

# Undergraduate Programmes

Tech & Business  
Management

Psychology &  
Marketing



## 3+1

Dual Degree from  
Illinois Institute of Technology,  
US (#20 by NY Times)



## 200+

CEOs & MDs serve as faculty,  
including leaders from



## 100+

Industry-led projects in  
collaboration with





Where Vision

# Meets In fluence

MASTERS' UNION

Leading  
the Way with  
**Industry  
Trailblazers**

“

In my journey with **Dharma Productions**, I've learned that filmmaking is much like running a startup. It's unpredictable – even big-budget films can sometimes result in losses. The key to success lies in **financial planning, adaptability, and strong business acumen**. As the industry evolves, so does the importance of understanding risks, rewards, and the changing dynamics of Bollywood and Tollywood. For business students entering this field, focus on **negotiation skills, conviction, and the drive to create something iconic**.

— **Karan Johar**, Founder & CEO, Dharma Productions



# Enhance your Learning Experience



01

## Learn from Industry Leaders

Gain insights from the world's most influential leaders in **Business, Psychology, and Marketing**.

02

## Collaborate with Top Brands

Work directly with CXOs and teams from leading companies like **Microsoft, Amazon, Kia** and **Zomato**, among many others.

03

## Immerse in Diverse Global Cultures

Experience international learning through global immersions in the **US, UK, Germany, and Japan**.



Learn from Leading

# CEOs & MDS

200+ CXOs from world's leading companies



Manoj Kohli

Former CEO



Rajat Mathur

Managing Director



Tarun Malik

Former Product Manager



Edward W Rogers

Former Chief Knowledge Officer



Siddharth Menon

Ex-Chief Marketing Officer



Dr. James Oldroyd

Former Professor



Siddharth Padmanabhan

Former Partner Manager



Dr. Daniel GVD Vliet

Executive Director





Expand your Horizons with

# Illinois Tech

Masters' Union offers a **3+1 Dual Degree Programme** with the **Illinois Institute of Technology, Chicago, USA**. Students can choose between two tracks—**Global and India**—tailored to their aspirations and career goals.

## Tech & Business Management

### Global Track Illinois Tech, Chicago

- ✦ Graduate with B.S. in Business Administration from Illinois Tech, US
- ✦ Spend 3 years in India, followed by 4th year at Illinois Tech (#1 in Illinois, #20 in US)\*
- ✦ Unlock stellar placement opportunities and higher study options in the US
- ✦ Graduates also receive 1 year of work-permit in US
- ✦ Earn Certification in Tech & Business Management from Masters' Union

### India Track IIM-B/Delhi University

- ✦ Graduate with a 4-year Bachelor's Degree from IIM Bangalore or DU
- ✦ 3 years at Masters' Union, followed by 1 year of industry immersion in India
- ✦ Placement opportunities at Google, Microsoft, McKinsey, Bain, Razorpay, and more
- ✦ Option to enrol in BBA (DBE) at IIM Bangalore, or BMS/B.Com at Delhi University
- ✦ Earn Certification in Tech & Business Management from Masters' Union

## Psychology & Marketing

### Global Track Illinois Tech, Chicago

- ✦ Graduate with B.S. in Business and Psychology from Illinois Tech, US
- ✦ Spend 3 years in India, followed by 4th year at Illinois Tech (#1 in Illinois, #20 in US)\*
- ✦ Unlock stellar placement opportunities and higher study options in the US
- ✦ Graduates also receive 1 year of work-permit in US
- ✦ Earn Certification in Psychology & Marketing from Masters' Union

### India Track Delhi University

- ✦ Graduate with a 4-year Bachelor's Degree from Delhi University, India
- ✦ 3 years at Masters' Union, followed by 1 year of industry immersion in India
- ✦ Placement opportunities at Zomato, Chayos, Zerodha, Cred, and more
- ✦ Option to enrol in Bachelor of Arts in Psychology at Delhi University
- ✦ Earn Certification in Psychology & Marketing from Masters' Union

\*#1 in Illinois and #20 in the US for earnings potential and economic mobility by New York Times college rankings tool 2023



# Learn by *Doing*

As our students grasp concepts in the classroom, they also apply them to **real-world situations** through a variety of outclass challenges.

## 01 Dropshipping challenge

Launch and scale your eCommerce venture, generating ₹20 Lacs in 3 months and beyond.

## 02 Content Creator Challenge

Build your influencer brand, master marketing, and grow your audience to thousands— or even millions.



## 03 Local Consulting Challenge

Revamp local businesses, from cafes to car dealerships, and drive higher revenues as a consultant.



## 04 Industry Immersion

Experience leading companies firsthand, from iconic factories to unicorn startups, and see operations in action.



## 05 Industry Training or Startup Continuation

Work under CXOs at top firms like KPMG, Razorpay, McKinsey, or continue scaling your startup in Year 4.



Watch Video



# Build Your Future with Industry-Ready Curriculum

*4 years of experiential learning to transform you into a business leader*

## Foundational Courses

1. Art of Communication | Public Speaking & Elocution
2. Introduction to Microsoft PowerPoint & Excel
3. Legalities in Business | From Compliances to Loopholes
4. Fundamentals of Accounting | Understanding Financial Statements
5. Macroeconomics | How the Economy affects Business
6. Microeconomics | Understanding the Dynamics of Demand and Supply
7. Managerial Behaviour | Understanding Human Psychology
8. Introduction to Operations | Building Systems from the Ground Up
9. Introduction to HRM | Managing People and Processes
10. Introduction to Blockchain, Metaverse, & AI | Understanding New Age Tech
11. Public Policy and Advocacy | How Businesses Work with Government

## Undergraduate Programme in Tech & Business

Management (UGTBM)

### Courses by Specialisation



#### Data Analytics

- ✦ Fundamentals of Statistics | Understanding Uncertainties in Business
- ✦ Mastering Data Visualization | Telling a Story with Data
- ✦ Introduction to Machine Learning-1 | Understanding Algorithms behind AI
- ✦ Big Data Analytics | Crunching Numbers to Find Patterns
- ✦ Introduction to Machine Learning-2 | Applications in Business



#### Finance and Fintech

- ✦ Managerial Accounting | Diagnosing Business Health
- ✦ Corporate Finance | Maximising Shareholder Value
- ✦ Valuations & VC | Finding a Company's Worth
- ✦ Financial Markets | When and How to Invest in Businesses
- ✦ Options, Futures, and Derivatives | Mastering the Stock Market Jargon



#### Product Management

- ✦ Introduction to Product Management | How to Build an App
- ✦ Design Thinking and Prototyping | Building Customer Centric Products
- ✦ Product Analytics | Measuring Success with Metrics
- ✦ Product Led Growth Strategies | Scaling 10X with Product
- ✦ Product Strategy and Innovation | How Product Managers Innovate



#### Digital Marketing and Brand Management

- ✦ Building Marketing Strategies | Getting Your Customers to Buy the Product
- ✦ Social Media Marketing | How Insta and YouTube can Get You Customers
- ✦ Understanding Consumer Behaviour | Decoding Consumer Decision-Making
- ✦ Strategic Brand Management | How to Scale a Brand
- ✦ Content Generation and Advertising | How Advertisers Influence Customers



#### Strategic Management

- ✦ Problem Solving and Structuring | How Leaders Make Decisions
- ✦ Corporate Strategies | Building Competitive Advantage
- ✦ Corporate Governance | How Should Boards Work
- ✦ Strategic Partnerships & Negotiations | Creating Win-Win Situations
- ✦ Case Studies in Management Consulting | Transforming Challenges into Opportunities



# Undergraduate Programme in Psychology & Marketing (UGPSM)

*Hands-on curriculum taught by best  
marketeers across the globe*



## Psychology

Neuroscience | Decoding the Human Brain

Introduction to Psychology | How Humans Make Decisions?

Cognitive Psychology | Influencing People and Minds

Social Psychology | How to Effectively Work in Teams

People and Personalities | Building Strong Social Relationships

Psychological Research | Reading Your Customers' Mind

Developmental Psychology | Human Evolution & Natural Biases

Stress Management | Staying Resilient in Ups and Downs



## Marketing

Foundations of Marketing | Discovering Your Customer

Pricing Strategy | How to Find a Product Market Fit for Maximised Profits

Digital Marketing | Getting Customers to Buy Your Product

Social Media Marketing | Leveraging Instagram & YouTube to Get Customers

Marketing Research | From Data to Insights to Strategy

Introduction to Camera & Film Design | Making Viral Content

Graphic Design | Designing for Impact

Essentials Of Brand Strategy | Building a Long-Lasting Brand

Growth Strategy | How to Scale Your Customer Base

Product Led Growth | How to Drive Growth through Product Excellence

Neuromarketing | Appealing to Human Senses

Luxury Retail | How Luxury Brands are Built

New Age Technologies | AI Tools in Marketing



## Leadership

Art of Communication | Effective Public Speaking

Game Theory | How to Win with Strategic Decisions

Strategic Negotiation | Creating Win - Win Situations

Leadership & Organisational Behaviour | How Leaders can Build Outperforming Organisations

Running a Non Profit | How to Scale Impact with Limited Resources





# Integrated Programmes

## Graduate with an Integrated PGP in 5 years

Our Undergraduate students have an option to graduate with a Postgraduate Certification from Masters' Union in 5 years. Undergraduate students can opt for the Postgraduate Certification at the end of the 4th year.

The Masters' Union Integrated Programme is a flexible programme that provides in-depth learning in the 5th year with following specialisations.

### PGP Placements

- ★ Average PGP CTC @ **28.5 LPA**
- ★ Top Recruiters include **Google, Bain, BCG, Talabat, CISCO, Aditya Birla**
- ★ **100% placement** rate with roles across Product Management, Consulting, Finance and Founder's Office

**₹32.2 LPA**  
Median CTC

**₹28.5 LPA**  
Avg. CTC

**₹57.1 LPA**  
Highest CTC

Source: PGP Placement Report 2024

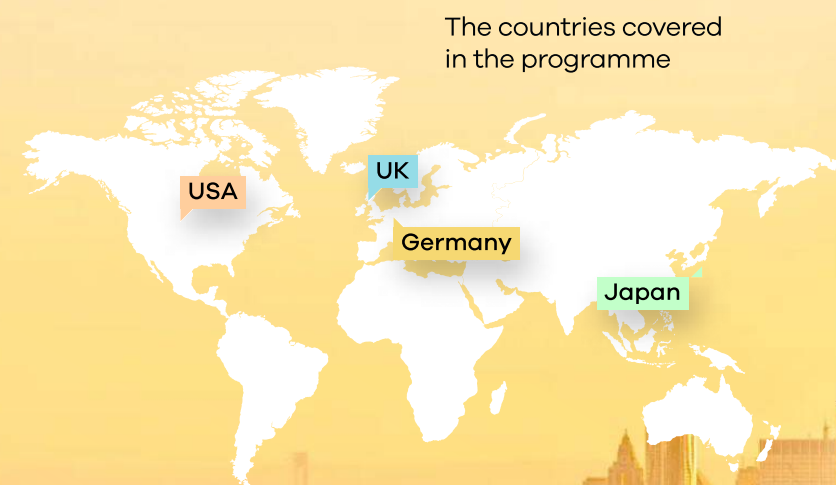




# Explore the World as Your Classroom

## Expand Horizons through Global Immersion Programme

Travel to iconic destinations and immerse yourself in their **business ecosystems**, cultural dynamics, and innovation hubs.



Watch Video



### Financial Markets in the UK

Explore the global hub of **banking and finance**. Visit prestigious firms to gain insights into the world of investment and private equity.



### Automotive Excellence in Germany

Dive into the heart of Germany's automobile legacy. Witness the innovation behind global brands like **BMW**, **Audi**, and **Mercedes**.



### Silicon Valley, USA

Step into the epicenter of tech innovation. Visit leading companies like **Google**, **Apple**, and **Netflix**, and experience the future of technology.



### Tech Adventures in Japan

Explore Japan's cutting-edge technology and gain insights from industry leaders at top companies like **Nissan** and **Rakuten**.



# Meet the Peers

At Master's Union, our students **excel, innovate, and lead with impact**. This section highlights exceptional individuals shaping our vibrant community and making waves in their fields.

## Yashovardhan Karnawat

Neerja Modi School, Jaipur

Leads **Cospire**, a YouTube channel showcasing career content for high school students. Amongst the top 3 winners at Masters' Union **Content Creator Challenge**. As **VP of Admissions Fellows**, he leads a 48-member team, overseeing Masters' Union's nationwide outreach.

## Harshita Chawla

Delhi Public School, Ghaziabad

**Winner of Masters' Union Dropshipping Challenge**. Founded **EDIN**, a nonprofit spreading financial literacy to **1,200+ underprivileged individuals**. Winner of **Pramerica Emerging Visionary Award** for Social work.

## Dhruv Lakra

Manav Rachna International School, Gurugram

Amongst **top 10% finalists** in KEN case competition featuring IIM and ISB teams. Interned at **BluSmart** and **NUUK**, top VC backed startups, driving growth and customer retention.

## Divyanshi Gupta

Adarsh Jain School, Delhi

A **CEO Challenge** winner, Divyanshi secured a **₹5 lakh** grant from **Ashneer Grover** for her edtech start-up, **Skill Before Degree**. As **Consulting Club President**, she led our first inter-college case competition and interned at **Gromo (Y Combinator startup)**.

## Reyansh Juneja

Sanskriti School, Delhi

Pitched his start-up, **MemoTag**, on **Shark Tank India S4**. Secured **₹3.3 Cr** in preorders, **₹12L+** in grants, impacting **500+ lives**. **Winner of 15+ competitions** at IITD, IITG, and mentor to 30+ USA-based startups.

## Siddhant Vengali

Vissanji Academy, Mumbai

**Founder of Ida**, a student thali service generating **₹4L+ in revenue** and **Not Your Average Sock**, amassing **300K+ Instagram** views in 30 days. Developed **Connex**, a YouTube investment platform enabling share trading in channels. A **district-level football and tennis player**, he seamlessly blends entrepreneurship with innovation.

## Bhargav V Naidu

SSRVM, Bengaluru

Founder of **Astrazen**, a B2B AI Agent for simplifying marketing flows for brands. Also, founded an e-commerce store called **Closet Essentia** which scaled to **17 L in 50 days** of launch. **Vice president of Masters' Union Innovation Lab**, which promotes entrepreneurship in Masters' Union.



# Student Life



## Career Clubs

The career clubs create a community of peer learning, where students engage with industry experts, gain exposure to modern technological frameworks & network with industry leaders.

These clubs include **Marketing Club, Finance Club, Data Club, Consulting Club, and the Tech & Product Management Club.**



## Cultural Clubs

These clubs focus on nurturing creative talent and encouraging teamwork.

They include **Sports Club, Music Club, Dramatics Club, Dance Club, Literature Club, and Fine Arts Club.**



## Campus Life

We are situated in the heart of Gurugram, nestled within a business park surrounded by the **200+ fortune 500 companies** like **BCG, Gartner, Samsung**, and more, offering an immersive industry experience.



## Residential and Sports Facilities

Our state-of-the-art residences foster a **vibrant community** where students engage in enriching activities and lifelong connections.

Amenities include **CCTV, WiFi, gym, indoor sports, cafeteria, library & more**, along with facilities for **cricket, lawn tennis, table tennis, basketball, football, swimming**, and more.



# Admission Process

## STEP 1

### Complete the Application Online

- ✦ After submitting the application form, students will be shortlisted based on a 2-minute introductory video and their application

## 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 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



# Tuition fee

Year	Admission Fee	India Track (All 4 Years in India)	Global Track (3 Years in India + 1 Year in US)
Year 1	INR 1,50,000	INR 9,25,500	INR 9,25,000
Year 2		INR 13,28,000	INR 13,28,000
Year 3		INR 13,88,000	INR 13,88,000
Year 4		INR 7,26,500	INR 63,75,000*
Total	INR 1,50,000	INR 43,68,000/-	INR 1,00,16,500/-
* \$75,000 converted to INR based on the 1:85 exchange rate. Actual amount will be dependent on the prevailing exchange rate at the time of study.			

**Hostel Fee:** Hostel accommodation is optional starting at ₹24,500 per month.

Domestic Track

₹43.7 L

Global Track

₹1 Cr

# Career Pathways

Several journeys await, which path will you take?



### Job Placement

- ★ Average PGP CTC at INR 28.5 Lakhs
- ★ 100+ Marquee Recruiters like Bain, BCG, Microsoft

### Entrepreneurship

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

### Higher Studies

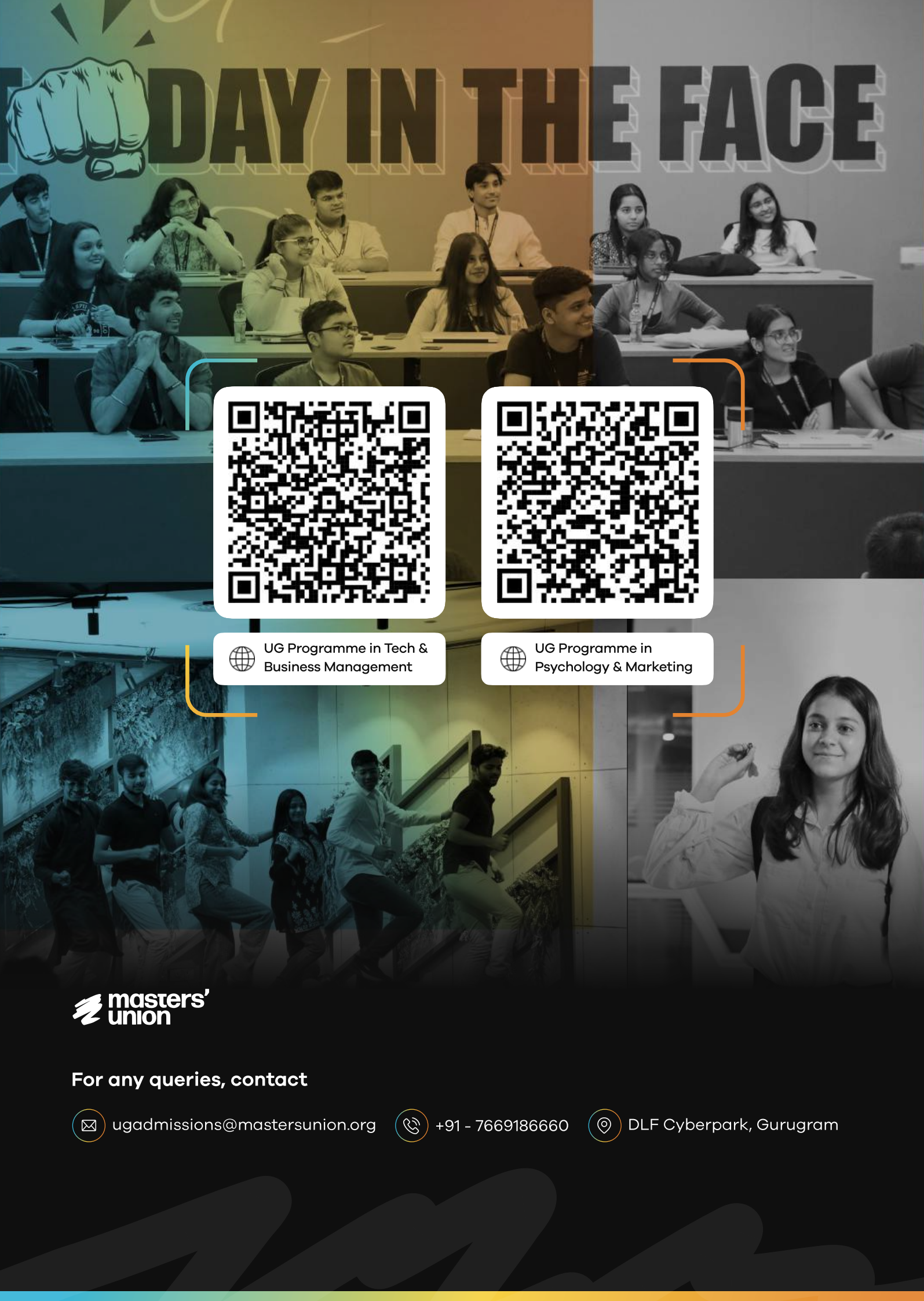
- ★ Option of Graduating with Integrated PGP in 5 Years
- ★ Global Summer School at LSE, Wharton, & Others

### Internships

- ★ Secure internships in your first year with companies like BluSmart, Chaayos, Indigo, EY, and more
- ★ Work directly with senior executives and gain hands-on experience in real-world business scenarios

Placement Report





# DAY IN THE FACE



UG Programme in Tech &  
Business Management



UG Programme in  
Psychology & Marketing



For any queries, contact



[ugadmissions@mastersunion.org](mailto:ugadmissions@mastersunion.org)



+91 - 7669186660



DLF Cyberpark, Gurugram