

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

amazon  **Apple**
IBM

100+

Industry-led projects in
collaboration with

 **Microsoft**  **Google**  **epigamia**
 **pwc**  **McKinsey & Company**

Where Vision Meets Influence

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



Siddarth Menon

Ex-Chief Marketing Officer



Dr. James Oldroyd

Former Professor



Siddarth 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

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.



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

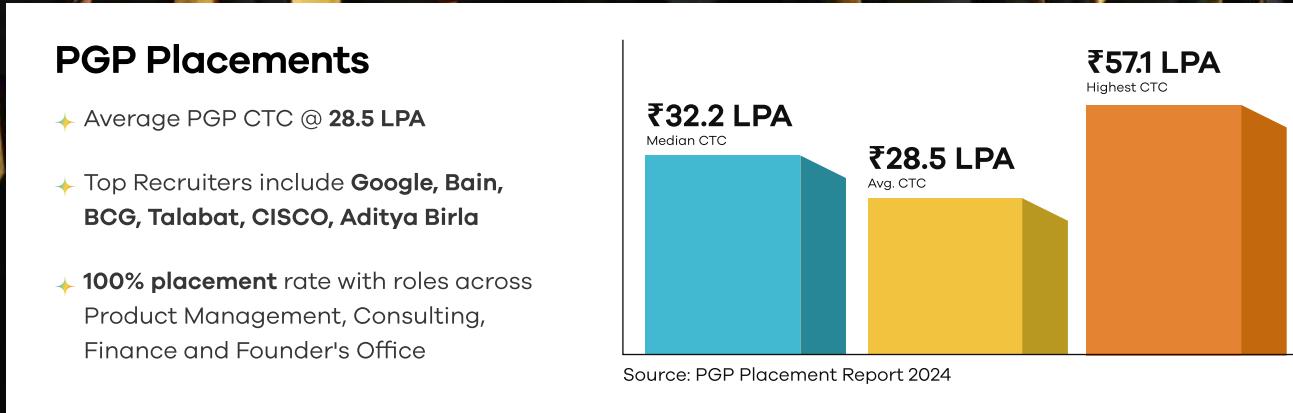
Integrated Programmes



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.



Explore the World as Your Class room

Expand Horizons through
Global Immersion Programme

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



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.



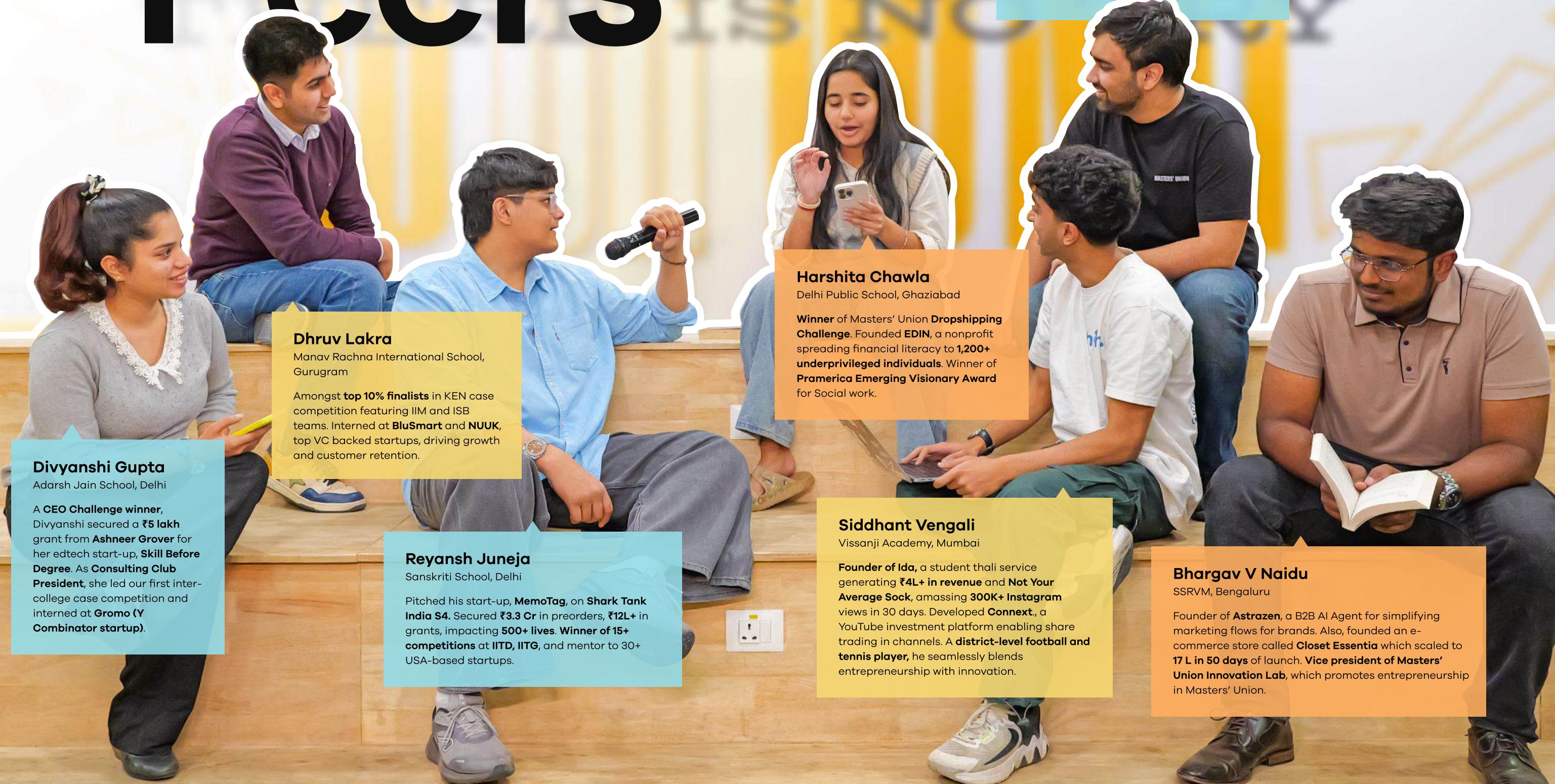
Tech Adventures in Japan

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



Watch Video

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.

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 **Connext**, a YouTube investment platform enabling share trading in channels. A **district-level football and tennis player**, he seamlessly blends entrepreneurship with innovation.

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).

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.

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.

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



DAY IN THE FACE



 UG Programme in Tech & Business Management

 UG Programme in Psychology & Marketing



For any queries, contact

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