

THE UNDERGRADUATE PROGRAMME GURUGRAM · AUG 2027

A college, built differently.

A three-year undergraduate programme for founders, growth operators and AI-native builders. You don't study business here. You run one.

3-year UG • AI-native • 5 ventures

★ As seen on Shark Tank India

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AT A GLANCE

A 3-year, full-time, residential undergraduate program in Gurugram, industry-led, AI-native, and built around five ventures you launch before you graduate.

2027
FIRST INTAKE



★ THE CLASS OF 2030

Learn by building.

Suits and mismatched socks. Founders in the making, on day one.

CAMPUS & CULTURE

Life at Hive

Three years in Gurugram. Festival mornings and demo-day nights, whiteboard debates and shipped launches, and the people you'll start companies with.



THREE FLAGSHIP HIGHLIGHTS

What makes this UG different

01 · PEDAGOGY

160 live
challenges

You learn by doing live briefs from operating brands, every week. Not lectures.

02 · CURRICULUM

AI-led, day one

You build with Cursor, Lovable and Claude from the first sprint, the way modern teams work.

03 · OUTPUT

Proof, built in

You graduate with a portfolio of shipped work, not just a transcript.

BY THE NUMBERS

5

ventures launched

2+1

live-project internships

<1 in 10

applicants admitted

100%

AI-integrated sprints

Three years. Mapped.

A deliberate arc, foundations and first builds, then specialisation and paying clients, then a full year inside industry.

YEAR

1

Foundations & first builds

Business fundamentals, statistics, strategy, economics, marketing. Launch your first D2C brand and ship your first AI product.

YEAR

2

Specialize & operate

Competitive strategy, sales, financial management, supply chain. Run your operator practice with paying clients. Investor Demo Day.

YEAR

3

Industry & launch

12 months of structured paid internships. PPO season from Month 1, or continue building your incubated startup.

Proof-of-work by Month 5, you interview with shipped work, not slides.

M5

What you actually do, term by term.

Every term pairs the business fundamentals you'd expect from a top programme with a build you ship. You leave each semester with something on the table, not just in a notebook.

Year 1 FOUNDATIONS

TERM 1

Business foundations, statistics, economics, marketing principles, and an AI-tools bootcamp.

Build · your first D2C brand

TERM 2

Strategy, consumer behaviour, brand and content, performance marketing.

Ship · an AI product

Year 2 OPERATE

TERM 3

Competitive strategy, sales, financial management, and applied analytics.

Run · an operator practice

TERM 4

Supply chain, growth systems, unit economics, and how to raise.

Stage · investor Demo Day

Year 3 INDUSTRY

TERM 5

A 12-month structured, paid internship begins, on the job in GTM, growth or product.

Work · inside an operating company

TERM 6

Convert to a pre-placement offer, or keep scaling the venture you incubated.

Launch · job or company

Six terms. Five ventures shipped. One CV that reads like three years of operating experience.

3 yrs

Semester 01 Foundations

The first term covers what every business runs on: how value is made, who buys and why, and the tools to move quickly. Each subject is applied to a live build from week one.

BUSINESS & STRATEGY

01 Principles of Business & Management

How companies create and capture value

02 Microeconomics

Understanding demand, supply and pricing

03 Design Thinking

Framing a problem before you solve it

MARKETING & GROWTH

01 Fundamentals of Marketing

Finding and understanding your customer

02 Consumer Behaviour

Why people buy what they buy

FINANCE & ANALYTICS

01 Financial Accounting

Reading the numbers behind a business

02 Foundations of Statistics

Making sense of data and uncertainty

AI & TECHNOLOGY

01 AI Tools Bootcamp

Working fluently with modern AI tools

02 No-Code & Digital Fundamentals

Building software without writing code

COMMUNICATION & CRAFT

01 Business Communication

Writing and speaking with clarity

02 Founder Mindset

Taking ownership from day one

LIVE BUILD THIS TERM

LAUNCH Build and sell your first D2C brand

Source, brand, list and market a product, and put it in front of paying customers.

MILESTONE

First revenue

Semester 02 Brand & Demand

Fundamentals turn into pull. You learn how brands are built, how demand is created and paid for, and how to take an AI-native product from a blank page to its first customers.

BUSINESS & STRATEGY

01 Macroeconomics & Markets
How the wider economy shapes a business

02 Business Models
Turning an idea into a way to make money

MARKETING & GROWTH

01 Brand Strategy & Positioning
Standing for something customers remember

02 Content & Social Systems
Building an audience that compounds

03 Performance Marketing
Turning ad spend into customers

FINANCE & ANALYTICS

01 Managerial Accounting
Using numbers to run a business

02 Business Analytics
Measuring what actually works

AI & TECHNOLOGY

01 Building with AI
Taking a product from prompt to launch

02 Applied Automation
Removing busywork with simple systems

COMMUNICATION & CRAFT

01 Storytelling & Pitching
Making people believe in your idea

02 Responsible AI
Building with ethics and judgement

LIVE BUILD THIS TERM

SHIP Take an AI-native product to first revenue

Design, build and launch a working product with AI at its core, then win your first users.

MILESTONE

₹1L+ generated

Semester 03 Sell & Operate

The focus shifts from building to operating: sales and go-to-market, the finance behind decisions, and the systems that turn a one-off win into a business that runs.

BUSINESS & STRATEGY

- 01 Competitive Strategy**
Winning in a crowded market
- 02 Business Model Innovation**
Finding new ways to grow

SALES & GTM

- 01 B2B & B2C Sales**
Closing customers across channels
- 02 GTM Motions & Funnels**
Taking a product to market
- 03 CRM & Retention**
Keeping the customers you win

FINANCE & ANALYTICS

- 01 Corporate Finance**
Funding and structuring a business
- 02 Pricing Strategy**
Setting prices that grow margin

PRODUCT & AI

- 01 Product Management**
Building what customers actually need
- 02 Data-Driven Decisions**
Letting evidence lead the call

LEADERSHIP

- 01 Negotiation**
Creating deals that hold
- 02 Team & People Management**
Getting work done through others

LIVE BUILD THIS TERM

RUN Run an operator practice for paying clients

Take live briefs from partner brands and deliver them for a fee, on real deadlines.

MILESTONE

First client invoice

Semester 04 Scale & Capital

Everything compounds. Growth systems, unit economics, and the finance to raise, ending on stage in front of investors and hiring partners at Demo Day.

BUSINESS & STRATEGY

- 01 Strategic Management**
Setting direction and making it stick
- 02 Operations & Supply Chain**
Delivering at scale, reliably

MARKETING & GROWTH

- 01 Growth Marketing & Analytics**
Scaling acquisition profitably
- 02 Lifecycle & Community**
Turning buyers into a movement

FINANCE & CAPITAL

- 01 Unit Economics & Modeling**
Knowing the maths of your business
- 02 Fundraising & Valuations**
How capital and worth are decided
- 03 Legalities in Business**
From compliance to the fine print

PRODUCT & AI

- 01 Product Engineering**
Shipping and automating at scale
- 02 Growth Data Studio**
Dashboards that drive decisions

LEADERSHIP

- 01 Art of the Pitch**
Commanding a room and a stage
- 02 Leadership & Conflict**
Leading teams through hard calls

LIVE BUILD THIS TERM

STAGE Pitch at investor Demo Day

Present traction, numbers and a plan to a room of investors, founders and hiring partners.

MILESTONE

Funded or hired

Semesters 5 & 6 The industry year.

The whole of Year Three is spent inside industry: a full-time live-project internship in a real company, with pre-placement offers starting from Month 1, or the option to keep scaling the venture you incubated.

12

Month internship

Structured, paid, and inside an operating company on a live mandate.

M1

PPO season

Pre-placement offers begin from the first month on the job.

01

Graduate role

Step into a full-time revenue or operator role, or your own venture.

WHERE YOU SPEND THE YEAR

GTM & Sales

Growth Marketing

Brand Management

Product

Founder's Office

Category & Ops

D2C & E-commerce

Strategy & BD

THE FORK

Job or startup

Two ways to graduate

Convert your internship into a pre-placement offer and start your career a step ahead, or take the incubation path and graduate running the startup you built inside the program.

YEAR THREE · INDUSTRY

A year on the job, then the leap into a career.

A week in the life.

Mornings are for fundamentals, afternoons for building, and evenings for the people you build with. A sample first-year week, on campus in Gurugram.

	Mon	Tue	Wed	Thu	Fri	Sat
09:00 CORE CLASS	Marketing	Accounting	Strategy	Statistics	Economics	Skill workshop
10:45 CORE CLASS	Statistics	Communication	Marketing	AI Tools	Communication	Figma & Canva
12:15 LUNCH	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch
13:00 BUILD STUDIO	D2C sprint	Brand sprint	Growth lab	Product lab	Live brief	Free time
15:00 INDUSTRY & CAREER	CXO session	Resume clinic	Mentor 1:1	Founder AMA	Pitch practice	Free time
16:30 CLUBS & SPORT	Sport	Council	Career club	Fitness	Culture club	Community
19:00 COMMUNITY	Study	Study	Study	Study	Socials	Socials

☐ Core class
 ☒ Build studio
 ☐ Industry & mentor
 ☐ Clubs & personal

Roughly half your week is spent making something, not just sitting in a lecture.

50%

100 orders by Month 6.

18L

Revenue
ns



★ DEMO DAY · MONTH 6

D2C brands, pitched live.

Live ventures. Numbers on the wall. This is what you present, not theory.

Your proof of work is your credential.

By Month 5, you walk into interviews with shipped work, not theory, not case competitions, not group projects on slides.

FIVE DELIVERABLES · MONTH 5 READY

- | | | |
|----|-------------------------|---|
| 01 | Brand playbook | A full brand strategy and positioning system, built for a live brand. |
| 02 | Instagram brand | An audience channel grown from zero with original content. |
| 03 | Performance ads | Live paid campaigns with an actual budget, measured on ROAS. |
| 04 | E-commerce audit | A full storefront and funnel audit with prioritised fixes. |
| 05 | Quick commerce | A listing + visibility play on a live q-commerce platform. |

Live brief: Dohful on Zomato

Listing and visibility for a cookie brand competing head-on against Oreo and Parle.

LIVE BRIEF

Live brands, live briefs.

160 live challenges across three years, plus student-run ventures they build, brand and take to market themselves. Live products, paying customers, the way the work actually happens.



KOI Perfumes

Gen-Z fragrance, built and sold



The Shehri Co

Streetwear, for the shehris



Rajj Ke Desi Ghee

D2C food, made traditional



Panchhi

Tradition is cool, ethnic wear

LIVE BRAND PARTNERS

250+ partner briefs a year

Dohful

Culture Circle

Fix My Curls

Snitch

Epigamia

Libas

Pee Safe

GOAT Brand Labs

hive school

Hive School boAt

boAt

plugged



Garima Khullar



Vidusha



Ayushi

★ DEMO DAY

On stage, in front of **active investors.**

Every venture pitches at the end of the sprint. The story, the numbers, the ask.

Operators who've done the work.

A selection of the founders, CXOs and GTM leaders who mentor the cohort, slotted into sprints by discipline: Marketing, Sales, GTM, and Data & AI.



Saurabh Sen Gupta
Former Sr VP
Zomato



Neha Gulati
Former Head of Brand
Nestlé



Siddharth Menon
Former CMO
Epigamia



Anshita Mehrotra
Founder
Fix My Curls



Rithish Kumar
Founder
PeeSafe



Yash Kalra
Founder
GOAT



Prabhu Guliani
Former Head of Growth
Libas



Vipul Maini
Director Marketing
Cvent



Aniket Singh
Chief Business Officer
Snitch



Amit Jawar
VP Sales & Marketing
Patanjali

Marketing

Sales

GTM

Data & AI

Where graduates go.

Our cohorts step into GTM, growth, product and operator roles across marquee Indian and global companies, and, for some, into ventures of their own.

TRUSTED HIRING PARTNERS

20+

hiring partners across tech,
D2C & SaaS

12 mo

paid internship built into year
three

M1

PPO season starts from
month one

See the full placement report

Role-wise outcomes, hiring-partner network and proof-of-work from recent cohorts at hiveschool.co/placements.

[DOWNLOAD](#)

Partner logos indicate the hiring network across HiveSchool programs. UG placement outcomes will be reported for the first graduating cohort (Class of 2030).



HIVESCHOOL PRESENTS

★ PGP COHORT 01

The numbers, earned.

Here is what our first cohort walked away with.

The model is already proven.

The UG runs on the same operator model as our PGP programme, which has already placed its first cohort. Here is how PGP Cohort 01 (2025-26) performed, every figure backed by an offer letter on file.

AVERAGE CTC

₹16.47L

Cohort average

HIGHEST CTC

₹27.80L

Top of the cohort

SALARY JUMP

2.34x

Pre to post-programme

MEDIAN CTC

₹15.00L

TOP 25% AVERAGE

₹21.93L

TOP 50% AVERAGE

₹18.63L

COHORT AT A GLANCE

Full placement for everyone who sought a role

14

students in the cohort

12

placed into roles

53

companies ran the process

4

companies per student

HIRED FROM & RAN THE PROCESS

Adobe

Payoneer

Kaseya

Swiggy

Google

LinkedIn

Razorpay

MongoDB

Blinkit

Yatra

Druva

MoEngage

Vetic

Kapture

Zycus

Culture Circle

Dohful

Spacebasic

Whatfix

Cutting Edge

Source: HiveSchool PGP Placement Report 2025-26. Average CTC rose 11.6% year on year versus the inaugural PGP cohort. UG outcomes will be reported from the first graduating class (2030).

Hear it from **the cohort.**



"By month five I wasn't pitching potential. I had a shipped product and paying users to point to, and that is what opened the room, and later a GTM role across the US and APAC."

Ansh Agrawal · GTM Manager, US & APAC @ Payoneer

MORE STUDENT STORIES



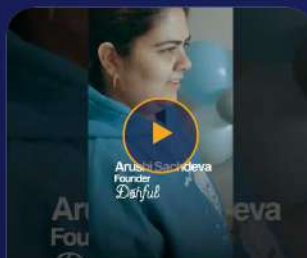
Sanyu

Watch the story



Tanisq

Watch the story



Soham

Founder's Office @
Dohful



Abhinav

@ Culture Circle

**Every story here started with a build, not a brochure.
Scan any card to watch.**

5 films

Stories filmed with HiveSchool students and graduates. Undergraduate voices will be added as the first cohort progresses.

See it in action.

Watch the programme in motion, student builds, campus life and live challenges, filmed with the current cohort.

FEATURED

THE UG PROGRAM FILM

Watch the film.

Three minutes on how the programme runs, the people who teach it, and the work students ship.

Scan to watch
or tap anywhere on this card

CAMPUS LIFE

Watch the clip [▶ YOUTUBE](#)

STUDENT STORIES

Watch the clip [▶ YOUTUBE](#)

CHALLENGES & BUILDS

Watch the clip [▶ YOUTUBE](#)

Watch the clip [▶ YOUTUBE](#)

Watch the clip [▶ YOUTUBE](#)

Watch the clip [▶ YOUTUBE](#)

More on our channel

Full playlists, Campus Life, student stories and every live challenge, on YouTube @hiveschool.



What three years will **cost you.**

One fee for the whole programme. No semester surprises, no hidden line items.

Programme fee

The full 3-year undergraduate programme

₹10,00,000

GST

18%, as applicable

₹1,80,000

Total payable

₹11,80,000

Tuition & mentorship

Every sprint, every mentor review.

Live-project costs

The infrastructure to run live ventures.

Demo-day access

A stage in front of active investors.

How payment works.

Nothing is due to apply. Payments are staged through the admissions process, so you only commit once you have an offer in hand.

1 PAYABLE AFTER
ROUND 1

Application fee

₹2,000

A one-time, non-refundable fee to move ahead into the selection rounds.

2 PAYABLE AFTER OFFER
LETTER

Seat-lock amount

₹60,000

Confirms and blocks your seat once you receive your offer. Adjusted against the programme fee.

3 BEFORE PROGRAMME
BEGINS

Balance
programme fee

Remaining

The rest of the ₹11,80,000 total, payable ahead of the August 2027 start.

THE FULL PICTURE

Programme fee

₹10,00,000

GST (18%)

₹1,80,000

Total payable

₹11,80,000

Scholarships and need-based financial aid are available for select candidates. Speak to the admissions team at admissions@hiveschool.co to understand your options.

How to get in.

ELIGIBILITY

- ✓ Class XII students and pass-outs from 2025 onwards, any stream.
- ✓ Proof of initiative, side projects, pages, apps, ventures, anything you've built.
- ✓ A genuine drive to build, sell or lead, we filter for fit, not test scores.

THE FOUR STAGES

- 1 First interview**
A conversation about who you are, what you've built and why Hive.
- 2 Assessment test**
A short, practical challenge, a builder's test, not a memory test.
- 3 Three interview rounds**
Deeper conversations with the admissions team, mentors and founders.
- 4 Offer & enrol**
Receive your decision and secure your seat for Class of 2030.

KEY FACTS · CLASS OF 2030

Aug 2027

Program begins

Gurugram

Residential campus

Rolling

Applications open now

THREE YEARS FROM NOW, WHERE WILL YOU BE?

Apply for the Class of 2030.

Applications are open and reviewed on a rolling basis. Fewer than 1 in 10 will be admitted, the 60-second application is where it starts.

Start your application

hiveschool.co/ug

admissions@hiveschool.co



QR to apply
or [browse files](#)

Apply for Class of 2030