

Summer Skills Week

Profile Building Programme for **Grades 8-12**



Dates: 03rd - 07th June



Venue: Masters' Union campus, Gurugram



Trusted by *Top Schools*



All About *The Summer Skills Week*

Masters' Union's Summer Skills Week is a **profile-building programme for Grades 8-12**. Within a week, students **build an app, create a viral marketing campaign, decode the stock market & compete in a corporate MUN** - judged by industry leaders from **Noise, Microsoft & more**.

5 Days, 5 Skills for Students to Learn

1 App Designing Design app & website MVPs that enhance user experience using Canva AI	2 Social Media Marketing Decode ad virality by building digital marketing campaign with profitable strategy	3 Stock Market & Investment Learn about stocks, IPOs, and trading along with investor psychology	4 AI in Action Get mentorship on AI tools like Lovable and other no-code platforms	5 Quick Commerce Case Challenge Tackle 80+ business crises in a live simulation by building growth framework
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What to *Expect* ?

- Increase college selection chances with **LOR and industry-recognized certification**
- Adopt a **high-ownership and strategic mindset**, like a CEO
- Stay ahead of your peers with **AI Mastery across business disciplines**
- **Network with industry leaders** from renowned brands
- Get early access to **Masters' Union incubator**

Meet Your *Leaders*



Swati Ganeti

MD, Masters' Union | Co-Chair, CII



Priyank Jain

Co-Founder, SoupX



Abhay Middha

Founder & CEO, Livit



Gaurav Mehta

Ex-Chief Marketing Officer



Juhi Dugar

Investment Associate



Day-wise Programme Flow

Day
01

Creating Stellar App & Website



- Master design principles and UI/UX fundamentals to build **app & website**
- Design Swiggy-like app screens and an interactive website using **Canva AI**
- Build your own **MVP** with no-coding platforms in a single day



Social Media Marketing

- Learn marketing basics, customer acquisition & **funnel-focused campaign creation**
- Create viral social media campaigns like CocaCola & Nike using **Copy.ai and Figma AI**
- Learn how to run and track **Meta Ads & Youtube Ads**

Day
02

Day
03

Stock Market & Investing



- Understand investment fundamentals & stock trading using **Investopedia**
- Spot trends and analyse competitors using **AI Investment tools**
- Learn stock market decision-making via **live trading simulation**



AI in Action

- Learn the fundamentals of app development using **Lovable** in various disciplines
- **Integrate AI and automate tasks** on your app & website using AI
- Prepare a persuasive **Proposal using AI tools** for your high-calibre ideas

Day
04

Day
05

Quick Commerce Case Challenge



- Join the MUN-inspired corporate simulation & play the **CXO** roles of 80+ brands like **Blinkit, Zepto & more**
- **Debate live business crises**, craft policy arguments and execute strategic pivots
- Make high-stakes decisions judged by **industry leaders from Bain, Noise, and more**



Hear from *The Parents*



Puneet Wadhwa, Country Head and Director at Hatch

"The programme was managed so smoothly from start to finish, and our daughter not only learned a lot but is now applying those lessons in school and beyond."



Dinesh Dabas, Manager at Auxein

"My child gained confidence, new skills, and felt safe throughout. It was a truly enriching experience, we absolutely loved it."




Registration Info:


Individual Registration: ₹44,999


Team Registration: ₹34,999 per person (minimum 4 members team)

- + **Date** : 03rd - 07th June
- + **Time** : 9:00 AM - 4:00 PM

 <https://mastersunion.org/events/summerskillsweek>

 Email: challenge@mastersunion.org

 Contact: +91 9355926490

 Tap to join the [@u18.club](#) Instagram



Scan or tap **here** to register