



ATLAS

ISME

# INDIA'S INDUSTRY DRIVEN BUSINESS SCHOOL



**BBA (HONS.)**  
**BACHELOR OF BUSINESS**  
**ADMINISTRATION**



Scan to know more  
about the course

[atlasuniversity.edu.in](https://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 university, where you can be a part of a vibrant community that inspires you to reach new heights and achieve your dreams!



## **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)

## **FROM THE PRESIDENT**

“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.”

# ATLAS ISME EDGE

**2500+**

Students go through  
Entrepreneurship education  
Every year

**1200+**

Alumni start-ups

**300+**

300+ cxos & hr  
leaders visit  
campus

**450+**

Students receive mentorship  
under entrepreneurship &  
incubation centre

**1:3**

Students get a minimum of  
3 offers who applies for a  
Masters progressions

**59+**

University  
partnerships

**1200+**

On campus interviews  
Every semester

**50+**

Recruiters on  
Campus every year

# 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 at upGrad & Founder at BorderPlus



**SIDDHARTH SHAHANI**  
Co-Founder & Executive President



# BLENDING ACADEMIC EXCELLENCE WITH REAL WORLD EXPERIENCE

The ATLAS ISME BBA (Hons.) builds a strong foundation in business disciplines while immersing students in real world scenarios and live industry projects. The result: graduates who combine analytical rigour with the skills to thrive in today's business world.

## In-Classroom Learning



## Out of Classroom Learning





**CXO-Led Masterclasses**



**Sprints & Investment Challenges**



**Marketing & Finance Labs**



**Design Jams & Crisis Simulations**



**Startup Street Collaborations**



**Client Campaign Execution**



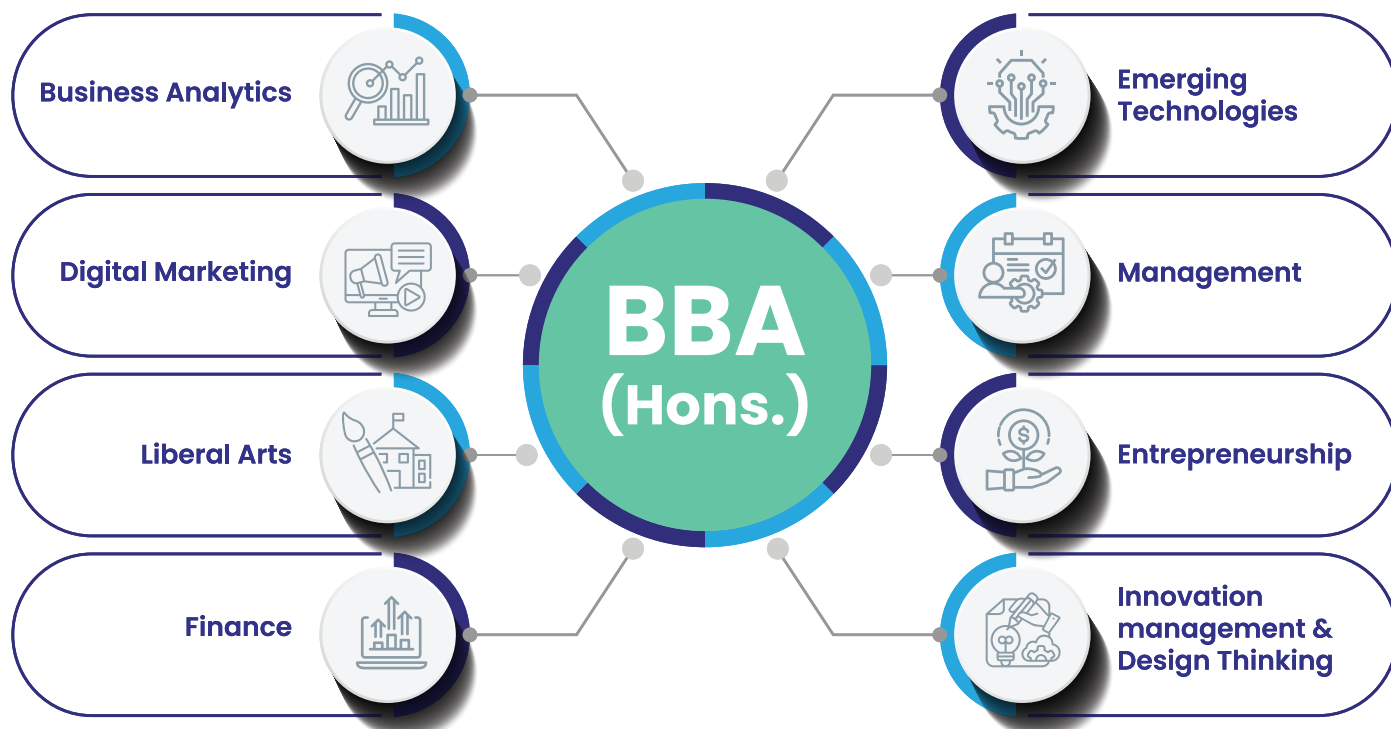
**Internships & Global Immersions**



**Live Industry Projects**

# 360° BUSINESS FOUNDATION. PERSONALISED DEPTH.

Begin with a complete grounding across every core business domain – finance, marketing, analytics, technology, and more – and then specialise through majors and minors to build deep expertise and leadership in your chosen path.



## Leadership Beyond Business

At ATLAS, we go beyond traditional management education. Our curriculum integrates liberal arts, creativity, and human-centered learning to develop well-rounded leaders equipped to think critically, act empathetically, and drive meaningful impact.

Personalised Curriculum Supporting Diverse Student Pathways	Startups/Family Business, Placements, Masters Progression
Experiential Learning	Challenges, Internships, Immersions, SSR
Interdisciplinary Learning	ATLAS Electives
Career Readiness	Skilltech Components
Beyond Business Edu	Liberal Arts & More





## A COMPREHENSIVE BBA CURRICULUM

The BBA curriculum seamlessly blends core subjects, majors, minors and electives. At ATLAS ISME, students enjoy the flexibility to tailor their academic journey by selecting majors, minors and electives aligned with their passions and career aspirations, empowering them to design a truly personalised and impactful learning experience.

### SELECT MAJOR-MINOR COMBINATION FROM THE OPTIONS BELOW:

As a part of BBA (Hons.), students are required to select one major studies domain and one minor studies domain from Year II (Semester III onwards)

#### MAJOR STUDIES DOMAIN (CHOOSE ONE)

- › Marketing
- › Business Analytics
- › Finance

#### MINOR STUDIES DOMAIN (CHOOSE ONE)

- › Entrepreneurship
- › Business Analytics
- › Finance
- › Supply Chain Management
- › Marketing
- › Economics & Public Policy
- › Human Resource Management

# BBA – 4 YEAR UG PROGRAM (HONS.)

## FIRST YEAR BBA

SEMESTER I	
Subjects	Credits
Principles of Management	4
Marketing Management & Consumer Behaviour	4
Basics of Finance/Design Thinking for Businesses	4
Entrepreneurship Fundamentals	2
Indian Behavioural Psychology	2
Excel for Decision Making	2
ATLAS Elective	2
Total	20

SEMESTER II	
Subjects	Credits
New-age Business Models	4
Digital Marketing 101	4
Financial Statement Analysis/Systems Thinking for Innovation	4
Economics	2
Business Communication	2
Statistics for Business/Creative Thinking & Problem solving	3
ATLAS Elective	2
Indian Constitution	
Total	21

## SECOND YEAR BBA

SEMESTER III	
Subjects	Credits
MAJOR STUDIES	8
MINOR STUDIES	6
Business Research Methods	2
Internship	2
Environmental Science and Sustainability	2
Multi Disciplinary Elective*	2
Total	22

SEMESTER IV	
Subjects	Credits
MAJOR STUDIES	8
MINOR STUDIES	6
Organisational Behaviour & HRM	2
Business Legal Communication & Ethics	2
Multi Disciplinary Elective*	2
Total	20

## THIRD YEAR BBA

SEMESTER V	
Subjects	Credits
MAJOR STUDIES	8
MINOR STUDIES	6
Data Storytelling (Effective communication)	2
AI Tools for Business	2
Internship	2
Total	20

SEMESTER VI	
Subjects	Credits
MAJOR STUDIES	8
MINOR STUDIES	6
Strategic management	3
Emerging Trends in Technology	2
Ancient Indian Philosophy	2
Total	21

## FOURTH YEAR (HONOURS)

SEMESTER VII	
Subjects	Credits
Advanced Research Methodology	4
Literature Review & Proposal Writing	4
Project Management	4
Digital Transformation & Change Management	4
Creative Problem Solving & Innovation	4
Total	20

SEMESTER VIII	
Subjects	Credits
Corporate Governance & CSR	4
Cross-Cultural Management	4
Role of Boards: Financial Oversight, Business Ethics & Performance	4
Dissertation for Research Track	8
Total	20

OR

## FOURTH YEAR (HONOURS WITH RESEARCH)

SEMESTER VII	
Subjects	Credits
Advanced Research Methodology	4
Literature Review & Proposal Writing	4
Project Management	4
Digital Transformation & Change Management	4
Creative Problem Solving & Innovation	4
Total	20



SEMESTER VIII	
Subjects	Credits
Dissertation/ Research Project	20
Total	20

# UNDERGRADUATE MAJOR: MARKETING

A practical and contemporary major designed to build strategic, analytical, and creative marketing capabilities. Students learn consumer behaviour, digital marketing, brand management, analytics & go-to-market strategies through real projects and industry immersion.

FOUNDATION	CORE	ADVANCED & DOMAIN	CAPSTONE
<ul style="list-style-type: none"><li>Marketing Management</li><li>Consumer Behaviour</li><li>Digital Marketing 101</li></ul>	<ul style="list-style-type: none"><li>Building &amp; Managing Brands</li><li>SEO &amp; SEM Strategy</li><li>Selling &amp; Negotiation</li><li>Retail Management &amp; Ecommerce</li><li>Integrated Marketing Communication</li></ul>	<ul style="list-style-type: none"><li>Advanced Digital Marketing</li><li>Marketing Analytics</li><li>Content and Social Media Marketing</li><li>Advertising and PR</li></ul>	<ul style="list-style-type: none"><li><b>Capstone:</b> Agency-style Live Campaign or Marketing Research Project with Industry Partner</li></ul>

## CAREER PATHWAYS

 Marketing Executive/Associate	 Digital Marketing Specialist (SEO/SEM/Social Ads)	 Brand or Product Manager (Assistant)
 Marketing Analyst / Insights Associate	 Content & Social Media Strategist	 Retail & E-commerce Coordinator
 Client Services / Account Executive in Agencies		

## RECOMMENDED CERTIFICATIONS (OPTIONAL)

- Google Analytics Individual Qualification (GAIQ)
- Google Ads Certification (Search/Display/Video)
- HubSpot Content/Inbound Marketing Certifications
- Facebook Blueprint / Meta Certifications
- Tableau / Power BI for Marketing Analytics

# UNDERGRADUATE MAJOR: BUSINESS ANALYTICS

Designed for students who want to turn data into decisions. The major blends statistics, programming, data engineering basics, and business problem-solving with hands-on projects drawn from marketing, finance, operations and HR.

FOUNDATION	CORE	ADVANCED & DOMAIN	CAPSTONE
<ul style="list-style-type: none"><li>• Data Visualisation</li><li>• Advance Excel</li><li>• Web &amp; Social Media Analytics</li><li>• Predictive Modelling For business</li><li>• Statistical Modelling</li><li>• Programming for Analytics</li><li>• Advance data analytics using Tableau</li><li>• Cyber Security for business</li></ul>	<ul style="list-style-type: none"><li>• Web &amp; social media analytics</li><li>• Business Intelligence using power BI</li><li>• Gen AI tools for Business</li><li>• Data presentation and storytelling skills</li><li>• Financial analytics</li><li>• Marketing Analytics</li><li>• Supply chain analytics</li></ul>	<ul style="list-style-type: none"><li>• AI driven design thinking</li><li>• Algorithmic trading</li><li>• ML for business</li><li>• Advanced Data Analytics using Tableau</li></ul>	<ul style="list-style-type: none"><li>• <b>Capstone:</b> End-to-End Analytics Project with Industry Mentor</li></ul>

## CAREER PATHWAYS

 Business/Data Analyst	 Product/Data Insights Analyst	 Marketing/CRM Analyst
 Financial/Revenue Analytics	 Supply Chain/Demand Analytics	 People/HR Analytics
 Analytics Consultant/Pre-sales		

## RECOMMENDED CERTIFICATIONS (OPTIONAL)

- Microsoft Power BI Data Analyst (PL-300) or Tableau Desktop Specialist
- Google Data Analytics Certificate
- AWS Academy Cloud Foundations / Azure Fundamentals (AZ-900)
- Databricks Lakehouse Fundamentals or Snowflake badge
- Python/SQL industry micro-credentials

# UNDERGRADUATE MAJOR: FINANCE

Built for students aiming at careers in corporate finance, banking, investments, fintech, and financial analytics. The major blends rigorous theory with hands-on modeling, valuation, and market exposure.

FOUNDATION	CORE	ADVANCED & DOMAIN	CAPSTONE
<ul style="list-style-type: none"><li>Principles of Finance</li><li>Financial Accounting</li><li>Business Statistics for Finance</li><li>Spreadsheet Modeling for Finance</li></ul>	<ul style="list-style-type: none"><li>Corporate Finance I (Capital Budgeting &amp; Cost of Capital)</li><li>Financial Markets &amp; Institutions</li><li>Investment Analysis &amp; Portfolio Management</li><li>Financial Statement Analysis</li><li>Fixed Income Securities</li><li>Derivatives &amp; Risk Management</li></ul>	<ul style="list-style-type: none"><li>Corporate Valuation &amp; M&amp;A</li><li>Banking, NBFCs &amp; Fintech</li><li>Financial Analytics &amp; Data Visualization</li></ul>	<ul style="list-style-type: none"><li><b>Capstone:</b> Project/ Dissertation End To End Industry Project with Academic Membership</li></ul>

## CAREER PATHWAYS



Financial/Business Analyst



Equity/Investment Research Associate



Credit/Risk Analyst



Corporate Finance/FP&A Analyst



Treasury/Trade Finance Associate



Banking & NBFC Operations



Fintech Product/Strategy Analyst

## RECOMMENDED CERTIFICATIONS (OPTIONAL)

- CFA Level I (conceptual readiness)
- NISM/NSE certificates (e.g., Research Analyst, Currency Derivatives)
- Certified Fintech Practitioner by London Institute of Banking & Finance (LIBF)
- CIBIL Certification
- NSE Academy – Technical Analysis Course
- Financial Modeling & Valuation (independent/industry-recognized)
- Power BI/Tableau Analyst badge

# COURSES TAUGHT IN MINORS (CHOOSE 1 MINOR)

FINANCE	MARKETING	BUSINESS ANALYTICS	HUMAN RESOURCE MANAGEMENT
Corporate Finance	Marketing using CRM	Business Intelligence using power BI	Strategic Workforce Planning & Talent Acquisition
Cost Accounting & Management Accounting	Marketing Strategy	Predictive modelling using vibe coading	Employment Law & Industrial Relations
Weath Management	Media Management	SQL for Business	Talent Acquisition & Recruitment Strategies
Entrepreneurial Finance	Inter-cultural Marketing	Prompting skills for business	Compensation Rewards & Benefits
Behavioural Finance	Rural Marketing	Sustainibilty Analytics	Human Resource Management Systems & Analytics
Sustainable Finance	Luxury Marketing	Data Mining for business	Training and Development
Basics of Taxation	Event Marketing	AI driven design Thinking	Performance Management
Stock Markets & Technical Analysis	International Marketing	Big data for business	Cross-Cultural Management
Financial Analytics			Leadership Development Ethics, Diversity & Inclusion in HR
Basics of Fintech			

ENTREPRENEURSHIP	ECONOMICS & PUBLIC POLICY	SUPPLY CHAIN MANAGEMENT	MULTI DISCIPLINARY ELECTIVE (CHOOSE ANY ONE) IN SEM III & SEM IV
Design Thinking & MVP Management	Microeconomic Analysis	Fundamentals of Supply chain management	Sociology
Dynamics of Family Managed Business	Macroeconomic Analysis	Introduction to Operations Management	Negotiation and Persuasion
Fundamentals of Social Entrepreneurship	Game Theory and Strategic thinking	Demand Planning and Production Control	International Relations
Growth Hacking & Entrepreneurial Marketing	Development Economics	Logistics & Transportation Management	Geopolitical Economy
Fundraising & Venture Capital	International Economics	Procurement Strategies & Vendor Management	Product and Service Design
IP Laws & Startup Ecosystems	Circular Economy in Business Strategy	Supply Chain Risk & Disruption Management	UI/UX
Entrepreneurship Launchpad	Quantitative Methods for Economics	Lean Six Sigma	ML for Managers
Innovation in FMBs	Economic Analysis of Public Policy	AI-Powered Supply Chains	Sports Analytics
			Sustainability & ESG
			Indian Constitution
			Logistics and Operations Management

# 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**  
CEO Lenskart

**SHARK  
TANK  
INDIA**



## THE ATLAS VENTURE LABS

### 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
- Early Transaction Phase
- Prototype 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 **Schbang.** | **LEVEL SUPERMIND**



100 X vc: walk in pitch event for students

## HOW ATLAS SUPPORT STUDENT STARTUPS

Dedicated Workspace for Student Entrepreneurs

Internal and External Mentor Pool

Exclusive Masterclasses

Access to Startup Funding and Grants

Intellectual Property Support

### 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.



## 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.

## 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.



Finance and  
Economics Club



Society for Talent Generation  
and Entertainment



Bookmarked



Sports and  
Wellness Club



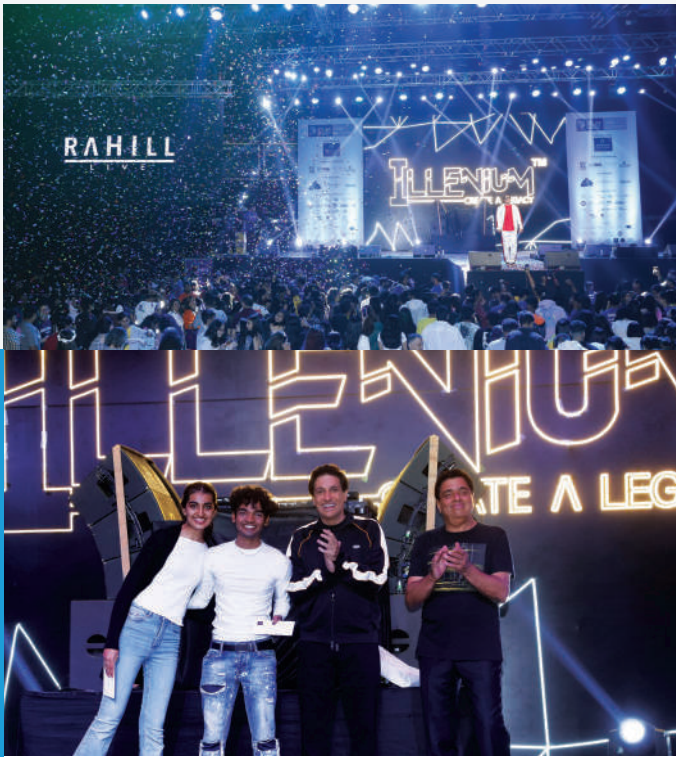
The Corporate Club



The International  
Students Council



The Startup World



**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.

### 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.

### Gender Equality

Achieve gender equality and empower all women and girl



# 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.



**Mukul Deoras,**  
President (Asia Pacific)



**Samrat Paul**

zepto

Google

pwc

BCG

tcs TATA  
CONSULTANCY  
SERVICES

VIACOM 18

Infosys®

BAIN  
& COMPANY

SAMSUNG

Edelman

KPMG

Tech  
Mahindra

Morgan Stanley

ICICI Bank

Mondelēz  
International

PHILIPS

LTi  
Let's Solve

HDFC BANK

JSW

Dr.Reddy's

INDIA  
TODAY  
GROUP

VOLTAS • beko

Schbang

आलू  
निक

upGrad



**Falguni Nayar ,**  
Founder & CEO  
**NYKAA**



**Deepak Parekh,**  
Former Chairman  
**HDFC BANK**  
We understand your world

# 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.

## Industry Insights



**Aryaman Birla,**  
Director ABMCPL  
Founder ABNA, ABV  
**NewAge**



**Anant Goenka,**  
Managing Director  
**CEAT**

## Application Based Learning

### Understanding Organisation Structure



**Sunita Wazir,**  
Senior Manager, Global Wellbeing



**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

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.

## 140+

Students pursuing Masters' at leading global universities

## 10+

Countries

Our students fulfilling their dreams in



## OUR GLOBAL ASSOCIATIONS

 UNIVERSITY OF  
CAMBRIDGE

Imperial College  
London

 NYU

 LSE THE LONDON SCHOOL  
OF ECONOMICS AND  
POLITICAL SCIENCE

 UCL

London  
Business  
School

 BABSON

 COLUMBIA  
UNIVERSITY

 UNIVERSITY OF  
BATH

 KING'S  
College  
LONDON

 MANCHESTER  
1824  
The University of Manchester

 WARWICK  
THE UNIVERSITY OF WARWICK

 The University of  
Nottingham

 HULT  
INTERNATIONAL  
BUSINESS SCHOOL

 UNIVERSITY OF LEEDS

 Henley  
Business School

UNIVERSITY OF  
WESTMINSTER

 Nottingham Trent  
University

 BAYES  
BUSINESS SCHOOL  
CITY UNIVERSITY OF LONDON

 Kingston  
University  
London

Est. 1841 YORK  
ST JOHN  
UNIVERSITY

 Aston University

 ESCP  
BUSINESS SCHOOL

 UBC SAUDER  
SCHOOL OF BUSINESS

 Schulich  
School of Business  
York University

SciencesPo

 UTD  
THE UNIVERSITY  
OF TEXAS AT DALLAS

 NORTHEASTERN  
UNIVERSITY



## 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 world's leading Universities.*





# REAL STORIES REAL EXPERIENCE

Students share their firsthand experiences, insights, and growth during their journey at ATLAS ISME



## 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.



## 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.



## 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

# PLACEMENTS & INTERNSHIPS



**SAYALEE SATAM**  
 MarshMcLennan



**ISHAAN KHANNA**  
 dentsu



**AZRAH VAID**  
 Schbang.



**KAVYA SIKKA**  
 Reliance Brands



**YELURI SRIJAYANI**  
 LARSEN & TOUBRO



**MAHIR PATEL**  
 इंडियन ऑयल  
IndianOil



**AARNA SRIVASTAVA**  
 bharti AXA



**AREYAN SANGHVI**  
 zomato



**BHOOMI KALE**  
 district  
BY ZOMATO



**HRIDAY DOSHI**  
 edelweiss  
Life Insurance



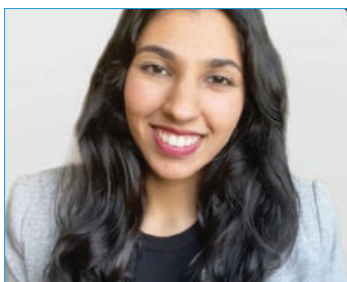
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# ADMISSIONS PROCESS

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](http://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.



Scan to know more  
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To know more about the program

### Contact Us:



#### ATLAS SKILLTECH UNIVERSITY

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