



ATLAS
SKILLTECH
UNIVERSITY

ISME

School of Management
& Entrepreneurship

2 YEAR EXECUTIVE MBA FOR AI-DRIVEN LEADERS

Specialisation

- Applied Finance & Fintech
- Marketing in the Digital Era
- Business Analytics & AI
- Leadership & Strategy



Empowering Professionals to lead in a Tech-first world

ATLAS ISME: Your Gateway To Excellence

A Business School Beyond the Ordinary!

ATLAS ISME, the School of Management & Entrepreneurship at **ATLAS SkillTech University**, is more than just a business school—it's a dynamic ecosystem where innovation meets enterprise, diverse ideas thrive, and future leaders emerge to shape the evolving global economy.

Located in the heart of Mumbai—one of the world's leading financial and commercial hubs—and **surrounded by 500+ corporates**, ATLAS ISME provides an unparalleled learning environment. Here, education goes beyond acquiring knowledge—it's about seizing opportunities, challenging conventions, and redefining the future of business. With a strong industry connection, real-world learning experiences, and a future-focused curriculum, we prepare ambitious minds for entrepreneurial success and leadership excellence.

At ATLAS ISME, you'll find the knowledge, skills, and network to grow and succeed in the ever-evolving world of business.



 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-power-dom. Powered by the vision of our youth. ”

ATLAS Advisory Board



DEEPAK PAREKH
Former Chairman HDFC



**KESHAV
MURUGESH**
Group CEO



KARAN SINGH
Managing Director



ANANT GOENKA
Managing Director



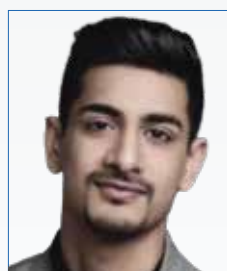
RAM RAGHAVAN
President, Enterprise
Oral Care



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



Executive MBA for AI-Driven Leaders at ATLAS ISME

The Executive MBA for AI-Driven Leaders at ATLAS ISME is designed for working professionals with a minimum of 2 years of experience, aiming to lead transformative change at the intersection of business strategy and emerging AI-powered technologies. This program seamlessly integrates foundational management principles with pioneering advancements in Generative AI, Blockchain, and Marketing Automation, empowering executives to lead AI-driven business transformations and FinTech innovations across diverse sectors.

Designed for a digital-first, disruption-ready landscape, the curriculum equips leaders to navigate complexity, harness data fluency, and develop intelligent, scalable solutions. Key modules include Predictive Modeling, AI in Financial Services, Agentic AI, Blockchain & Cryptofinance, and Digital Growth Hacking.

The program offers specialised tracks in Applied Finance & FinTech, Business Analytics & AI, Marketing in the Digital Era, and Leadership & Strategy, enabling executives to customise their learning with impactful, real-world objectives. Crafted with the unique demands of working professionals in mind, it strikes a balance between flexibility and academic rigor, ensuring participants can seamlessly integrate their professional responsibilities with their educational pursuits. This carefully structured approach facilitates a deeply transformative learning experience, empowering participants to enhance their skills and expertise while preserving their work-life balance.

At ATLAS ISME, we're building next-gen AI-driven leaders who reimagine business models, drive innovation at scale, and shape the AI-powered enterprises of tomorrow.



Key Learning Outcomes



AI & Technology
in Business



Business
Acumen



Leadership &
Collaboration



Strategic
Thinking



Entrepreneurial
& Innovative
Thinking

Who is this Program for?



Ambitious Managers

For managers aiming to fast-track their careers and step into senior leadership roles with confidence.



Working Professionals

Ideal for professionals looking to upskill while maintaining a healthy work-life balance.



AI-Driven Leaders

Perfect for those who want to stay ahead of the curve by becoming AI-equipped and future-ready.



Growth-Oriented Entrepreneurs

Designed for startup founders and family business leaders looking to unlock critical growth opportunities.





ATLAS ISME Executive MBA Pedagogy

The MBA for AI-Driven Leaders at ATLAS ISME follows an experiential pedagogy, integrating case studies, simulations, industry collaborations, and peer learning to foster strategic thinking and problem-solving. The program is designed to accelerate leadership transitions as it equips executives with the skills to drive impactful business decisions and lead with confidence.

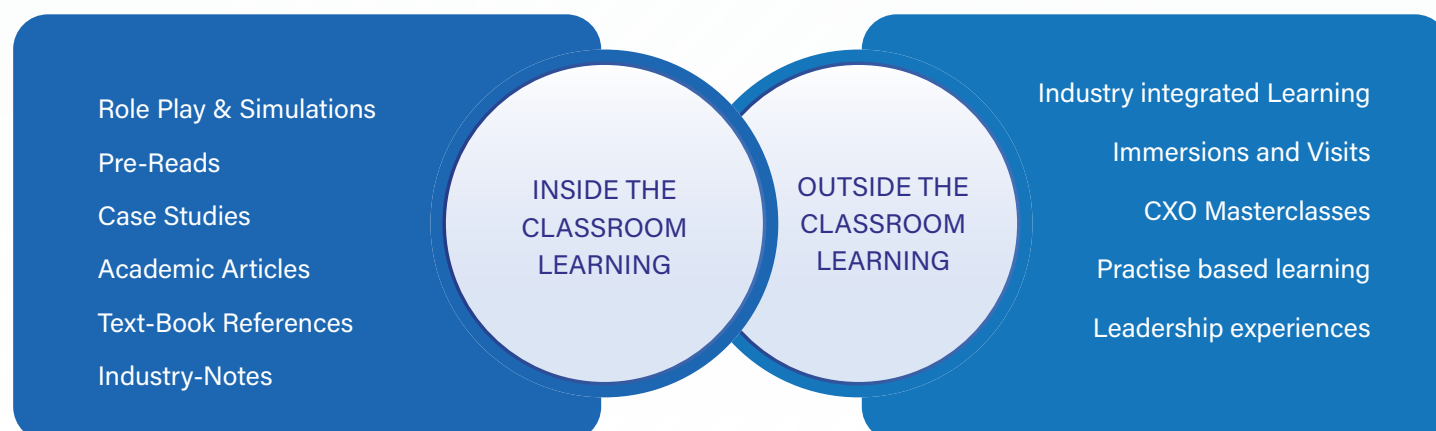
Course Structure

The Executive MBA program offers flexibility for working professionals while maintaining MBA-level rigor. With three weekends of in-class learning each month (about 16 weeks per semester), participants can balance work and learning.



This structure ensures a powerful learning experience while advancing your career.

ATLAS ISME Teaching Methodology





Semester-wise Curriculum

Semester 1

Foundation Semester for all specialisations

Course

- 1 Managerial Economics for a Digital Economy
- 2 Human Capital Management
- 3 Data Fluency for Decision Makers - 1
- 4 Building Financial Acumen - 1
- 5 Digital-First Marketing Fundamentals
- 6 Business Communication in the Digital Age
- 7 Responsible Business in the Age of Disruption
- 8 Gen AI for Emerging Leaders
- 9 Python for Business Analytics - 1
- 10 Building Block for Career Development (Offline + Online)
- 11 Capstone - 1

Semester 2

Foundation Semester for all specialisations

Course

- 1 Strategic Management
- 2 Technology and Platform Business Models
- 3 Data Fluency for Decision Makers - 2
- 4 Building Financial Acumen - 2
- 5 Design Thinking & Human-Centered Innovation
- 6 Negotiation and Influence in Complex Environments
- 7 Digital Marketing
- 8 AI-Driven Business Transformation
- 9 Python for Business Analytics - 2
- 10 Building Block for Career Development (Offline + Online)
- 11 Capstone - 2

Semester 3 Applied Finance and Fintech

Course

- 1 Corporate Finance :
Driving Business Value
- 2 Valuation in a Digital Economy
- 3 Portfolio Strategy and Investment
Analytics
- 4 Risk Intelligence & Enterprise Risk
Management
- 5 Blockchain & Cryptofinance
Fundamentals
- 6 FinTech Ecosystems & Disruption
Models
- 7 AI & Automation in Financial
Services
- 8 Financial Statement Analysis &
Forensics
- 9 Global Financial Markets &
Instruments
- 10 Regulatory Technology, Digital
Compliance & Financial Ethics
- 11 Career Mentorship (Offline + Online)
- 12 Capstone - 3

Semester 4 Applied Finance and Fintech

Course

- 1 Strategic Cost Management &
Profitability Analytics
- 2 Mergers, Acquisitions & Corporate
Restructuring
- 3 WealthTech & Digital Asset
Management
- 4 FinTech Product Innovation & Design
- 5 Alternative Finance & Digital
Lending
- 6 Sustainable Finance & ESG Investing
- 7 AI in Forecasting & Predictive
Finance
- 8 Treasury Management in a Digital
World
- 9 FinTech Startups & Venture Finance
- 10 Global Business Affairs &
Geopolitical Intelligence
- 11 Career Mentorship (Offline + Online)
- 12 Capstone - 4

Semester 3 Marketing in the Digital Era

Course

- 1 The Modern Marketer's Playbook
- 2 Consumer Insight Mining & Behavioral Analytics
- 3 Brand Building in the Age of Screens
- 4 Content Strategy & Storytelling for Digital Platforms
- 5 Social Media Intelligence & Community Building
- 6 Customer Experience Strategy & Service Design
- 7 Marketing Technology (MarTech) Stack Essentials
- 8 Financial Statement Analysis & Forensics
- 9 AI and Automation in Marketing
- 10 Data-Driven Decision Making for Marketers
- 11 Career Mentorship (Offline+Online)
- 12 Capstone - 3

Semester 4 Marketing in the Digital Era

Course

- 1 Integrated Marketing Communications Strategy
- 2 Product Innovation & Go-To-Market Strategy
- 3 Pricing & Revenue Optimization in a Digital World
- 4 E-Commerce & D2C Business Models
- 5 B2B Marketing in the Age of SaaS & Platforms
- 6 Digital Growth Hacking & Agile Marketing
- 7 Sustainability, Ethics & Purpose-Led Marketing
- 8 Global Brand Strategy & Cross-Cultural Marketing
- 9 Agentic AI: The Future of Autonomous Marketing
- 10 Global Business Affairs & Geopolitical Intelligence
- 11 Career Mentorship (Offline + Online)
- 12 Capstone - 4

Semester 3 Business Analytics and AI

Course

- 1 Business Analytics: Tools, Frameworks & Impact
- 2 Data Management, Governance & Engineering
- 3 Exploratory Data Analysis & Visualization
- 4 Predictive Modeling & Machine Learning Basics
- 5 AI Foundations: Neural Networks & Deep Learning
- 6 Data-Driven Marketing & Customer Analytics
- 7 Operations & Supply Chain Analytics
- 8 People Analytics & Workforce Optimization
- 9 Cloud Platforms & Big Data for Business
- 10 Forecasting & Temporal Analytics for Business
- 11 Career Mentorship (Offline+Online)
- 12 Capstone - 3

Semester 4 Business Analytics and AI

Course

- 1 Advanced Machine Learning for Business Strategy
- 2 Natural Language Processing (NLP) for Business
- 3 Computer Vision & Image Intelligence
- 4 Agentic AI & Autonomous Decision Systems
- 5 AI in Finance, Marketing, and Operations
- 6 Prescriptive Analytics & Optimization Models
- 7 Ethics, Bias & Responsible AI in Business
- 8 Building & Leading Data-Driven Organizations
- 9 Scaling Analytics & AI through Product Thinking
- 10 Global Business Affairs & Geopolitical Intelligence
- 11 Career Mentorship (Offline + Online)
- 12 Capstone - 4

Semester 3 Leadership and Strategy

Course

- 1 Strategic Thinking for the C-Suite
- 2 Leading High-Performance Teams
- 3 Business Model Innovation & Competitive Strategy
- 4 Digital Leadership & Enterprise Transformation
- 5 Leadership Communication & Executive Presence
- 6 Decision-Making Under Uncertainty
- 7 Ethical Leadership, Governance & Stakeholder Capitalism
- 8 Leading Organizational Change & Culture Transformation
- 9 Rational and Creative Thinking
- 10 Leadership, Philosophy & the Reflective Mind
- 11 Career Mentorship (Offline+Online)
- 12 Capstone - 3

Semester 4 Leadership and Strategy

Course

- 1 Corporate Strategy & Growth Pathways
- 2 Mergers, Acquisitions & Strategic Alliances
- 3 Foresight & Strategic Innovation
- 4 Navigating Power, Politics & Influence in Organizations
- 5 Sustainability, Purpose & Long-Termism
- 6 Managing Crisis, Reputation & Strategic Risk
- 7 Leading Through Innovation Ecosystems
- 8 Boardroom Dynamics & Corporate Governance
- 9 Agentic AI: The Future of Autonomous Business Systems
- 10 Global Business Affairs & Geopolitical Intelligence
- 11 Career Mentorship (Offline + Online)
- 12 Capstone - 4

Industry Integration

The MBA for AI-Driven leaders at ATLAS SkillTech University is designed with deep industry integration, offering hands-on learning, real-world applications, and direct engagement with industry leaders to ensure practical, career-focused growth.

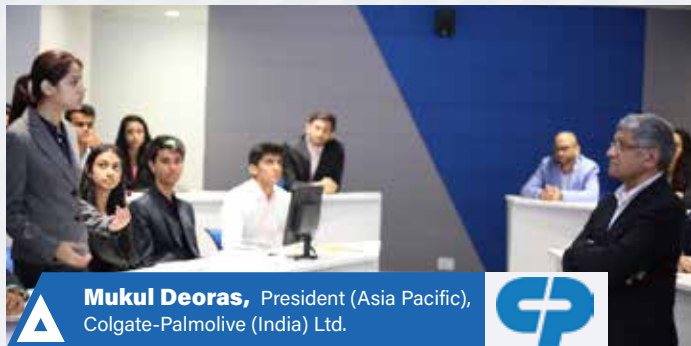
Industry-Integrated Approach

Students tackle real business challenges under the guidance of industry experts, benefiting from a curriculum co-taught by professionals. This hands-on approach ensures a seamless blend of academic knowledge and real-world applications, keeping pace with evolving market trends and business needs.



Masterclasses by Industry Experts

Renowned industry leaders share insights on emerging trends, challenges, and leadership.



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



Samrat Paul, Paytm Associate VP,
National Sales



Joseph Fernandes, Senior Vice President
Human Resources



Rochelle Aranha, HR Manager



Sunita Wazir, Hindustan Unilever Limited
Senior Manager, Global Wellbeing



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



Round Table Conferences (RTCs)

Interactive forums where students engage with industry leaders to discuss innovations and market shifts



Marketing 2.0: Strategies for Authentic Engagement and Measurable Impact



Leadership Series Equips Students
for Success



**Future Skills: Navigating the Evolving
Job Landscape**

Program Outcomes

The Executive MBA for AI-Driven Leaders is designed to shape visionary professionals ready to thrive in a fast-evolving, technology-first world. With AI and emerging technologies at its core, the program equips participants to lead transformation, drive innovation, and make data-informed decisions that create real-world impact—giving them a competitive edge in today's dynamic landscape.

Leverage Gen AI for Business Impact:

Graduates will possess a comprehensive understanding of core business functions, market dynamics, and emerging technologies such as Gen AI and marketing automation, enabling them to identify and capitalise on opportunities for value creation in a technology-driven business landscape.

AI-Driven Decision-Making:

Graduates will be equipped to harness the power of AI, data analytics, and automation to critically evaluate complex business scenarios, explore strategic alternatives, and make timely, high-impact decisions aligned with organisational goals.

Drive Innovation Across Functions and Industries:

The program cultivates leaders capable of conceptualizing and executing innovative solutions in finance, marketing, strategy, and operations.

Entrepreneurship:

Graduates will exhibit entrepreneurial expertise, identifying opportunities, designing, and implementing innovative business solutions for start-ups, solving business challenges, and creating employment opportunities.

Leadership:

Graduates will cultivate transformational leadership capabilities, inspiring, guiding, and empowering teams to achieve organisational goals while upholding integrity, fairness, and accountability in all decision-making processes.

Creativity & Innovation:

Graduates will develop a forward-thinking mindset, embracing emerging technologies, AI-driven processes, and digital solutions to foster sustainable business transformation and achieve a competitive edge in the marketplace.

ESG, Sustainability & Governance:

Graduates will integrate Environmental, Social, and Governance (ESG) principles into business strategies, championing sustainable practices and responsible decision-making to address global and societal challenges.



Career Guidance and Support

The program provides comprehensive career guidance through multiple channels, including industry and academic mentors. This support enables participants to transition into leadership roles or pursue a career shift, with tailored advice, skill development, and networking opportunities, ensuring industry-agnostic career growth and success.



200+ Industry Collaborations

BSFI							
							
							

Advertising Services						
						
						

FMCG						
						

E-Commerce			Credit Rating		Consulting		
							

Consumer Brands		Govt Administration			Real Estate	
						

Admission Process

The MBA program for working professionals at ATLAS SkillTech University is open to executives with 2+ years of experience and a graduate degree (minimum 3 years) with 50% aggregate marks from an AIU-recognised university. Designed for career acceleration and leadership transition, the program offers flexibility with a rigorous curriculum. The admission process is as follows:

Step 1: Application + SOP (Statement of Purpose)

Step 2: ATLAS Aptitude Test (AAT)

Step 3: Personal Interview



atlasuniversity.edu.in



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