



MASTERS' UNION

MASTERS' UNION X TBRG

# NextGen Summer Skills Week

Learn **New-Age Skills** such as:

- Digital Marketing
- Financial Investing
- Artificial Intelligence
- App Design
- Entrepreneurship

**FOR GRADES IX-XII**

**Date: 24th to 28th June, 2024**

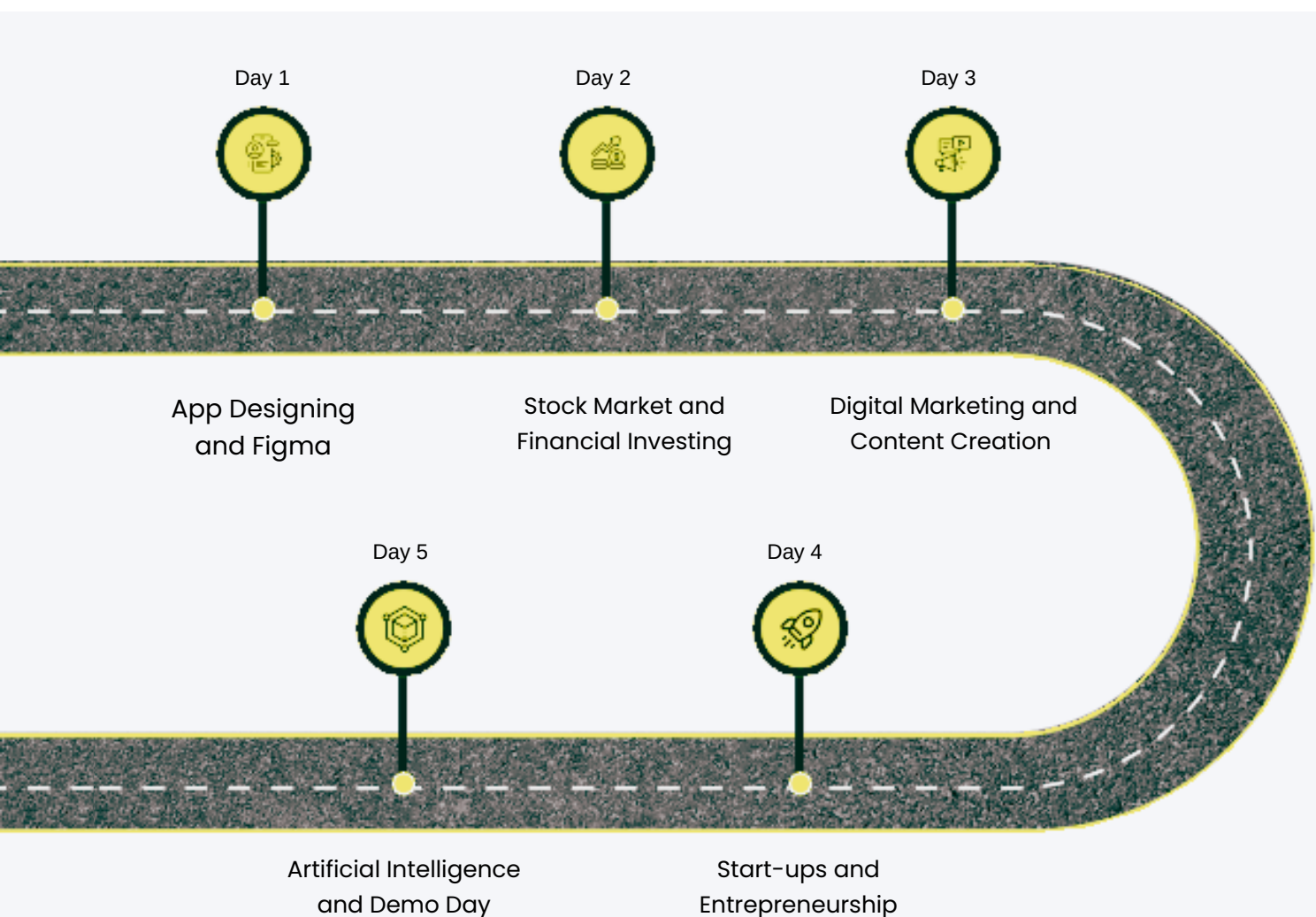
**Location: Masters' Union Campus, Gurugram**

# ABOUT MASTERS' UNION X BRG

## NextGen Summer Skills Week

NextGen Summer Skills Week is a highly immersive 5-day experience that provides students with a comprehensive understanding of new-age skills such as **Digital Marketing**, **Financial Investing**, **Artificial Intelligence**, **Entrepreneurship** and **App design**.

The program aims to inspire and guide young minds by providing them with hands-on experience in building a startup and mentorship from **senior Industry Leaders**.



**Planning to attend with a group of three or more?**

Reach out to us at **+91 93104 50013** to discover special offers!

## MODULE 1: APP DESIGNING AND FIGMA

- Understand the important design principles with examples
- Psychology of colours, fonts and layouts in web and app design
- Create web and app designs using Figma tools and templates
- What makes an app experience user-friendly?
- Design an App using Figma
- Compete to win “The Most User Friendly App” Award

**Design challenge:** The student will be presented with a stimulating opportunity to engage in APP UI Design using Figma

## MODULE 2: STOCK MARKET AND FINANCIAL INVESTING

- Basics of stock market and investing
- Analysing risk vs reward trade-offs
- Evaluate a company's financial health
- Learn key metrics such as P/E Ratio, EPS, ROI etc.
- Apply your learnings to a simulated stock market
- Compete for highest return on your investments

**Investment Challenge:** Each student will receive stocks valued at 10 lakh rupees, which they will use to trade on Stockgro, a virtual trading platform.

## MODULE 3: DIGITAL MARKETING AND CONTENT CREATION

- Tips and tricks to optimize your social media presence
- Learn to create engaging content that builds followership
- Art of developing engaging content - scriptwriting, shooting and editing
- Tools and strategies to increase your reach including paid advertisements
- Create a viral marketing campaign.
- Compete in teams to win a gift hamper.

**Advertisement Challenge:** The student will face the challenge of developing a viral marketing campaign, to be presented either in the form of a theatrical play or a YouTube video.





## MODULE 4: START-UPS AND ENTREPRENEURSHIP

- Understanding market size, revenue model and various costs
- Identifying the Big Idea – Which problem is worth solving?
- Entrepreneurship: Creating the Right Solution
- Generate customer insights to create the right solution
- Marketing strategies to target prospective customers
- Startup Workshop
- Craft a Perfect Pitch Deck for the Investors
- Work in teams to get an investment cheque from the jury
- **Idea validation and Build a Pitch Deck Workshop** (students build their own with help of mentors)

## MODULE 5: ARTIFICIAL INTELLIGENCE AND DEMO DAY

- How AI is changing the world
- Learn the best tools to accelerate your startup work
- Pitch practice with your team for the Demo Day Event
- Demo Day Event
- Pitch your startup to the Investors and compete with other startups in front of a live audience
- **Complete the Pitch Deck Workshop** (students build on their own with help of mentors)





# KNOW YOUR MENTORS



**Naveen Balaji**  
Ex- Microsoft and Zomato



**Lyka Shah**  
True Beacon | HDFC Bank |  
HSBC



**Tarun Malik**  
Co-Founder InterviewClub | Microsoft |  
Harvard Business School Alum



**Rajat Kumar**  
Partner - RevX Capital, Ex - VP  
Snapdeal, Wharton MBA



**Sumit Singh**  
Co-Founder - Interview Club, Ex -  
Principal PM Microsoft



**Nikhil Gaur**  
Founder HiveSchool



## Cost and Logistics

**Fee INR 40,000 + GST**

 **Early Bird Fee INR 35,000 + 18%GST**  
**Early Bird Deadline: 31st March 2024**



**Scan to apply!**  
**Scan to know more!**

- Students will be required to be on campus from 9:00 AM to 6:00 PM
- Breakfast and Lunch costs are included in the fee.
- Paid residential facilities are available. Arrangements can be made on chargeable basis (INR 3,000/- per night for double sharing room including transportation from the hotel to the venue and back + dinner).

## Student Takeaways

- On Completion, students get a **Completion Certificate** from The Masters' Union and The Big Red Group.
- Opportunity to get a **Letter of Recommendation** from the Best of Industry Leaders.

**Have any Questions? Talk to our Expert: +91 93104 50013**





# The Big Red Group

## Taking Education Beyond The Classroom

The Big Red Group stands at the forefront of educational innovation, specializing in curating and delivering short-term, skill-based workshops for high school students around the world.

Collaborating with esteemed professors and industry leaders from prestigious institutions such as **Harvard, Stanford, Yale, and MIT**, and renowned organizations like **Microsoft, Google, and Uber**, we are dedicated to empowering the next generation with unparalleled experiential learning opportunities.

**15K+**

Students mentored

**200+**

Workshops delivered

**10+**

Countries



# What is Masters' Union?

Masters' Union is a premium business school based in DLF Cyberpark, the business district of Gurugram. It was founded in 2020 with the philosophy of hands-on learning where students **learn business by running a business**. The leadership behind Masters' Union consists of graduates from Stanford, Wharton, IITs, and IIMs. Unlike traditional B- schools, the faculty at Masters' Union comprises **MDs, CEOs, and CXOs** from companies such as **Amazon, Apple, IBM, McKinsey, and KPMG**. Additionally, the institute also brings in faculty from the world's top-ranked universities such as **Oxford & Harvard**.

The **Undergraduate Programme at Masters' Union** is India's first 4-year UG Programme in Technology and Business Management where students are groomed to become the business leaders of tomorrow.



**Learn from 200+ CXOs and MDs from Amazon, Apple, IBM etc.**

**Build a Start-up, Shadow a CEO, Go Abroad and Do Year Long Internship**



**Develop 8+ new-age skills across Digital Marketing, Entrepreneurship, Data Analytics, Product management etc.**



Scan for more details



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