PGC BHARAT

A one-of-its-kind immersion led certificate programme crafted by Masters' Union University.



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6 months. A lifetime of impact.



Cities listed are indicative and may change due to unforeseen circumstances*







"How can I leave my mark on the world, I thought, unless I get out there first and see it?"

– PHIL KNIGHT

FOUNDER, NIKE





Travel teaches you.

Travel reshapes how you see the world and yourself.

Travel challenges you, expands perspective, and turns the world into a classroom; sparking growth, adaptability and leadership.





India's first business programme built on immersive learning through real industry ecosystems.

This is PG Certificate Bharat

A better way to learn.

How real-world immersion turns classroom lessons into actionable skills.

PROGRAMME HIGHLIGHTS

- 20 CITIES
- 25+ IMMERSIONS
- 15+ INDUSTRIES
- 30+ CXO & MENTOR SESSIONS
- 7000 KM JOURNEY ACROSS COUNTRY
- ONE-DAY CHALLENGES (ODCs)
- MASTER BUSINESS SKILLS WITH DROPSHIPPING & VIP PRE-SEED CHALLENGE
- CREATE YOUR DIGITAL IDENTITY WITH THE CREATOR CHALLENGE
- MULTI-INDUSTRY PORTFOLIO DEVELOPMENT





BHARAT IS MY CLASSROOM

Your PGC Bharat journey

1

ORIENTATION

Kick off your PGC Bharat journey with sessions focused on skill-building, cultural discovery and peer bonding.

2

TERM 1 (MONTH 1&2) IN CLASS & DROPSHIPPING CHALLENGE

Run a real dropshipping venture while learning business frameworks through Out Class workshops and In Class Sessions, blending practical entrepreneurship with structured insights.

3

TERM 2 (MONTH 3&4) TRAVEL BASED IMMERSIONS + CREATOR CHALLENGE + ODC

Explore 20 cities through 25+ business & cultural immersions and apply your learning through hands-on challenges.

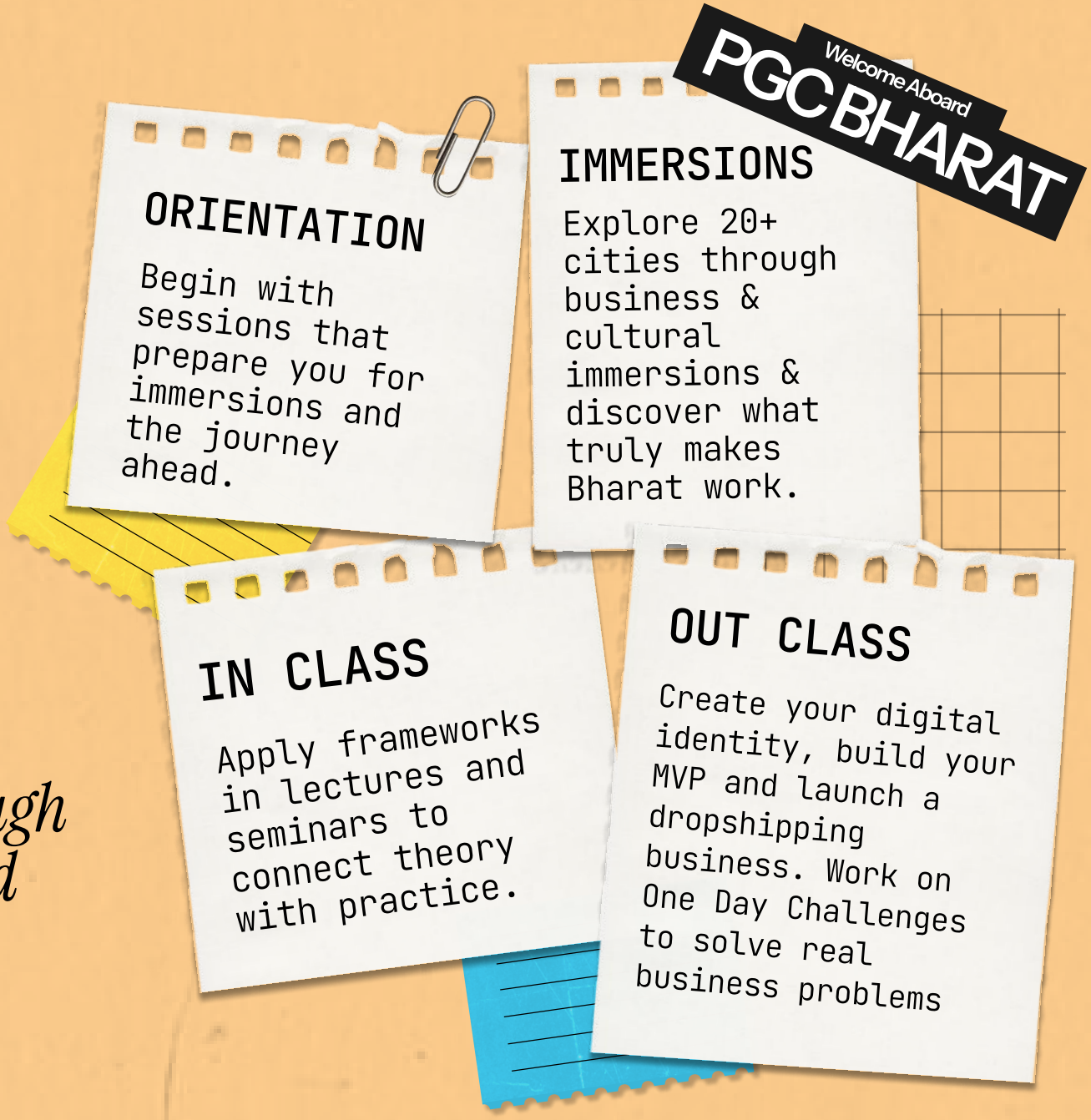
4

TERM 3 (MONTH 5&6) IN CLASS & VENTURE INITIATION PROGRAMME

Students get the opportunity to present their startup idea for pre-seed funding and parallelly, In Class learning blends core courses, workshops, and real-world challenges.

Learning framework

Most learning happens outside the classroom through immersions, complemented by Out Class projects and In Class frameworks.



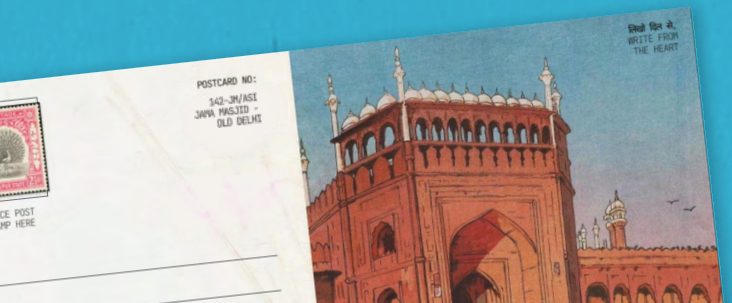




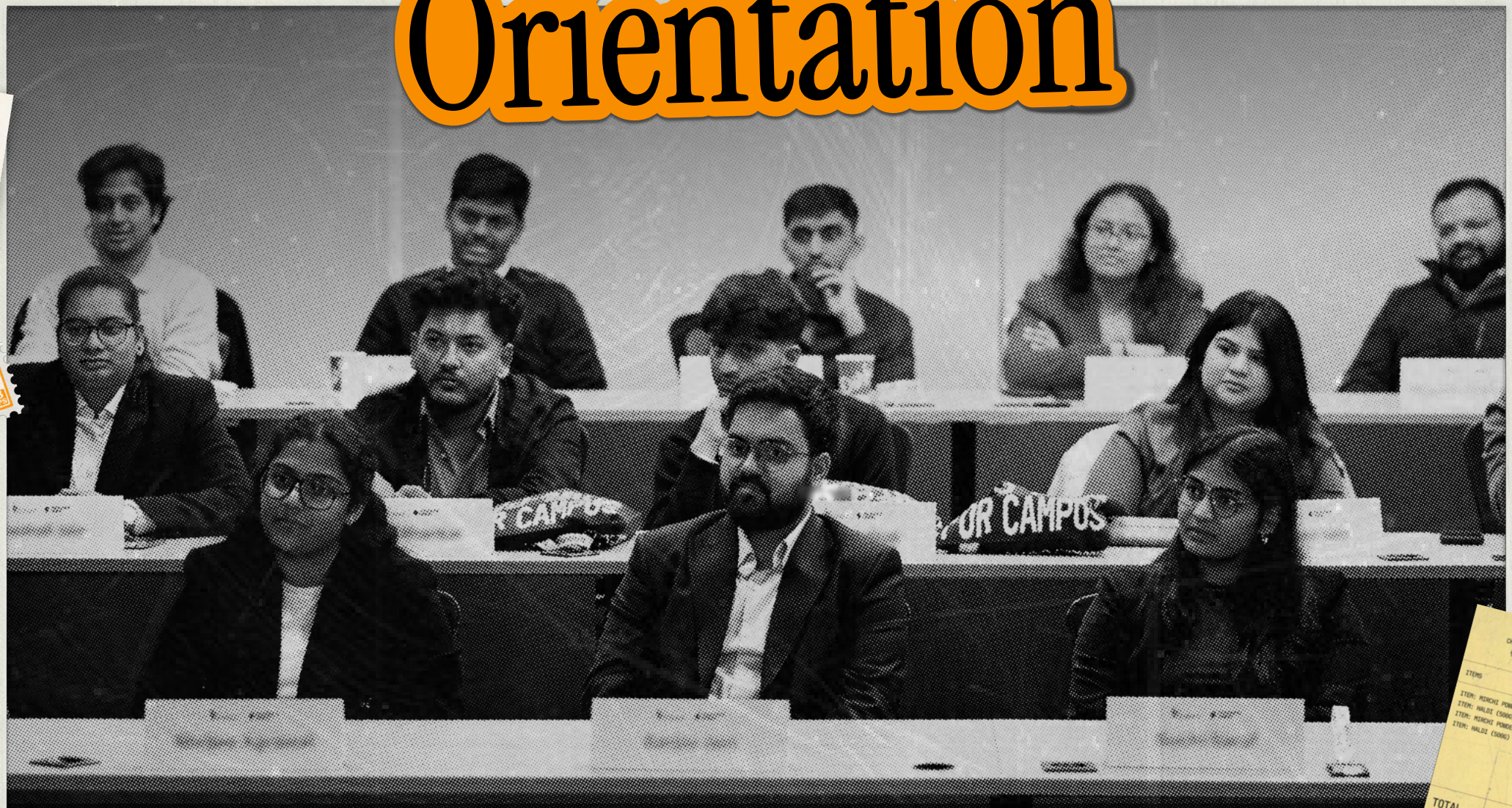


Let's break it down.

AHEAD, A DETAILED LOOK AT EACH LEARNING FRAMEWORK



Orientation



Begin your journey at the **Masters' Union University** Gurugram campus with an **Orientation** designed to prepare you for **immersions, travel** and meaningful interactions with industry **leaders.**

Travel Based Immersions

Welcome Aboard PGC BHARAT



BUSINESS IMMERSIONS

Visit real businesses, understand how they work and translate those insights into action through **One Day Challenges.**

CULTURAL IMMERSIONS

Engage with India's traditions, markets, and communities that shape real-world business.

COHORT-1

Past Immersions Snapshot

For 8 weeks, students travel to new cities, visit top companies, explore industries and cultures.



HUB 1

DELHI NCR

IMMERSIONS:

ADDVERB

Parliament of India

HUB 2

JALANDHAR

IMMERSIONS:

ITC Limited

SONALIKA HEAVY DUTY. JAISE AAP

NIVIA

HUB 3

*JAIPUR

IMMERSIONS:

JAIPUR RUGS

Jal Mahal

Gem Market

Minimalist

HUB 4

MUMBAI

IMMERSIONS:

kotak PRIVATE

MUMBA

Dabbawala

swades FOUNDATION Rural Empowerment

RSVP

Godrej

HUB 5

GOA

IMMERSIONS:

HUB 6

BENGALURU

IMMERSIONS:

HUB 7

DARJEELING

IMMERSIONS:

HUB 8

*KOLKATA

IMMERSIONS:

practical > theory



*THE IMMERSIONS LISTED ARE INDICATIVE OF THE COHORT 1 AND ARE SUBJECT TO CHANGE FOR SUBSEQUENT COHORTS.

*JAIPUR & KOLKATA ARE NEWLY ADDED HUBS FOR THE UPCOMING COHORT, WITH ASSOCIATED COMPANIES AS PROSPECTIVE PARTNERS.


In Class
PLACE POST STAMP HERE
INDIA
3 PS
QUTUB MINAR, DELHI
3 PS

Hybrid In Class sessions held over the weekends anchored by macro questions and core business themes.

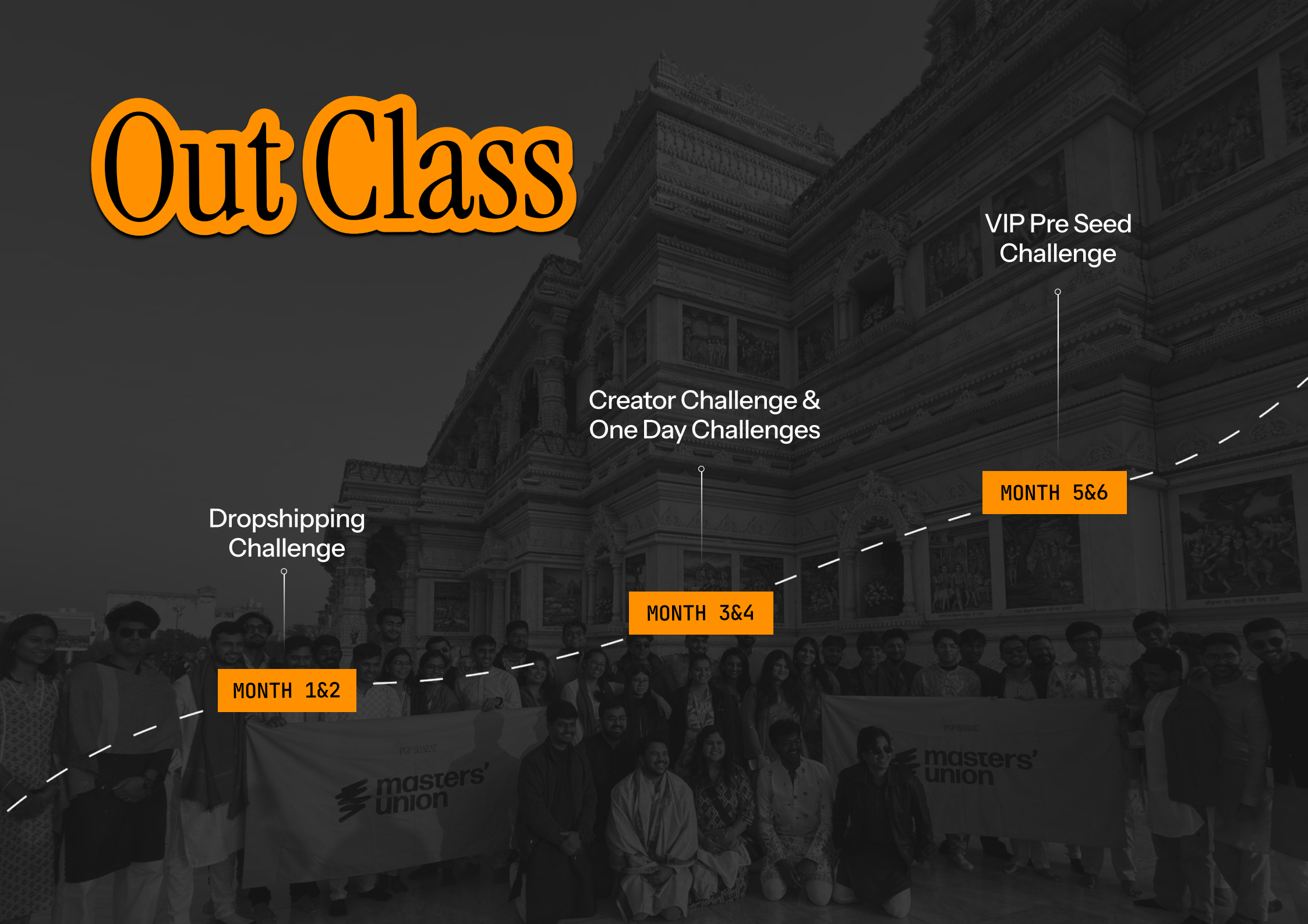
TERM	FOCUS AREA	MACRO QUESTION
1	STRATEGY	HOW CAN ORGANIZATIONS DESIGN STRATEGIES AND DRIVE TRANSFORMATION USING STRUCTURED THINKING AND DATA?
1	MARKETING	HOW CAN A BUSINESS SYSTEMATICALLY ACQUIRE, CONVERT, AND RETAIN THE RIGHT CUSTOMERS
1	OPERATIONS	HOW DO COMPANIES STRUCTURE PROCESSES TO DELIVER SPEED, COST, QUALITY TRADE-OFFS?
1	FINANCE	HOW CAN PROFESSIONALS USE FINANCIAL LANGUAGE TO ASSESS AND COMMUNICATE PERFORMANCE?

TERM	FOCUS AREA	MACRO QUESTION
1	GENERATIVE AI	HOW CAN INDIVIDUALS USE AI TOOLS TO IMPROVE PRODUCTIVITY AND DECISION-MAKING?
3	OPERATIONS	HOW DO OPERATING MODELS OUTPERFORM, AND UNDER WHAT CONTEXTUAL CONDITIONS?
3	FINANCE	HOW DO FINANCIAL PATTERNS SIGNAL SCALABLE, RESILIENT, HIGH-VALUE BUSINESS MODELS?
3	MARKETING	HOW DO GROWTH STRATEGIES GENERALIZE ACROSS CONTEXTS, AND WHERE DO THEY FAIL?

TERM	FOCUS AREA	MACRO QUESTION
3	STRATEGY	HOW DO STRATEGIC ARCHETYPES EMERGE, AND HOW SHOULD FIRMS CHOOSE AMONG THEM?
3	GENERATIVE AI	HOW DOES AI ADOPTION CREATE ADVANTAGE VERSUS PARITY OR WASTED INVESTMENT?






Out Class
Dropshipping Challenge
MONTH 1&2
Creator Challenge & One Day Challenges
MONTH 3&4
VIP Pre Seed Challenge
MONTH 5&6
masters' union
masters' union







1

DROPSHIPPING

Launch an online store, set up suppliers, and test sales strategies in real time.

DROPSHIPPING MELA

Unique Outclass Challenge for students to showcase exclusive products and services of their businesses in the most imaginative and innovative ways possible.

2 CREATOR CHALLENGE

From identifying a content niche to building an audience, students are trained to grow their personal brands on Youtube, Instagram, and LinkedIn.

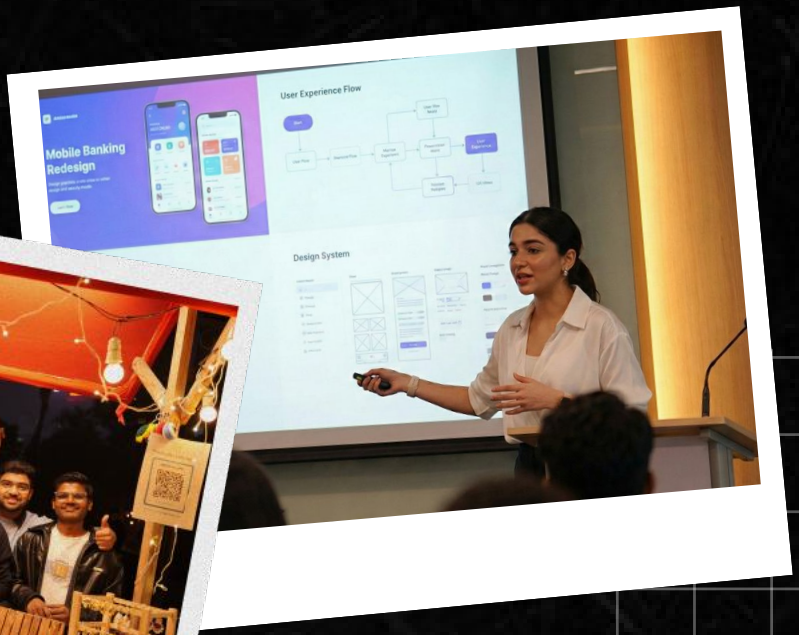




PAST CREATOR CHALLENGES

1. **Food Storytelling:** Create engaging food-focused content that captures the culture and essence of Lucknow through its cuisine. Your content should make the food story interesting, insightful, and culturally rooted.

2. **PGC Bharat Journey Coverage:** Create a video documenting your journey throughout the PGC Bharat programme, the learnings, experiences, cities, people, and moments that shaped your journey.







3

ONE DAY CHALLENGES

One-Day Challenges (ODCs) put students in real-world business situations, building practical skills in problem-solving, decision-making and collaboration.

PAST IMMERSION CHALLENGES

1. Students collaborated in teams to develop strategies on how to premiumise Nivia's brand image, particularly for products like Aura, while retaining the existing brand name.

2. Understand the overall casino economy and track how casino engagement shapes revenue per guest and non-casino spending.

4

VENTURE INITIATION PROGRAMME

With VIP Pre-Seed, gain the opportunity to secure funding for your idea.





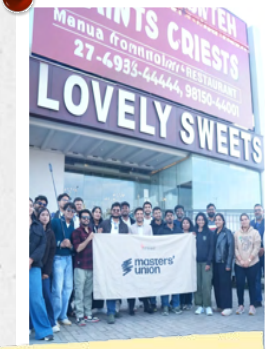
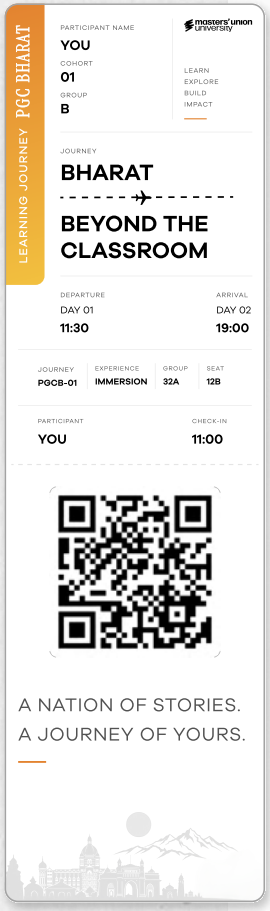
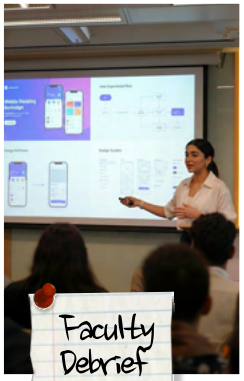
PRE-SEED CHALLENGE

Get the platform to pitch your ideas to investor allies and the Masters' Union Investment Fund, and secure your first pre-seed funding.



What your *Immersion Week* will look like

Immersion weeks blend learning, projects, networking, and reflection.

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6-7
 Academic Workshop	 Business Immersion	 Business Immersion	 Business Immersion	 Cultural Immersion	
 One Day Challenge	 CXO Session	 Faculty Debrief	 Reflection Session	 Creator Challenge	

The weekly calendar is for representation purposes only. The actual schedule may vary across hubs.

A Day in the Immersion

The combination of activities may vary for each immersion, depending on the hub and the nature of the on-ground experience.

Business Site Visit

Real-world Exposure

CXO Session

Leadership Insights

On Ground Q&A

Interactive Learning

Reflection Session

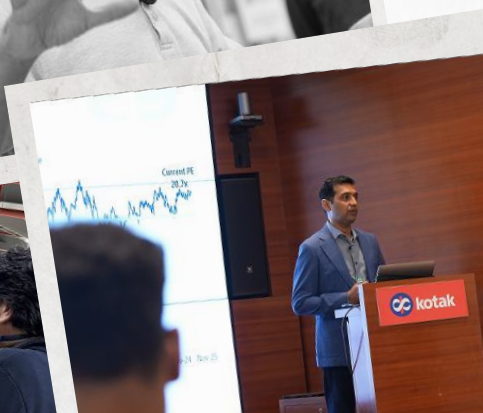
Deep Thinking











Faculty

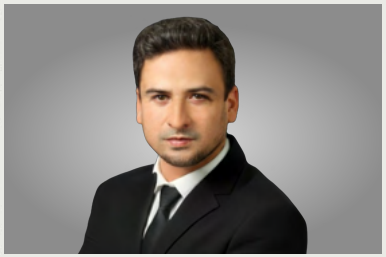
Guided by educators, thinkers and industry pioneers.



Mr. Manoj Kohli
Former CEO
airtel



Dr. Nandini Seth
PhD, IIM Bangalore
IIMB
तेजस्वि नावधीतमस्तु



Saurabh Sengupta
Ex- Senior Vice President
zomato



Sanjeev Bhasin
Former Director
IIFL FINANCE



Dr. Bhupesh Manoharan
PhD, IIM Calcutta
INDIAN INSTITUTE OF MANAGEMENT CALCUTTA



Rajat Mathur
Former Managing Director
Morgan Stanley



Rajiv Gupta
Ex- Vice President, Sales & Marketing
HONDA

Your Next Big Move

1

MILLION-DOLLAR PORTFOLIO

Build a powerful cross-industry portfolio through hands-on challenges across industries, markets, factories and boardrooms.

2

YOUR OWN CONTENT IDENTITY

Share your ideas through video, audio, or writing—from podcasts and vlogs to becoming a LinkedIn Top Voice.

3

YOUR DROPSHIPPING VENTURE

Source winning products, build websites, run ads, manage logistics, and compete for real revenue.

4

VENTURE INITIATION PROGRAMME

With VIP Pre-Seed, students get an opportunity to present their startup idea and secure funding.

Join The Cohort

Travel, grow, and build with a dynamic peer group - sharpening your skills through experiential learning.

1

ONLINE APPLICATION

Apply online.
Just tell us who you are and why PGC Bharat.

2

INTERVIEW WITH INDUSTRY & ACADEMIC EXPERTS

No panels. No committees. Just you and a leader who's built real businesses.

3

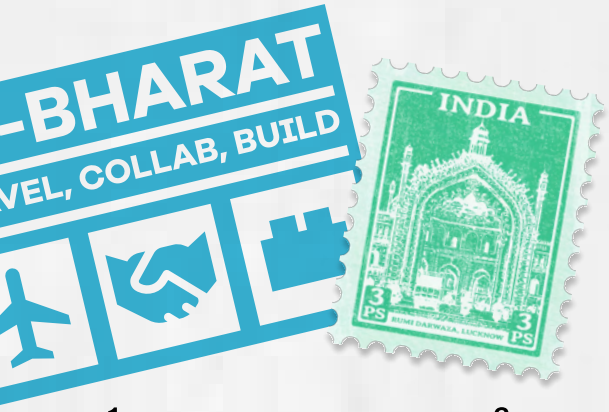
DECISIONS MADE ON A ROLLING BASIS

We move fast. Exceptional talent doesn't wait - and neither do we.



Scholarships

Named after iconic Indian trains, each scholarship supports a different kind of journey whether of need, grit, brilliance, or creativity.



1

THE UDAY EXPRESS GRANT

For students with strong potential and limited means.

2

THE SAMTA EXPRESS FELLOWSHIP

For the diverse, remote and underrepresented.

3

THE PALACE ON WHEELS FELLOWSHIP

For creatives, storytellers, and cultural entrepreneurs.

4

THE DURONTO FELLOWSHIP

For the fearless builders and founders.

5

THE VANDE BHARAT SCHOLAR

For academically exceptional minds shaping the future.

The Masters' Union Story.

Building a world-class business school that stays in India.

At Masters' Union University, we believe in learning business by doing business. Through collaboration of industry experts and academic leaders, we aim to revolutionise business education with a tech-centric and industry-driven approach.







FOUNDER'S NOTE

When I started Masters' Union, I had one mission: create the school that keeps India's talent at home while preparing them to compete globally. A place where learning is messy, real, and transformative. Where you don't just study success-you create it.

Prathamy Mittal

What Are You Waiting For? RSVP.

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