



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

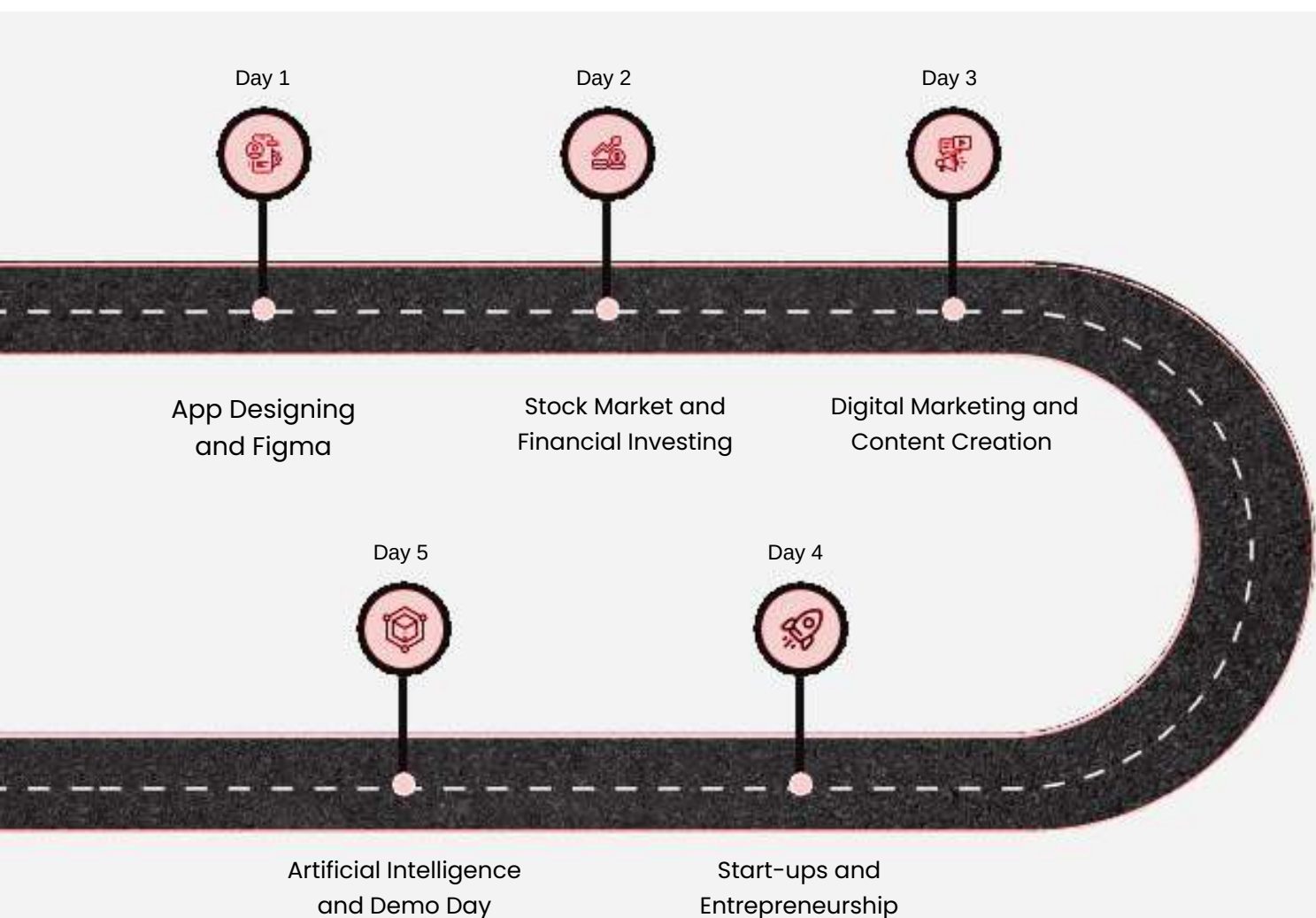
Location: Masters' Union Campus, Gurugram

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 a food ordering App for pizza hut using figma
- Compete to win “The Most User Friendly App” Award by Pizza Hut

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

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 for.
- Compete in teams to win a gift hamper from.

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 a investment cheque from the jury

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 live audience



Cost and Logistics

Fee INR 40,000 + GST

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

- Students will be required to be on campus from 9:00 AM to 6:00 PM
- Lunch costs are included in the fee.
- We will not be providing residential facilities to students. However, arrangements can be made on a chargeable basis (INR 3,000/- per night for double sharing with dinner and transport included).

Apply Now!



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.

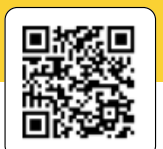


Learn from 200+ CXOs and MDs from Amazon, Apple, IBM etc.

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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