

# Industry Immersion Report

## Cohort of 2021 | Phase 1

### Cohort of 2021

The inaugural cohort of 2021 represents remarkable diversity in terms of academic training, professional experience, age, gender, geographies and even growth aspirations.

The cohort has a significant representation from engineering and chartered accountancy, apart from lawyers and humanities graduates. The **average age** of the cohort is **25.7 years**, even as its youngest and oldest members are 21 and 39 years old respectively.

With academic training from elite institutions such as the **IITs, BITS Pilani, St Stephen's, SRCC**, most come with significant work experience in a range of industry verticals, from consulting to manufacturing, having worked with companies like **Goldman Sachs, KPMG, EY, Amazon** and **Mu Sigma**, ringing in an **average incoming salary of 10.5 LPA**.

### About the Industry Immersion Programme

The unique experiential and practitioner-led pedagogical approach at Masters' Union thrives on a consistent immersion in the industry, which ensures a hands-on learning experience for our students. Our **8-week Industry Immersion Programme** is an extension of this curricular paradigm, through which students get access to a range of outcome-focused engagements with eminent corporate entities.

While some students choose to work in sectors where they'd like to build their careers, others try to build alternative perspectives and explore previously uncharted roles at innovative startups and organizations

For the inaugural Cohort of 2021, the immersion dates range from 23rd April to 10th July, 2021 and can be classified into one of the following:

### Industry Immersion Options

#### 1. Corporate Internships:

A corporate internship intends to provide students on-the-job learning opportunities, allocating them specific assignments at leading organisations in the vertical of their choice. Such internships are most relevant either for candidates with very little work experience, or those looking for a drastic shift in their career trajectory.

*Masters' Union is perhaps the first Business School of India to have marquee recruiters like McKinsey, BCG, TATA, Softbank and BMW hire from its inaugural cohort, placing us neck-to-neck with older and established institutions of the country like IIM (A,B,C) and ISB*

#### Recruiters:

<b>Consulting</b> 	<b>Private Equity &amp; Venture Capital</b> 
<b>Hi-tech &amp; Product Management</b> 	<b>Finance</b> 
<b>Growth</b> 	

#### Statistics

Companies / Entities Visited <b>40</b>	Internship Offers <b>80</b>	International Offers <b>11</b>	Highest Stipend <b>3.75 Lac</b>
---	--------------------------------	-----------------------------------	------------------------------------

#### 2. CXO Shadow Programme and Long Term Consulting Projects

This unique engagement allows a Masters' Union student to follow a startup or corporate leader into their natural work environment, temporarily assuming the role of their "Chief of Staff", "Entrepreneur in Residence" or equivalent.

They gain exposure to the ins and outs of **growth strategies, financial planning** and **people management** through a rare and highly privileged mentorship lens.

#### CXOs Engaged

 <b>Naveen Munjal</b> Founder and CEO, Hero Electric	 <b>Vineet Singhal</b> Director, Coke India	 <b>Amit Lakhota</b> Founder, Park+ (Funded by Matrix, Sequoia)
 <b>Nitya Sharma</b> Simpl (Funded by IA Ventures)	 <b>Vaibhav Lodha</b> ftCash (Funded by 500 Startups, IvyCap)	 <b>Dhruv Toshniwal</b> Aanswr Ventures

#### 3. Venture Initiation Programme

Helmed by the **Masters' Union Innovation Lab**, the Venture Initiation Programme (VIP) is aimed at those students who have very clear entrepreneurial aspirations, providing them a platform to build a technology-focused venture, from scratch/ground-up.

The **10-week period** enables them to **ideate, prototype** and **launch** their offering in the market, while they receive active mentorship guidance from the industry, and a steady financial support in the form of a grant.

 Health Care	 Fantasy Stock	 Radio Reimagined
-----------------	-------------------	----------------------

#### 4. Masters' Union Depth Fellowships

A Masters' Union fellowship is a highly customised engagement, focused on exposure to upcoming applications such as **blockchain** and **advanced data analytics**. The fellowship includes hands-on learning through **capstone projects** and **deep immersion**.

#### Fellowships Available

<b>1. Alternative Marketing Fellowship with Prof. Bhupesh Manoharan (IIM Calcutta)</b>  Prof. Bhupesh Manoharan (IIM Calcutta)	<b>2. Blockchain Research Fellowship at Center for Platforms with Prof. Akash Krishnan (IIM Calcutta)</b>  Prof. Akash Krishnan (IIM Calcutta)	<b>3. Advanced Data Fellowship at Center for Advanced Analytics with Prof. Nandini Seth (IIM Bangalore)</b>  Prof. Nandini Seth (IIM Bangalore)
--	--	---

### About Masters' Union

Masters' Union is a new-age business school offering **industry-immersive business education** where the classes are **led by CXOs, MDs, Eminent Public Leaders** and **even Members of Parliament**, apart from distinguished global faculty from top B-schools who regularly consult with **Fortune 500 companies**, creating effective business professionals for the ever-changing economy.

At Masters' Union, each class is designed to feel like an internship, with hands-on learning at its very core. The curriculum is driven by **industry-focused core concentrations**, along with a series of **consulting projects** with real clients, **field tours** and **technology bootcamps**, an opportunity to **build a startup**, and most importantly, **running a unique fund** completely managed by students that invests in capital markets. There is a specific focus on exposing the cohort to cutting-edge emerging technology that is shaping the future of work, with dedicated modules for Artificial Intelligence, Machine Learning, Blockchain etc.

Each student is provided **one-on-one mentorship** by our Masters in a structured programme that runs throughout the duration of the course.

The institute is strategically located in the heart of **Gurugram's business district**, flanked by several **Fortune 500 companies**, in order to provide the ultimate industry-immersive and hands-on learning experience.