM Programs 2014-2016 at Mumbai & Bengaluru Campus
Recognized by AICTE, Govt. of India, New Delhi

Programs include -
PGDM / PGDM E-Biz / PGDM Business Design /
PGDM – Retail Management / PGDM – Healthcare Management / PGDM Rural Management

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

ADMISSIONS 2014-2016

Application for the PGDM Programs 2014-2016 at Mumbai & Bengaluru Campus
Programs include -
PGDM / PGDM E-Biz / PGDM Business Design / PGDM-Retail Management / PGDM –
Healthcare Management / PGDM Rural Management (Emerging Economies)

4 Simple Steps to Complete the Application Process

STEP 1
Log on to the Online Application Process on the Welingkar website- www.welingkar.org, using the Form Number and Password.

STEP 2
On completing the online form, download the PDF form to fill out the essay questions.

STEP 3
Insert the form duly filled, with your recent passport size colour photograph affixed, attested photocopy of graduation marksheet and certificate if you have completed your graduation, documents pertaining to your work experience in case you have work experience, photocopies of your written test registration number and scores & send it to the Mumbai campus in the envelope provided by the Institute.

STEP 4
Once the CAT / ATMA / XAT / CMAT results are declared, log on to www.welingkar.org and submit your **score and percentile**. **The responsibility of submitting the score online is that of the student. If the Institute does not receive the CAT and / or ATMA and / or XAT and / or CMAT percentile on or before the specified dates from the student, the student's candidature will not be considered for the short listing process**. The list of short listed candidates will be communicated only through the website - **www.welingkar.org, it is the student's responsibility to look up the same and respond appropriately.**

The Institute is not responsible to process your Application if you do not complete any of the above steps in time.

Please note:

1. *Providing or uploading false information shall be treated as fraudulent activity and the candidature/admission shall be cancelled. The candidate shall be liable for criminal prosecution.*

2. *Even if, at a later stage it is found that, the candidate has furnished wrong information and/or submitted false and/or forged documents then the candidate shall lose claim on the admission. He/she shall forfeit the entire fees of the course and also be liable for legal/penal action.*

ADMISSIONS 2014-2016

Instructions and Guidelines to fill the Online Form
The form is an integral part of the admission process. Please provide correct information. If it is found that information provided is incorrect or incomplete, the admission granted will become null and void. Answering all the questions is compulsory. Kindly attach extra sheets wherever required.

Steps towards filling the online form
1. Log on to www.welingkar.org
2. Click on the section showing Online Application for PGDM Admissions **2014-2016** (PGDM / PGDM E-Biz / PGDM Business Design/PGDM-Retail Management/ PGDM – Healthcare Management / PGDM Rural Management)
3. Enter the Form Number and Password provided in your Application kit / email.
4. After authentication, you will be allowed to start filling the Online Form. Your Form Number will appear automatically on the form.
5. Using the guidelines for filling the Online Form provided in the pages ahead, fill in your details correctly. The online form captures information in 4 sections.
6. **You will need to fill** in all 4 sections to go to the next step of downloading the "PDF" Form. Complete filling the form by answering the essay questions. The Essay questions need to be handwritten.

Filling the Online Form
All fields marked '*' are mandatory and need to be filled. You will not be able to submit the form online if any of these fields are left unanswered.

Section 1

1. **First Name:** Fill in your name.

2. **Middle Name:** Fill in your father/ husband's name.

3. **Last Name:** Fill in your surname (Family Name).

4. **E-mail Id:** Fill in your e-mail id where you would like us to send you all your admission related correspondence. Any error in the same may prove detrimental.
Kindly ensure that you enter your correct email address and the one you frequently access. Welingkar will be regularly sending communication regarding the admissions to the above mentioned programs. Please add admissions@welingkar.org to your address book so that you receive the emails in your inbox. Failure to ensure correct email address might prevent you from receiving important information about the admissions to these programs. Welingkar is not responsible for any emails that bounce back and it is the student's responsibility to regularly check for communication from the Institute.
If you do not already have an email id, kindly create one.*

5. **Gender:** Indicate appropriately

6. **Marital Status:** Indicate appropriately.

7. **Date of Birth:** Fill in your date of birth, by first stating the date, then the month followed by the year you were born in. dd/mm/yy format

8. **Mobile No.:** Kindly fill in your 10 digit mobile number, if available, on which we can send you an "SMS" or call you if required.

9. **Mother Tongue:** Mention your native language (the language originally spoken at home).

10. **Caste/ Sub caste:** Mention sub caste if SC / OBC etc. and attach a photocopy of the relevant certificate with the form that you will send back to the Institute.

11. Mention the centre name from where you have purchased the Online application.

12. If you have purchased the application online, mention your city of residence.

13. **Address for Correspondence:** Fill in your complete address along with the city, pin code and state this is the address which will be used to send any communication by courier or post. Please be as specific in your address as possible. Make sure the right pin code and telephone number is mentioned, as this is the key to any material reaching you via courier or post as and when required.

    Phone: Fill in the STD Code and phone number, where you may be contacted.

    * If the Permanent address & Parent's / Guardian's address is same as correspondence Address, put a tick in the box across **"If same as correspondence".**

Section 2

14. **Program(s) Applied for:** Indicate the order of preferences by clicking on the drop down menu. You can apply for 1 or all the PGDM programs hence please enter your preferences carefully. Also indicate the verticals you are interested in.

15. While filling in the application, if you have chosen to apply to a particular program and on declaration of results you do not get selected to that program, there is a possibility that you may be offered admission to another program depending on your performance. **Mark 'Yes' to this question if you are open to receiving an offer of admission to a program you have not indicated, in case you do not feature in the merit list of the programs you have indicated.** Mark 'No' if you are not interested in such an offer. The choice of whether or not to accept admission to a program is ultimately is with you.

16. **Choice of Location for the GD/PI Centre:** You may choose any one location from those provided. Kindly note this choice is not changeable.
The Institute reserves the right to change/add/delete any GD/PI Center. In such a case students who have chosen that particular center will be allowed to choose from the others available. The Institute will not bear the cost of any expenses incurred by the student in such cases.

Section 3

17. **CAT Registration Number:** Kindly key in the **appropriate** CAT Registration Number given in your CAT Admit card.

18. **CAT Total Score and Total Percentile:** This is to be filled in once the CAT scores / percentile are declared. You will not be allowed to fill in anything here before the CAT scores / percentile are declared. Please note, if we do not receive this information from you once the CAT scores are declared, we are in no manner liable to invite you for the further process.

19. **ATMA Bulletin Number:** Kindly key in the appropriate ATMA Bulletin Number.

20. **ATMA Roll Number**: Kindly key in the appropriate ATMA Roll number

21. **ATMA Total scaled score and Overall Percentile:** This is to be filled in once the ATMA scores / percentile are declared .You will not be allowed to fill in anything here before the ATMA scores / percentile are declared. Please note, if we do not receive this information from you once the ATMA scores are declared, we are in no manner liable to invite you for the further process.

22. **XAT Application Id:** Kindly key in the appropriate XAT Application Id

23. **XAT Total Percentile:** This is to be filled in once the XAT scores / percentile are declared. You will not be allowed to fill in anything here before the XAT scores / percentile are declared. Please note, if we do not receive this information from you once the XAT scores are declared, we are in no manner liable to invite you for the further process.

24. **CMAT Roll Number**: Kindly key in the appropriate CMAT Roll Number

25. **CMAT Total Score and Total Percentile:** This is to be filled in once the CMAT scores / percentile are declared. You will not be allowed to fill in anything here before the CMAT scores / percentile are declared. Please note, if we do not receive this information from you once the CMAT scores are declared, we are in no manner liable to invite you for the further process.

Please note that the student must procure the respective scores of CAT / XAT / ATMA / CMAT from respective authorities on their own. The Institute is not responsible for the same. Students found submitting incorrect / false percentiles will be automatically

disqualified from the Selection Process and no appeal will be entertained in this regard.

Section 4

26. **Educational Qualifications:** Please provide details in the following order: Class X, Class XII, Degree and P.G. Degree.
Name of Qualification: For Class X: SSC / SSLC/ ICSE or any other as the case maybe. For class XII: mention HSC / ICSE / CBSE or any other as the case may be and also mention in Science / Arts / Commerce. For Degree: Mention the field of study for degree (e.g. B.E. Computers, BSc. Microbiology etc.). For P.G Degree: Mention the field of study for PG degree (e.g. M.A. Psychology, M.A. Economics etc.).
Name of Board/University: Mention the name of the board mentioned in the certificate e.g. Mumbai Board or Kanpur University.
Name of the College/Institute: Mention the name of the college or institute where you studied e.g. Ruia College of Arts & Science or Indian Institute of Science.
Month & Year of Passing: Indicate the month & year of passing if the course is completed. In case results are awaited then indicate expected month & year of completion.
% Of Marks: Fill in your % of marks if final results have been declared.
Class obtained: Select the class that you have obtained in the Qualification.
In Case you are appearing for your Graduation / Post graduation exam, choose "Appearing" in the Class Obtained dropdown. Do not enter any percentage in the % of Marks or GPA and Grade Column.

Total Marks: Fill in your total marks (grand total) that you have scored out of max total, if final results have been declared or else write "Ap" for appearing.

In case of Indian Passport holding students who have completed their Graduation from a non-Indian University, kindly mention your GPA and Grade. DO NOT Convert the same into Percentage and Class on your own.
Such students MUST provide their transcripts and letter from the University mentioning the GPA / Grade conversion to Percentage on the University letter head, duly signed and stamped by the University authorities.

Please note:

a. *Only applicants passed with minimum of 50% marks in aggregate* or equivalent CGPA in Bachelor's degree awarded by any of the Universities incorporated by an act of the central or state legislature in India or other educational institutions established by an act of Parliament or declared to be deemed as a University under Section 3 of the UGC Act, 1956 of minimum three years duration in any discipline recognised by the Association of Indian Universities (AIU), or possess an equivalent qualification recognized by the Ministry of HRD, Government of India are eligible for final admission.*

b. *Candidates who have graduated from any Foreign university need to obtain the equivalence certificate from Association of Indian Universities (AIU) before confirming admission to the Institute, in the event of student's name featuring in the final merit list of the institute.*

27. **Additional PG/Diploma:** Also mention any other qualifications apart from the ones mentioned above.

28**. Work experience after graduation:** Mention the total number of months that you have worked for starting with the current job first and then going backwards .**Only full-time work experience, after completing your graduation is to be indicated in this section**. Full-time experience **after completing your graduation** in working with the Family Business is also acceptable. Fill in the details of your work experience in the tabular format provided. You are required to attach:
   a) Your experience certificate or a combination of appointment letter and latest salary slip for the current organization working
   b) An experience certificate or a combination of Appointment and Relieving letter for all previous jobs mentioned.

The marks for Work Experience in Part I of the selection process will be awarded on the basis of information provided to this question.

Any Student Found providing fake/incorrect information of their work experience will be automatically disqualified from the Selection Process and no appeal will be entertained in this regard.

29. **Work experience during graduation**: Mention any Part-time work experience after graduation in this section. Any work experience while pursuing graduation, may also be mentioned in this section. Do not mention work experience prior to start of graduation year in this section. The information provided in this section will be evaluated at the time of interview, in case the student is short listed for Part II of the Selection process.

   * Work Experience though preferable is not mandatory.

30. **Computer proficiency:** Mark only the ones you are proficient in. You may be tested on any of these at the interview stage.

31. **Social Media presence:** Indicate your id on the media indicated. This field is not mandatory to fill.

32. **Family Background:** Give us a brief background about your family; by mentioning their name, the profession they are in, their highest qualification, organization and designation. In case of a parent who has expired, kindly mark N/A in the Occupation, Designation, Organization column. **In case the family member is retired, provide details of the last employment with respect to organization and designation. In case of mother not working, please mention Home maker in the Occupation column and N/A in the Organization and Designation column.**

33. **Would you like to be considered for Protsahan-Scholarship for bright minds:** Kindly indicate Yes/ No.

ONLINE FORM ENDS HERE and the process to DOWNLOAD the ESSAY FORM BEGINS NOW.

Filling the Essay Form (PDF):

When you submit the online form you will be asked to download the PDF form. This form has essay questions and is divided into 3 parts. Information in PART A of the form will be auto generated on the basis of the information you have filled in the online form. PART B and PART C are questions seeking narrative response.

You can attach additional sheets of paper to answer essay questions (if required).

Download this form (Black & White) and neatly **handwrite** your response

Ensure that all the information is correctly entered to the best of your knowledge before signing the Application form.

Affix a recent passport size colour photograph once you have completed filling the form and **sign in the box provided below the photograph.**

Use the envelope with the Welingkar address pre-printed on it to send us back the completely filled PDF Application form along with the handwritten essays.

  ➢ You are advised to print the PDF form only after you have made sure that all the information filled in the Online Section is final in all respect.
  ➢ If you make any change in the online form, make sure to print the amended PDF.
  ➢ You must send only the final PDF form to the Institute. The completed application form along with the supporting documents should reach our Mumbai campus on the address mentioned below within the deadline.

Completed application forms should reach Welingkar Institute of Management Development and Research, L Napoo Road, Matunga (C Rly), Mumbai 400 019 by the last date.

On receiving the completely filled form from you the institute will authenticate it. When you login with your form number & password, on the right hand side, you will see a "tick" against application form received. Allow 3 - 4 days after you have posted / couriered the form before you check for form received status.

IMPORTANT NOTE Regarding CAT Registration Number, CAT Total score and Total Percentile, ATMA Bulletin Number, ATMA Roll Number, ATMA Total scaled score and Overall percentile, XAT Id and XAT Total percentile, CMAT Roll Number and Total score.

Ensure that you have provided us your correct CAT Registration Number, ATMA Bulletin Number, ATMA Roll Number, XAT Id & CMAT Roll Number in the online form. Once you receive your CAT / ATMA / XAT / CMAT scores and percentiles you need to log on to www.welingkar.org and submit your Welingkar Form Number, Password to submit your CAT / ATMA / XAT / CMAT percentile. **At the time of the Group Discussion & Personal Interview, you will be required to submit the photocopies of your CAT/ATMA/XAT/CMAT score sheets. Applications will not be considered without the same.**

Please mention the Welingkar Form Number in all your correspondence with us. Any change in your address for correspondence or other contact details like mobile no. & email id should be intimated to us immediately on admissions@welingkar.org

In all matters regarding admission to the program, the decision of the Institute will be final and binding on the applicants. No correspondence from the applicant/parent/guardian about his/ her non selection will be entertained.

#Note: Please check all the information filled in by you for the authenticity and correctness of the same. This information shall be used for all our records. The Institute will not be responsible for wrong spellings/ errors in the address/ phone number/ email id etc

Eligibility criterion for the PGDM, PGDM E-Biz, PGDM Business Design, PGDM-Retail Management, PGDM – Healthcare Management, PGDM Rural Management (Emerging Economies)

Only applicants passed with minimum of 50% marks in aggregate* or equivalent CGPA in Bachelor's degree awarded by any of the Universities incorporated by an act of the central or state legislature in India or other educational institutions established by an act of Parliament or declared to be deemed as a University under Section 3 of the UGC Act, 1956 of minimum three years duration in any discipline recognised by the Association of Indian Universities (AIU), or possess an equivalent qualification recognized by the Ministry of HRD, Government of India are eligible for final admission.

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Should have taken CAT conducted by the IIMs (IIMs have no role in the Welingkar admission Process) and/or ATMA and/or XAT and/or CMAT for the year specified in the admissions advertisement

Sr. No.	Name of the Program	Duration	Description	Specialization	Verticals offered	Tuition Fees	Campus	Total Seats
1	Post Graduate Diploma in Management (PGDM)	2 Years	It is well equipped to meet the challenges of change management, while providing the fundamentals of management education.	• Marketing • Finance • Operations • Systems • Human Resources • Retail	• International Mktg • Services Mktg & Mgmt. • B2B Markets • IT-Vertical • Mutual Funds • Insurance & wealth Magmt. • Capital Markets • Commodities Fundamentals • International Trade • Banking Fundamentals • Emotional Intelligence • Direct Mktg. • Rural Mktg. • Retail Mgmt. • Commodity Market- II • Advanced Banking • Behavioural & Dynamics • Stress Mgmt.	Rs. 4,30,000/ - p.a.	• Mumbai • Bangalore Total	180 60 240
2	Post Graduate Diploma in e-Business (PGDM E-Biz)	2 Years	This program is devised to produce managerial talent who understand business concepts but at the same time appreciate the underlying technology. The program enables the managers to apply concepts learned to make the dynamic, competitive and challenging business environment more efficient and effective.	• Marketing • Finance • Operations • Human Resources	• BFSI • Media • Retail • Telecom • KPO	Rs. 4,30,000/ - p.a.	• Mumbai • Bangalore Total	60 120 180

Sr. No.	Name of the Program	Duration	Description	Specialization	Verticals offered	Tuition Fees	Campus	Total Seats
3	Post Graduate Diploma in Management-Business Design (PGDM Business Design)	2 Years	It combines the conceptual knowledge about Innovation, Creativity with advanced business skills in order to create future managers who have a unique blend of logical thinking of Business process & lateral thinking of Design process. Eventually this builds the skill of Innovation Research led live projects with companies' forms the back bone of this program.	Innovation across all sectors	• Banking & Finance • Manufacturing & Operations • Information Technology-Vertical • Retail • Design Industry	Rs. 4,30,000/- p.a.	• Mumbai • Bangalore Total	60 60 120
4	Post Graduate Diploma in Retail Management*	2 Years	This course aims to provide students the skills, creativity and knowledge to understand retailing as a business management discipline.	• Marketing • Finance • HR	----	Rs. 4,30,000/- p.a	Mumbai	60
5	Post Graduate Diploma in Healthcare Management	2 Years	A healthcare Management Program is a confluence of diverse educational streams ranging from medical, non-medical, clinical and engineering, all aspiring towards one goal," Professional Healthcare Management ". It combines disciplines of Business Management and Healthcare.	• Hospital Management • Pharmaceutical & Lifesciences Management	----	Rs. 4,30,000/- p.a.	Mumbai	60
6	Post Graduate Diploma in Rural Management (Emerging Economies)	2 Years	The program prepares the student to work in any industry sector of his/her choice with premium knowledge about the rural sector. The focus is on wealth creation through development of sustainable business models in rural space.	----	----	Rs. 4,30,000/- p.a.	Mumbai	60
	Total							**720**

Hostel facilities

Separate hostels are available in Mumbai & Bangalore for both boys and girls. The hostels are serviced and maintained with all basic amenities including 24x7 internet connectivity.

For all students admitted to programs at Bengaluru campus, accommodation in hostel is mandatory. 2 separate buildings are earmarked for boys and girls separately. All hostels rooms are allotted on twin sharing basis and are self contained having amenities like attached toilets, laundry, swimming pool, gymnasium and attached restaurants (food charges not included) for use. The Hostel Fees at Bengaluru for 2013-2015 will be in the range of Rs.85,000/- to Rs. 1,00,000/- per annum (plus Rs.5000 deposit which is refundable after the completion of the course).

The hostel fees in Mumbai Campus depends upon the types of room i.e. AC/NAC, Double/Triple occupancy. Presently the hostel fee ranges from Rs.90,000/- to Rs.1,40,000/- per annum (plus Rs.5000 deposit which is refundable after the completion of the course) Allocation of hostel will be on the basis of availability.

* Fees are subject to change.

Laptop : Students are required to have a laptop.

Protsahan-Scholarships for bright minds

Welingkar announces Protsahan - Scholarships for bright minds. A Scholarship designed to reward the crème de la crème of students applying to Welingkar's 2 year full-time PGDM Programs from all over the country. The scholarship selects the best minds through Welingkar's rigorous selection process and then rewards the first topper with a fully paid sponsorship for the entire duration of the program-in other words, a 100% tuition waiver.
The second ranker will have their foreign internship sponsored while the third ranker will receive a free laptop.
Students applying to Welingkar for the Post graduate Programs 2014 - 2016 are eligible to apply for the scholarships. Scholarships are not transferable. *Conditions apply.

**All the communication will be done through the Welingkar website or email ID - admissions@welingkar.org (the institute will not be responsible for the incorrect email ID given by the candidate).

Conduct and Discipline

Notwithstanding anything contained in these guidelines, if the Institute, in consultation with competent authority and after making such inquiry as it may dream fit, is of the opinion that the candidates resorted to serious malpractices or unfair means during selection process and / or providing false / fake documents / certificates, the candidates will be automatically disqualified from the selection process.

If any of the statements made in the application form or any information supplied by the candidate in connection with his / her admission is, at any time, found to be false or incorrect or fake and willful suppression of facts, his / her admission will be cancelled forthwith. The form fees will be forfeited and he / she may be disqualified from the selection process.

Any matters leading to legal proceedings are subject to Mumbai Jurisdiction.

Contact us:

Mumbai:
Welingkar Institute of Management Development and Research,
L.Napoo Road,
Matunga(C.Rly),
Mumbai- 400019
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Mobile - 9619906337 / 9619599402 / 9773662115 / 9773662116

Bengaluru:
Welingkar Institute of Management Development and Research
102/103, Electronic City Phase 1, Next to Telephone Exchange,
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Website: www.welingkar.org