



ATLAS
SKILLTECH
UNIVERSITY

ISME

School of Management
& Entrepreneurship

2 year

MBA

**MASTERS OF BUSINESS
ADMINISTRATION**

with specializations in

Marketing

Finance

Business Analytics

Entrepreneurship

Digital Marketing
& Advertising



Discover a world
of opportunities

**BEYOND
BUSINESS
EDUCATION**



atlasuniversity.edu.in

Welcome to ATLAS

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 our university, where you can be part of a vibrant community that inspires you to reach new heights and achieve your dreams!



Tim Cook, CEO, Apple Inc with our students



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.”

Study MBA at ATLAS | ISME

MBA program is designed to provide students with a comprehensive and forward-thinking education in business administration, focusing on nurturing future leaders who possess an entrepreneurial mindset, equipping them with the skills needed to excel in the ever-evolving business landscape. The curriculum seamlessly integrates employability skills, analytical capabilities, and problem-solving aptitude, enabling students to approach challenges with a visionary perspective.

With a tech-infused approach, Our MBA program is unique . It embraces the integration of technology across various disciplines, empowering students to showcase innovative thinking and apply cutting-edge solutions in areas such as finance, marketing, entrepreneurship, business analytics, and digital marketing. By exploring these diverse domains, students gain a holistic understanding of business dynamics and are well-prepared to tackle complex real-world scenarios.

The MBA program offers a holistic education that shapes future leaders with a unique blend of technical proficiency, critical thinking abilities, creative flair, and an entrepreneurial spirit.

By fostering an entrepreneurial mindset, the MBA program aims to empower students to become effective leaders who drive innovation and make socially responsible decisions in the dynamic business world.



THE MBA FOCUS

40% OF YOUR CLASSROOM
LEARNING FROM LEADING
INDUSTRY EXPERTS



Entrepreneurial
& Innovative
Thinking



Building
Business
Acumen



Bringing
global learning
to Mumbai



Industry
Integrated
Learning



Case-driven
practical
learning



Communication
& inter personal
skills



Leadership &
Collaboration



Ethical &
Social
responsibility



Data driven
decision
making



Continuous
Learning &
Adaptability



Access a large
professional
network



Unrivalled
student
experience

ATLAS ADVISORY BOARD MEMBERS



DEEPAK PAREKH
Former 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



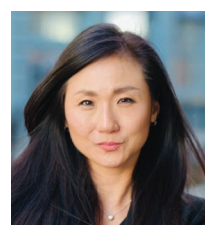
RUSS WINER
Professor of Marketing



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

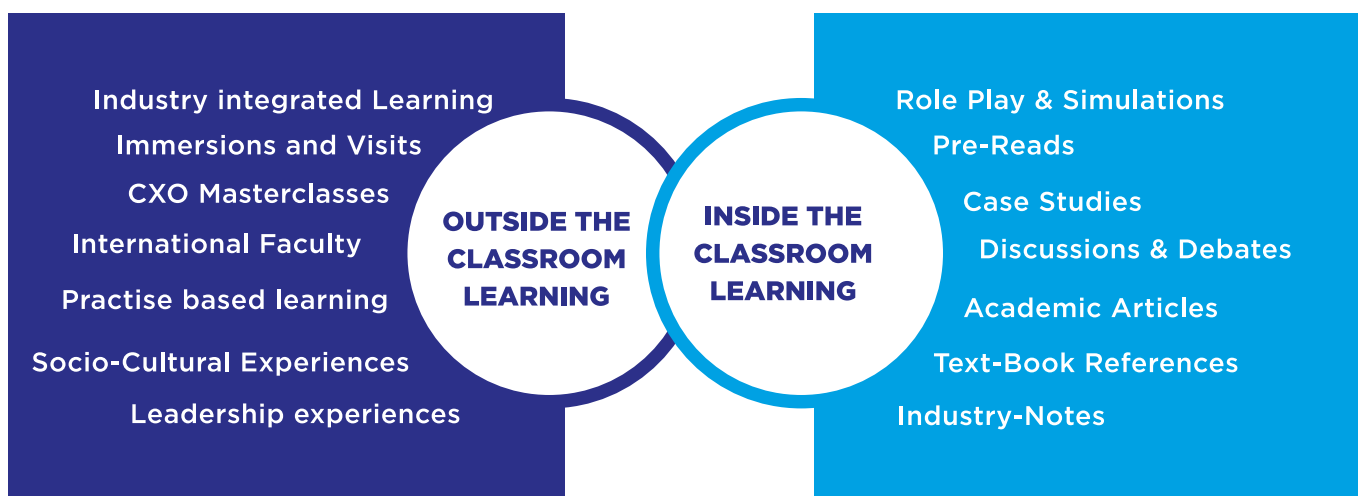


SIDDHARTH SHAHANI
Co-Founder
& Executive President



THE ATLAS PEDAGOGY

The two-year MBA curriculum has been created to ensure a transformative leadership experience for students. The curriculum focuses on holistic development of future leaders with an entrepreneurial mindset. It has been carefully curated to ensure integration of current industry best practices and future needs of Industry 4.0.



CURRICULUM STRUCTURE

Semester 1	Core subjects		
Semester 2	Choosing your specialization		
Semester 3	Core Subjects (mandatory)	Major 1	OR
Semester 4		Major 2	
			Single Major

Core Subjects

Mandatory for all students across both years, these subjects provide students with essential knowledge and skills that are crucial for achieving success in various professional settings and leadership roles, irrespective of the specialisation they choose.

Dual Specialization Path

Students can choose to pursue specialisations from the five options given to them. They will study 2 core subjects from each of the chosen specialisation each semester, giving them an opportunity to work in one or more industries.

Hyperspecialization Path

Students who want to pursue a specific subjects for gaining expertise in a niche field, will be able to choose a hyper specialisation and study one of the five subjects in depth. This will increase the students' employability factor and give them an edge in a particular industry.

**The curriculum is subject to change as per industry trends.*

PROGRAM OVERVIEW

**The curriculum is subject to change as per industry trends.*

FIRST YEAR

Semester 1 - CORE

Verticals	Professional Communication and Life Skills	Skill and Technology	Business Strategy & Operations	Career and Leadership Development
Compulsory Core	Professional Communication and Presentation Skills	Modern Age AI Tools (Generative AI Tools)	Global Business Environment	Career & Leadership Development I: Career Planning and Goal Setting
Finance	Marketing	Entrepreneurship & Family Business	Business Analytics	Digital Marketing & Advertising
Financial Statement Analysis	The 21st Century Marketing	Entrepreneurship and Family Business 101	Driving Decisions by Excel (Basics & Advanced)	Introduction to Digital Marketing

FIRST YEAR

Semester 2 - CORE

Verticals	Professional Communication and Life Skills	Skill and Technology	Business Strategy & Operations	Career and Leadership Development
	Managing Self and People Skills	Human-Centered Design Thinking	CSR, SDGs and Business Research	Career and Leadership Development - II: Personal Branding & Professional Networking

Specialisations (Hyper Or Dual) Select Any One Interdisciplinary Elective

Finance	Marketing	Entrepreneurship & Family Business	Business Analytics	Digital Marketing & Advertising
HYPER FINANCE Investment Analysis and Portfolio Management Financial Management Taxation Cost and Management Accounting	HYPER MARKETING Behavior based Selling & Negotiation (BBSN) Product & Brand Management Media & Advertising Strategy Retail & E-commerce Strategy	HYPER Entrepreneurship & Family Business New Age Business Models Family Enterprise Dynamics Learn User Research Innovation Management	HYPER Business Analytics Statistics for Business Decision making through predictive modeling Business analytics using R Data Storytelling	DUAL Media and Advertising Strategy Social Media and Community Management
DUAL Investment Analysis and Portfolio Management Financial Management	DUAL Behavior based Selling & Negotiation (BBSN) Product & Brand Management	DUAL New Age Business Models Family Enterprise Dynamics	DUAL Statistics for Business Decision making through predictive modeling	
ELECTIVE Indian Financial System Wealth Management	ELECTIVE Marketing Laws and Ethics Marketing for Global Markets	ELECTIVE Strategic Planning for Family Enterprise Technology Toolkit for Entrepreneurs	ELECTIVE Ethics in Artificial Intelligence Introduction to Power BI	

SECOND YEAR
Semester 3 - CORE

Verticals	Professional Communication and Life Skills	Skill and Technology	Business Strategy & Operations	Career and Leadership Development
	Organisational Behaviour and Universal Human Values	Cyber Security Management	Economics for Decision Making	Career and Leadership Development III: Emotional Intelligence and Resilience

Specialisations (Hyper Or Dual) Select Any One Interdisciplinary Elective

Finance	Marketing	Entrepreneurship & Family Business	Business Analytics	Digital Marketing & Advertising
HYPER FINANCE Financial Modeling Corporate Finance Investment Banking Derivatives and Risk Management DUAL Financial Modeling Corporate Finance ELECTIVE Stock Markets & Technical Analysis Entrepreneurial Finance	HYPER MARKETING Marketing Analytics for Managers Legal and Ethical Aspects of Marketing Sales and Distribution Management B2B Marketing DUAL Marketing Analytics for Managers Legal and Ethical Aspects of Marketing ELECTIVE Behavioral Science Marketing of Luxury Brands	HYPER Entrepreneurship & Family Business The Startup Sales Playbook: Business Development Breakthroughs Innovation & Technological adaptation in Family Enterprise Fundraising for Startups IPR , Startup Laws and ecosystems DUAL The Startup Sales Playbook: Business Development Breakthroughs Innovation & Technological adaptation in Family Enterprise ELECTIVE Growth Hacking Legal Compliance and Leadership in Family Enterprise	HYPER Business Analytics Machine Learning for Managers Introduction to Python programming. Analytics for Sustainability Management Cyber Security for Managers DUAL Machine Learning for Managers Introduction to Python programming. ELECTIVE Predictive Analytics Data Visualization with Tableau	DUAL Advanced SEO & Performance Marketing Emerging Tools for Web & Social Analytics



SECOND YEAR**Semester 4 - CORE**

Verticals	Professional Communication and Life Skills	Skill and Technology	Business Strategy & Operations	Career and Leadership Development
	Corporate Governance, Professional Ethics & Law	Supply Chain Analytics	Corporate Strategy	Career and Leadership Development IV: Diversity, Equity, & Inclusion in Leadership, & Capstone

Specialisations (Hyper Or Dual) Select Any One Interdisciplinary Elective

Finance	Marketing	Entrepreneurship & Family Business	Business Analytics	Digital Marketing & Advertising
HYPER FINANCE Corporate Valuation FinTech Ventures and Innovation Banking, NBFC & Insurance/BFSI Financial Analytics DUAL Corporate Valuation FinTech Ventures and Innovation ELECTIVE Sustainable Finance Behavioral Finance	HYPER MARKETING International Marketing Sustainable Marketing in Practice Marketing for the Hinterlands Services Marketing DUAL International Marketing Sustainable Marketing in Practice ELECTIVE Creator Economy Chanakya's Arthashastra	HYPER Entrepreneurship & Family Business Entrepreneurial Leadership Ethics, Governance & Social responsibility in Family Enterprise Scaling Startups - Strategies for Growth Entrepreneurship in Action DUAL Entrepreneurial Leadership Ethics, Governance & Social responsibility in Family Enterprise ELECTIVE Family Enterprise Consultancy Managing Entrepreneurial Failures	HYPER Business Analytics Business Intelligence using Power BI SQL Programming Text and Social Media Analytics Ethics and Moral Issues in adopting AI DUAL Business Intelligence using Power BI SQL Programming ELECTIVE Machine Learning Fundamentals Python Coding	DUAL Digital Marketing in Practice Digital Commerce Management

**WALK
INTO YOUR
BRIGHT
FUTURE**



INDUSTRY-INTEGRATED, GLOBAL LEARNING

One of the key benefits of industry-integrated, global learning is its impact on employability. Graduates with this type of education are highly sought after by employers due to their practical experience, global perspective, and readiness to adapt to the demands of a dynamic job market. These students are better equipped to tackle complex challenges, drive innovation, and make socially responsible decisions, making them valuable assets to organizations operating in a globalized world.

The program aims to nurture lifelong learners who are open to continuous growth and self-improvement. It instills a curiosity to explore diverse perspectives, develop innovative solutions, and contribute positively to society at both local and global levels.



GLOBAL LEARNING AT HOME

A week-long global learning and knowledge exchange across 26 transdisciplinary tracks across Design, Management, Technology and Entrepreneurship

Bringing global transdisciplinary learning home to our students, in the vivid city of Mumbai, the week prepares individuals to gain pragmatic knowledge from academic and industry leaders from around the world. The exchange aims to bridge the gap between academics and real-life learning and prepare the students to be leaders of tomorrow in a globally inclusive world.

350+
HOURS OF

25+ SPEAKERS

04
TRACKS

175+
SESSIONS



GLOBAL IMMERSIONS

Explore Multicultural Work Cultures

Learn Global Business Practices

Experience Cross Cultural Communications

With global associations across continents, our students have the opportunity to access global learning through immersions and student exchange. Developing a global mindset enabling them to be empathetic and informed leaders and holistic thinkers. Students have travelled to booming urban cities such as London, Paris and New York to understand and experience what their future may look like.





VENTURE LABS

Your first step towards becoming an entrepreneur

Equipping aspiring entrepreneurs with resources, mentorship, and funding to fuel startup growth, empowering future disruptors and leaders. The aim is to encourage students to develop entrepreneurial skills and consider entrepreneurship as a career choice, providing essential tools for success to drive positive change for a prosperous, sustainable world.

DEDICATED MENTOR POOL

ATLAS STARTUP INCUBATOR

SKILLTECH VENTURE FUND

THE SCHOOL OF STARTING UP

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



Aryaman Birla,
Founder, Aditya Birla New Age



Deepak Parekh,
Former Chairman, HDFC



Peyush Bansal, CEO, Lenskart

MASTERCLASSES

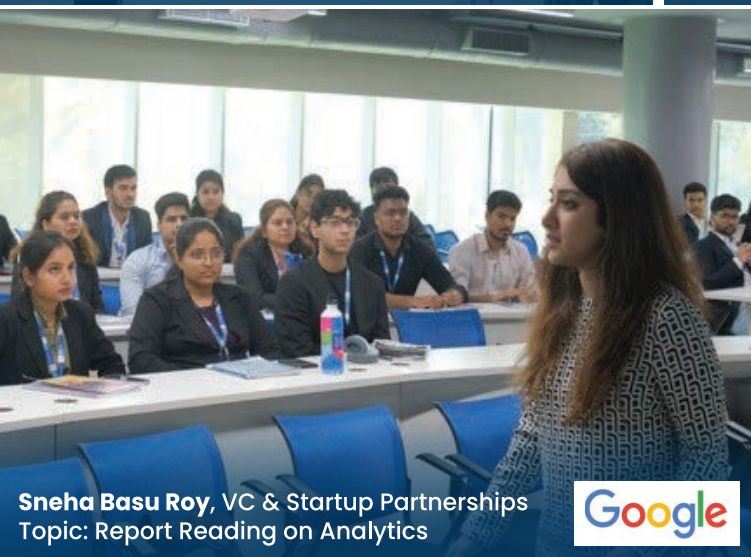
Your educational journey at ATLAS is filled with opportunities to excel and prepare for your future careers. One of the most effective ways to enhance your learning experience is by actively seeking knowledge from industry experts. These seasoned professionals and industry leaders bring a wealth of practical knowledge and firsthand experience right into your classroom, providing an invaluable resources for your academic and professional development. Through various channels, masterclasses, event and University initiatives, you have the chance to engage with industry experts and grow your network even before you graduate!



**Avani Davda, Strategic Advisor
Bain Advisory Network**



**Mukul Deoras,
President (Asia Pacific),
Colgate-Palmolive (India) Ltd.**



**Sneha Basu Roy, VC & Startup Partnerships
Topic: Report Reading on Analytics**



**Pracheta Mazumdar, Senior Brand
Marketing Manager Topic: How do brands
become a Cult in the 21st Century**



**Joseph Fernandes, Senior Vice President Human Resources
Topic : Personal Branding for Career Success & Culture Fit**



**Rochelle Aranha, HR Manager
Topic: Leadership with a Cause**



FUTURE READINESS

CAREER SERVICES

Prepare before Practise

The Career Services team is dedicated to empowering students with a holistic range of resources and support to excel in their professional journey. Our comprehensive suite of services is meticulously designed to nurture individual growth and career success.

Personalized Guidance: Counseling & mentoring is offered to every student to foster purpose and clarity for academic and professional goals.

Internship & Placement: Seamlessly transition from classroom to career with our support, securing opportunities aligned with every students' aspiration.

Developing Life Skills: Training students for enhancing interpersonal, communication, and leadership skills, vital for real-world success.

Networking: Connect with industry experts, peers, and alumni for enhanced exposure and prospects.

Profile Enhancement: One-on-one guidance to each student to craft compelling resumes and profiles that distinguish them to potential employers in the industry of their choice.

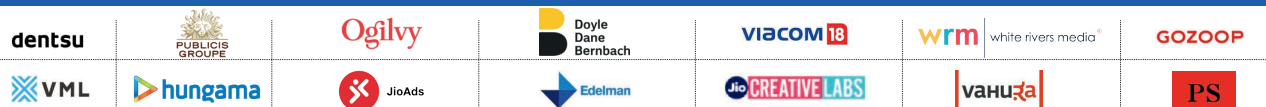


PLACEMENTS & INTERNSHIPS

BSFI



Advertising Services



FMCG



E-Commerce



Credit Rating



Consulting



Consumer Brands



Govt Administration



Real Estate



ROUND TABLE CONFERENCES



Marketing 2.0: Strategies for Authentic Engagement and Measurable Impact

Leadership Series Equips Students for Success



Future Skills: Navigating the Evolving Job Landscape



Sonal Singh
Head Talent Acquisition
Deutsche Bank

Vasudevan Lakshmanan
Senior HRBP - Vaccines Business
GSK

INDUSTRY VISITS

AT OML, through insightful presentations and engaging discussions, students received a treasure trove of practical knowledge. Students got industry insights and thought-provoking discussions fuelled the students' curiosity and ignited a passion for entertainment.

Students got a marketing strategy roadmap, revealing the factors shaping their success. They discovered the company's culture, fuelled by cutting-edge technology and a deep, shared passion for music.



PLACEMENTS



PEARLYN MISTRY

P PhillipCapital



AYUSH KHAMESRA

P PhillipCapital



ASHUTOSH JHAVER

P PhillipCapital



KULSUM MITHIBORWALA

ASUS
Computer



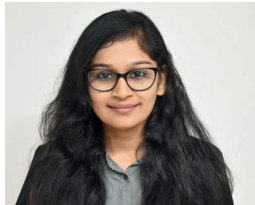
RADHIKA SHARMA

infotelligent



SHANIA KINNY

P PhillipCapital



DHRUVI SAVAJ

P PhillipCapital



MEHULI GOSH

savex
TECHNOLOGIES



ANIKET NIMASE

savex
TECHNOLOGIES



MANSI JAIN

THE
HOUSE OF
ABHINANDAN
LODHA



MUSTAFA PATEL

savex
TECHNOLOGIES



MANASI SAROJ

savex
TECHNOLOGIES



KSHAMA VIBHUTE

savex
TECHNOLOGIES



AMAN SHARMA

savex
TECHNOLOGIES



KHUSHI RAJPUROHIT

restaverse



RAHUL THACKER

Manipal Cigna
Health Insurance



VATSAL DEDHIA

EUREKA FORBES



ANJALI TRIPATHI

ANAROCK
VALUES OVER VALUE



SHREYA SRIVASTAVA

ANAROCK
VALUES OVER VALUE



HARSH SINHA

zomato



SHERYA KABRA

MORNINGSTAR



DURVA PAWASKAR

dentsu



**MOHAMMED
ZAID KAS**

**GUARDIAN
REAL ESTATE**



SMIT RAJKOTIA

ASBS & Co.
Chartered Accountants



KIMAYA SURVE

ASBS & Co.
Chartered Accountants

INTERNSHIPS



SHREYA SETHI



MAHI SHAH



**ARPIT
GUPTA**



BHAVIK NISHAR



**AMAN
AHUJA**



BHAVY VEGDA
zomato



KANISHKA DUDHANI



PRATIK JANGATE



PRANAV VIMAL



ATHARVA DOLAS



ASHISH JAISWAR



CHIRAG GUPTA



APURVA DIXIT



ANJALI BAVASKAR



ASHWATHY NAIR



AKSHI DOSHI



ANURAG JAIN



SHABHAT NAGORI



DEVANSHI CHOUDHARY



DARSHAN BAFNA



TANISHA ASRANI



SAKSHI AHUJA



YOGESH BAUSKAR



SIDDHARTH FERNANDES



GEET SANGNERIA



ADMISSION PROCESS

Students pursuing or having completed a minimum of three-year graduate programs in any discipline (Minimum 120 credits in case of MBA) with minimum 50% aggregate marks from any University recognized by Association of Indian Universities (AIU). Students appearing for their final exams can also apply provided they maintain a minimum of 50% aggregate marks at the time of graduation as mentioned above. Students applying for their final exams should not have any live backlogs (ATKTs).

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

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 which consists 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 (CAT, XAT, NMAT, GMAT, MAT, CMAT, ATMA or any state CET tests)
- *ATLAS Aptitude Test (AAT)
- *Group Discussion
- *Personal Interview
- *Work Experience / Extra Curricular / Special achievements

REDEFINE POSSIBILITIES. LEAD YOUR FUTURE.



ATLAS SKILLTECH UNIVERSITY

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LBS Marg, Kurla West, Mumbai - 400 070

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