



ATLAS

ISM€

A New-age Programme for
an AI Driven Marketing Era

BBA Honours

IN DIGITAL BRANDING
& ADVERTISING

4-Year Undergraduate Program



Scan to know more

atlasuniversity.edu.in

Welcome to **ΔTLAS**

A campus beyond the ordinary! Located in the heart of Mumbai, one of the world's top ten centers of commerce, ATLAS SkillTech University is an urban campus, a crucible of ideas, a melting pot of diverse perspectives and a launchpad for tomorrow's leaders reimagining education in the financial, commercial and entertainment capital of India.

Think of our university as an atlas, a navigator for India's youth, and a beacon of knowledge and inspiration that guides you towards your destination. We believe education is not just about absorbing information, but about forging your path, exploring new frontiers and shaping your future. So, come join us at ATLAS, where you can be a part of a vibrant community that inspires you to reach new heights and achieve your dreams!



FROM THE PRESIDENT

DR INDU SHAHANI

Former Sheriff of Mumbai (2008-09)

Member, University Grants Commission (2011-14)

Principal, H.R. College of Commerce & Economics, Mumbai (2000-16)

“ It is an exciting new world. A world full of excitement and innovation. A world full of new ideas. Where possibilities are limitless and success is at hand for the brave. As students reach forward into this future with both hands outstretched to grab success, it is our duty to nurture their minds and spirits. ATLAS SkillTech University will be one of the cornerstones of this philosophy.

We shall foster a spirit of innovation and impart skill sets that help our students in the new world. Our modern pedagogy and information dissemination methodologies allow us to create entrepreneurial leaders who have the sensibilities of the West while being driven by the enthusiasm of the East. This confluence of cultures will help our students push-start the entrepreneurial revolution in India which will create jobs and provide the backbone to India's race to super-powerdom. Powered by the vision of our youth. ”

Why study at **ΔTLAS** | **ISM€** ?

Our Bachelors Program in Business Administration (BBA) emphasises the inner workings of businesses. Students learn a tech-driven curriculum, fostering innovative thinking in Entrepreneurship, Management and Business. They tackle challenges, identify needs and find profitable solutions through experiential learning. With a focus on their holistic development, students develop interpersonal skills for effective organisational leadership, preparing them to make a speedy start to their career.

OUR FOCUS

ACADEMIC RIGOUR

NEW-AGE CURRICULUM

GLOBAL EXPOSURE AND OPPORTUNITIES

INDUSTRY INTEGRATED LEARNING

OPPORTUNITY TO A PROFESSIONAL NETWORK

URBAN CAMPUS IN THE HEART OF MUMBAI

HOLISTIC LEARNING AND DEVELOPMENT

UNRIVALED STUDENT EXPERIENCE

MAKING YOU FUTURE READY

CAMPUS
PLACEMENTS

FAMILY
BUSINESSES

MASTERS
PROGRESSIONS

START-UPS



THE **ΔTLAS** PEDAGOGY >>>>

INSIDE THE CLASSROOM LEARNING

Role Play & Simulations

Pre-Reads

Case Studies

Discussions & Debates

Academic Articles

Text-Book References

Industry-Notes

Industry Integration

Industry Immersions & Visits
Internships
CXO Masterclasses
Mentorship
Live Projects

Entrepreneurial Thinking

Incubation
Innovation Hackathon
Shark Tank
Startup Events

OUTSIDE THE CLASSROOM LEARNING

Global Learning

Immersions
International Faculties
Summer Schools
Masterclasses
Exchanges

Socio-Cultural Learning

Social Responsibility
Rural Immersions
Student Councils
Student Festivals
Extra Curriculars
Sports Clubs

ATLAS FACULTY & STUDENT RESEARCH ACHIEVEMENTS

220

Faculty Publications in
UGC Care/Scopus
Indexed/WoS Journals

404

Book Chapters
Published

7.892

Highest Impact
Factor
for UGC Care
(Care 1 Listed
Publication)

50

Books
Published

49

Patents
Filed

1000

Publication
Drafts Submitted by
ATLAS Faculty

1100

Publication Drafts
Submitted by ATLAS
Students

150

Student Publications
(Book Chapters)

2

Copyrights

5

Conference
Proceedings as
ISBN

3.6

Highest Impact Factor for
Scopus Indexed Publications

ATLAS ADVISORY BOARD MEMBERS



DEEPAK PAREKH
Chairman HDFC



KESHAV MURUGESH
Group CEO



KARAN SINGH
Managing Director



ANANT GOENKA
Managing Director



RAM RAGHAVAN
President,
Enterprise Oral Care



JAMIL KHATRI
Co-Founder & CEO



AVANI DAVDA
Strategic Advisor



ARYAMAN BIRLA
Founder



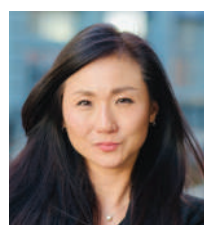
RUSS WINER
Professor of Marketing



TIM MARSHALL
Deputy
Vice-Chancellor



SANJAY GURBUXANI
VP, IBS AMEA &
Global Digital Innovation



CAROL KIM
Vice President,
Global Recruitment,
Admissions & Financial Aid



VIVEK PANDIT
Senior Partner,



ANITA DONGRE
Chief Creative
Officer



RONNIE SCREWVALA
Chairperson & Co-Founder



DR. INDU SHAHANI
Founding President
& Chancellor



MAYANK KUMAR
Co-Founder &
Managing Director



SIDDHARTH SHAHANI
Co-Founder
& Executive President





ABOUT BBA – DIGITAL BRANDING & ADVERTISING

The BBA in Digital Branding & Advertising is a 4-year undergraduate program designed for students passionate about branding, advertising and digital media. Blending creativity with AI and emerging technologies, the transdisciplinary curriculum prepares aspiring brand strategists, digital storytellers and ad professionals to lead in a data-driven, automated economy. With a strong focus on hands-on, industry-driven learning, the program equips curious, future-focused individuals with the skills to shape impactful digital strategies and build powerful, tech-enabled brand experiences.

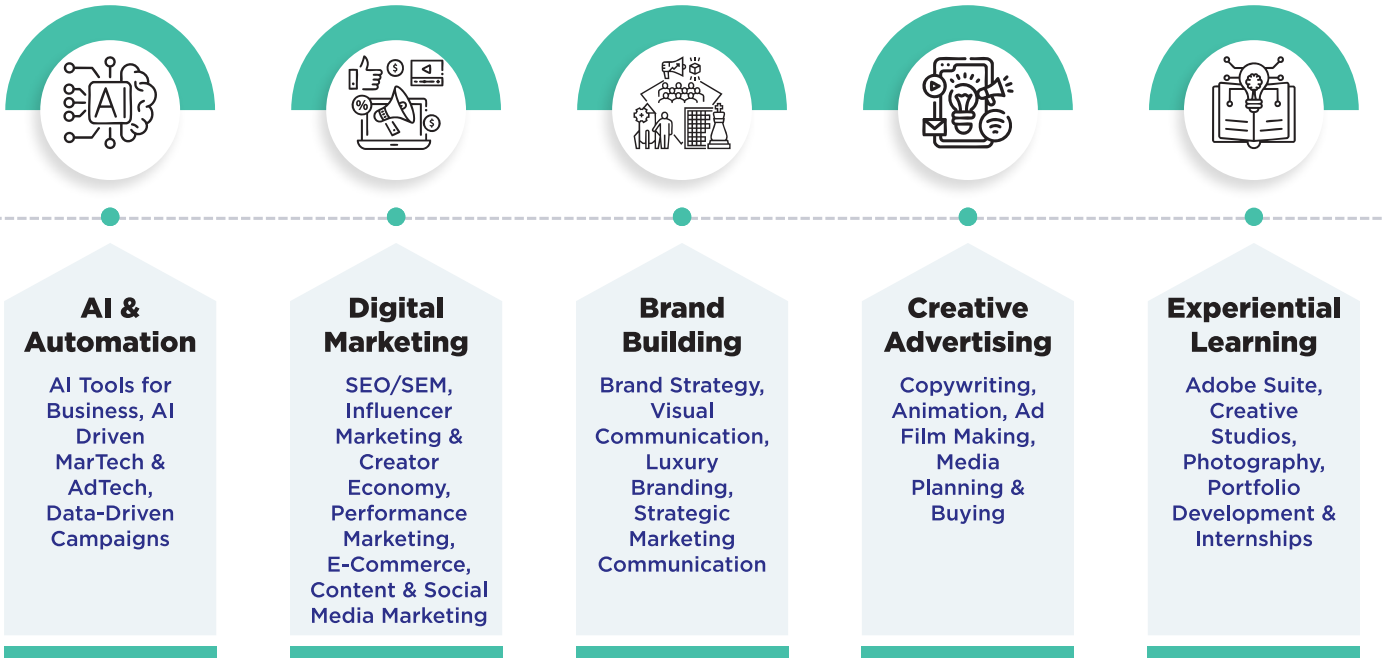
PROGRAM HIGHLIGHTS

AI-First Curriculum	Designed to reflect the rapid transformation of marketing through automation and intelligent systems.
Real-World Practice	Learn through live projects, simulations and hands-on tools used by industry leaders.
Mentorship & Industry Connect	Regular interactions with top professionals through masterclasses and collaborative projects.
Career-Ready Outcomes	Build a professional portfolio, gain internship experience, and graduate with future-ready skills.



Begin real life learning in your very own classroom from day 1

FOCUS AREAS & KEY TOPICS



CAREER PATHWAYS

Digital Marketing Manager	Social Media Manager	SEO & SEM Specialist
Brand Strategist	Influencer Marketing Coordinator	Copywriter
Content Marketer	Content Creator	Media Planner



ACADEMIC CURRICULUM

YEAR 1

SEMESTER 1

- Principles of Management
- Business Communication I
- Visual Thinking & Digital Creativity
- Marketing Management & Consumer Behaviour
- IKS (Ancient Indian Philosophy)
- AI Tools for Business
- Academic Writing & Critical Thinking
- ATLAS elective

SEMESTER 2

- Digital Marketing
- Advertising: Evolution & Transformation
- Brand Strategy Blueprint
- Excel for Decision Making
- Media Economics
- Indian Constitution
- Business Communication II
- ATLAS elective

YEAR 2

SEMESTER 3

- Design Thinking for Creative Problem Solving
- SEO and SEM Strategy
- Marketing Research
- IKS (Indian Art & Culture)
- Web Design & Creative Coding
- Yoga / NSS / Sports

SEMESTER 4

- PR and Corporate Communication
- Foundation of Ad Film Making
- Social Media Marketing
- Business Strategy for Industry 5.0
- Environmental Studies
- Creative Suites Foundation: Adobe Photoshop & Illustrator

YEAR 3

SEMESTER 5

- E-Commerce Marketing
- Storytelling through Data
- Influencer Marketing and Creators Economy
- Animation & Visual Design
- Internship
- Major Project (Evaluation in sixth sem)
- Digital Branding for Non-Profits

SEMESTER 6

- Strategic Marketing Communication
- Advertising Laws & Ethics in the Age of AI
- AI Driven MarTech and AdTech
- Media Planning & Buying
- Corporate Governance in the Age of AI
- Major Project (Initiated in fifth sem)
- Luxury Brand Management

YEAR 4

SEMESTER 7

- Geo Political / Circular Economy
- Entrepreneurial Leadership
- UI/UX for Digital Experience
- Portfolio Development
- Dissertation
- Internship

SEMESTER 8

- Intercultural Marketing
- Advanced Digital Marketing
- Portfolio Development
- Dissertation

We follow a

‘GET’ Philosophy:

Goal for Each Term

The curriculum may be subject to change based on the dynamic technology trends and learning needs of students.

ATLAS ELECTIVE – MULTIDISCIPLINARY LEARNING

CHOOSE YOUR ELECTIVES, SHAPE YOUR FUTURE

Art of Photography	The Finance Lab	Business of E-Sports	German Language
Spanish Language	Art of 3D Modelling & Animation	Craft – The Future of Fashion	The Art of Calligraphy
The Writer's Odyssey	Managing Change Using Dance & Movements	Fashion and Films	Behavioural Science in Action
Visual Mastery	Future Forward with AI	Kaat Chap (Stenciling)	Experimental Cinematics
Blogging Unleashed	Unleash Your Creativity: Designing is Fun	Interactive Typography	Design through Trends: Clue to Concept
Japanese Language	Generative AI Applications Toolbox	Innovative Thinking Learning Through Indian Mythological Tales	Empathetic Leadership
Prototyping	Cosmic Insights: The Art of Astrology, Numerology & Vastu	Blockchain Fundamentals	Cinema of the World
Ace Your Communication	Power & Politics	Nautanki Shaala	Colour Psychology
Trading on Stock Markets	Integrated Storytelling for Digital Marketing	AI Narratives: Storytelling through 2D Art	Tai Chi – Meditation in Motion
Deep Tech – Frontiers of Innovation	Design Futures – 3D Modelling & Digital Making	The AI Genesis: Fundamentals of Smart Systems	Canvas Painting: Flourish Your Imagination
Mandarin Language	Culture in Motion – Exploring Society through Media	Panchatantra Reimagined: Modern Impact	All the World's Your Stage: Using Theatre in Life
Sanskrit Essentials – Key to Ancient Indian Wisdom	Film Foundry: Crafting Stories, Building Audiences		

Entrepreneurial learning

BUILD A STARTUP RIGHT FROM YOUR ATLAS CLASSROOM

The Venture Labs is the entrepreneurial ecosystem at the ATLAS SkillTech University where student's startup dreams take wings. Surround yourself with doers, believers and achievers as you build and scale your startup as a student entrepreneur.



Peyush Bansal, Co-Founder, Chief Executive



5 Foundations of Entrepreneurial Learning

01. The Student Startup Incubator

A 12 month incubator for student entrepreneurs which guides students and their ventures through a structured program. The Incubator has 4 phases:

Market Validation Phase

Prototype Phase

Early Transaction Phase

Launch phase

02. Cutting Edge Curriculum taught by Real World Entrepreneurs

New age subjects taught by founders who have built and scaled entrepreneurial ventures.

Equipped with experiential learnings and hands-on projects, students learn the art of building solutions for problems worth solving. The entrepreneurship curriculum is crafted to unlock the student's ability to build scalable solutions from India for India and to the world.

Key subjects include Entrepreneurship Blueprint, MVP Management, Fundraising for Startups, Intellectual Property Rights, Startup Laws, Growth Hacking, Managing Startup Failures and Entrepreneurial Leadership.



Harshil Karia, CEO & Co-founder



100 X vc: walk in pitch event for students

03. Dedicated Mentor Pool

ATLAS Skilltech University provides an internal and external mentor pool which gets students access to industry and academia experts to help refine their startup and get critical and actionable advice. The mentor pool acts as an extended cofounder to the students and guides them with specific advice about industry insights, product management, making relevant connections and helping them increase the odds of their startup success.

04. Saturday Startup School

The Saturday Startup School is a university-wide initiative to get the top tier entrepreneurs, venture capitalists and startup operators to come and share their real world experiences. This effective session gives ATLAS Students access to real world learning and behind the scenes experience of what it takes to build a Startup. The Saturday Startup School is designed to get like minded student entrepreneurs to discuss their challenges and also participate in peer solutioning to help and scale their startups.

05. Entrepreneurial Research

Be a part of research groups which investigate the factors contributing to entrepreneurial success. With partners such as London School of Economics on research topics such as founder's mental well being and entrepreneurial resilience, the ATLAS Entrepreneurship ecosystem invests significant efforts into conducting research on topics of national and international entrepreneurial interest.

The ATLAS Venture Labs benefits for Student Startups:

Dedicated Workspace for Student Entrepreneurs

Internal and External Mentor Pool

Exclusive Masterclasses

Access to Startup Funding and Grants

Intellectual Property Support

STUDENT LIFE & BEYOND

Life at ATLAS SkillTech University is best captured in the word – mosaic. With a swirl of multiple cultures, more than a dozen clubs & societies & state-of-the-art infrastructure including sports & fitness centres, cafes, fairs, events, rotaract and festivals. Pick up the skills essential for future success and carry experiences that will inspire you to make a difference in the world. Come build lifelong connections, find your calling, take a step to live your dreams and be a changemaker.



**Finance and
Economics Club**



**Society for Talent Generation
and Entertainment**



Bookmarked



**Sports and
Wellness Club**



The Corporate Club



**The International
Students Council**



The Startup World

Student Clubs

Our vibrant student-led clubs are in full swing, offering a myriad of opportunities for students to engage, learn, and connect. These clubs are dynamic hubs where your passions can thrive, your skills can evolve, and your journey can be truly memorable.

Here's an insight from the president's corner where our student-led clubs and zealous leaders share their visionary goals and express excitement for the upcoming year.

We are delighted for you to discover the magic of student-led clubs, where passions ignite, skills flourish, and lifelong friendships are forged. Step into this vibrant world of exploration, where you unlock your potential and gain a deeper understanding of the world around you.



Shiamak Davar & Ronnie Screwvala



ILLENIU: CREATE A LEGACY

An intercollegiate fest by ATLAS | ISME

Illenium brings students from different colleges and pits them against each other based on their skills in the fields of Fine Arts, Performing Arts, Literary Arts, Informals and Business Acumen

The festival not only provides a platform for students to display their talent but pushes them to go beyond the average, and carve themselves to perfection. The cultural event has a massive footfall of five to eight thousand students, and participation from over 30 colleges all over India.

SCHOOL SOCIAL RESPONSIBILITY



ATLAS SkillTech University believes that our role as an educational institution is to provide social awareness and cultivate humanity, imparting knowledge and skills in Leadership, Community, and Team Building Skills to our students.

Gender Equality

Achieve gender equality and empower all women and girl

Quality Education

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

Sustainable Cities and Communities

Make cities and human settlements inclusive, safe, resilient, and sustainable.



INDUSTRY INTEGRATED LEARNING

OBSERVERSHIP

INTERNSHIP

PLACEMENT

We collaborate with a range of organizations, including startups and industry leaders like Google, Deloitte, TATA Group, and HSBC. These partnerships offer our students unique learning and working experiences. CXO's, CEO's, CMO's thought leaders often use our classrooms to share their stories and learnings through masterclasses, curriculum advice, mentoring, and more. Our students are prepared to be industry-ready from day one - equipped with interdisciplinary skills for impactful careers that shape the global landscape.





Peyush Bansal
CEO
lenskart

IMMERSE YOURSELF IN VALUABLE INDUSTRY KNOWLEDGE WITHIN YOUR CLASSROOM, GUIDED BY EXPERT PROFESSIONALS.

With a focus on providing our students with an exceptional educational experience that goes beyond textbooks and theories. That's why we bring industry professionals right into the classroom.



Deepak Parekh,
Former Chairman
HDFC BANK
We understand your world



Aryaman Birla,
Founder
ADITYA BIRLA



Anant Goenka,
Managing Director
CEAT

Industry Insights

Application Based Learning

Understanding Organisation Structure



Sunita Wazir,
Senior Manager, Global Wellbeing
Hindustan Unilever Limited



Mr. D Sivanandan,
Retired Director General of Police (Maharashtra)
and Former Police Commissioner of Mumbai



We visited about 10 Universities in the Global Immersion in the UK. The Global Immersion experience has helped me develop personally and professionally. I have had this unique opportunity to build a large network globally and I am sure this will be extremely helpful when I want to pursue my Masters.

-Mann Poddar,
Student,
FYBBA



GLOBAL EDUCATION AT HOME

140+

students pursuing
Masters' at leading
global universities

Our students
fulfilling their
dreams in

10+

countries

With global associations across continents, our students are given the exposure to access to global immersions, student exchanges, masterclasses by renowned professors and global immersions while they study at ATLAS in Mumbai. Developing a global mindset helps them to prepare and make informed decisions to pursue Masters' at top ranked Universities and institutions globally. At ATLAS | ISME, students have an excellent track record of transforming ideas into thriving opportunities for themselves that contribute significantly to the national and global economy.



OUR GLOBAL ASSOCIATIONS





DEVELOPING A GLOBAL MINDSET, LEARN FROM INTERNATIONALLY RENOWNED FACULTY AND MAKE INFORMED DECISIONS

With academic events such as International Faculty Week, Global Immersions, Student exchange workshops and collaborative learning with global Universities, our students never miss out on what is trending in the world, enabling them to make informed decisions when they pursue their Masters' at worlds leading Universities.



Multicultural Work Cultures

Global Business Practices

Cross Cultural Communications





Student Testimonials



Aman Shah

BBA Student (Batch of 2021-24)

I am very grateful that I got such an opportunity to do my Internship at Voltas-Beko through ATLAS.

My mentor at Voltas- Beko was very patient and kind to me and I learnt countless things from him and this experience. Managing the work during this Internship wouldn't be possible without the skills we developed during the first year.



Arsh Khanna

BBA Student (Batch of 2021-24)

My experience at ATLAS SkillTech University has been enriching.

Their unique style of teaching through a practical approach has already given me an insight into the real world. The faculty is extremely approachable and encouraged me to push myself



Aishvi Ramaiya

BBA Student (Batch of 2021-24)

These past three years at ATLAS have been an incredible journey of growth and discovery for me.

From the moment I first set foot on campus, I was embraced by a vibrant community that not only prioritised academic excellence but also nurtured personal development



Riya Doshi

BBA Student (Batch of 2021-24)

The BBA course at ATLAS is one of a kind.

It focuses a lot on the practical application of information and learning inspired by real life situations. It gives me a better sense of understanding and prepares me to step out into a workplace.



ADMISSIONS PROCESS

Students who have appeared for a 10 + 2 examination.
(e.g. A level, CBSE, HSC, IBDP, ISC, etc.) or its equivalent in any
discipline (e.g. Science, Commerce, Arts)

APPLICATION

STEP 1



FILL THE ONLINE APPLICATION FORM

Fill out the online application form on www.atlasuniversity.edu.in
Complete the form with your personal details



STEP 2



MAKE THE APPLICATION FEE PAYMENT

Follow the simple step of the application form & complete the application
fee payment on the portal

ISME CHALLENGE

STEP 3



TAKE THE BUSINESS APTITUDE TEST & PERSONAL INTERVIEW (Online Mode)

Our entrance exam includes questions on General Knowledge, Maths, Current affairs,
etc. the personal interview allows you to showcase your individual strengths



STEP 4



Collaborative Accelerator (On Campus)

Team up with fellow applicants to solve a live business case
and showcase your creativity, teamwork, and leadership skills.

ENROLLMENT

STEP 5



GET YOUR OFFER

Once we have reviewed your application, we may choose to make you
either a conditional (dependent on exam results) or unconditional offer



STEP 6



ENROLLMENT

Complete the enrollment process by paying
the enrollment fee.

To know more about the program
Contact Us:



+91 73044 45312



isme@atlasuniversity.edu



ATLAS SKILLTECH UNIVERSITY

Tower 1, Equinox Business Park,
Off Bandra-Kurla Complex (BKC),
LBS Marg, Kurla West, Mumbai - 400070



Scan to know more
about the course



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