



**SCALER
SCHOOL OF
BUSINESS**

PGP-MT
(PGP in Management
and Technology)



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.

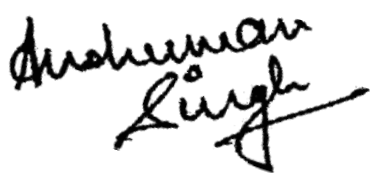
There is a need for a Business program that integrates management and technology, narrows the skill gap, and aims to align educational outcomes with the demands of today's workplace. After months of research and gauging the current industry needs, we've designed a program that delivers just that.

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 fundamental unlearned. 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.

2025 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 a 3-month compulsory
internship



Eligibility

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

(Freshers are welcome to apply as well)



Campus Location

Campus situated in
the heart of India's startup
capital



Selective Admissions

Looking for the top 2% of
exceptional candidates

Proven Placement Record: Get placed at Top MNCs & Startups

We have over 1200 hiring partners*

 BainCapital

 amazon

 SWIGGY

 Google

 JPMORGAN
CHASE & CO.

 accenture

 Razorpay

 zomato

 Flipkart

 Deloitte.

 DELHIVERY

 DREAM11

96%

Placement
rate achieved
by Scaler
graduates

₹25 LPA

Median salary for
Scaler's
part-time online
programs

4100+

Learners
placed at
top tech
companies

₹ 1.7 CR

Highest salary,
150% median
CTC hike

*Verified by  B2K analytics, the same agency that audits reports for IIMs

Supported & Mentored By India's Top Business Leaders



Rajan Anandan

Ex-VP SEA,  Google



Binny Bansal

Co-Founder,  Flipkart



Deepinder Goyal

Co-Founder,  zomato



Apurva Dalal

Engineering Lead
Ex-  twitter



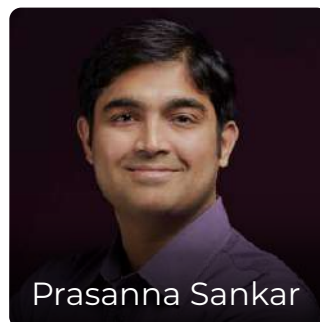
Kunal Shah

Co-Founder,  CRED



Amrish Rau

CEO,  Pine Labs



Prasanna Sankar

Co-Founder,  RIPPLING



Vijay Shekhar
Sharma

Founder,  paytm

and 100+ industry leaders

Built on 4 Pillars of Doing Business in this Decade:



A graphic with a dark blue background and a light blue border. At the top center is a light blue icon of two overlapping circles representing people. Below the icon, the text "Project Evaluation" is written in a large, bold, light blue font, followed by "by Industry Leaders" in a slightly smaller, bold, light blue font. At the bottom, the text "Get practical feedback from experts who have built business empires from scratch" is written in a smaller, white font.

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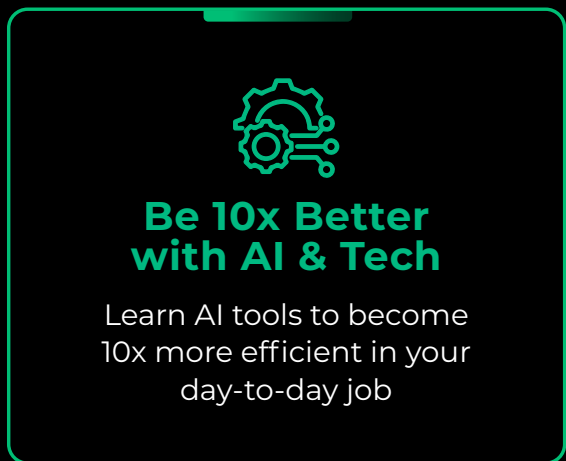
Internships & Projects for Industry Immersion

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



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Be 10x Better with AI & Tech

Learn AI tools to become
10x more efficient in your
day-to-day job



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Build your own Business with Scaler

Build & launch your own
business using Scaler's
innovation lab



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A Curriculum that Mirrors the Reality 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 learnings 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.

Term 1 (Core)

Domain	Learning	Workshops
Management & Strategy	Managerial Economics Business Communications	Excel Fundamentals Powerpoint Fundamentals Structured Thinking- Guestimates & Cases Build Your Own AI Chatbot
Finance	Financial Accounting	
Marketing & Branding	Marketing Strategies	
Data, Tech & Product	Business Statistics Intro to Product Management	

Term 2 (Core)

Domain	Learning	Workshops
Management & Strategy	Global Macroeconomics Intro to Business Strategy Business Communications	Design Thinking SQL Querying Workshop Personal Finance- Planning & Modelling LinkedIn & Personal Branding
Finance	Managerial Accounting	
Marketing & Branding	Understanding Consumer Behaviour	
Data, Tech & Product	Data Driven Consumer Insights	
Operations	Optimization & Decision Making	

Term 3 (Core)

Domain	Learning	Workshops
Management & Strategy	Manage & Lead Teams Negotiations	Project Management using Asana/Jira/Notion Designing on Canva AI Applications in Finance Leadership Labs & Simulation
Finance	Corporate Finance	
Marketing & Branding	Market Research Digital Marketing	
Data, Tech & Product	Build a Minimum Viable Product (MVP)	
Operations	Operations Management	

Term 4 (Electives)

Domain	Learning	Workshops
Management & Strategy	Ethics for Business Leadership Organizational Behaviour	Resume Building Workshop MixPanel for Product Analytics Supply Chain Simulation-Beer Game Fundamental Analysis using Screenr
Finance	Business Valuations Investment Analysis & Portfolio Management	
Marketing & Branding	Building Successful Brands Competition & Pricing Dynamics	
Data, Tech & Product	Product Metrics & Analytics Python for Data Analysis	
Operations	Business of Online Marketplaces Supply Chain Management	

Term 5 (Electives)

Domain	Learning	Workshops
Management & Strategy	Product Strategy Innovation and Big Bets	Mock Interview Workshops Influencer Economy-Creator Challenge Tech in Finance-Blockchain & Crypto, DAOs, Solana Algorithmic Trading
Finance	Intro to PE & VC M&A and Corporate Restructuring Derivatives	
Marketing & Branding	Ins & Outs of Retail The Art & Science of Sales Integrated Marketing Communications	
Data, Tech & Product	Product Led Growth Unsupervised & Supervised Learning Cloud Computing & Architecture	
Operations	Service Operations Management	

Term 6 (Industry)

Domain	Learning
Industry Immersion	Health Tech: Strategies and Models for Digital Innovation in Healthcare Fintech: Disruption and Integration Edtech: Scaling and Impact SaaS: Growth and Scalability

Founded by Industry Pioneers with Unparalleled Expertise

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



Bhavik Rathod

President
Ex-CEO, **Uber** India



Sucheta Mahapatra

MD, Branch International, India;
Ex-Principle, **BAIN & COMPANY** 



Vidit Jain

Director of Strategy
Ex-Engagement Leader,
McKinsey & Company



Adhiraj Arora

Head of Academics
Consultant, **BCG**



Sunil Seetharaman

Head of Placements
Ex-Head of Country Operations, **OLA** 



Manish Pansari

Director of Business Operations
Ex-CXO & Head of Ops, **Myntra** 

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 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!



Welcome to our **Innovation Lab**—where your entrepreneurial journey begins. Through the mandatory **HUSTLE program**, every student builds a startup from scratch:

- **Phase 1:** Ideation—Refine your big idea.
- **Phase 2:** Product Development—Create your MVP.
- **Phase 3:** Go-to-Market—Launch your product to the real world.

Scaler School of Business provides financial backing to fuel your vision, and you'll pitch your startup to real investors and VCs. Impress them, and you could secure funding.

For the truly exceptional teams? You might even be incubated by prestigious startup accelerators like **Y Combinator** and others.

Currently, **Siddanth**, an ex-VC from Sequoia, now managing a 100m startup fund is closely mentoring all the teams. His expertise ensures you're equipped to generate innovative ideas and refine your pitch to present to marquee investors like **Peak XV Partners, Lightrock**, and more.

The Innovation Lab is designed to build and scale tech-enabled businesses across industries. Whether you're working on SaaS, GenAI, Blockchain, or Web3 solutions, we provide the tools, frameworks, and mentorship to help you succeed.

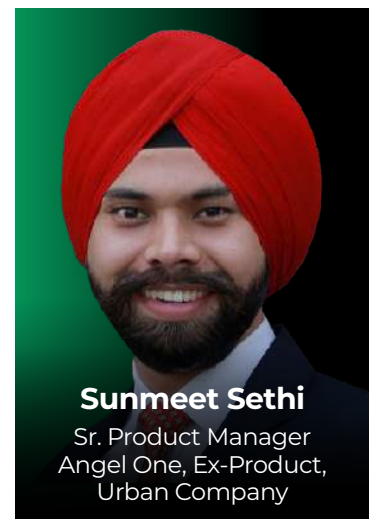
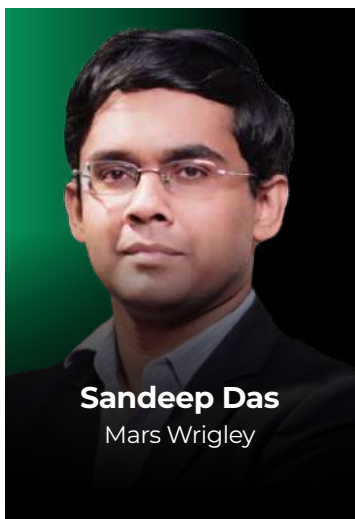
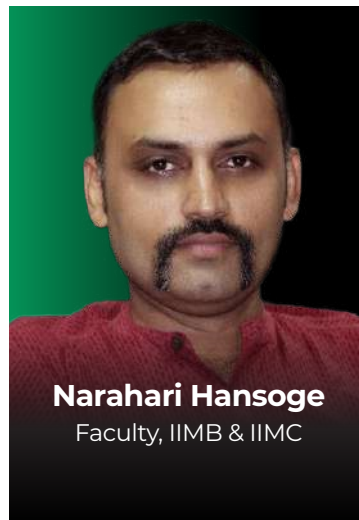
At Scaler School of Business, we are convinced that future business leaders must operate at the intersection of business and technology. While you don't need to learn coding or hardcore tech, understanding technological frameworks like GenAI, Blockchain, and Web3 is crucial for making informed, strategic decisions.

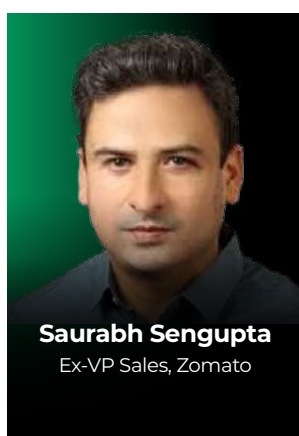
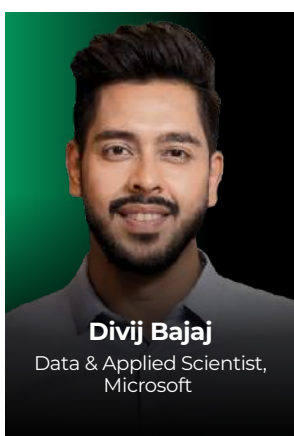
With expert mentorship, financial support, and direct access to top investors, you're not just learning to build businesses—you're creating the future.

Meet Your 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 make an immediate impact in the industry through mock interviews, 1:1 mentorship and personalised coaching.

Additionally, gain exclusive access to industry insights and networking opportunities.





Placement Assistance at Scaler School of Business

1200+ hiring partners across industry domains giving graduates a power boost to begin their careers.

Google amazon zomato  BainCapital Flipkart 



- 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.

 **BainCapital**

and 1200+ companies

“

Scaler School of Business is building what the industry truly needs—practical, future-ready skills that traditional business schools often miss.

Sucheta Mahapatra

(Managing Director, India at Branch International)



“

From day one, it's been clear that this isn't just an institution—it's a well-crafted platform poised to solve real-world challenges in business and technology.

Divya Venkatavaraghan

(Principal, Lightrock)



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' and our campus walls truly 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.



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.



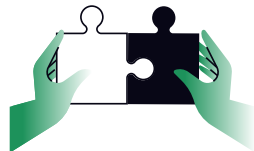
Consulting

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

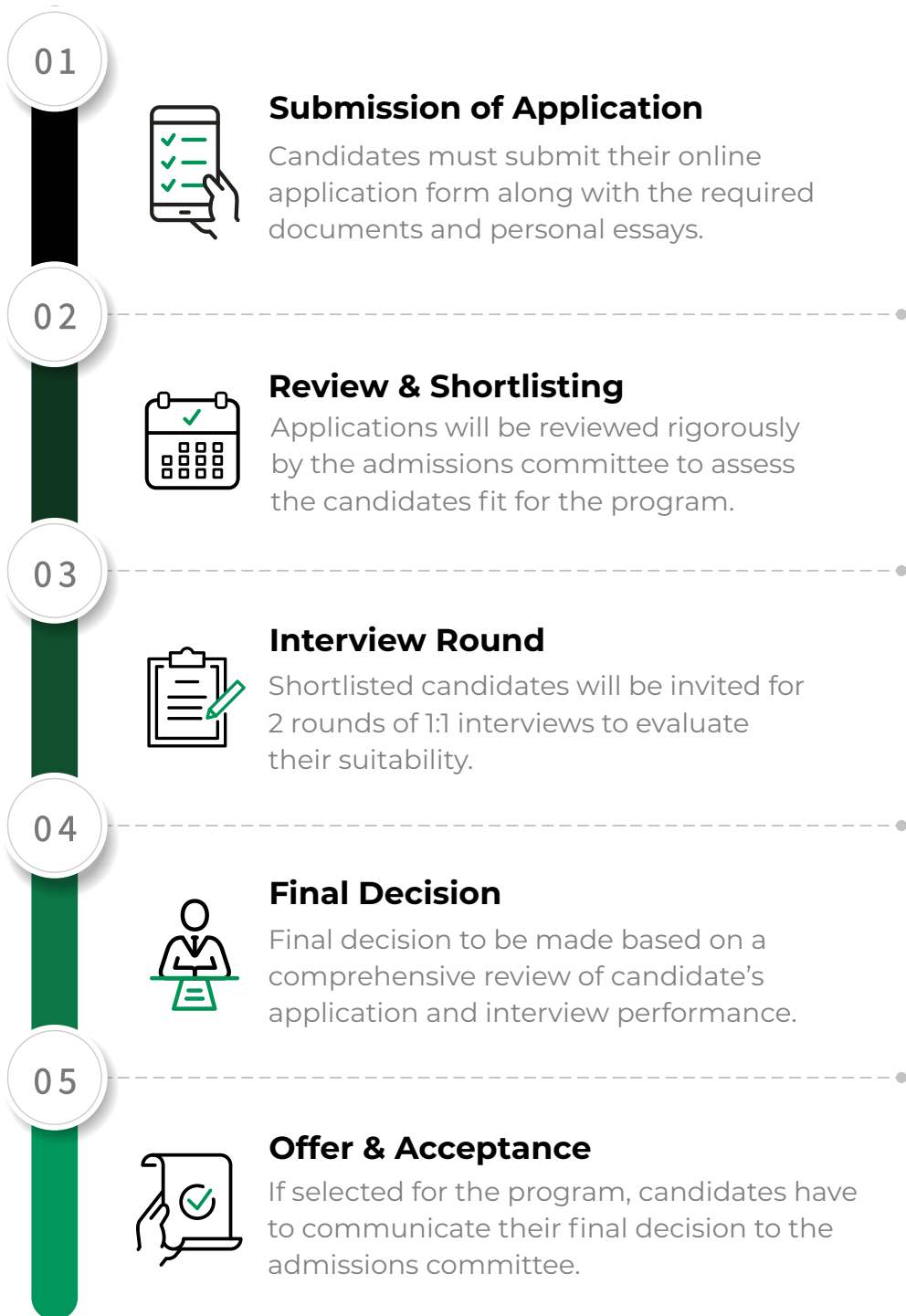
Compete in intra and inter-collegiate tournaments through various activities like soccer, basketball, cricket, etc.

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

Application Process

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



*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	Block Fee	Phase 1	Phase 2 (Dec 2026)
Admission Fee	1,00,000	-	-
Tuition Fees	-	11,00,000	11,00,000

- The admission confirmation fee is non-refundable
- Batch commences in August 2026

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

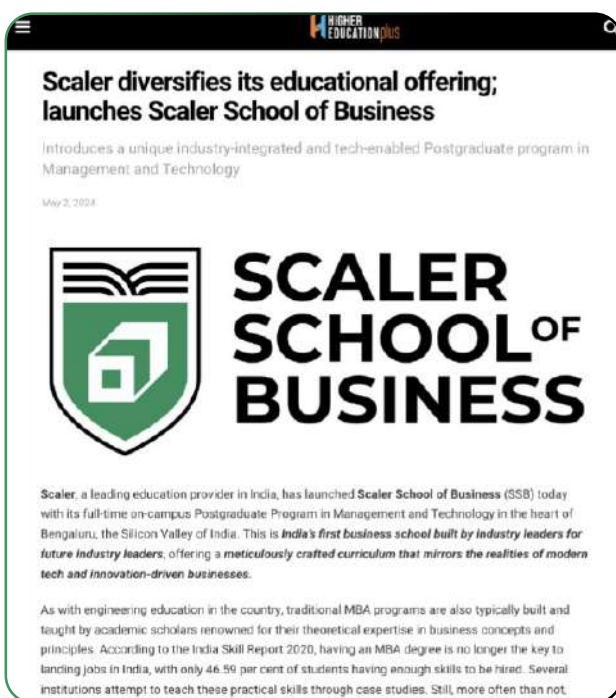
Empowering women to achieve leadership roles in business

Eligibility

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

In the Spotlight:

Scaler School of Business has recently captured widespread attention, earning features in several prestigious publications. This extensive media spotlight underscores our cutting-edge program and distinguished faculty, solidifying our status as a premier business education institution.



Scaler 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

Scaler, 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,



DL digital LEARNING

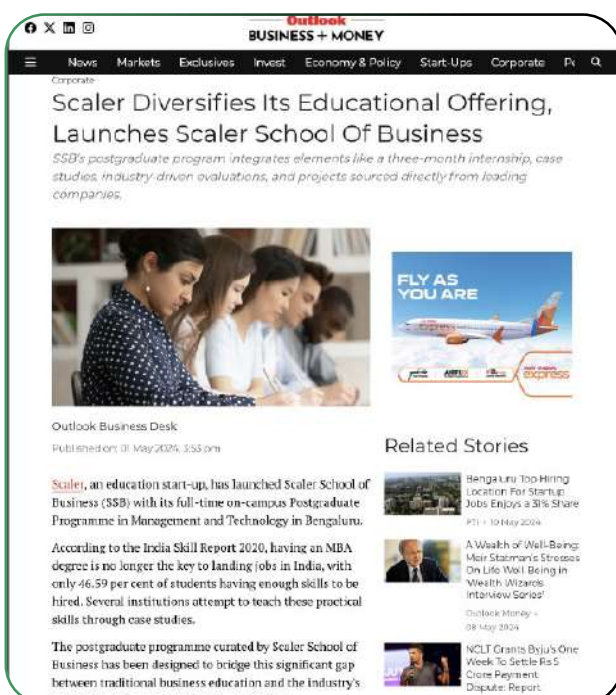
Scaler Expands Its Educational Portfolio, Introduces Scaler School of Business

By digital LEARNING Network - May 2, 2024



SCALER SCHOOL OF BUSINESS

Scaler'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.



Outlook BUSINESS + MONEY

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.



Outlook Business Desk
Published on 01 May 2024, 3:55 PM

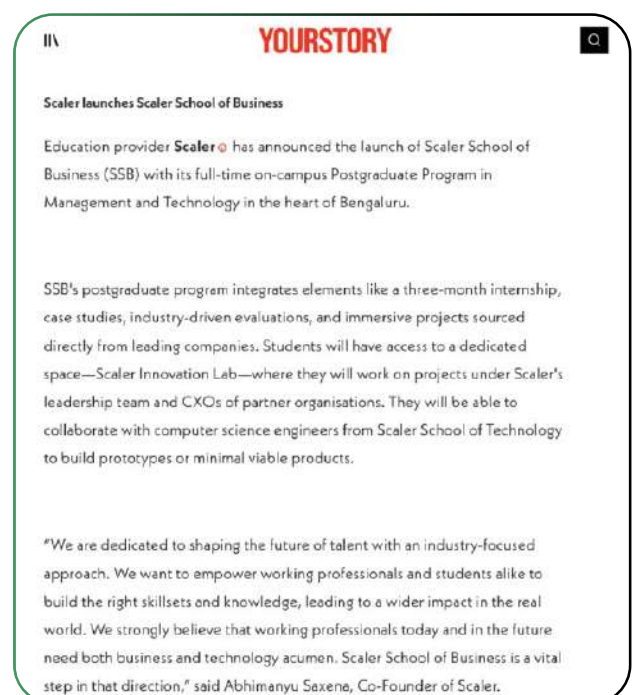
Scaler, an education start-up, has launched Scaler School of Business (SSB) with its full-time on-campus Postgraduate Programme in Management and Technology in Bengaluru.

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.

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YOURSTORY

Scaler launches Scaler School of Business

Education provider **Scaler** 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.

Life at Scaler School of Business

A sneak peek into how our students learn, build and gain real-world knowledge in a lively campus featuring an Innovation Lab, turf arena, and collaborative co-working spaces.



BUILD



LEAD



SUCCEED

Check out the Founding
Cohort of SSB: **Class of 2026**



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

Apply Now



**SCALER
SCHOOL^{OF}
BUSINESS**