## Industry Immersion Report

# Gohort 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:

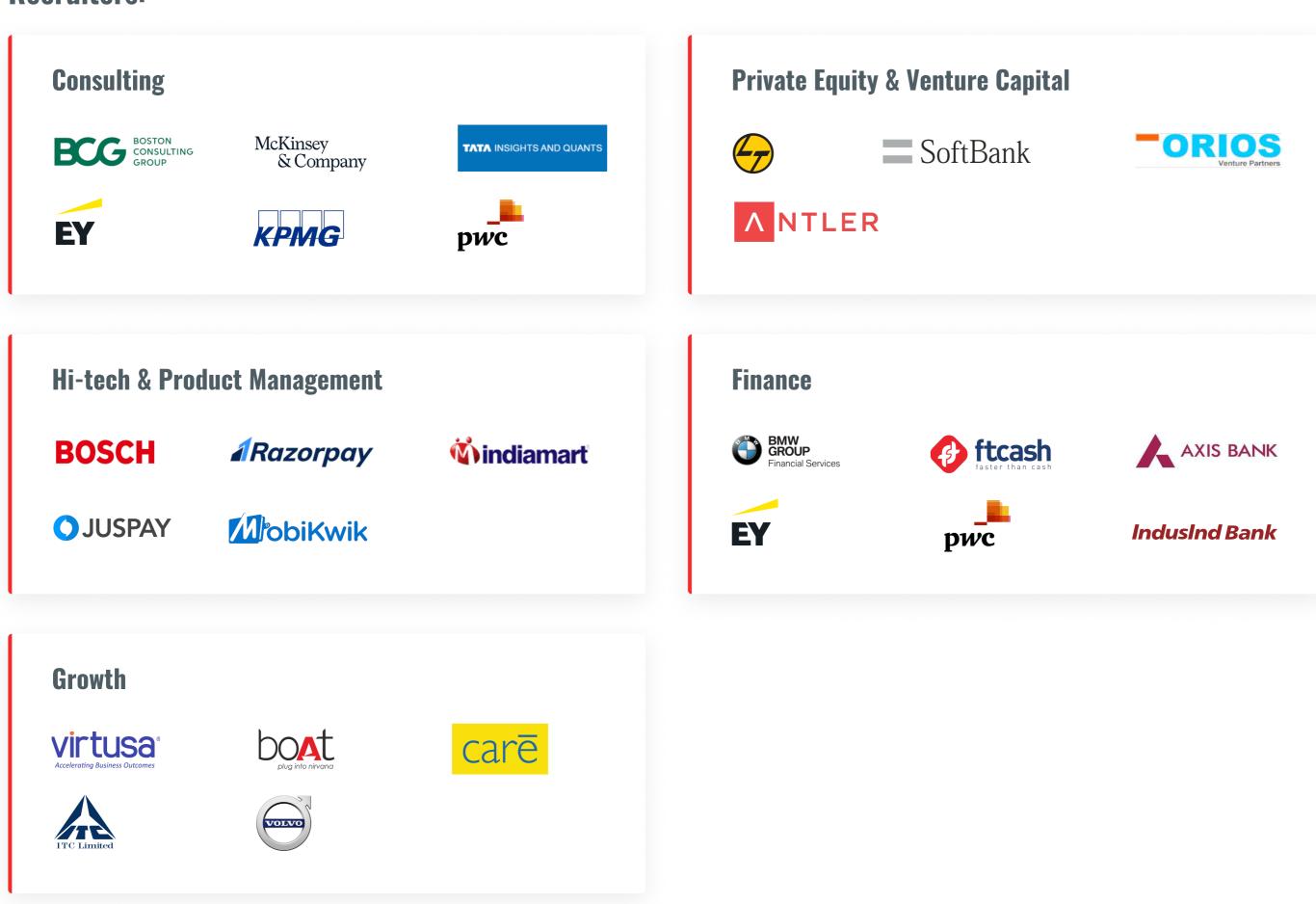
### **Industry Immersion Options**

#### 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:**



### **Statistics**



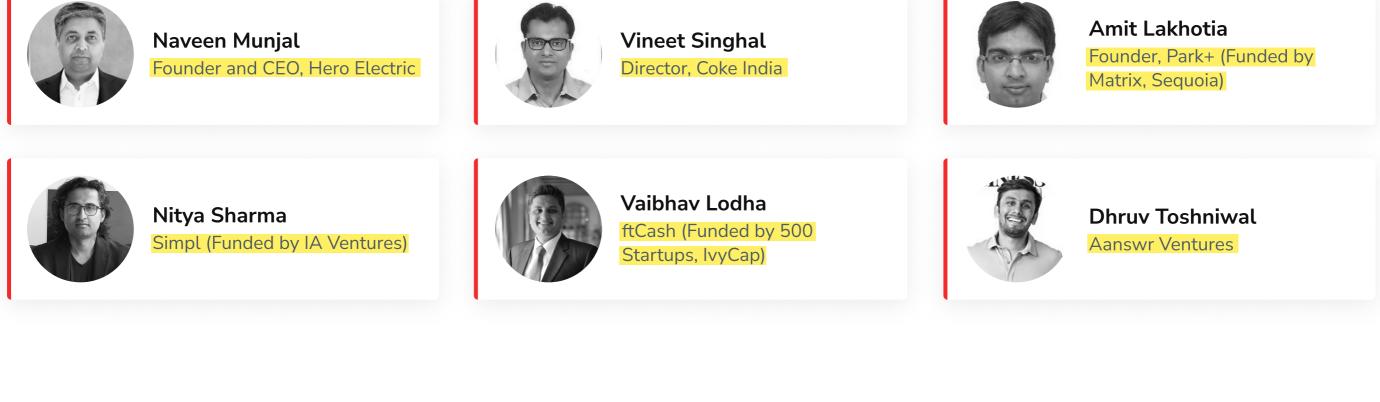
### This unique engagement allows a Masters' Union student to follow a startup or corporate leader into their natural work

2. CXO Shadow Programme and Long Term Consulting Projects

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 mentorial lens.

## **CXOs Engaged**

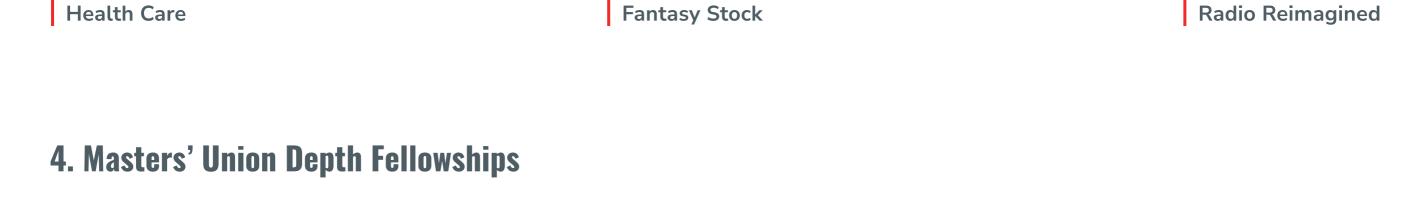


#### Helmed by the Masters' Union Innovation Lab, the Venture Initiation Programme (VIP) is aimed at those students who have very clear entrepreneurial aspirations, providing them a platform to build a technology-focused venture, from

3. Venture Initiation Programme

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

®



#### blockchain and advanced data analytics. The fellowship includes hands-on learning through capstone projects and deep immersion.

**Fellowships Availed** 

2. Blockchain Research Fellowship at

Center for Platforms with Prof.

Akash Krishnan (IIM Calcutta)

A Masters' Union fellowship is a highly customised engagement, focused on exposure to upcoming applications such as

### 1. Alternative Marketing Fellowship

Calcutta) Prof. Bhupesh Manoharan (IIM Calcutta)

with Prof. Bhupesh Manoharan (IIM

- Prof. Akash Krishnan (IIM Calcutta)
- Prof. Nandini Seth (IIM Bangalore)

3. Advanced Data Fellowship at

Center for Advanced Analytics with

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.