MASTERS' UNION

Our Introductory Handbook

Undergraduate Programme in Technology and Business Management



Table of Contents

1. About Masters' Union ……..…… 2
2. Our History and Vision …… 2
3. Leadership……..…… 3
4. Campus and Infrastructure……..…… 4
5. Student Safety and Security……..…… 6
6. Curriculum …… 6
7. Degree and Certificate……...…… 8
8. Founding Batch: Undergraduate Class of 2027……..…… 8
9. Placements ……..…… 9

About Masters' Union

Masters' Union is India's first Industry Immersive Business school, led by alumni of **IITs, Harvard, Stanford and Wharton.** Our 4-year Undergraduate Programme in Technology and Business Management trains students to be future CXOs through a **hands-on learning** experience where they build their own startup, go abroad, shadow CXOs and do a year long industry training.

Located in the heart of Gurugram, surrounded by several Fortune 500 companies, our campus fosters an environment of collaboration, networking and mentorship amongst our students. You can also watch a short video that explains our vision in just 3 minutes. Below is a brief overview of our USPs:

1. Our classes are led by practitioners as well as academicians. People who are at the top of their fields will be educating you about their domain of expertise. This includes **200+ CXOs** and **MDs** from **Amazon, Apple, IBM etc.** as well as **professors from Harvard and Oxford.**
2. As part of the programme, you will get to **build a startup from scratch, shadow a CEO, go abroad** to broaden your horizons, and get **one year of work experience** before graduating.
3. We offer **8+ New-Age skills** across **Digital Marketing, Design Thinking, Product Management, Entrepreneurship, Family Business** etc. so we can ensure our students are up to date with all the relevant industry trends.

Our History and Vision

Masters' Union was established in 2020 as a step towards **revolutionising** the Indian Education system by making it more **action oriented** and **experiential.** We are a burgeoning business school, **backed by top industry professionals** with an **investment of INR 300 Cr.** You can read this news article to know more.

The Undergraduate Programme in Tech and Business Management was started in 2023 with an **investment of $10 Million (**read this news article to know more).

Leadership

Masters' Union led by alumni of **IITs, Harvard, Stanford and Wharton.** Watch this exclusive podcast, where our leaders discuss the first year experience of the Undergraduate Programme. Our leadership includes:

- **Pratham Mittal, Founder:** He founded Masters' Union in 2020 and is an alumni of Wharton, University of Pennsylvania. With his 10 years plus experience across startups in the US and India, he has successfully built Masters' Union as the innovation hub for the next generation of entrepreneurs.
  Watch this video to hear our founder share his vision behind Masters' Union with Ranveer Allahabadia.
- **Swati Ganeti, Director of the Undergraduate Programme:** Leads the Undergraduate Programme and is an alumni of IIT Delhi and MBA from Wharton. In her 10 years of work experience spanning across corporates and start-ups, Swati has worked for US-based Management Consulting Firm Bain and prominent ed-tech startups in India.
- **Mahak Garg, Director of the Postgraduate Programme:** Leads the Postgraduate Programme and is an alumni of Stanford, GSB. She is also the ex-founder of Udayy and has been listed in Forbes 30U30.
- **Tarun Gangwar, Director of PGP Rise:** Leads our executive education vertical and is an alumni of IIT-Bombay. He is also the former Director of Vedantu.

Our Board of Directors include:

- **Mr. Manoj Kohli:** He is the Chairperson at Master' Union and is the former country-head at Softbank. He is also the former CEO and MD at Bharti Airtel, where he spearheaded notable growth and innovation. Read this news article to know more.

- **P Dwarkanath:** He is a Board Member and the Director of GSK Consumer Healthcare Ltd. He has over 45 years of experience in the Engineering, Chemical, Pharma and Consumer Goods industry in the core functional areas of Legal,

Employee Relations, Management Development, Leadership Development & HR Management. Read here to know more.

- **Pankaj Bansal:** He is a Board Member, Co-founder and Group CEO at PeopleStrong. He is also an active board member of the Prime Minister's initiative that collaborates with the Government of India to introduce capacity-building measures. Read here to know more.
- **Srirang TK:** He is a Board Member and Group Chief HR Officer at ICICI Bank. In his 20+ years of work experience at organisations like Coca-Cola India Limited, Ford India Limited, ICI India limited and ICICI Bank, he has handled Industrial Relations, Mergers, Leadership Development, Performance Management, Talent acquisition and employee engagement processes. Read here to know more.

Campus and Infrastructure: Classroom, Hostel, and Sports Facilities

Located in the heart of Gurgaon, Masters' Union Campus is situated in **DLF Cyberpark** and is surrounded by **Fortune 500 companies** such as Google, Microsoft, Ernst & Young, Samsung, BCG, Gartner and many more. The benefit of being situated in a business park helps ensure better accessibility in terms of interactions with CEOs such as **Ashneer Grover, Gazal Alagh, Aman Gupta** and more, for our students.

Our Classrooms are equipped with state of the art technology and equipment that enables students to prepare for contemporary workforces.Classes are taught by leading CXOs and top faculty which includes **Shailaja Chandra, Former Chief Secretary for Govt. of Delhi**; **Rajat Mathur, MD at Morgan Stanley Siddarth Padmanabhan, former Partner Manager at Facebook Dr. Edward W. Rogers, former Chief Knowledge Officer at NASA** and **Dr. Mihir Mankad, former Professor at Harvard**. Watch this video for a detailed campus tour of Masters' Union.

We understand that a comfortable and secure living environment is crucial to a student's academic journey. Our state-of-the-art residential facilities provide a vibrant and supportive community where students can focus on their studies, engage in enriching activities, and build lifelong connections. Our hostels are equipped with 24-hour security, food, power

backup and more. For further details, you can visit: https://mastersunion.org/hostel-facilities
Some of the amenities include:

- **24-hour Security** - The hostel always has a security guard deployed along with biometric access.
- **Hostel Manager** - The hostel manager is stationed at the hostel to ensure students have a smooth stay.
- **CCTV** - The hostel has CCTV cameras installed throughout the entire area to ensure the 24-hour safety of students
- **Transportation** - Daily commute to college is offered through a fixed shuttle service to and from the campus and sports facility daily. The schedule for this is shared by the student experience team once students are at the campus.
- **Common Area Amenities** - The hostel is equipped with a gym, mess, and indoor sports facilities
- **Parking** - Only 2-wheeler parking is available for students above 18 with a valid driving licence.
- **Wifi** - Students have access to 24*7 high-speed internet across the hostel facility.
- **Power Backup** - The hostel offers a 24*7 power backup for any emergency circumstances.
- **House-Keeping** - Cleaning services are provided on a daily basis.
- **Food** - The meal plan includes breakfast and dinner from Monday to Friday and breakfast, lunch, and dinner on Saturdays and Sundays every month.
- **Laundry** - Laundry services are available twice a week

Additionally, Masters' Union sports facility is 15 mins away from the hostel where students can practise various sports such as **Badminton, Basketball, Cricket, Lawn tennis and Football.** We also provide our students with **shuttle services for pick-up and drop** at the sports location. Here are a few pictures of our sports facility:
https://drive.google.com/drive/folders/1ymQc5eoH72VUIIC6DFhqDVRjYjr8ysRx?

Student Safety and Security

At Masters' Union, we understand the importance of ensuring the well-being of our student community, and we take safety matters very seriously. With **30%** of the total student population being female, the safety and security of our students are paramount to us.

Our campus is situated in DLF Cyberpark, one of the most affluent buildings in Gurgaon with **high-tier security.** All students and visitors have to go through a **strict security check** before entering the campus building. Our hostels are also under **24 hour surveillance** to ensure a secure residential environment for all students.

Not only this, we provide **shuttle services** for all our students to-and-from campus to ensure maximum security. In this manner, our students can maximise benefits and opportunities within the ecosystem while also staying safe at all times.

We continuously assess and **update our safety protocols** to address any potential risks and encourage students to remain vigilant and utilise campus security services whenever necessary.

Curriculum

Placed at the intersection of business and technology, the curriculum at Masters' Union equips students with skill sets that are suitable for contemporary workforces. Classes are led by **practitioners as well as academicians;** people who are at the top of their fields educate students about their domain of expertise. The Curriculum at Masters' Union is divided into

- **In-Class learning:** Students at Masters' Union are taught by top faculty from Harvard, Oxford and 200+ CXOs and MDs from Amazon, Apple, IBM etc. Watch this video to get a glimpse of our academic faculty. Students also learn 8+ new-age skills and specialisations which includes:

    a. Finance and FinTech
    b. Advanced Data Analytics

c. Digital Marketing
d. Product Management
e. Management & Strategy
f. E-Commerce
g. Entrepreneurship
h. Family Business

- **Out-Class Activities:** The unique curriculum and pedagogy at Masters' Union promotes hands-on and experiential learning. Our tech-focused management curriculum equips students to lead cross-functional teams and products. Additionally, initiatives like the Local Consulting Challenge, Entrepreneurship Capstone, Dropshipping Challenge, Startup Weekend, CEO Challenge and other Industry Treks provide students with **real-world entrepreneurial experience.**

  As part of an **Off-Campus initiative,** students also get the opportunity to meet and interact with leading entrepreneurs and business tycoons so that they can understand the fundamentals of how a business operates and functions. You can watch the following videos of Industrial Trek visits by our undergraduate students:
  - Physics Wallah Headquarters: You can watch the full video here
  - Chai Point: You can watch the full video here
  - CARS24 India: You can watch the full video here

- **CXO Sessions:** To foster experiential learning, students at Masters' Union get the opportunity to learn strategy and functionality of top businesses directly from CXOs, MDs and other industry experts. Some of our past sessions include:

  - **Deep Kalra,** Founder & Chairman, MakeMyTrip: You can watch the full video here
  - **Shiv Shivakumar**, Former Chairman & CEO PepsiCo: You can watch the full video here
  - **Ghazal Alagh,** Founder of Mamaearth: You can watch the full video here
  - **Vikrant Vohra,** CEO of PizzaHut India: You can watch the full video here
  - **Karan Johar,** Filmmaker at Dharma Productions: You can watch the full video here

Degree and Certificate

Students graduating from the Masters' Union Undergraduate Programme in Technology and Business Management will be awarded a **degree from Delhi University, School of Open Learning** in the following manner:

- **Bachelor of Management Studies Degree** (for students with Mathematics in Class XII)
- **Bachelor of Commerce Degree** (for students without Mathematics in Class XII)
- Here is a sample of the degree that you will get from Delhi University - https://drive.google.com/drive/folders/14KfKCEGyirKdlbcPIBcnJY7_aAoRMoy-

In addition to this, students will also be awarded a:

- **Professional Certificate** for Undergraduate Programme in Business & Technology by Masters' Union. Here is a sample of the **certificate t**hat you will get from Masters' Union: https://drive.google.com/file/d/1kDJSzEA7Wj2mkam8f8Z86EWH5cWXwLkf/view

All students holding an undergraduate degree from Masters' Union will be eligible for further studies, including MBA opportunities abroad. Here are **acknowledgements** from top universities such as **Wharton, Stanford and Oxford** stating their **acceptance** of our **degree from Delhi University, School of Open Learning:** https://drive.google.com/drive/folders/1nj0q5rWLnxQUGm-7gXoLevzL6WKiUJfC-

For more information, you can watch this video where the Director answers FAQs about the curriculum and degree: https://youtu.be/9KCpjLA35Ns.

Undergraduate Class of 2027 - Founding Batch

- **About:** Our founding undergraduate batch for 2027 has been carefully selected through a rigorous admission process that **seeks out the best and the brightest** in their respective fields. Their accomplishments, dedication, and potential are truly impressive. To get a glimpse of their achievements, aspirations, and interests, please

watch this video: https://www.youtube.com/watch?v=J80EppcHBls

The peer group at Masters' Union constitutes students from different cultures, academic backgrounds, and cities across India. Our students come from top schools such as Pathways World School, Modern School Barakhamba Road, Oberoi International School Mumbai, Indus International School Bengaluru, The Heritage School, DPS Vasant Kunj and more.

- **Student Life and Extracurricular Activities**: There are 20+ Student Clubs across business, tech and culture to create a community for peer learning, networking and professional application. We also have 4+ Student Run Organisations which acts as a bridge with the administration.

  At Masters' Union, students celebrate all festivals and events as a community. For all updates about our vibrant student life, you can follow @lifeatugmu and @ugatmastersunion on social media.

  Here is an **exclusive podcast** where our students talk about their **first year experience**: https://youtu.be/5AQao2ahOBk?

Placements

With our average salary at **INR 34L** and highest at **INR 57L**, our students are headed to **Bain & Company**, **Citi**, **Aditya Birla Capital**, **Antler VC**, **WaterBridge Ventures**, **Zerodha**, **BCG**, **CRED**, **CISCO**, **Accenture**, and many other notable companies, making Masters' Union one of India's top business schools to attract offers at this scale!

To know more about our average package surpassing that of IIMs, you can download and read our Placement Report or watch our Placements Podcast.

All students also get dedicated coaches in their 4th year to assist in CV building, creating Linkedin profiles, making connections and more to get the best placements.

- **UGP Placements:** The Undergraduate programme is a flagship initiative under the Masters' Union brand. Unlike PGP, the undergraduate course is for 4 years which gives us even more time to prepare our students for the industry.

- **Top Companies for PGP & UGP**: All our students, be it Postgraduate or Undergraduate, get the same topnotch faculty, same pedagogy and access to the same opportunities. The placement team is also common for the two programmes. With such a structure, the range of placement packages for UG is expected to be the same as our PG.

  It is critical to note that all the topnotch companies that hire from IIMs for postgraduate placements also hire from IITs for undergraduate placements. The usual difference is that of an estimated 5 lakhs between the two. In the same manner, since our PGP placements are averaged at INR 34 lakhs, we expect the Undergraduate Placements to be at INR 29-30 lakhs.

MASTERS' UNION

For any queries, contact

✉ ugadmissions@mastersunion.org

For more information, visit

mastersunion.org/Ug-Programme