MASTERS' UNION
EXECUTIVE PROGRAMMES



Mihir Mankad
Professor of Practice, Tufts & Harvard



Edward Rogers
Former Chief Knowledge Officer, NASA



Malavika Harita
Ex CEO, Saatchi & Saatchi



Amit Goyal
Founder, EconSchool



Rajat Mathur
MD, Morgan Stanley



Gavin Remedios
Design Leader, India-South Asia, IBM Consulting

Learn from the Masters

Step into Leadership Roles with India's Only Experiential PGP for Senior Professionals



PGP Rise

Duration

12 Months

Format

Hybrid

Location

DLF Cyberpark, Gurugram

Commencement

January 2024

New-Age Concentrations

Core Concentrations

(All required)

- Management & Strategy
- Marketing, Branding & Design
- Finance & FinTech
- Computing, Business Analytics & Statistics





Industry Concentrations

(Any 2)

- Banking, PE & VC
- Technology, Product & Project Management
- Advanced Data Analytics
- Digital & eCommerce

Apply Now

India’s First Programme with Individualised Coaching

1. Executive Presence & Communication Coach

- Build powerful leadership communication skills
- Find your unique executive presence
- Learn how to lead with authority in the workplace



Rajnish Virmani

Ex President, COO, Reliance

Coaching Experience : **10+ years**



Mamta Wasan

Director & CEO, Mekosha Ayurveda

Coaching Experience : **3+ years**

2. Personal Branding Coach

- Articulate your core values & personality
- Create an authentic & approachable voice
- Build an iconic personal brand on social media



Sandeep Bidani

Ex Executive Director - HR, IBM

Coaching Experience : **10+ years**



Andrea Stone

Ex CMO, Mahindra Comviva

Coaching Experience : **10+ years**

3. Career Domain Mentor

- Identify gaps in line with your organisation’s strategic priorities
- Develop strategies to can overcome the gaps
- Drive long-term impact at your workplace



Santosh Sharan

Ex Director - HR , SC Johnson

Coaching Experience : **5+ years**



Sandeep Suri

Former Country Head,
Fidelity Investments, Ireland

Coaching Experience : **3+ years**

Practitioner-Led Courses

Courses taught by CXOs, MDs, Leaders & Noted Global Faculty



Mihir Mankad

Professor of Practice, Tufts & Harvard

Teaching:

The Arts of Communication



Abhishek Srivastava

Former Head, Enterprise Strategy & Buisness Planning, Apple

Teaching:

Making Stellar Presentations that Stand Out



Malavika Harita

Ex CEO, Saatchi & Saatchi

Teaching:

Integrated Marketing Communications



Amit Goyal

Founder, EconSchool

Teaching:

Optimisation for Decision Making



Edward Rogers

Former Chief Knowledge Officer, NASA

Teaching:

The Art of Managing Complexities



Tathagata Dasgupta

Chief Data & Analytics Officer, Saatchi & Saatchi

Teaching:

New Age Supply Chains



Gavin Remedios

Design Leader, India-South Asia, IBM Consulting

Teaching:

Gamification & Behavioral Design



Rajat Mathur

MD, Morgan Stanley

Teaching:

People Management & Decisions

Alok Saraogi

Former Country Manager,
Amazon India

Jishnu Changkakoti

Former Marketing Director,
Johnson & Johnson

Elkana Ezekiel

Former CMO, Samsung
Electronics

Atul Mehta

SVP, Razorpay

Vinay Trivedi

Global HR Head, Terra Pay

Satish Krishnan

Former MD, Financial Markets,
Standard Chartered

Masters in Residence



Khanjan Desai

Master-in-Residence

Alma Mater:

Technical Product Manager-
Booking.com
Ex Paypal II Ex razorpay



Malthi SS

Master-in-Residence

Alma Mater:

Consultant CPO at HerKey
Ex Paypal, Intuit, SAP



Dr. Bhupesh Manoharan

Master-in-Residence

Alma Mater:

IIM Calcutta



Dr. Subhasis Mishra

Master-in-Residence

Alma Mater:

IIM Calcutta



Subhonil Ghoshal

Master-in-Residence

Alma Mater:

MD at Accenture Ex Director- General Mills Ex VP- Genpact



Dr. Garima chaklader

Master-in-Residence

Alma Mater:

IIM Bangalore



Dr. Aarti Sharma

Master-in-Residence

Alma Mater:

School of Management & Entrepreneurship, Shiv Nadar University



Dr. Rinku Mahindru

Master-in-Residence

Alma Mater:

Delhi School of Economics, Delhi University

5 Unique Hands-on Modules To Get Your Hands Dirty



Dropshipping Challenge

Run an e-commerce business & make real revenue. 3 students from our PGP Cohort'21 raised angel rounds for their start-ups.

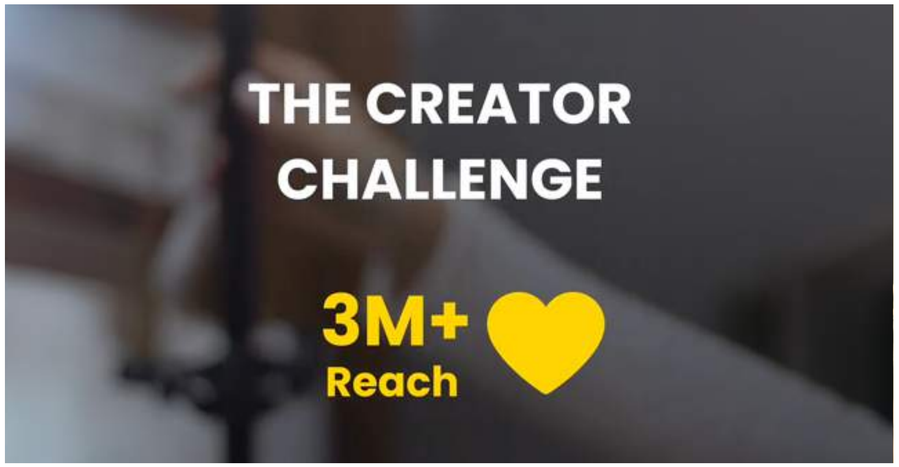
- Get hands-on experience in leading verticals and the moving parts of the P&L
- Acquire experience in customer acquisition & marketing strategies

VIP Demo Day

Present your Startup that you work on throughout the programme

- 10% of the students from 1st Cohort of PGP TBM went on to work full-time on their startups.
- 3 students raised angel investments for their startups.





Creator Challenge

Get insights into the Creator Economy by building your presence on Social Media channels.

- Become a savvy marketing leader of the future
- Create a new Income Stream

Lifelong Forum Membership

Enjoy the perks of being associated with Masters' Union lifelong with limitless access to:

- **MasterCamp programmes** across domains like Marketing, Creatorpreneur, UX Design & more
- **MU Vault -** a digital library packed with a treasure trove of knowledge





Startup Weekend

- Bridge gaps, share ideas & develop your best prototype with your peers
- Build Startups in the Martech, Blockchain, Metaverse & Edtech space

Apply Now

Travel, Network & Explore with Leaders

Residencies at Masters' Union Gurgaon Campus

Get time & space to engage with your peers from the cohort and collaborate on various experiential modules.





Global Immersion Programme

Get a chance to visit the offices of transformative Companies and network with their leadership teams.

Leadership Retreat by the Beach

In this Academic Vacation, harness your entrepreneurial spirit in a relaxed environment through various leadership activities.

Apply Now



Workshops

Mentor Allocation

- 1:1 Mentor Allocation
- Personalised Coaching Plans

Personal Branding Workshops

- Strategic LinkedIn Profiling
- Building an Online Presence

Seminars and Workshops

- Salary Negotiations Workshops
- Domain-Specific Seminars

Industry Engagement Sessions

- Attend CXO Sessions
- Build a solid network



Term 1

Business Fundamentals

Core Courses

1. Building Marketing Strategies
2. Developing Product Mindset
3. Finance for decision making
4. Navigator of a firm: Operations and Supply Chain Management

Outclass Curriculum

1. Dropshipping
2. Orientation Residency
3. Startup weekend

Term 2

Communications

Core Courses

1. How to build successful brands?
2. Data Driven Story Telling & Decision Making
3. Behind the Scenes of Digital Commerce
4. Managerial Accounting & Decision Making
5. Masters' Union Investment Fund
6. Applied Managerial Economics

Electives

1. Product Strategy and Innovation
2. Pyschcology of money
3. PE and VC: How do valuations work
4. Content Marketing & Promotion / Interactive Content Marketing

Outclass Curriculum

1. VIP Pre-seed
2. VIP MVP
3. Leadership Retreat

Term 3

Innovation & Entrepreneurship

Core Courses

1. Mastering Sales and Distribution
2. Fundamentals of Design Thinking
3. Financial Modelling
4. Project Management / product Management
5. Management Strategy

Electives

1. Product Analytics, Metrics, and A/B Testing
2. Investment Banking
3. How to conduct Business Research?
4. Services Marketing- Creating Service Excellence

Outclass Curriculum

1. VIP- MVP Challenge
2. VIP GTM Challenge
3. Midterm Residency

Term 4

Learn to Lead

Core Courses

1. Building Product-led Growth Mindset
2. Raising Funds
3. Responsible Leadership
4. In and Outs of Retail and Modern Trade

Electives

1. Product Engineering, Execution, and Automation
2. Tech in Finance
3. Competitive & Pricing Dynamics
4. Global Entrepreneurship & International Expansion

Outclass Curriculum

1. VIP GTM Challenge
2. Creator 1 month Challenge
3. Global Immersion

Term 5

Future Readiness

Core Courses

1. How LLM Works? Behind the scenes of Chat GPT
2. ESG: The Future of Business Operations
3. Applied Corporate Finance
4. Strategic Performance Management / Managing Human Resources in Startups
5. Competitive Strategy

Electives

1. How to Build Neo Products?
2. M&A and Corporate Restructuring
3. Analytics for Marketeers
4. CXO Series: Startup Stories from Founders?

Outclass Curriculum

1. VIP Product Market Fit Challenge
2. Seed round

Your Career Journey

Building a career journey tailored to your flair, skills & goals

Pivot

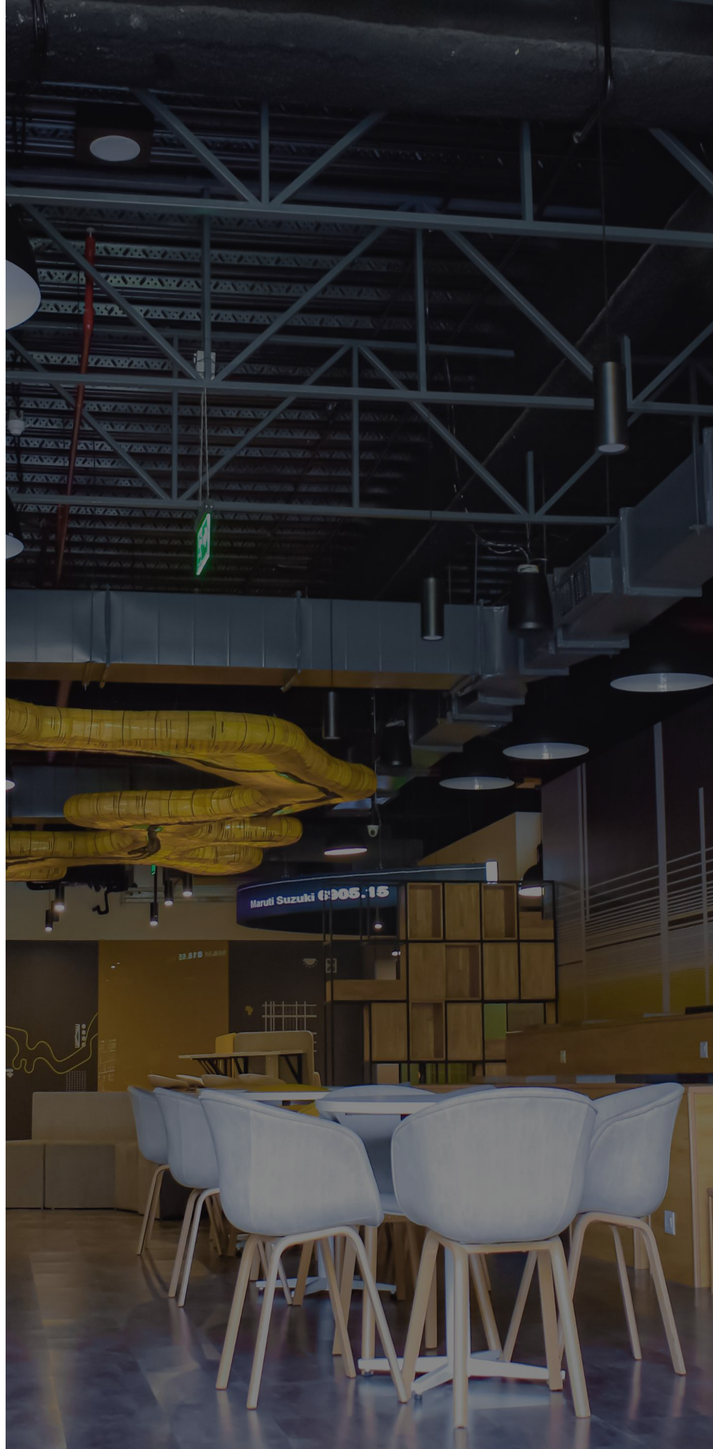
- Propel your career by transitioning into a **new domain or organisation**
- Niche-specific **placement drives & workshops**
- Become part of a dynamic **professional network**

Push

- Leverage your skills to **grow within your current organisation**
- Career management **advice & strategy**
- Build your own **personal brand** with curated workshops

Pilot

- Harness your entrepreneurial spirit by **exploring your own venture**
- Access to **seed & bridge funding opportunities**
- **Mentorship** from VC’s and entrepreneurs



Our Recruiters

































Apply Now

Career Advisory Team



Mahak Garg

MBA, Stanford / Forbes 30U30



Swati Ganeti

MBA, Wharton / IIT Delhi



Pratham Mittal

Founder, Master's Union / Forbes 30U30



Ankur Sethi

Chief Evangelist, Quest Top 10 I Founder & CEO, Corporate Shiksha

Campus in the Middle of the Business District

Our Campus is located in one of India’s most prolific business parks in the heart of Gurugram. We share our campus with the likes of Bank of America & BCG, and our neighbours include over 1200 of the world’s leading countries.



Union for Life

Your relationship with Masters' Union continues & thrives even beyond your graduation.



Access to One Classroom Course Per Year, for Life

Alumni can enroll in 1 course of their choice, every year after they graduate



Coworking Space & Networking Dinners

Alumni get access to premium coworking spaces & standing invitations to all networking dinners on our campus



Access to 1-1 Office Hours with the Masters for Lifelong Business Counselling

Alumni are part of the community and get access to all our Masters', during their office hours, for life

Who Can Apply?

- Working professionals with more than 5 years of experience
- Entrepreneurs, Family Business Owners & Founders



How to apply?

- Verify your contact information via OTP verification
- Complete the online Application
- Appear for an Interview with a panel of Masters

Limited Scholarships available for deserving candidates

Apply Now

Fee Details

Admission Fee (Non-Refundable)

INR 82,600/-

(All Inclusive)

Tuition Fee

INR 21,12,200/-

(All Inclusive)

Life-long Union Membership Fee

1NR 1,29,800/-

(All Inclusive)

Total Programme Fee

INR 23,24,600/ -

(All Inclusive)

- **Live Instruction** from Industry Veterans
- **Vibrant Community** just like A College Campus
- **Hands-On Curriculum** with Real-Life Projects
- **Official Certification** in Product Management

Apply Now

Hear from our Masters



Mihir Mankad
Professor of Practice, Tufts University

The institute is located in the heart of corporate India, in Gurugram, where the recruiters are, so that the students don't have to go too far for their interviews & recruiters don't need to come too far to find students. This is going to add an overall vibrancy to the entire environment because that is where the action is.



Shailaja Chandra
Former Chief Secretary, Government of Delhi

I think Masters' Union is a unique idea whereby instead of relying on textbook & theoretical teaching of business, one looks at the hands-on aspect, but seen through the eyes of people who have the experience. The expectations in the industry are quite different from the theory that they might be taught. How do you bridge the gap? Therefore this gap will be filled by Masters' Union.



Tathagata Das Gupta
Chief Data Officer, Saatchi and Saatchi

In medical schools, doctors teach students, practicing lawyers teach in law school, but in business schools faculty does not have experience with hands-on leadership in the industry. That's a gap Masters' Union addresses by getting CXOs, MDs & Business leaders to teach & train students.



Apply Now

Get in Touch

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