



LBS-WBS



PGDM 2025

*Navigating Your
Journey to Global Excellence*



Shape Your Future with LBS-WBS'S CUTTING-EDGE PGDM PROGRAM

We understand the demands of a rapidly changing global economy. Our PGDM program is meticulously designed to equip students with the knowledge, skills, and practical experience needed to thrive in technology-driven business environments.

What sets our curriculum apart is its focus on real-world application. Through hands-on training, simulation-based exercises, and interactive learning modules, we prepare students to become agile, job-ready professionals. Our goal is to nurture leaders with a strong foundation in management principles, coupled with a forward-thinking approach to technology and innovation.

Join PGDM Program at WBS powered by LBS and transform into a future-ready professional, who is highly sought after by top employers in the global marketplace.

With us, you don't just learn; you lead.



DIRECTORS MESSAGE



Dr. Chanakya Kumar Jha

Post Doc, PhD, Data Analytics
Vice Chair – HAC, IEEE India Council
Chief Editor, Asian Journal of
Convergence in Technology

"Welcome to Western Business School (WBS) Pune, a premier AICTE-approved institution offering a two-year full-time PGDM program with dual specializations. Our globally adaptive curriculum, led by world-class faculty, equips students with the skills to launch or advance their careers in fields like marketing, IT, finance, and supply chain management.

WBS combines academic excellence with practical exposure through interactive classrooms, community projects, and global study opportunities.

Backed by a strong alumni network and corporate ties, we prepare graduates to excel in a dynamic business world.

Congratulations on choosing WBS as the next step in your professional journey."

"Dear Students, You hold the key to transforming yourselves and shaping your future. At Lotus Business School, Pune, one of the most prestigious institutes for management education, we welcome you to embark on this remarkable journey. Affiliated with Savitribai Phule Pune University and approved by AICTE and the Government of Maharashtra, Lotus Business School is dedicated to imparting quality education. Our mission is to ensure that every student of the Lotus family becomes an invaluable asset to the organizations they join in the future. At Lotus Business School, we believe in a progressive learning approach. We are committed to nurturing high-quality standards among our students, equipping them to confidently address the complexities of tomorrow's business environments. Our students are driven, high achievers, and true team players. We empower them with the freedom to grow, enabling them to lead complex organizations in a dynamic and globalized world."

"Education is the most powerful weapon which you can use to change the world."



Dr. Satish Warpade

(B. Pharm., M.B.A., D.L.L., Ph.D.)
Director,
Lotus Business School, Pune

YOUR GATEWAY TO A GLOBAL FUTURE WITH LBS-WBS

The PGDM program at WBS powered by LBS is your passport to a successful international career. With exclusive pathways to countries like the UK, Italy, and France, Canada and more, you will gain:



- **Global Exposure:** Access international internships and study tours.
- **Career Opportunities:** Launch your career in top global markets with in-demand skills.
- **Sustainability Abroad:** Secure long-term stability with tailored guidance for settling overseas.



PROGRAM STRUCTURE

This PGDM program is meticulously crafted to provide a comprehensive understanding of management concepts while integrating cutting-edge technologies and global business practices. The program spans two years and is divided into core modules, electives, and experiential learning opportunities, ensuring a holistic approach to education.

ACADEMIC PROGRESSION

The PGDM program at WBS powered by LBS offers a comprehensive curriculum designed to prepare students for management roles in the global business landscape. Here's a summary of the program structure:

YEAR 1

FOUNDATION AND CORE CONCEPTS

- **Core Subjects:** Covers essential management topics like Marketing, Finance, Human Resources, Operations, and Business Analytics.
- **Technology Integration:** Introduces Industry 4.0 tools, Artificial Intelligence, Blockchain, and Additive Manufacturing.
- **Workshops and Seminars:** Includes skill-building workshops and industry seminars conducted by experts.

YEAR 2

SPECIALIZATION AND ADVANCED LEARNING

- **SPECIALIZATIONS:** Students can choose electives in areas like International Business, Digital Marketing, Data Science, and Supply Chain Management.
- **CAPSTONE PROJECT:** A real-world project to apply theoretical knowledge to practical business challenges.
- **GLOBAL EXPOSURE:** Opportunities for international exchange programs, internships, or study tours to enhance global business insights.

EXPERIENTIAL LEARNING HIGHLIGHTS

Simulation Exercises: Engage in business simulations to make real-world decisions.

Internship Programs: Gain practical industry experience with internships at top organizations.

Live Industry Projects: Collaborate with companies on real-time projects to solve current business problems.

KEY FEATURES OF THE PROGRAM STRUCTURE

Abroad Opportunity: Students have the chance to pursue their second year abroad with dual degree options.

Balanced Approach: The program blends theoretical learning with practical application.

Emerging Technologies Focus: Ensures students are well-versed in the latest technological advancements.

Placement and Career Development: Dedicated support for job placements and career readiness.



SPECIALIZATIONS

Our PGDM program provides a wide range of specializations designed to cater to both domestic and international career aspirations. These specializations are tailored to equip students with in-depth knowledge and skills in high-demand domains, ensuring career readiness for a competitive global market.

SPECIALIZATIONS

✓ International Business

✓ Global Finance and Investment

✓ Digital Marketing and E-Commerce

✓ Supply Chain & Operations Management

✓ Data Science and Business Analytics

✓ Marketing Management

✓ Human Resource Management

✓ Entrepreneurship & Business Management

✓ Agri Business Management

✓ Pharmaceutical Management

PROGRAM FEE STRUCTURE

Entire PGDM Course Fee: RS. 6,50,000 (Including Registration Fee of ₹50,000)

Abroad Option: For students opting to pursue the second year abroad, the fee will vary based on the chosen university and country.

Note: Accommodation and food charges are not included in the course fee. Students can select housing and meal options based on their preferences and budget in both India and abroad.

POTENTIAL UNIVERSITIES FOR ABROAD OPPORTUNITIES

Students opting to pursue their second year abroad can choose from a variety of countries and their respective universities. Below are a few options:

Politecnico di Milano – Italy

- **Location:** Milan, Italy
- **Key Highlights:**
 - › A top-ranking university known for excellence in engineering, architecture, and design.
 - › Situated in Milan, the global hub of fashion, design, and industrial innovation.
- **Program Opportunities:**
 - › Courses in Design Thinking, Smart Manufacturing, and Sustainable Business Practices.
 - › Exposure to Italian industrial and cultural heritage through internships and study tours.



Richmond, The American University in London – United Kingdom

- **Location:** London, United Kingdom
- **Key Highlights:**
 - › A unique institution combining American liberal arts education with UK-accredited degrees.
 - › Situated in London, a global financial and cultural capital.
- **Program Opportunities:**
 - › International Business, Marketing, Media Studies, and Global Entrepreneurship programs.
 - › Study tours and industry visits to multinational corporations and financial hubs in London.

3. Cass Europe–France

- **Location:** Paris, France
- **Key Highlights:**
 - › A dynamic business school focused on global leadership, innovation, and entrepreneurship.
 - › Centrally located in Paris, a hub for global business, art, and culture.
- **Program Opportunities:**
 - › Specialized courses in Digital Transformation, International Marketing, and Global Business Strategy.
 - › Opportunities for internships with leading French and international companies.



LIFE AT LBS: WHERE LEARNING MEETS VIBRANCY



OUR RECRUITERS



LBS CAMPUS :

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For more details visit our website: www.lotuscentre.ac.in.
Follow us on:

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Lotus Business School

LBS-WBS CAMPUS :

Gokhale Institute of Politics and Economics, 846, BMCC Rd,
Fergusson College Campus, Deccan Gymkhana, Pune,
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Disclaimer:

*The PGDM Diploma Certificate will be awarded by Western Business School (WBS). Lotus Business School (LBS) acts as a knowledge partner, providing academic expertise and industry-relevant inputs to enhance the employability of students.
For more details and clarification visit our website: www.lotuscentre.ac.in.