

BUILDING BUSINESS LEADERS OF THE AI GENERATION

India's First
AI-Native Business School





The Future of Business Has Changed. Is Business Education Keeping Pace?

AI is changing how businesses work, and employers now expect graduates to use **AI alongside core business skills**.

92M

jobs expected to be displaced due to **AI and automation** by 2030.

170M

New jobs projected to be created.

68%

Faster evolution of skills in **AI-exposed** roles.

Business education must reflect the world students are preparing to enter.

Not by treating AI as an elective.

By making AI a core part of how students learn, think, solve, and work.

Source: World Economic Forum, Future of Jobs Report 2025.



India's First AI-Native Business School

AI isn't reshaping business someday, it's doing it right now, in every function from marketing to finance to operations.

Stride School of Business was built for this **AI-first era**. Students pursue a 3-year BBA degree through **AICTE-approved** and **UGC-recognised** partner campuses in Delhi NCR, Bangalore, Jaipur, and Pune, where AI is not a standalone subject but the foundation of the entire learning experience.

From semester one, students use the same AI tools working professionals rely on to analyse companies and solve real business problems. By graduation, they don't just know business - they move faster than the competition.

BUSINESS EDUCATION FOR THE AI ERA.

The image shows three students (two men and one woman) sitting at a desk, working on laptops. Overlaid on the image are three digital dashboards:

- Learning Progress:** A line graph showing a 75% completion rate. A donut chart shows a 65% score. A table lists: Quizzes (80%), Assignments (65%), and Projects (90%).
- Performance Overview:** A line graph showing a +12% increase. A bar chart shows an 85% overall performance. A table lists: Data Analysis (90%), Critical Thinking (75%), and Problem Solving (80%).
- Skills Acquired:** A bar chart showing the acquisition of skills: Data Analysis (90%), Critical Thinking (75%), and Problem Solving (80%).



Meet the Founding Team



Piyush Nangru

**Founder,
Stride School of Business**

Piyush Nangru is **redefining higher education for the AI era**. After working with **over 20,000** students, he saw a growing gap between what industry needed and what classrooms delivered. That insight led him to launch Vedam School of Technology, built around an **AI-first** engineering curriculum.

Today, he brings the same vision to Stride School of Business, where AI is integrated across the curriculum and students solve **real business challenges** from day one. His goal is simple, prepare graduates for the AI-driven economy, not just today's job market.



Anmol Jain

**Founding Director,
Stride School of Business**

With nearly a decade leading **Product and AI initiatives** for **20,000+** students, Anmol Jain saw the gap between having access to AI and knowing how to use it to drive real business impact. That insight shaped Stride's curriculum, integrating AI across marketing, finance, operations, HR, and strategy so students graduate ready to contribute from day one.

Our Vision & Mission

Business has changed. Most BBA programmes haven't.

Our vision is to become the defining institution for AI-native business education in India.

Preparing Business Graduates for an AI-Driven World

To prepare future business graduates with the knowledge, practical experience, and AI capabilities to succeed in a changing business world. We strive to develop professionals who approach challenges with curiosity, make informed decisions with confidence, and create lasting value wherever they lead.



Brochure Map

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WHY STRIDE SCHOOL OF BUSINESS

What Makes Stride School of Business Different?

FEATURE	TRADITIONAL BBA	STRIDE
AI in the Curriculum	AI is offered as an elective or standalone subject, if at all	AI is integrated across every subject, from marketing and finance to HR, operations, and strategy
Practical Learning	Case studies and classroom assignments	Live business projects, real challenges , and hands-on execution
Faculty & Mentorship	Primarily academic faculty	Industry practitioners, founders, and business leaders
Industry Exposure	Limited internship opportunities	Structured internships through a network of 1,000+ hiring companies
Career Readiness	Basic placement support	10+ AI industry certifications, placement support, and interview preparation
Learning Ecosystem	Conventional classrooms	Personal Apple MacBook , 15+ AI tools, AI Launchpad, AI Forum, and collaborative learning spaces



The Stride Advantage

Built for how business works now

At Stride School of Business, learning is designed around how modern businesses operate. Students use AI to analyse, decide, and execute while building practical skills through live projects, continuous application, and real business outcomes.



AI as Your Operating System

Not by treating AI as an elective. By making AI a core part of how students learn, think, solve, and execute.



Hands-On from Day 1

Students work on real business problems, campaigns, and data from the first semester itself.



Industry Practitioners as Faculty

Learning is led by professionals who actively build, operate, and use AI in real business environments.



Built to Make AI Your Advantage

Every learning experience is designed to improve speed, clarity, and execution across business functions.



Only Top 20% Get In

A selective admission process based on the S-BAT and Personal Interview, evaluating aptitude, curiosity, and problem-solving ability.



MacBook + Full AI Stack from Day 1

Each student works on a personal MacBook equipped with AI tools used across modern business teams.



Built on Experience. Backed by Trust.

Stride School of Business is built by a team that has worked with more than **20,000 students** and is supported by investors behind some of India's most successful companies. Years of experience in education, technology, and business have shaped every aspect of the institution.

20,000+

Students

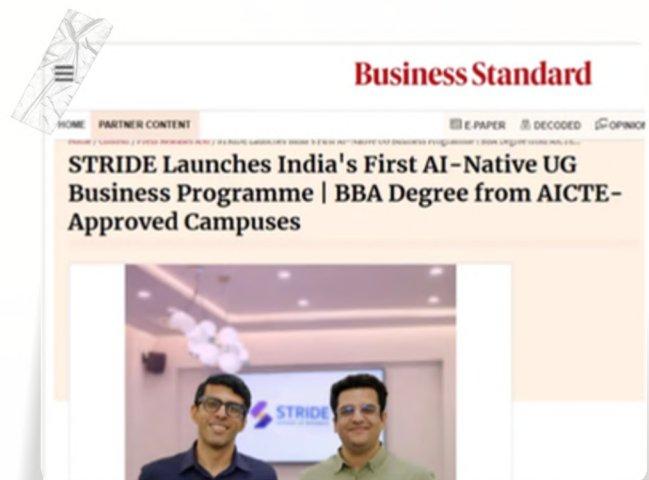
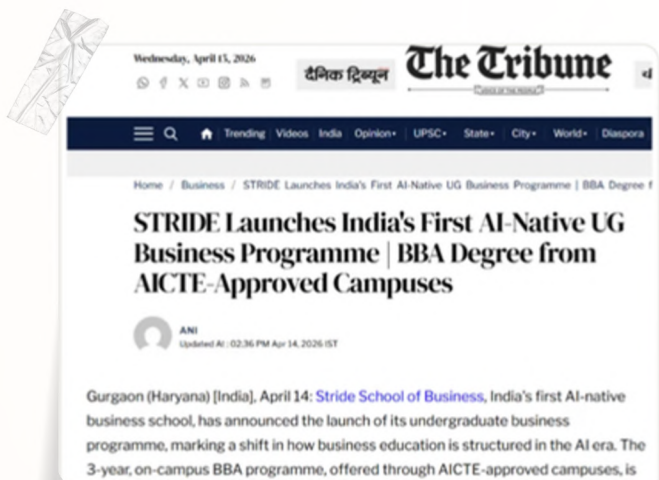
Series D

Backed

	\$330Mn AUM	Also investor of   
	\$7.3Bn AUM	Also investor of   
	\$300Mn AUM	Also investor of   
	\$600Mn AUM	Also investor of   



Recognised by the Press



YOUR AI-NATIVE BUSINESS SCHOOL JOURNEY

Your Learning Journey

Year 1

DISCOVER

Build strong business fundamentals while learning to use AI as your everyday advantage.

Year 2

EXECUTE

Apply your learning through live projects, business challenges and industry collaboration.

Year 3

EMERGE

Build advanced AI solutions, create a portfolio of real work and graduate career-ready.



YEAR 1

Semester I

Understand Business. Think with AI.

What You'll Learn

Management & SWOT

Financial Accounting

Business Statistics

AI Prompt Engineering

Business Communication

SQL Fundamentals

AI Tools & Technologies You'll Learn



ChatGPT



Perplexity



Claude



Julius.ai

What You'll Build

- Analyse a real company like an insider
- Turn raw financials into insight, with AI
- Size a real market from scratch

Semester II

Build Systems That Scale.

What You'll Learn

Marketing & STP

HR Analytics

Financial Management

Customer Segmentation

Business Strategy

SQL & Python Basics

AI Tools & Technologies You'll Learn



Canva AI



ElevenLabs



Kling



NotebookLM

What You'll Build

- A live content channel with real followers
- A real-time performance dashboard
- A working automation behind the channel



THE CREATOR CHALLENGE

Learn Marketing by Building a Brand

In Year 1, students learn marketing by building a real creator brand with AI, from audience research to content growth and analytics.

- Launch your own content channel
- Build a niche audience
- Create AI-powered content
- Grow using data and analytics
- Build a portfolio with measurable results

What You'll Do

FROM CREATOR TO BRAND

Graduate with a live content channel, real audience growth, and a creator portfolio that showcases your work.

REAL CONTENT. REAL AUDIENCE. REAL GROWTH.



YEAR 2

Semester III

Turn Ideas Into Growth.

What You'll Learn

Operations Management

AI Agents & Automation

Vibe Coding & Prototyping

AI-Powered Growth Analytics

Funnel Optimisation

Product Thinking

AI Tools & Technologies You'll Use



Cursor



v0



Google Analytics



Custom GPTs

What You'll Build

- A growth diagnosis of a real brand
- A deployed AI agent running part of the business
- A tool you built and shipped yourself

Semester IV

Learn by Running a Business.

What You'll Learn

Entrepreneurship

Business Law & Negotiation

Logistics & Supply Chain

AI Credit & Fraud Analysis

Digital Marketing

Revenue Optimisation

AI Tools & Technologies You'll Use



Shopify



n8n



Google Ads



Relevance AI

What You'll Build

- A real venture, launched and earning revenue
- A multi-agent system running its operations
- A live pitch, defended before a panel



The Entrepreneurship Challenge

Learn Business by Building One

In the second year, students build an AI-powered venture, applying concepts from marketing, finance, operations, and strategy to solve real business problems and launch a business under the guidance of founders and industry leaders.

What You'll Do

- Identify and validate business opportunities
- Build an AI-powered business model
- Develop and launch a minimum viable product (MVP)
- Acquire customers and measure growth
- Make data-driven business decisions
- Pitch your venture to founders and investors

From Classroom to Company

The most promising ventures receive mentorship from founders, incubation support, and an opportunity to secure seed funding of up to ₹1 Crore to accelerate their growth.

REAL CUSTOMERS. REAL REVENUE. REAL FOUNDERS.



YEAR 3

Semester V

Build AI That Solves Business Problems

What You'll Learn

Workflow Design

Strategic Management

Research Methodology

AI-Assisted Tax Computation

AI Systems Architecture

Product Thinking

AI Tools & Technologies You'll Use



Vapi



Retool



Glide



MCPs

What You'll Build

- A professional AI system, run solo for a semester
- A completed real industry internship
- A strategic recommendation, delivered to a real brief

Semester VI

Graduate With Proof of Capability.

What You'll Learn

Strategic Consulting

Business Diagnosis

Logistics & Supply Chain

AI Readiness Auditing

Business Communication

Placement Readiness

AI Tools & Technologies You'll Use



Loom



v0



Pitch



Perplexity Deep Research

What You'll Build

- A real company's AI-readiness audit
- Your own AI tool, built and deployed
- A placement-ready interview & negotiation pitch



What You'll Build Across the program

Business Assets



AI Solutions



Real-World Experience



Career Portfolio

A portfolio of business and AI projects that demonstrate your ability to analyse, build and execute.



Placement Ecosystem

At Stride School of Business, placements don't begin in your final year. They begin from your very first semester.



AI-Integrated Learning



Industry-Led Curriculum



Experiential Business Learning



Career Development & Placements

1000+

Hiring Partners

50+

Industry Experts & Mentors

25+

Industry Projects

A dedicated team working alongside you through every step of your career journey.



Manuj Sharma

17+ years of experience



Nidhi Singh Saini

19+ years of experience

Companies in Our Placement Network



BOSCH

Deloitte.

SAMSUNG



meesho



AMERICAN EXPRESS

and more.



Learn from Those Who Build Businesses

Founders | Product Leaders | Growth Experts | AI Practitioners



Radhesh Sirohiya

Co-Founder, Shyle
D2C | Shark Tank India S4 | IIT Roorkee

Building and scaling a fast-growing consumer brand



Nitisha Agarwal

Founder, DareAISearch
AI Search | Growth Marketing

Helping businesses grow through AI-led search and marketing



Mayank Agarwal

Head of Marketing, The Man Company
Brand Strategy | Ex-Reckitt | MDI Gurgaon

Driving brand growth and customer acquisition



Paurush Mittal

Head of Product Growth, TwinMind
Growth Marketing | Ex-GroMo | IIT Delhi

Scaling product growth through data and AI



Aditya Malhotra

DGM - Product, Airtel Digital
Product Strategy | Ex-Bain & Company | IIM Shillong

Leading product strategy for digital platforms at scale

Learn from founders and industry leaders who are actively building and scaling businesses, not just teaching about them.

PARTNER CAMPUSES

Ghaziabad, Delhi NCR

HiTech Group of Institutions

Program Offered

- BBA



Approvals

- AICTE Approved Campus
- UGC-Recognised
- Affiliated to CCS University



Jaipur, Rajasthan

Jagannath University

Program Offered

- BBA in AI



Approvals

- AICTE Approved Campus
- UGC Recognised
- NAAC Grade A



Inside Our Campus

Smart Classrooms

Computer Labs

Sports Facilities

Collaboration spaces

Bangalore, Karnataka

Rathinam School of Business

Program Offered

- BBA



Approvals

- AICTE Approved Campus
- Affiliated to Bangalore University



Pune, Maharashtra

Ajeenkya DY Patil University

Program Offered

- BBA



Approvals

- AICTE Approved Campus
- UGC Recognized
- NAAC Grade A



Library & Learning Centre

Dedicated Boys & Girls Hostels

Cafeteria

Student Activity Spaces



A Campus Built for the AI Era

ARRIVAL ZONE



AMPHITHEATER



SMART CLASSROOMS



*The facilities and experiential learning spaces featured in this brochure are available at our Bangalore, Jaipur, and Delhi NCR campuses for the 2026-27 academic year.



AI Launchpad

COLLAB ZONE



PODCAST STUDIO



PITCH TANK



*The facilities and experiential learning spaces featured in this brochure are available at our Bangalore, Jaipur, and Delhi NCR campuses for the 2026-27 academic year.

ADMISSIONS



Admission Process

Secure your place in a **high-performance** cohort!

Apply Online

Complete the online application in a few simple steps.

Take S-BAT

Appear for the 90-minute online test with 50 questions carrying 200 marks.

Personal Interview

A short video interview to assess your curiosity, communication, and problem-solving approach.

Counselling

Meet the Founder or Founding Director to discuss the program, scholarships, career pathways, and the right learning journey for you

Admission & Confirmation

Receive your offer letter, complete the formalities, and secure your seat.



S-BAT (Stride Business & AI Test)

S-BAT is designed to evaluate how you think rather than what you memorise, with a focus on **problem-solving** and **real-world business** understanding.

Exam Structure

50

questions in total

200

marks overall

90

minute duration

Sections



**Verbal and Logical
Reasoning**



**Quantitative
Aptitude**



**AI and Business
Thinking**



FEES, SCHOLARSHIPS & FINANCING



Programme Fee Structure

The total program fee for the **3-year course** is structured across each academic year, covering tuition and Stride School of Business learning infrastructure.

Fee Breakdown

Years	Total
Registration Fee	₹30,000
Year 1	₹3,70,000
Year 2	₹3,00,000
Year 3	₹3,00,000

Total program fee: **₹10,00,000**

Apple MacBook
provided as part of the program





Scholarship at Stride School of Business

Stride School of Business offers multiple scholarship options to support high-potential students and improve access to quality education.

Scholarship Types

Merit Scholarship **(Up to 100%)**

For students with exceptional academic performance and outstanding potential.

Women in Business **(Up to 30%)**

Supporting aspiring women leaders as they build successful careers in business.

Armed Forces **(Up to 20%)**

Recognising and supporting students from armed forces families.

Need-Based **(Up to 30%)**

Helping deserving students overcome financial barriers to access quality education.





Financial Assistance for Students

Stride School of Business offers financing support to make the program accessible without a high upfront financial burden.

Financing Partners

Trusted lending partners such as



Financing Options

Flexible EMI plans available through our lending partners, allowing you to pay your fees in easy monthly instalments.

Flexible EMI Plans

Spread your tuition fees over convenient monthly instalments.

Zero-Cost Financing

Students can access zero-cost financing through lending partners.

Moratorium Facility

Start your repayments after a moratorium period.

Trusted Financing Partners

Financing support available through leading education finance providers.

Zero-cost financing and moratorium benefits are subject to lender approval, eligibility criteria, and applicable terms & conditions.



Frequently Asked Questions

1. What is an AI-native business school?

An AI-native business school integrates AI into every subject, not just as a separate course. Students use AI across finance, marketing, strategy, operations and communication to solve real business problems. No coding or technical background is required.

2. What is the difference between a traditional BBA and a BBA with AI?

A traditional BBA focuses on business fundamentals, while a BBA with AI combines those fundamentals with practical AI skills used across marketing, finance, HR, operations, and strategy.

3. Is the BBA degree recognised, and where can I study?

Yes. Students earn a BBA degree from an AICTE-approved and UGC-recognised partner institution. Stride School of Business partner campuses are located in Delhi NCR, Jaipur, Bangalore and Pune.

4. Do I need AI or coding experience to join?

No. The program is designed for students from all academic backgrounds. AI concepts, business applications and tools are taught from the first semester, so prior experience is not required.

5. Will I receive internships, placement support and career guidance?

Yes. Students receive internship opportunities, career guidance, interview preparation, mentorship from industry professionals and placement support through STRIDE's hiring network.

6. Are scholarships and education financing available?

Yes. Stride School of Business offers scholarships of up to 100% for eligible students through merit-based, women in business, armed forces and need-based categories. Flexible education financing and EMI options are also available.

**AI won't replace you.
Someone using AI will.**



LEAD WITH AI, FROM DAY 1.



SCAN TO APPLY FOR
S-BAT

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Delhi NCR | Bangalore | Jaipur | Pune