Artistic™
School of Business

Masters in Entrepreneurial Brand Building

India's execution-driven school for
the next generation of Brand Managers.

UNDERSTAND BUSINESS. BUILD BRANDS. LEAD GROWTH.

Hello!
BRAND MANAGERS

75+	3K+	25+	78+
Brand Success Stories	Brand Style Guides	Expert Guest Speakers	Expert-Led Sessions



Who we are

Artistic School of Business (ASB) is an industry-integrated business school built to develop a new generation of Brand Managers, professionals who understand not just how brands communicate, but how businesses are built, positioned, managed and grown.

Behind every great brand of tomorrow is a BRAND MANAGER We're building today.

Vision

To build India's most influential ecosystem for next-generation Brand Managers.

Mission

To develop professionals who can think, build & lead.

Brand Managers.
Brand Builders.
Creative Leaders.
Founders-in-waiting.

Why MEBB exists?

Most brand education hands you frameworks and moves on. MEBB hands you a brand session by session, until it's real.

78
Real Brand Stories

156
Sessions

from the stories behind names like (Nike, Apple, Disney) that turned into lessons, studio tasks, field missions.

Not theory to
Memorise.

A learning trajectory of a
Brand to build.

In 6 months, You won't have notes. You'll curate a brand.

At ASB, learn from the people who've actually done it

Real founders, Real CEOs

not just case studies

Their decisions,
their mistakes,
their challenges.



WHO SHOULD APPLY

Aspiring Brand Managers

Career Switchers

Future-Ready Graduates

Built for People who want to **Build Brands.**

MEBB is a full-time, hands-on program, what you create matters more than what you memorise.

THE 6-MONTH CURRICULUM ROADMAP

Phase	Focus	Duration	What You Build
01	Entrepreneur Mindset	3 Weeks	Business thinking, ownership mindset
02	Market Research	3 Weeks	Customer & competitor understanding
03	Brand Creation	4 Weeks	Brand identity & positioning
04	Product Development	4 Weeks	Offer design & value proposition
05	Business Model	4 Weeks	Costing, pricing, projections
06	Marketing Strategy	4 Weeks	Meta, Google, content, funnels
07	Sales Systems	3 Weeks	Selling, pitching, persuasion
08	Brand & Investor Pitch	2 Weeks	Public speaking, final presentation

KEY MILESTONE OUTPUTS:



OUTCOMES

The ultimate professional identity ASB builds is the Brand Manager not simply someone who manages advertising, but someone who understands the entire ecosystem behind a brand.

What Makes MEBB Different

Practical Execution

Every session ends in something made, not something memorised.

Real Market Projects

Work that lives in the market, not in a submission folder.

Direct Mentorship

Learn from the people actually running Brands today. (CEO, Business Founders)

Startup Launch Labs

Launch it while you're still learning it.

Everyday Insights at ASB

01

Brand Story

see how a real brand made its decisions



02

Subject of the Day

the concept behind it



03

Applied Activity

build it yourself, right there



04

Founder Journal

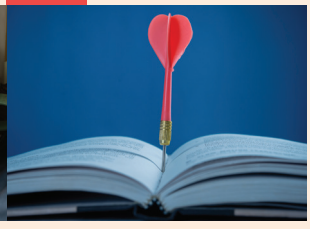
reflect like the person who built it



05

Daily Mission

take it into the real world



Not a lecture you sit through. A loop you work to become a Brand Manager.

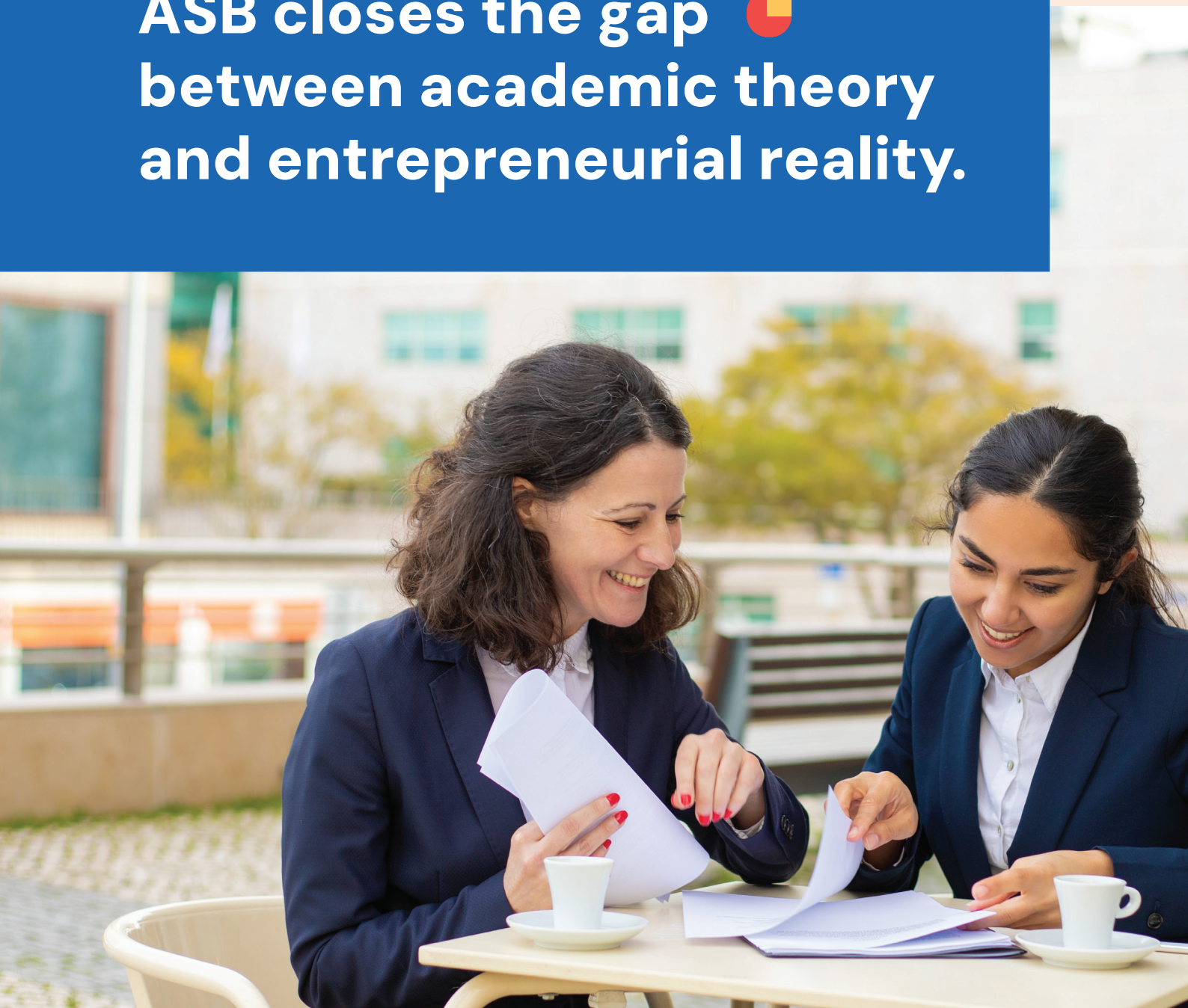
What you walk away with

At ASB, you don't graduate with a certificate. You graduate as a Brand Manager with a portfolio that proves it, not just a piece of paper that claims it.

This isn't for everyone

MEBB is built for the few who'll shape the future of brands, not just study them.

ASB closes the gap between academic theory and entrepreneurial reality.



Your next step:
Drop your enquiry today



Make an Enquiry
Reach Out First

Strategy Call
Share Your Goals

Get Counselling
One-on-One Guidance

Apply Now
Submit Application

Secure Admission
Seat Confirmation (Limited to 20 per batch)

Start Learning
Your Journey Begins

It's where your

Next chapter Begins

Introducing P³N



The ASB Experience

At ASB, the end of the programme is not a final closing session. It is P³N, where students take everything they have built, learned and executed and put it in front of the industry.

Held at a premier venue, P³N brings students face-to-face with 25+ Brand Managers and industry leaders from leading and fast-growing brands.

What does P³N stands for



PITCH

Put your work on the stage.

Pitch the brand you have built and demonstrate the thinking behind it - with the confidence to stand behind your work.



PRESENT

Turn strategy into a compelling story.

Present your brand, strategy and execution to professionals who understand what it takes to build brands in the real world.



PLACEMENT

Turn performance into opportunity.

A strong body of work and a clear pitch can open conversations around placement opportunities with leading global brands.



NETWORK

Meet the people who shape the industry.

Shake hands with Brand Managers, industry leaders and decision-makers and begin building the professional network that continues beyond the program.

You don't graduate with just a certificate.

You graduate having built something real, presented it to the industry, and put yourself in the room where opportunities begin.

The Programme Ends. Your Journey Into The Industry Begins.

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MEBB
MASTERS IN ENTREPRENEURIAL
BRAND BUILDING

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We don't hand you a framework.
We hand you a brand and you
become the one who manages it.

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