masters' union university

PGC BHARAT

Curriculum





TERM 1
In-Class Sessions



TERM 2
Immersions





TERM 1

In Class Sessions



Build the Foundation

*Develop **analytical frameworks, business vocabulary** and **conceptual thinking** through structured **In Class sessions and Case Discussions.***

TERM 1 — IN CLASS SESSIONS			
Subject	**Macro Question**	**Hours**	**Credits**
Operations	How do companies structure processes to deliver speed, cost, quality trade-offs?"	20	2
Strategy	How can organizations design strategies and drive transformation using structured thinking and data?	20	2
Marketing	How can a business systematically acquire, convert, and retain the right customers?	20	2
Finance	How can professionals use financial language to assess and communicate performance?	10	1
Generative AI	How can individuals use AI tools to improve productivity and decision-making?	20	2
Preparation	Prep for Immersions & ODC: How can individuals structure problems and present clear, actionable business solutions?	10	1





Also gain **hands-on experience** by building and managing a **dropshipping business.**

TERM 2

Immersions

Take it to the Real World

Travel across various hubs, *with each company visit anchored to a* ***business function*** *carried forward from Term 1.*



Apply your learning by solving real **business problems** through **hands-on challenges.**

What your Immersion Week will look like



Immersion weeks blend learning, projects, networking and reflection.

DAY 1





DAY 2





DAY 3





DAY 4



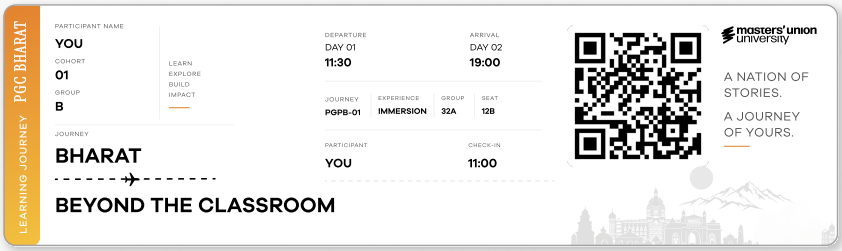


DAY 5





DAY 6-7



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













TERM 3

In Class Sessions

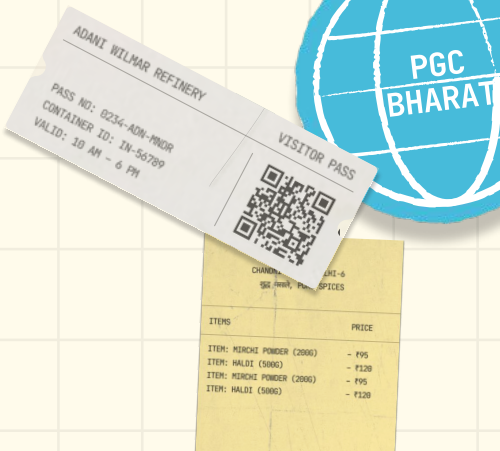


Apply & Build

Term 3 revisits each ***business function*** *at a higher level of complexity, asking how these domains scale, fail, and create or destroy value in real markets.*

TERM 3 — IN CLASS SESSIONS			
Subject	**Macro Question**	**Hours**	**Credits**
Operations	How do operating models outperform, and under what contextual conditions?	20	2
Strategy	How do strategic archetypes emerge, and how should firms choose among them?	20	2
Marketing	How do growth strategies generalize across contexts, and where do they fail?	20	2
Finance	How do financial patterns signal scalable, resilient, high-value business models?	10	1
Generative AI	How does AI adoption create advantage versus parity or wasted investment?	20	2



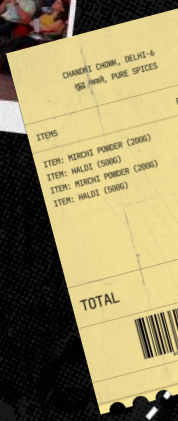


Also get the opportunity to present their **startup idea** for **pre-seed funding**

Out Class Journey









MONTH 1&2

Dropshipping Challenge

Students target ₹1Cr+ revenue via eCommerce on Amazon, Blinkit & own sites.

MONTH 3&4

Creator Challenge

Build your personal brand while traveling and documenting your learning journey across India.

One Day Challenge

Students take on a real business problem every week with ODCs across the programme.

MONTH 5&6

VIP Pre Seed Challenge

Validate and present your startup idea to fight for a pre-seed funding.



Out Class (Month 1-6)



*Go beyond classrooms with **hands-on challenges** like the **Dropshipping Business, Creator Challenge and VIP Pre-Seed.***

Term 1	
Out Class	**Workshop**
Dropshipping	Dropshipping Launch - Sourcing, Selection of products, Inventory management
Dropshipping	Building your store - Shopify + Amazon + Flipkart (Handson)
Dropshipping	Mastering Ads for selected products
Dropshipping	Overseas dropshipping business - Expand your business globally
Dropshipping	Dropshipping Mela

Term 2	
Out Class	**Workshop**
Creator Challenge	• Define your content niche with clarity • Understand what drives audience attention and engagement • Learn how to position yourself in a crowded space • Identify your unique angle - what only you can say

Creator Challenge	• Build a platform-specific content strategy (Instagram, YouTube, LinkedIn) • Understand the difference between trend-led and evergreen content • Create a content calendar that is sustainable, not just ambitious • Learn how storytelling structures make content more shareable
Creator Challenge	• Write a tight script: hook, body, and CTA structure • Shoot professional-quality video on a smartphone • Understand lighting, framing, and audio basics • Edit using tools: CapCut, InShot, Adobe Premiere Rush • Add captions, transitions, and pacing with intent
Creator Challenge	• How platform algorithms decide what gets shown and to whom • Best posting times, frequency, and engagement triggers • Hashtag strategy, SEO for YouTube, and blog discoverability • Collaboration and shoutout mechanics • Guest sessions: real creators share what worked and failed
Creator Challenge	• One piece of content, multiple formats • How to adapt a long-form video into Shorts, Reels, and a LinkedIn post • Platform tone and format differences: TikTok vs LinkedIn vs Twitter • Build a repurposing system so you never start from scratch
Creator Challenge	• AI for ideation: ChatGPT, Jasper — prompts that actually work • Scheduling tools: Buffer, Later - set it and track it • Analytics: what metrics actually matter vs vanity metrics • Design and organisation: Canva, Notion for creators • Build a lightweight creator tech stack
Creator Challenge	• Revenue streams: brand deals, affiliate, merch, digital products, courses, subscriptions • How to build and pitch a media kit • Pricing your collaborations, what to charge and when • Negotiation basics: how to get paid what you're worth

Creator Challenge	• How to handle online backlash, trolling, and viral negativity • What ethical sponsorships look like - what to accept and what to decline • Transparency norms: disclosure, authenticity, and trust • Protecting your reputation as your audience grows

Term 3	
Out Class	**Workshop**
VIP Pre seed challenge	How to break myths about entrepreneurship?
VIP Pre seed challenge	How to accept/reject Ideas to work upon?
VIP Pre seed challenge	How to select your co-founders?
VIP Pre seed challenge	How to conduct a MOM test?
VIP Pre seed challenge	How to talk to customers?
VIP Pre seed challenge	Idea & Deck Validation Mixer with Founder, VCs and Alumni
VIP Pre seed challenge	Preliminary Demo Day with Founders
VIP Pre seed challenge	Pre-Seed Demo Day







