

Undergraduate Programme in

Data Science and AI

- ✦ 3+1 Dual Degree Programme from Illinois Institute of Technology, USA (#1 in Illinois, #20 in US)*
- ✦ Hands-on curriculum with industry projects, crafted by experts from Microsoft, PwC, Ola Krutrim, and more
- ✦ Learn from world-class faculty, including industry pioneers from Google, American Express, Amazon and IBM

*#1 in Illinois and #20 in the nation for high earnings and economic mobility (New York Times college rankings tool, 2023)

Where Vision Meets Intelligence

Redefining Data
Science & AI

Swati Ganeti

Director, UG Programme
IIT Delhi, Wharton alumni

Pratham Mittal

Founder, Masters' Union
UPenn alumni

Our Founder and Director with their vision and technical expertise, pave the way for the next era of Data Science and Artificial Intelligence - where ideas transform into intelligent solutions

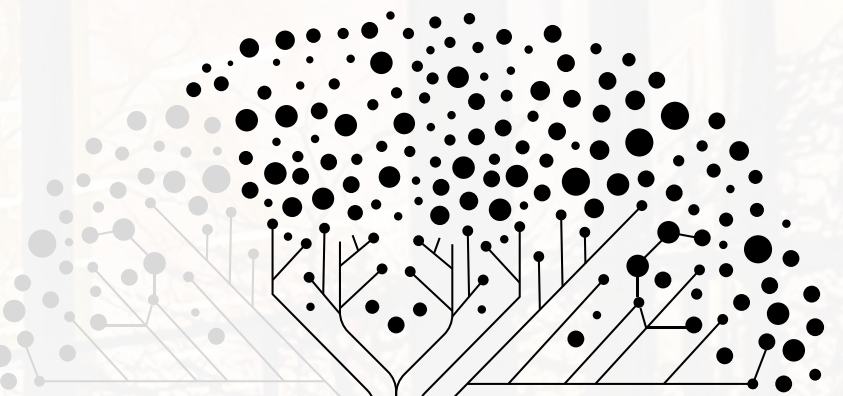
Scan to watch our
leadership speak about
the DS & AI programme



Graduate with

Global Credentials

Pursue a prestigious degree with Indian or Global recognition



India Track

- ✦ 3 years on Masters' Union campus + 1 year industry immersion at a partner tech giant or AI startup
- ✦ Earn Certification in DS & AI by Masters' Union
- ✦ Option to enrol in Bachelor of Science at IIT Guwahati or IIT Madras

Global Track

- ✦ Spend your fourth year at Illinois Institute of Technology, USA
- ✦ Earn a Bachelor of Science in AI from Illinois Tech.
- ✦ Unlock stellar placement opportunities and higher education options in the US.

Chart Your Journey to Data Science & AI leadership

Roadmap of 4-Year Data
Science & AI Journey

Curriculum designed in collaboration with experts from



OLA KRUTRIM

Google

Microsoft

In-Class Highlights

- Year 1** ● **Foundational Learning:** DS & AI basics, Python, ChatGPT APIs, and Retail AI applications.
- Year 2** ● **Intermediate Learning:** Data Wrangling, ML Techniques, and AI applications in Healthcare and Education.
- Year 3** ● **Advanced Topics:** Reinforcement Learning, NLP, Deep Learning and Cloud Computing.
- Year 4** ● Study at Illinois Institute of Technology, USA.

Outclass Industry Immersion

- Year 1** ● **AI for Retail & E-commerce:** Develop AI-driven recommendations, virtual try-ons, smart inventory, chatbots, and dynamic pricing to enhance customer experience, driving INR 10L+ in impact.
- Year 2** ● **AI for Healthcare & Education:** Enhance decision-making, boost efficiency, and save 10,000+ doctor-hours/tutor-hours with AI-driven solutions.
- Year 3** ● **AI for Finance & Cybersecurity:** Optimize operations, detect fraud, and enhance investments with AI, processing INR 1 Cr+ in transactions.
- Year 4** ● **Industry immersion at a partner tech giant in India:** Intern with Big Tech or AI start-ups or launch your own AI venture.

Unlock

the World of Opportunities



Take Your Education Further:

Two flexible pathways designed for your career and academic ambitions.

Pathway 1

Pathway 2

4-Year Programme:

Complete your undergraduate degree and step directly into top industry roles with leading recruiters.

4+1 Integrated Programme:

Extend your journey with an optional fifth year to earn a postgraduation.

Recruiters



5-Year Integrated UG + PG Programme with

₹28.5L^{avg.}

PGP CTC

Specialisations:

- + Product Management
- + Digital Marketing
- + Advanced Data Science

Experience a Campus That *feels* Like Home



Career and Cultural Clubs

- ✦ Over **20+ clubs** fostering skills, creativity, and networking.
- ✦ **Career-oriented clubs** (e.g. Data Science, Consulting) connect students with **industry mentors** and peers.
- ✦ **Cultural Clubs**: A blend of cultural and recreational activities like **dance, dramatics, music, debating** and **sports** foster holistic development.



Hostel Facilities

- ✦ **Fully furnished**, comfortable rooms for a home-like experience.
- ✦ **High-speed WiFi** for uninterrupted learning and collaboration.
- ✦ On-campus **gym, cafeteria, and recreation areas** to balance work and wellness.
- ✦ **Quiet study zones** and **collaborative spaces** promote focus and teamwork.



Campus and Location Edge

- ✦ Located in a **vibrant tech district** with top recruiters such as **Microsoft, Google, and Amazon** just a short car ride away, Masters' Union boasts of a unique locale.
- ✦ Immerse in **PwC X MU AI Lab** with access to cutting edge research and AI technology.

Student life at **Masters' Union** is vibrant, dynamic, and full of opportunities for personal and professional growth. From career-oriented clubs to cultural events, **every aspect of campus life prepares you to succeed.**

Your Path to Excellence

Getting into the UG Programme in Data Science and AI is your first step toward building an impactful career. Our holistic admissions process evaluates your academic potential, creativity, and passion for technology.



STEP 01

Complete the Application Form

Students will be required to submit an application form with details of their academic qualifications and **JEE score** along with extra-curricular activities and achievements.



STEP 02

Submit the Video Essay

Students will then receive an invitation to submit a short **2-minute video essay** describing their interest in technology, their past experiences in building, and why they want to be a part of the UG Programme in Data Science and AI. Students will have ~7 days to complete this essay.



STEP 03

Submit your JEE Advanced Admit Card

After completing the video applications, students will receive a form to share their **JEE Advanced admit card**. In case the student is awaiting the admit card, they will have the option to fill out this form after receiving their scores on the examination.

Investment in Your *future*

Year-by-Year Fee Breakdown

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*
Partner University Reg Fee		INR 3,49,000	INR 3,49,000
Total	INR 1,50,000	INR 47,17,000	INR 1,03,65,000

(\$75000 converted to INR based on a 1:85 exchange rate. The actual amount will depend on the prevailing exchange rate at the time of the study.)

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

Domestic Track


₹47.17 L

Global Track

₹1.03 Cr

FRIDAY IN THE FACE




For more information, visit 



For any queries, contact

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 +91 - 7669186660

 DLF Cyberpark, Gurugram

UNDERGRADUATE PROGRAMMES

UG/Integrated Programme in
Tech & Business Management

UG/Integrated Programme in
Psychology & Marketing



Classes taught by world's most influential leaders in **Business, Psychology, and Marketing**



Work directly with **CXOs** from leading brands such as **Google, Microsoft, Amazon, Zomato**, and many more



Experience international cultures during Global Immersions in **US, UK, Germany & Japan**

Meet the Leadership

Alumni of IIT, Wharton and Stanford



Pratham Mittal

Founder,
Masters' Union

BA/BS, The Wharton School,
University of Pennsylvania



Swati Ganeti

Director,
Undergraduate Programmes

B.Tech, IIT Delhi,
MBA, Wharton, UPenn
Ex-Senior Manager, Bain & Co.



Mahak Garg

Director,
Postgraduate Programmes

MBA, Stanford GSB
Co-Founder, Udayy
Forbes 30 Under 30

Our Course Offerings

Explore our diverse undergraduate course offerings designed to equip you with essential new age skills for the 21st century world.

Tech and Business Management (UGTBM)



With dual focus on business and technology, UGTBM prepares students to become **confident business leaders with strong understanding of technology.**

Psychology and Marketing (UGPSM)



UGPSM enables students to **learn consumer and behavioural psychology** while applying these concepts to **marketing of real world brands.**

Learn from Leading CEOs & MDs

200+ CXOs from world's leading companies.

Business Leaders



Manoj Kohli
Former CEO,
Airtel



Rajat Mathur
Managing Director,
Morgan Stanley



Pravin Goel
MD and Country Head,
BlackRock



Siddarth Padmanabhan
Former Partner Manager,
Facebook

Marketing Experts



Siddarth Menon
Ex-Chief Marketing Officer,
Epigamia



Alok Saraogi
Ex-Country Manager,
Amazon



Hardeep Singh Brar
Vice President & Head of Marketing,
Kia India



Arjun Vaidya
CEO,
Dr Vaidya's

Psychology Experts



Dr. James Oldroyd
PhD, Northwestern University,
Kellogg School of Management



Dr. Daniel GVD Vliet
Executive Director,
Cornell University



Dr. Shad Morris
PhD, Management,
Brigham Young University



Dr. Anahita Bhandari
PhD, Applied Psychology,
Tata Institute of Social Sciences

Data Science and AI Experts



Tarun Malik
Former Product Manager,
Microsoft



Dr. Avik Sarkar
Expert, Big Data & Data Science,
United Nations



Mukesh Jain
CTO and VP,
Capgemini



Rajeev Soni
Director of Product Management,
Gartner

Undergraduate Programme in Tech & Business Management (UGTBM)

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

Over the next four years, students will transition from studying essential core subjects to participating in real world immersions and interactive out-of-class learning experiences.

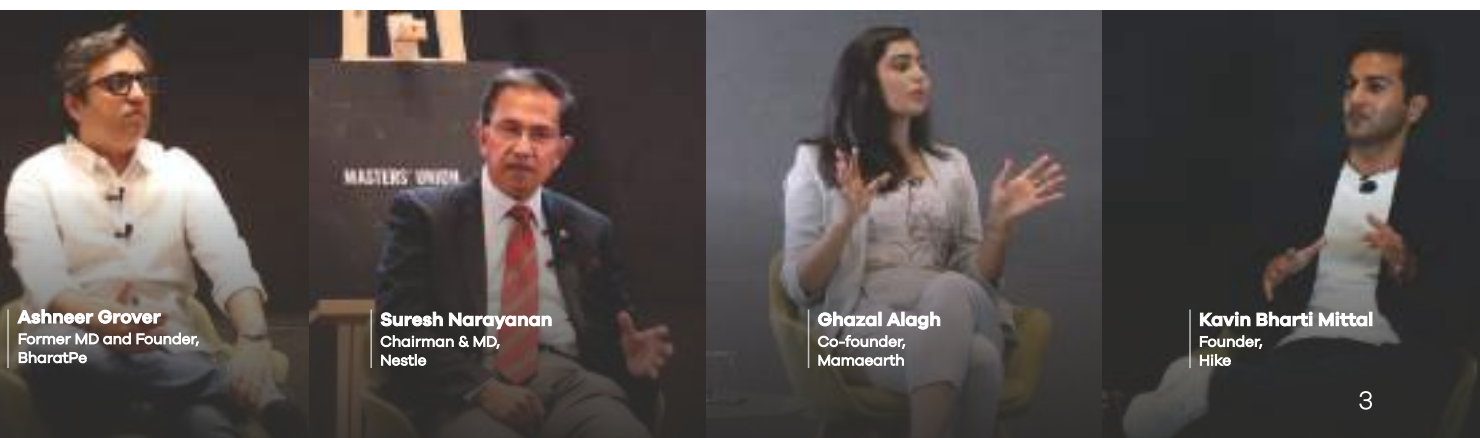
Foundational Courses

1. **Art of Communications** | 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 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

Courses by Specialisation

Data Analytics

1. **Fundamentals of Statistics** | Understanding Uncertainties in Business
2. **Mastering Data Visualisation** | Telling a Story with Data
3. **Introduction to Machine Learning-1** | Understanding Algorithms behind AI
4. **Big Data Analytics** | Crunching Numbers to Find Patterns
5. **Introduction to Machine Learning-2** | Applications in Business



Finance and Fintech

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

Product Management

1. **Introduction to Product Management** | How to Build an App
2. **Design Thinking and Prototyping** | Building Customer Centric Products
3. **Product Analytics** | Measuring Success with Metrics
4. **Product Led Growth Strategies** | Scaling 10X with Product
5. **Product Strategy and Innovation** | How Product Managers Innovate

Digital Marketing and Brand Management

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

Strategic Management

1. **Problem Solving and Structuring** | How Leaders Make Decisions
2. **Corporate Strategies** | Building Competitive Advantage
3. **Corporate Governance** | How Should Boards Work
4. **Strategic Partnerships & Negotiations** | Creating Win-Win Situations
5. **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

Over the next four years, students will apply psychology concepts to the real world of marketing through interactive industry projects.

Psychology

1. **Introduction to Psychology** | How Humans Make Decisions
2. **Psychological Research** | Reading Your Customers' Mind
3. **People & Personalities** | Building Strong Social Relationships
4. **Neuroscience** | Decoding the Human Brain
5. **Cognitive Psychology** | Influencing People and Minds
6. **Social Psychology** | How to Effectively Work in Teams
7. **Stress Management** | Staying Resilient in Ups and Downs
8. **Developmental Psychology** | Human Evolution & Natural Biases

Marketing

1. **Foundations of Marketing** | Discovering Your Customer
2. **Graphic Design** | Designing for Impact
3. **Social Media Marketing** | Leveraging Instagram and YouTube to Get Customers
4. **Marketing Research** | From Data to Insights to Strategy
5. **Essentials of Brand Strategy** | Building a Long-lasting Brand
6. **Introduction to Camera & Film Design** | Making Viral Content
7. **Neuromarketing** | Appealing to Human Senses
8. **Pricing Strategies** | Selling More through Behavioural Science
9. **New Age Technologies** | AI Tools in Marketing
10. **Luxury Retail** | How Luxury Brands are Built

Leadership Skills

1. **Art of Communications** | Effective Public Speaking
2. **Deal Making** | Getting Customers to Buy Your Product
3. **Strategic Negotiation** | Creating Win-Win Situations
4. **Leadership & Organisational Behaviour** | How Leaders Can Build Outperforming Organisations

Learn by Doing

While our students learn concepts in the class, they apply it in real world outside the class through various outclass challenges.

1. First Paycheck Challenge

Earn your first ever income by working with real companies, freelancing or building a start-up of your own

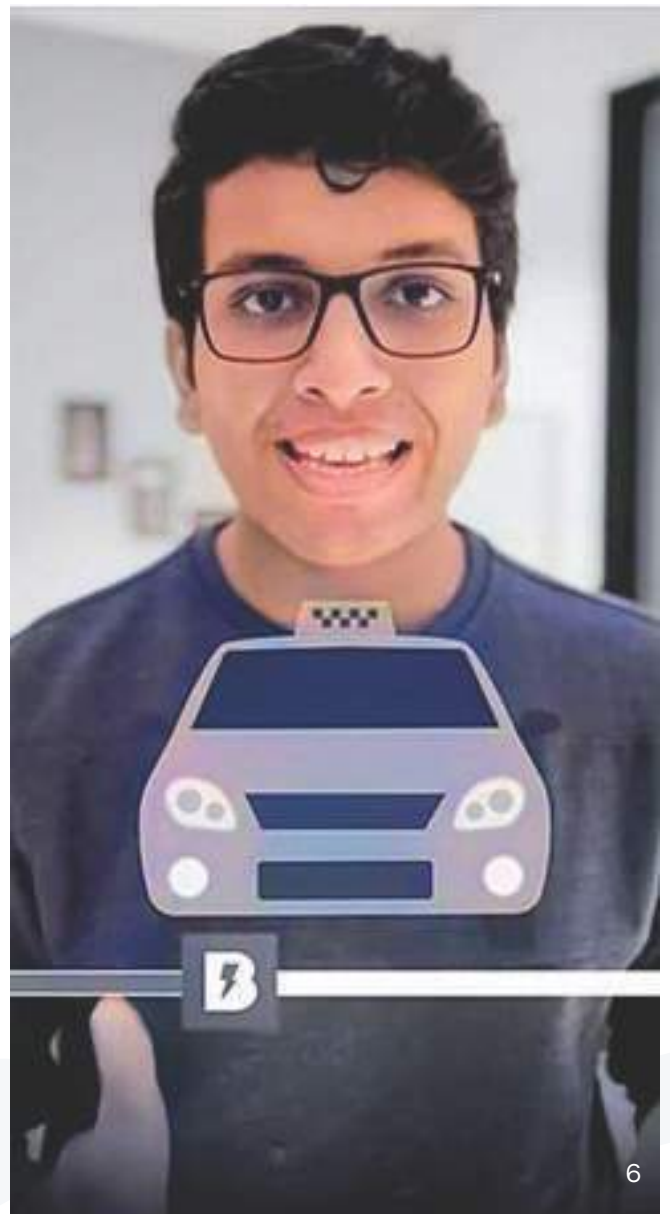
- + **UGTBM:** Build your own e-commerce business
- + **UGPSM:** Work on a marketing strategy for a D2C brand

2. Creator Challenge

Understand how marketing works in the 21st century by becoming an influencer on a platform of your choice.



Anurag Bansal
PGP Student & Content Creator
@businesswithbansal



3. Local Consulting Challenge

Work with a CEO to solve a unique problem of their business.

- + **UGTBM:** Significantly increase profits for a local business by increasing their revenues and optimising costs.
- + **UGPSM:** Design menu for a restaurant by applying consumer psychology concepts to boost sales.

4. Industry Immersion

Gain hands on experience by building your own business or working at leading companies in the field of your choice. Examples include:

- + **UGTBM:** Experience a 0 to 1 journey of building a start-up and pitching to real investors.
- + **UGPSM:** Work with brands to launch marketing campaigns across various social media channels to drive brand success.



5. Industry Training or Startup Continuation

- + Students work for a full year in their 4th year under CXOs from leading companies such as KPMG, Razorpay, Mckinsey and more.
- + Students who wish to continue working on their startups are mentored by domain experts & founders.



Global Experience

Global Immersion Programme

Travel to a new country and immerse yourself in its business, community, & socioeconomics.



Financial Markets in UK

Visit the headquarters of leading banks and private equity firms to gain an in-depth understanding of the financial world.

Auto Exposure in Germany

Experience Germany's automotive industry, home to top car brands like Audi, BMW, and Mercedes.



Silicon Valley Immersion

Head to the Mecca of Technology - the Silicon Valley and visit the offices of Google, Netflix, Meta & Apple.

Technology Trek in Japan

Explore Japan, one of the world's top tech capitals & home to leading companies such as Nissan, Sony, Daikin, Toshiba, Mitsubishi, Rakuten and more.



Undergraduate students visited Nissan and Daikin Headquarters in Japan

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.

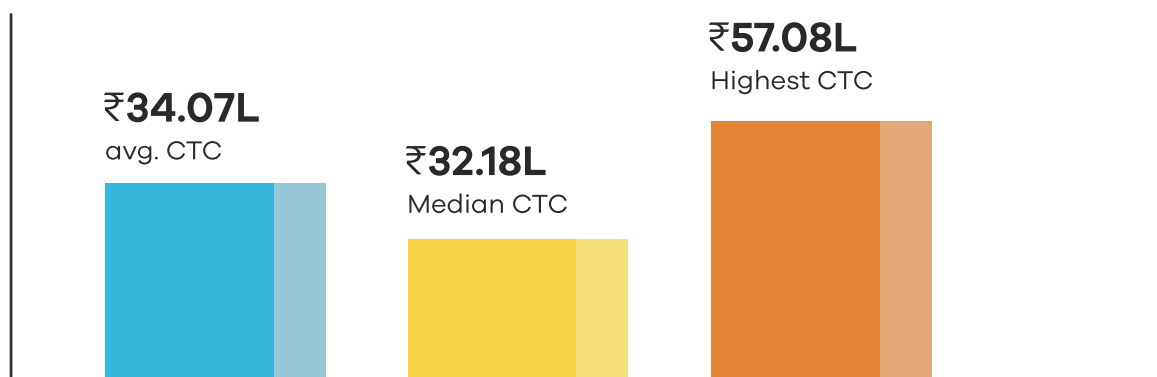
Specialisations



Core credits will be waived for the subjects that students have completed as part of their Undergraduate Programme. As a result students will be spending more credits on their specialised in-depth curriculum.

PGP Placements

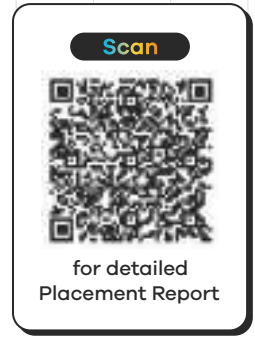
- + Average PGP CTC @ 34.07 lakhs
- + Top Recruiters include Bain, Citi, CISCO, Aditya Birla, Talabat, Google
- + 100% placement rate with roles across Product Management, Consulting, Finance and Founder's Office



Source: PGP Placement Report 2023

Career Pathways

Several journeys await, which path will you take?



1

Job Placement

- + Average PGP CTC at **INR 34.07 Lakhs**
- + 100+ Marquee Recruiters like **Bain, BCG, Microsoft**

2

Entrepreneurship

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

3

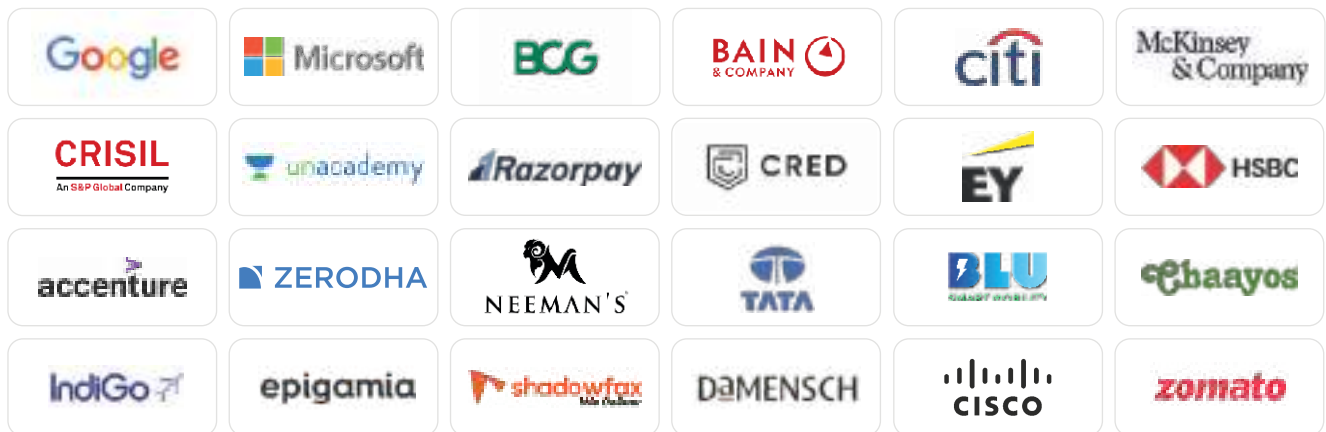
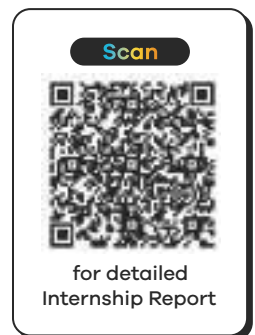
Higher Studies

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

4

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



Student Life

Frequent group events across 20+ student-run clubs maximise peer learning & organisational experiences



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 corporate offices of leading companies like **BCG, Gartner, Samsung,** and more, offering an immersive industry experience.



Residential Facilities

Our state-of-the-art residential facilities provide a vibrant and supportive community where students engage in enriching activities, and build lifelong connections. The residence includes amenities like **cctv, wifi, gym, indoor sports, cafeteria, library** & much more.



A Day in the Life of an Undergraduate Student

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9:00 AM - 10:30 AM	Core Class: Principles of Marketing	Core Class: Fundamentals of Accounting	Core Class: Principles of Marketing	Core Class: Fundamentals of Accounting	Core Class: Introduction to Programming	Dance Workshop: Zumba and Bhangra Fusion
10:45 AM - 12:15 PM	Core Class: Statistics for Business	Core Class: Art of Communication	Core Class: Statistics for Business	Core Class: Art of Communication	Core Class: Managerial Economics	
12:15 PM - 1:00 PM	Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch Break
1:00 PM - 2:45 PM	Core Class: Management Strategy	Core Class: Legalities in Business	Core Class: Management Strategy	Core Class: Introduction to Programming	Core Class: Legalities in Business	Inter-Fraternity Music Competition: Battle of the Bands
2:45 PM - 4:00 PM	Group Project with Learning Team	1:1 Office Hours with Faculty	Academic Open House	Assignment with Course Team	Student Life Open House	
4:00 PM - 5:00 PM	CXO Session: Roundtable with Kavin Bharti Mittal, Founder & CEO, Hike	Career Services Workshop: Resume Building	Skill Workshop: Using Figma and Canva	Coffee Chat with Your Mentor	1:1 Chat with Career Advisor	Coffee Catch-up with Friends
5:00 PM - 7:00 PM	Extracurriculars: Football Match	Extracurriculars: Student Council Meet	Extracurriculars: Career Club Event	Extracurriculars: Fraternity Meet	Extracurriculars: Inter-Frat Competition Practice	Free Time
7:00 PM - 8:00 PM	Dinner in Hostel	Dinner in Hostel	Dinner in Hostel	Dinner in Hostel	Dinner in Hostel	Dinner in Hostel
8:00 PM - 11:00 PM	Study/Community Time in Hostel	Study/Community Time in Hostel	Study/Community Time in Hostel	Study/Community Time in Hostel	Study/Community Time in Hostel	Free Time

● Academics ● Career Services ● Student Life ● Personal Time

**Sample calendar for UG First Year Student*



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 Simulation & Interview

+ 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



Fees

Year	Admission Fee (Non-refundable)	Tuition Fee
 Year 1	INR 1,50,000/-	INR 9,25,500/-
 Year 2		INR 13,28,000/-
 Year 3		INR 13,88,000/-
 Year 4		INR 7,26,500/-
Total	INR 1,50,000/-	INR 43,68,000/-

Hostel Fees

Accommodation Type	Amount
Single Sharing (Per Month)	INR 43,500/-
Twin Sharing (Per Month)	INR 24,500/-
Hostel Security (Refundable)	INR 75,000/-

*The amount mentioned for the hostel does not include electricity charges and taxes

Scholarships

At Masters' Union, we believe that financial constraints should not pose any hindrance to someone's academic aspirations. A large percentage of our students receive scholarships that are offered to deserving individuals who have shown exemplary achievements in any field.

- + **Karthik Ramanna Merit-Based Scholarship**
- + **Rajni Thethi Scholarship for Women**
- + **MU Scholarship for Exceptional Extracurriculars**
- + **Mukund Rajan India-Bound Scholarship**
- + **Narendra Jadhav Diversity Scholarship**
- + **MU Scholarship for Technology Leaders**



HIT DAY IN THE FACE



For any queries, contact

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- ☎ +91 - 7669186660
- 📍 DLF Cyberpark, Gurugram

For more information
on UGTBM, visit



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