

MASTERS' UNION

India's First Undergraduate Programme in Tech & Business Management



Classes taught by **200+ CXOs & MDs** from **Amazon, Apple, IBM, etc.**



Build your startup or do a **year long internship** at your dream company



Experience a term abroad during **Global Immersion Programme**



Shailaja Chandra

Former Chief Secretary, Govt. of Delhi
Teaching: Influence of Govt. on Business



Siddarth Padmanabhan

Former Partner Manager, Facebook
Teaching: Digital Marketing



Dr. Mihir Mankad

Former Professor, Harvard
Teaching: Art of Communication



Rajat Mathur

MD, Morgan Stanley
Teaching: Human Resource Management



Dr. Edward W. Rogers

Former Chief Knowledge Officer, NASA
Teaching: Art of Managing Complexities

Dual Focus on Tech & Business Mgmt

8 new-age specializations make you irresistible to recruiters



Technology

- ◆ Finance and FinTech
- ◆ Advanced Data Analytics
- ◆ Digital Marketing
- ◆ Product Management



Business Management

- ◆ Management and Strategy
- ◆ E-Commerce
- ◆ Entrepreneurship
- ◆ Family Business

Dedicated Career Coaches

3 dedicated coaches to make you industry ready from Day 1

1

Public Speaking & Communications Coach

- ◆ Overcome fear of public speaking with 1:1 coaching
- ◆ Build an executive presence & command respect

2

Personal Branding Coach

- ◆ Build an influence through blogs, podcasts & personal website
- ◆ Develop a followership among professionals on LinkedIn

3

Career & Industry Coach

- ◆ Learn to network with executives in your dream companies
- ◆ Prep for job interviews through multiple mock sessions

Learn from India's Leading CEOs & MDs

200+ CXOs from world's leading companies



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Managing Complexities



Arvind Mayaram

Former Finance Secretary, India
Teaching: Managerial Economics



Narendra Jadhav

MP, Rajya Sabha & Former Chief
Economist, RBI
Teaching: Public Policy



Khanjan Desai

Senior Product Manager, PayPal
Teaching: Starting with
Product Management



Thomas Kuruvilla

Managing Partner, Arthur D. Little
Teaching: Fundamentals
of Management



Capt. Raghu Raman

Former President, Reliance
Teaching: Leadership &
Strategic Planning



Manoj Goel

M&A Advisor, Goldman Sachs
Teaching: Investment Banking
& Valuation



Subodh Kar

Product Leader, Schneider Electric
Teaching: Fundamentals
of Prototyping

Learn Business By Running Business

Real world skill-building interventions to make you job ready from Day 1



Entrepreneurship Capstone

Launch & Run a Startup

Examples of our students' startups



kaRiER

NAVA
Sugao Dal Se



Student Investment Fund

Run a INR 5 Cr. Investment Fund

Examples of portfolio companies

P POONAWALLA
FINCORP

CDSL
Current - Dependable - Secure



BLU
SMART MOBILITY



Local Consulting Challenge

Champion & Transform Local Businesses

SUBWAY

giani's
RESTAURANTS

REVLON

CHACHA

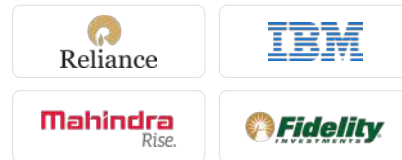
Global Immersion Programme

Immerse in a Country's Culture & Economy



CXO Mentorship Programme

Get Mentored by Top CXOs



One Year Industry Training

Learn on the Job



Curriculum Roadmap

4 years of experiential learning to transform you into a leader of tomorrow



Year 1

Learn Fundamentals of Tech & Business

QUARTER 1 **IN CLASS** | Core Courses

1. **Art of Communication-1** - *Public Speaking & Elocution*
2. **Management Strategy** - *Why Some Firms Outperform Others*
3. **Fundamentals of Accounting** - *Understanding Financial Statements*
4. **Statistics for Business** - *Crunching Numbers to Build Better Businesses*
5. **Introduction to Programming-1** - *How to Build an App*
6. **Legalities in Business** - *From Compliances to Loopholes*

QUARTER 2 **OUT CLASS** | First Paycheck Challenge

Understand the realities of large & small businesses by earning your first paycheck.

- ◆ Shop Floor Internships
- ◆ In-office Apprenticeship
- ◆ Freelancing Projects
- ◆ Dropshipping Business



QUARTER 3 **IN CLASS** | Core Courses

1. **Managerial Economics** - *How Economy Affects Business*
2. **Introduction to Operations** - *Building Systems from the Ground Up*
3. **Human Resource Management** - *Managing People & Processes*
4. **Corporate Finance** - *Maximising Shareholder Value Through Financial Decisions*
5. **Introduction to Programming-2** - *How to Build an App*
6. **Art of Communication-2** - *Written Business Communication*

QUARTER 4 **OUT CLASS** | Global Immersion Programme

Travel to a new country & immerse yourself in its business, community, & socioeconomics.

- ◆ Financial Markets in **UK**
- ◆ Technology Trek in **Japan**
- ◆ Auto Exposure in **Germany**
- ◆ **Silicon Valley** Immersion





Year 2

Excel in New-Age Skills

QUARTER 1 **IN CLASS** | **Core + Elective Courses**

1. **Valuations** - *Finding a Company's Worth*
2. **Global Macroeconomics** - *How Global Factors Impact a Country's Economy*
3. **Understanding Consumer Behaviour** - *Decoding Consumer Decision-Making*
4. **Understanding New Age Technologies** - *Blockchain, Web3 & Metaverse*
5. **Omnichannel Management** - *Delivering a Seamless Experience Across Channels*
6. **Design Thinking & Prototyping** - *How to Build Valuable Products*
7. **Advanced Big Data Analytics** - *Data-Driven Decision Making*
8. **Pricing Strategies** - *How Money Flows into an Organization*
9. **Psychology and Behavioural Science** - *Understanding Human Behaviour*

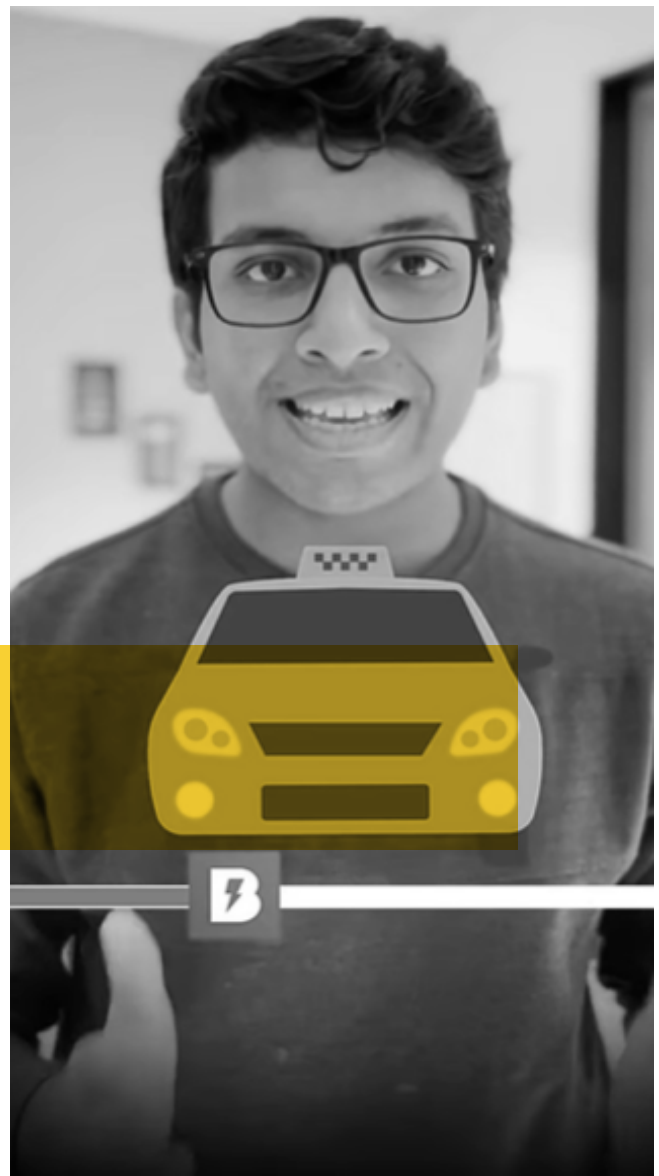
QUARTER 2 **OUT CLASS**

Creator Challenge

Understand how marketing works in the 21st century by building your own content channel on



Anurag Bansal
PGP Student & Content Creator
@businesswithbansal



QUARTER 3 **IN CLASS** | Core + Elective Courses

1. **Financial Markets & Investment Banking** - *How Stock Markets Work*
2. **Economics of Platforms** - *Why Uber, Amazon Dominate the World*
3. **Artificial Intelligence in Business** - *Leverage AI to Create Value for Business*
4. **Growing & Scaling a D2C Business**
5. **Venture Capital** - *Raising Money for Your Startup*
6. **Social Media Marketing** - *How Insta & YouTube Can Get You Customers*
7. **Options, Futures & Derivatives** - *Mastering the Stock Market Jargon*
8. **Mastering Data Visualizations** - *Telling a Story with Data*
9. **UX Research & Usability** - *Building Customer Centric Products*

QUARTER 4 **OUT CLASS**

Local Consulting Challenge

Work with local businesses or a startup & transform them leveraging your unique experiences & learnings. Examples include

- ◆ Redesigning a **Local Restaurant's Menu & Pricing**
- ◆ Optimizing Routes for **Uber Fleet**
- ◆ Improving Efficiencies for a **Fruit Market**
- ◆ Grow Business for a **Chartered Accountant**





Year 3

Transform into a Business Leader

QUARTER 1 **IN CLASS** | **Core + Elective Courses**

1. **Business Analytics Using Python** - *Crunching Data Effectively*
2. **Public Policy and Advocacy** - *How Businesses Work with Government*
3. **How to Build Successful Brands**
4. **Quantitative Techniques for Management**
5. **Negotiations** - *How to Create Win Win Situations*
6. **Mergers & Acquisition** - *When to Build Vs When to Buy*
7. **Product Analytics, Metrics & AB testing** - *How Best Products Innovate*
8. **Pricing Strategies** - *How Behavioural Science Impacts the Price*
9. **Building & Leading Effective Teams**

QUARTER 2 **OUT CLASS** | **Industry Treks**

Participate in **3-4 day industry-specific tours** where you will interact with **investors, founders, & executives** of leading companies.

- ◆ Edtech
- ◆ E-Commerce
- ◆ Fintech
- ◆ Healthtech

QUARTER 3 **OUT CLASS** | **Entrepreneurship Capstone**

The most effective way to learn business is to build your own business. **Experience a 0 to 1 journey & pitch to real VCs.** You can build:

- ◆ E-Commerce
- ◆ D2C Brands
- ◆ Marketplaces
- ◆ SAAS Products

QUARTER 4 **OUT CLASS** | **Leadership Retreats**

Learn the **art of leadership** through retreats to a secluded place that challenges you with **uncertain & ever changing environments.**

- ◆ Military Simulation
- ◆ Himalaya Mountain Climbing
- ◆ Self Defense Training
- ◆ Bharat Sanskriti Yatra



Year 4

Get Ready for the Real World

FULL YEAR OUT CLASS

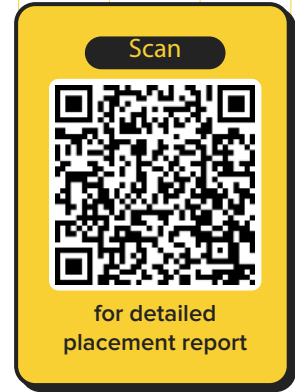
1 Year Industry Training or Startup Continuation

- ◆ Students work for a full year under **CXOs from leading companies such as KPMG, Razorpay, Mckinsey, etc.** We work with each student to understand their interests & identify relevant opportunities for them. They also receive **dedicated mentorship & coaching** to prepare for placements.
- ◆ Students who wish to continue **working on their startups** are mentored by **domain experts & CXOs.**



Career Pathways

Several journeys await, which path will you take?



1 Job Placement

- ◆ Highest Average PGP CTC at **INR 34.07 Lakhs**
- ◆ 100+ Marquee Recruiters like **Bain, BCG, Microsoft**

2 Entrepreneurship

- ◆ 10% of Student Cohort Raises VC Funds
- ◆ **INR 5 Cr.** Dedicated Venture Fund for Student Startups

3 Higher Studies

- ◆ Option of Graduating with **Integrated PGP** in 5 Years
- ◆ Global Summer School at **LSE, Wharton, & Others**

An S&P Global Company

Degree & Certification

Masters' Union is a member of the prestigious European Foundation for Management Development (EFMD) and The Association to Advance Collegiate Schools of Business (AACSB), two crucial organisations in business academia.



Students graduating from the Masters' Union Undergraduate Programme in Technology & Business Management will be awarded the following:

- ◆ **Professional Certificate** for Undergraduate Programme in Business & Technology by Masters' Union
- ◆ **Bachelor of Management Studies Degree by Delhi University** (for students with Mathematics in Class XII)
- ◆ **Bachelor of Commerce Degree by Delhi University** (for students without Mathematics in Class XII)

Masters' Union students would be required to take the same exams as taken by all the other Delhi University students.



Admission Process

STEP 1

Complete the Application Online



STEP 2

Take an Aptitude Test/Submit SAT Score

- Shortlisted students are invited to take an online aptitude test from home or students can submit their SAT score



STEP 3

Schedule In-Person Business Simulation & Interview

- Business Simulation**
Students role-play as a CXO & solve business challenges in a team of 5-6 applicants
- Interview**
1:1 interview with admissions committee



STEP 4

Admission Decision

- After the interviews, the admissions committee will respond with its final decision within 45 days

Apply Now



Fees

Year	Admission Fee (Non-refundable)	Tuition Fee
 Year 1	INR 1,20,000/-	INR 8,04,760/-
 Year 2		INR 11,55,220/-
 Year 3		INR 12,07,140/-
 Year 4		INR 6,29,530/-
Total	INR 1,20,000/-	INR 37,96,650/-

Scholarships

At Masters' Union, we believe that financial constraints should not pose any hindrance to someone's academic aspirations. A large percentage of our students receive scholarships that are offered to deserving individuals who have shown exemplary achievements in any field.

- ◆ **Karthik Ramanna Merit-Based Scholarship** (for candidates with exceptional academic records.)
- ◆ **Rajni Thethi Scholarship for Women** (for female candidates with the drive to become an industry leader.)
- ◆ **Mukund Rajan India-Bound Scholarship** (for Indian-origin candidates based abroad who wish to engage with the Indian corporate ecosystem.)
- ◆ **Narendra Jhadav Diversity Scholarship** (for exceptional candidates from low income, marginalized or underserved communities.)
- ◆ **MU Scholarship for Exceptional Extracurriculars** (for candidates who have displayed exceptional leadership through participation in student-led committees, clubs, etc.)
- ◆ **MU Scholarship for Technology Leaders** (for candidates with a predisposition towards tech as displayed through their participation in tech events, coding clubs, etc.)

HIT DAY IN THE FACE



MASTERS' UNION

For any queries, contact

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☎ +91 - 7669186660

**Courses mentioned are for illustrative purposes and their exact quarters of offering may vary depending on faculty availability.*

For more
information, visit



mastersunion.org/Ug-Programme