



SCALER
SCHOOL OF
BUSINESS

PGP-MT
(PGP in Mgmt
and Tech)



India's only B-School
Designed by Leaders Who Have
Run Large Scale Businesses

Director's Desk

Anshuman Singh

Co-founder, Scaler

(\$700 Million Company)

Ex-Tech Lead, Facebook Messenger

Set up Facebook's London Office



India's business landscape is experiencing a seismic shift. **Technological advancements & integrations**, initiatives like '**Make in India**' and **increased startup funding** have transformed how Indians approach business.

Today technology is no longer an afterthought, it is a critical element for the survival of a business.

However, traditional B-schools need to prepare graduates to meet the challenges of the modern business world. There's a substantial gap between what conventional business programs teach and the skills needed to thrive in this tech-powered business landscape. A **2020 India Skill Report** shows that **only 46.59%** of students have enough professional skills to get hired.

There is a need for a Business program that integrates management and technology, narrows the skill gap, and aims to align educational outcomes with the demands of today's workplace. After months of research and gauging the current industry needs, we've designed a program that delivers just that.

Through **Scaler School of Business**, we are launching a one-of-a-kind **PG Program in Management & Technology**, 18 months long, full-time, and on campus. The PG Program in Mgmt and Tech places a premium on **practical and experiential learning**, through **company-sourced projects, immersive case studies, and direct engagement with industry leaders**. Our students will gain invaluable experience that transcends the confines of the classroom, leaving no stone unturned and no business fundamentals unlearned. Clubbed with our comprehensive, opt-in residential services, this program is the lever that you need to pull to become a sought-after leader!

At Scaler, we're not creating followers; we're nurturing leaders who will shape the future of business.

Welcome to the era of innovation and new-age business education!



Anshuman Singh

The Need for an Industry-focused B-school in Today's India

The world of business is revolutionising faster than before. The present times have signalled a clear shift powered by tech advancements like AI, ML, Blockchain and more. Hence, the future of work demands a **tech-savvy workforce**. A McKinsey report estimates that **375M*** global workers will need to adapt to **AI and automation** by **2030**. India will face an even **steeper challenge** based on how organisations adapt and adopt the change.

Early business education began with foundational subjects like maths and economics to equip students with core business understanding. Over time, with the industry's growing needs, it expanded to functions like marketing, finance, and operations. Today, however, the focus has shifted towards **industry-specific skills** and integrating **technology into business** strategy.

2024 demands an educational approach that is **practical-first, tech elevated** and goes **beyond the traditional**. Moreover, a survey by **GMAC** emphasises how 'soft skills' like the ability to adapt to technological shifts and strategic thinking will be valued more over traditional business knowledge.

With **10M new jobs*** projected **by 2027** in India, we aim to equip future leaders with the skills to thrive in this digital era. Our **PG Program in Mgmt. & Tech** focuses on empowering students through practical skills & equipping them with tech.

Welcome to Scaler School of Business

Our PG Program in Management and Technology emphasises **hands-on learning** along with traditional lectures. Delivered by industry leaders with decades of experience in building & scaling businesses from ground zero, this program **truly mirrors the reality of new-age companies**. From industry-preferred skills to real-world metrics, each aspect of the program echoes the sound of modernisation.



Duration

18-month PG Program with 3-months compulsory internship



Eligibility

Bachelor's degree with a minimum of 1 year of work experience

(Freshers are welcome to apply as well)



Campus Location

Opt-in residential situated in the heart of India's Silicon Valley-Bengaluru



Selective Admissions

Looking for the top 2% of exceptional candidates

Expertise that Delivers: Scaler's Proven Track Record

Our Alumni Work at*



₹ 900 CR

Salary created
for Scaler
graduates in
the last 4 yrs

amazon

Hired more Scaler
graduates than all
the IITs combined
in 2022

3700+

Learners
placed at
top tech
companies

₹ 1.7 CR

Highest salary,
21.6 LPA
average salary
of learners

*Verified by , the data is explicitly from Scaler's working professionals' course

Supported & Mentored By India's Top Business Leaders



Rajan Anandan

Ex-VP SEA, 



Binny Bansal

Co-Founder, 



Deepinder Goyal

Co-Founder, 



Apurva Dalal

Engineering Lead
Ex-



Kunal Shah

Co-Founder, 



Amrish Rau

CEO, 



Prasanna Sankar

Co-Founder, 



Vijay Shekhar
Sharma

Founder, 

and 100+ industry leaders

Built on 4 Pillars of Doing Business in this Decade:



Project Evaluation by Industry Leaders

Get practical feedback from experts who have built business empires from scratch



Solidify Your Professional Profile

Strengthen your resume through company-sourced projects & a 3-month internship



Be 10x Better With AI & Tech

Learn AI tools and tech from the sharpest minds at Scaler to manage your work like a pro



Build Your MVP with Innovation Lab

Leverage tech resources at **Scaler's Tech Innovation Lab** to give wings to your ideas

A Curriculum that Mirrors Complexities of Today's Businesses

Our curriculum is designed by seasoned business veterans who have run large-scale businesses. From experiential learning that focuses on immersive projects sourced directly from Fortune 500 companies to merging theoretical rigour with practical application, our modules prepare students to be workplace-ready.

Phase 1

Solidify your base by learning core business principles like finance, accounting, business strategy and more.

Phase 2

Acquire functional, industry-preferred skills through real-world projects & choose your specialisation(s) from 4 main verticals.

Phase 3

Apply your new learning to the 3-month mandatory internship that will further strengthen your core.

Phase 4

Learn strategies and models for driving digital innovation in sectors like HealthTech, SaaS and GenAI frontiers.

Phase 1

Core Business Fundamentals | 6 Months

Trimester	Learning	Execution
Trimester 1 Core Business Skills	Financial Accounting Marketing Strategies Managerial Economics Sales Strategies Business Strategy	Business Performance Optimisation
Trimester 2 Core Business Skills	Global Economics Business Statistics Marketing Decision Making Financial Modelling Managerial Accounting Operations Management	Hackathon: Strategy Consulting
Trimester 3 Core Business Skills	Venture Capital, PE, and Angel Investing Organisational Behavior Business Strategy Frameworks	Strategic Investment Analysis
Marketing	Marketing in the Digital Age	New Product Launch Campaign
	Advanced Operations Management	Process Improvement Initiative

Trimester	Learning	Execution
Finance	Corporate Finance Financial Risk Management	Financial Health Assessment and Action Plan
	Strategies for the Digital Economy	Competitive Landscape Analysis

Phase 2

Functional Specialisation | 6 Months

Trimester	Learning	Execution
Trimester 4 Core Business Skills	Supply Chain Management Data-Driven Decision Making Building & Sustaining Brand Equity Product Management Basics	The Big Brand Story: A Data-Driven Approach
	Personal Finance & Investment Options & Futures Trading Mergers & Acquisition Going Public & Going Private	Portfolio Optimisation Challenge

Trimester	Learning	Execution
Finance	Financial Markets Real Estate Finance International Finance	
	Managing Services in the Digital World Operating a Platform Product Operating a Logistics Product Sustainable Operations Project Management Quality Mgmt. & Lean Operations	E-commerce Operations Transformation
Operations		
	Corporate Development Corporate Governance Change Management Global Strategic Management Pricing Strategies Corporate Restructuring and Transformation Strategic Innovation Mangement	Strategy Bootcamp - Emerging Tech
Marketing		
	Global Marketing Strategies Advanced Market Analysis Digital & Social Media Strategies	Market Basket Analysis for Retail Chain

Trimester	Learning	Execution
Marketing	Rural Market Penetration B2B Marketing Consumer Insights & Trends	
	Interview Readiness for Domain-specific Roles	Interview Mastery Bootcamp
Trimester 5 Industry Immersion	Internships Phase	3-month Mandatory Internship
Trimester 6 Industry Specialisations	User Funnels - New/Retained Applications of GenAI in Business HealthTech FinTech EdTech SaaS GenAI Frontiers Blockchain & Web3	Build an AI Tool from Scratch

Designed by Industry Pioneers with Unparalleled Expertise

Gain real-world knowledge directly from business experts, who have been there and done that.



Bhavik Rathod

President, Scaler School
Ex-CEO, Uber

He made Uber rule the roads of India and converted the business into a billion-dollar revenue powerhouse through his strategic insights and leadership qualities.



Manish Pansari

Operations Leader, Scaler
Ex-CXO & Head of Ops,  Myntra

Manish transformed Myntra into a \$400 million e-commerce giant, bringing deep knowledge of growth strategies and customer engagement.



Vudit Jain

Strategy Leader, Scaler
Ex-Engagement Leader, McKinsey&Company

Having led teams at McKinsey and Mobile Premier League (MPL), Vudit's analytical approach redefines strategic excellence.

Their combined knowledge of **scaling, optimising, and managing** some of India's most successful businesses ensures the curriculum is relevant and dynamic.

Real-world Projects. Real-world Feedback.

Student assignments will undergo critical evaluation by **seasoned experts and CXOs**, guaranteeing that feedback is rooted in real-world applicability.

1

Product Launch GTM

Ideate, build and pitch detailed, go-to-market plans to learn how to launch new products in the market and drive demand.

2

Business Strategy

Tackle a diverse range of initiatives, including streamlining supply chains, diversifying product portfolios and improving customer engagement cycles.

3

Product Management

Work on research-backed solutions for challenges like enhancing UI for mobile apps, refining SaaS products and building product roadmaps for integrating AI.

4

Venture Capital

From presenting innovative FinTech solutions to outlining a B2B SaaS platform's growth strategy, students will propose scalable app solutions to venture capitalists.

Such **1:1 engagement** with **CXOs, COOs and seasoned professionals** refines students' strategic thinking abilities and establishes whether their learnings fit today's needs.

Sneak Peek into Scaler's Tech Innovation Lab

The innovation lab is a dynamic, collaborative space where students from Scaler School of Technology and Scaler School of Business come together to build products that merge practical business models with technological ingenuity.

Here, aspiring engineers and business leaders-in-the-making, join hands to create **Minimum Viable Products (MVPs)**, refine prototypes, and conduct user testing. This unique environment enables students to leverage their diverse skills, blending tech with strategic insights to bring need-based products to life.

For instance, our 1st-year engineering students worked on VR ideas for **Urban Company** using VisionPro. The lab now awaits business intervention to elevate its project!



Put Your Business Theories to the Lab Test

Robotics Lab

Explore automation, mechanics, and control systems, fostering innovation and real-world problem-solving.

Drone Lab

From designing and building drones to programming flight paths the drone lab is a hub for exploring your ideas.

Macintosh Lab

Get access to high-end Apple computers and software, enabling creative projects across verticals in a state-of-the-art environment.

Networking Lab

Delve into networking infrastructure and protocols to gain practical skills in preparing for challenges in IT and cybersecurity.

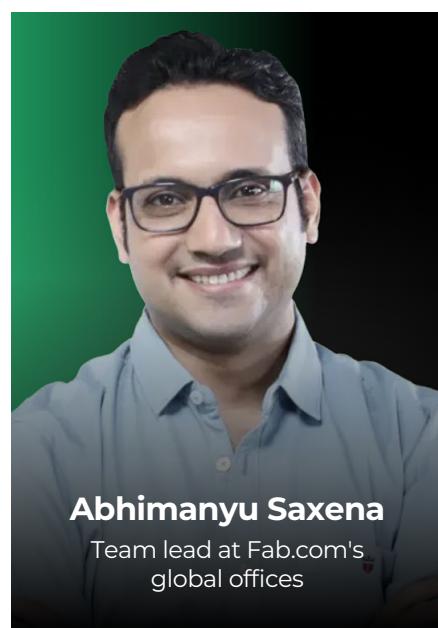
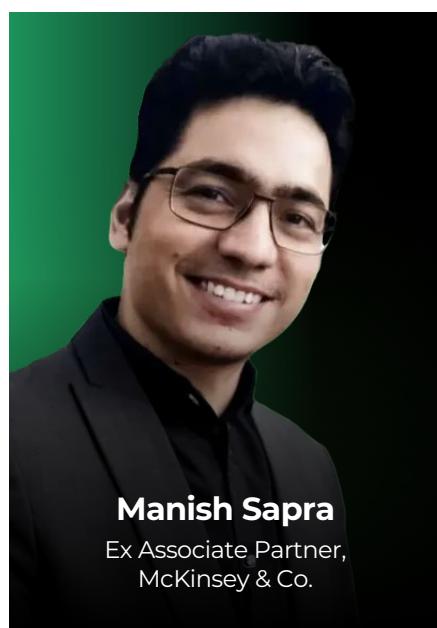
AI & ML Lab

Explore artificial intelligence and machine learning concepts through real-world projects, gaining experience in data modelling, algorithm development, and more.

Don't just be a textbook learner, become a hands-on experimenter in the best way possible!

Meet Our Instructors and Guest Faculty

Acquire real-world knowledge and develop industry-preferred skills from the industry's best business minds. They'll be your teaching guides and mentor you to be future-ready.

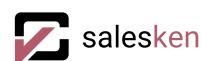


Placement Assistance at Scaler School of Business

900+ hiring partners across industry domains giving graduates a power boost to begin their careers.



- Our curriculum focuses on interview preparation from the root level, where students receive tailored mentoring to excel in domain-specific interviews.
- Case study competitions like devising a comprehensive market entry strategy for an electric vehicle manufacturer or optimising the supply chain for a global retail chain play an important role.
- Our program includes a mandatory 3-month internship to build profiles ready to hit the market.



+900 more companies

Launch Your Career in India's Startup Hub

Our campus is situated in the startup capital of India – Bengaluru, offering graduates proximity to successful giants like Uber, Flipkart, & Facebook. They say ‘walls can hear’, but our campus walls seriously echo the sound of leadership, entrepreneurship and development! We share our wall boundaries with Adobe, Bosch and Genpact – all of whom will be your future recruiters.



Opt-in Residential Hostel

From world-class facilities to essential amenities, students can choose to stay in our optional hostel which is equipped with all the comforts they need to make this their 'home' away from home.



Facilities

Cafeteria, laundry, housekeeping, high-speed WiFi, reading rooms and medical centre to ensure comfort and convenience.

Support & Guidance

In case learners need any academic help or counselling, the residential faculty and Success Managers will provide after-hours guidance and support.



24/7 Open Library & Reading Rooms

To help learners stay updated with the latest developments we have all the sources they may require like course books, e-books, journals newspapers and white papers.



Safety & Security

Secured & separate residential spaces for girls and boys, guarded by full-time security officials, and CCTV cameras.



Extra Curriculars

Access to a wide range of sports facilities including a football field, badminton, volleyball, basketball courts, etc.

Recreational & Professional Clubs

Our experiential learning isn't just limited to the classroom. We've designed a range of clubs – from consulting to music to redefine each student's experience at Scaler School of Business. Not only this, the founding cohort has the onus to identify key clubs suitable for their batch.



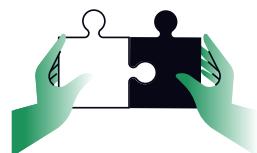
Consulting

Equips students with the right resources and tools necessary to build successful careers in consulting and strategy.



Finance

Drives initiatives in the finance domain and intends to expand the interests of students and alumni interested in finance.



Business Tech

Connects professionals across industries to share knowledge and develop tech skills for career pivots.



Entrepreneurship and VC

Brainstorm ideas, build teams & learn all about fundraising to enhance your pitching skills.



Music

From live jamming sessions and music nights to guest concerts, this will be your place to pursue your vocal abilities.



Sports

Compete in intra and inter-collegiate tournaments through various activities like soccer, basketball, cricket, etc.

Scaler School of Business

v/s Traditional B-schools

Scaler's PGP-MT		Conventional Programs
Curriculum	Modern and equipped with modules preferred by the industry	Outdated and ill-equipped to solve real-world business problems
Methodology	Practical-first approach elevated by a tech advantage	Disproportionate emphasis on theory over practical experience
Instructors	Taught by business leaders from specific domains like finance, strategy & operations	No prior industry experience
Projects	Company-sourced, real-world projects to prepare for on-ground crisis	Age-old, theoretical projects that do not solve today's key challenges
Mentorship	1:1 mentorship and guidance from business experts and CXOs	No dedicated guidance to steer growth
Resources	A sprawling Tech Innovation Lab to bring your ideas to life	Restricted support to test and execute ideas
Employability	Tailored opportunities across tech and non-tech domains	Lack of domain-specific opportunities

Eligibility and Admissions

Scaler School of Business seeks individuals who aspire to become the **top 1% of business leaders** and innovators. Our selection process goes beyond academic achievements and includes metrics like **personal interviews**, comprehensive **profile evaluations**, and other criteria to identify exceptional candidates for our program.



Application Process

Highly selective & rigorous criteria to hand-pick the best candidates

01



Submission of Application

Candidates must submit their online application form along with the required documents and personal essays.

02



Review & Shortlisting

Applications will be reviewed rigorously by the admissions committee to assess the candidates fit for the program.

03



Interview Round

Shortlisted candidates will be invited for 2 rounds of 1:1 interviews to evaluate their suitability.

04



Final Decision

Final decision to be made based on a comprehensive review of their application and interview performance.

05



Offer & Acceptance

If selected for the program, candidates have to communicate their final decision to the admissions committee.

*Note: If a candidate hasn't taken the CAT, GMAT, or GRE, they will have to take the Scaler Management Test to be eligible. The test duration is 60 minutes and will assess Quantitative, Data Interpretation, and Verbal Skills.

Fee Structure

Term	Term 1 (July 2024)	Term 2 (Jan 2025)	Term 3 (July 2025)
Admission Fees	₹ 1,00,000/-	-	-
Tuition Fees	₹ 5,00,000/-	₹ 7,00,000/-	₹ 7,00,000/-

- The admission confirmation fee is non-refundable
- Please note that while we strive to keep our course fees affordable, they may be subject to revision in the future due to factors such as changes in market conditions, inflation, or regulatory requirements.

Scholarships

Scholarships act as a powerful bridge, allowing talented students to pursue their educational aspirations regardless of financial constraints. These grants alleviate the burden of tuition costs, enabling students to focus on their studies and unlock their full potential.

- Applying early increases the chances of receiving a scholarship. It gives the admission counsellors adequate time to review the case thoroughly before presenting it to the scholarship committee.
- Please note to ensure a fair application the scholarship decisions are rule-based and at the discretion of Scaler Impact Foundation and Scholarship sponsors. These are final and will not be revisited.

List of Scholarships

At Scaler School of Business, we are committed to removing financial barriers that may hinder academic pursuits. All Scholarships would be awarded by the **Scaler Impact Foundation**, which is supported by industry stalwarts.



Future Business Innovators Scholarship

Rewarding entrepreneurial spirit and innovation in business

Eligibility

- Is a founder/co-founder or built a startup with a measurable impact
- Successfully closed a funding round with VCs



Extraordinary Achievements Scholarship

Honouring extraordinary achievements in diverse areas including academics

Eligibility

- Academic Performance: Top rank in any MBA entrance tests or merit rank at the UG level
- Competitions: Gold medal or equivalent in business case competitions, Olympiads, etc.
- Athletic Achievements: Accomplishments in sports at national/international level



Industry Leaders Scholarship

Valuing professionals with impactful work and leadership

Eligibility

- Recognised accomplishments in the field of work with an established company
- Consultant at tier 1/2 consulting firms



Women in Leadership Scholarship

Empowering women to achieve leadership roles in business

Eligibility

- Proven leadership and strong professional achievements
- Leadership position in organisations/college clubs

In the Spotlight: Breaking News and Industry Recognition

Scalera diversifies its educational offering; launches Scaler School of Business

Introduces a unique industry-integrated and tech-enabled Postgraduate program in Management and Technology

May 2, 2024



SCALER SCHOOL OF BUSINESS

Scalera, a leading education provider in India, has launched Scaler School of Business (SSB) today with its full-time on-campus Postgraduate Program in Management and Technology in the heart of Bengaluru, the Silicon Valley of India. This is India's first business school built by industry leaders for future industry leaders, offering a meticulously crafted curriculum that mirrors the realities of modern tech and innovation-driven businesses.

As with engineering education in the country, traditional MBA programs are also typically built and taught by academic scholars renowned for their theoretical expertise in business concepts and principles. According to the India Skill Report 2020, having an MBA degree is no longer the key to landing jobs in India, with only 46.59 per cent of students having enough skills to be hired. Several institutions attempt to teach these practical skills through case studies. Still, more often than not,

Scalera Expands Its Educational Portfolio, Introduces Scaler School of Business

By digitalLEARNING Network - May 3, 2024




Scalera's educational startup has inaugurated its Scaler School of Business (SSB) by launching an on-campus Postgraduate Programme in Management and Technology in Bengaluru. The India Skill Report 2020 suggests that merely possessing an MBA degree does not guarantee job readiness, noting that only 46.59% of graduates are sufficiently skilled for employment. In response, SSB's postgraduate program is specifically tailored to address the disconnect between conventional business education and the evolving needs of the industry, according to a statement from the company.

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Scaler Diversifies Its Educational Offering, Launches Scaler School Of Business

SSB's postgraduate program integrates elements like a three-month internship, case studies, industry-driven evaluations, and projects sourced directly from leading companies.




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NCLT Grants Byju's One Crore Payment Dispute: Report

Published on: 01 May 2024, 3:53 pm

Scalera, an education start-up, has launched Scaler School of Business (SSB) with its full-time on-campus Postgraduate Programme in Management and Technology in Bengaluru. According to the India Skill Report 2020, having an MBA degree is no longer the key to landing jobs in India, with only 46.59 per cent of students having enough skills to be hired. Several institutions attempt to teach these practical skills through case studies. The postgraduate programme curated by Scaler School of Business has been designed to bridge this significant gap between traditional business education and the industry's dynamic needs, as per a company statement.

YOURSTORY

Scaler launches Scaler School of Business

Education provider Scalera has announced the launch of Scaler School of Business (SSB) with its full-time on-campus Postgraduate Program in Management and Technology in the heart of Bengaluru.

SSB's postgraduate program integrates elements like a three-month internship, case studies, industry-driven evaluations, and immersive projects sourced directly from leading companies. Students will have access to a dedicated space—Scaler Innovation Lab—where they will work on projects under Scaler's leadership team and CXOs of partner organisations. They will be able to collaborate with computer science engineers from Scaler School of Technology to build prototypes or minimal viable products.

"We are dedicated to shaping the future of talent with an industry-focused approach. We want to empower working professionals and students alike to build the right skillsets and knowledge, leading to a wider impact in the real world. We strongly believe that working professionals today and in the future need both business and technology acumen. Scaler School of Business is a vital step in that direction," said Abhimanyu Saxena, Co-Founder of Scaler.

**Take the first step towards
becoming a part of the top 1%
of the business leaders in the
country!**

Apply Now

Visit: scaler.com/school-of-business