



ATLAS
SKILLTECH
UNIVERSITY

ISDI

School of Design
& Innovation



**MASTER OF BUSINESS
ADMINISTRATION (MBA) IN**

**DESIGN MANAGEMENT &
STRATEGIC THINKING** **DMST**

2-Year Postgraduate Program

About Design Management & Strategic Thinking

MBA in Design Management & Strategic Thinking is a postgraduate degree program that prepares students to become leaders and innovators in the fields of design and business. The program combines the disciplines of design thinking, strategic innovation, and management to help students develop the skills and knowledge to create and implement design solutions for complex and dynamic challenges. The program covers topics such as business research, systems thinking, strategic management, critical thinking and creative entrepreneurship.

The program also provides students with opportunities to work on real-world challenges, interact with industry experts, and network with peers from diverse backgrounds. The program is suitable for professionals who aspire to pursue a career in design leadership, design consulting, design education or social innovation.

Key Highlights

First of its kind MBA Program in India

Cutting Edge Industry Connected Faculties

Learning Through Live Projects as Case Studies

**Global Exposure through various channels
including Faculty and Studies**



Eligibility

- **Bachelor's Degree** - Min 120 credits
- **3 years minimum of post 12th grade study**
- **Any Major/Minor Discipline Accepted**

Pedagogy

How Do We Teach?

1. Critical and Systems Thinking Led Tools:

Develop understanding of large level issues to come up with impactful scalable channels of interventions.

2. Classroom Discussion:

Concepts & Fundamentals Discussion using lecture PPTs, AVs as per the mstraetion aur mentorship.

3. Case Studies:

Analyze real-world business cases to extract insights, make recommendations, and evaluate business strategies.

4. Collaborative Learning:

Encouraging teamwork in projects to simulate real work environments.

5. Industry Plug-ins:

Industry experts invited for masterclasses and domain sessions



Skills Acquired

Service Design

User Led Design

Business Design and Frameworks

Design Research

Branding and Marketing / end to end lifecycle business industry

Course Structure

YEAR 1 - SEMESTER 1

| |
|--------------------------------------|
| Business Thinking |
| Business Research |
| Design Project 1 – Social Innovation |
| Branding |
| Skill – AI Design |
| Skill – Info Visualization |

YEAR 1 - SEMESTER 2

| |
|---------------------------------------|
| Systems Thinking |
| User Research |
| Design Project 2 – Service/Life-Cycle |
| Strategic Management |
| Skill – Video promo |
| Skill – Marketing |
| Internship |

YEAR 2 - SEMESTER 3

| |
|-----------------------------|
| Critical Thinking |
| Xperiential Design |
| Design Project 3 – Industry |
| Creative Entrepreneurship |
| Skill – Interface Design |

YEAR 2 - SEMESTER 4

| |
|-------------------|
| Capstone/Research |
|-------------------|



2 YEAR

**40+40
CREDITS**

**19
COURSES**

**2 SEMESTERS
PER YEAR**

**15 WEEKS
PER
SEMESTER**



The Super Team



Prof. Anando Dutta

Dean, ATLAS ISDI



Prof. Vaibhav Mohite

Program Director, Product Design



Prof. Uttam Suresh Kumar

Program Director, First Year Studies



Prof. Rita Ashra

Program Director, Communication Design



Prof. Anees Cementwala

Director, Center of Product Innovation



Dr. Arpita Purohit

Research Lead



Prof. Gourav Keswani

Program Director, PG Design



Prof. Ritika Karnani

Program Director, Strategic Design & Management (UG)



Prof. Mohit Bhardwaj

Program Director, UI UX



Prof. Riddhesh Adarkar

Program Director, Animation & VFX



Prof. Manasee Kakkad

Associate Program Director

Interaction Sessions



Pradyumna Vyas

Sr. Advisor of Design
Promotion & Innovation
at Confederation of
Indian Industry (CII)



Santosh Patil

Digital Design Lead,
British Petroleum



Sanjay Gurbuxani

VP, IBS AMEA & Global
Digital Innovation
Mondelez International



Ram Raghavan

President - Enterprise
Oral Care



Tanvi Purohit

Principal UX Designer
Zeux Innovation



Pratap Bose

Chief Design Officer
Mahindra



Ayan Pal

Chief Creative Officer,
Deloitte USI



Don Norman

Director
The Design Lab



Somdutt Sarkar

Design Director
P&G



Sushi Suzuki

Associate Professor,
Kyoto Institute
of Technology



Angad Daryani

Chief Executive Officer
Praan



Jamil Khatri

Senior Partner
KPMG



Vivek Pandit

Senior Partner,
MCKINSEY & COMPANY



Anant Goenka

Managing Director
CEAT Ltd



Aryaman Birla

Director, Aditya Birla
Fashion & Retail



Matteo Vignoli

Associate Professor
University of Bologna



Aniston Anthony

UX Designer | Mercedes
Benz R&D, India



Aipta Ballav

Sr. Design Manager &
Product Lead, Microsoft



Trivikram Annamalai

Design
Google



Shubham Gupta

UX Designer
Philips

Distinguished Brands Hiring



Deloitte.

ZEUX



frog Part of
Capgemini Invent

mahindra^{Rise}



P&G

B/S/H/
BOSCH AND SIEMENS HOME APPLIANCES GROUP



LEAF DESIGN

TITAN

Mondelēz
International

Godrej
Godrej Consumer Products

Leo Burnett
GROUP

TATA
TATA POWER

kotak

LANDOR & FITCH

aubergine.

AngelOne

70 EVENT
MEDIA
GROUP

**DIGITAL
IMPACT** SQ

KOHLER

**FORBES
MARSHALL**

OGAANMEDIA

**PLANT
POWER**

human^X

SCIENCE
TECHNOLOGY
INNOVATION
PHILOSOPHY
PARAM



GALLAGHER

unthinkable

FOLKS

Job Opportunities

Design Strategist

Design Researcher

Service Designer

Business Designer

UX Professional

Entrepreneur

Admission Process

Students with a minimum of three years in a graduate program, regardless of the field, with at least 50% aggregate marks from any university recognised by the AIU. Those in their final year can also apply if they maintain a minimum 50% aggregate at graduation and have no live backlogs (ATKTs).

Examination - Candidates must have also appeared for one of the following entrance tests - GMAT, CAT, NMAT, XAT, MAT, CMAT, ATMA or any state CET tests



STEP 1 APPLICATION & VERIFICATION

Candidates may apply online through the application form link on the ATLAS website.



STEP 2 ATLAS APTITUDE TEST (AAT)

Candidates need to mandatorily write an ATLAS Aptitude Test that consist of Verbal Ability (English), Quantitative Aptitude (Maths), Logical Reasoning, Business Communication, Writing & Speaking sections



STEP 3 GROUP DISCUSSION (GD)

Eligible candidates will have to appear for a Group Discussion



STEP 4 PERSONAL INTERVIEW (PI)

Eligible candidates will have to appear for a Personal Interview



STEP 5 MERIT LIST & OFFER

A merit list is prepared and admission offers are rolled out to the students. We have a Profile Based Shortlisting with Key Parameters for Selection as follows:

- Academics (SSC, HSC, Graduation)
- Qualifying Examination (MAT, CAT, NMAT, XAT, MAT, CMAT, ATMA or any state CET tests)
- ATLAS Aptitude Test (AAT)
- Group Discussion
- Personal Interview
- Work Experience/Extra Curricular/ Special Achievements

ATLAS SKILLTECH UNIVERSITY

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