



**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



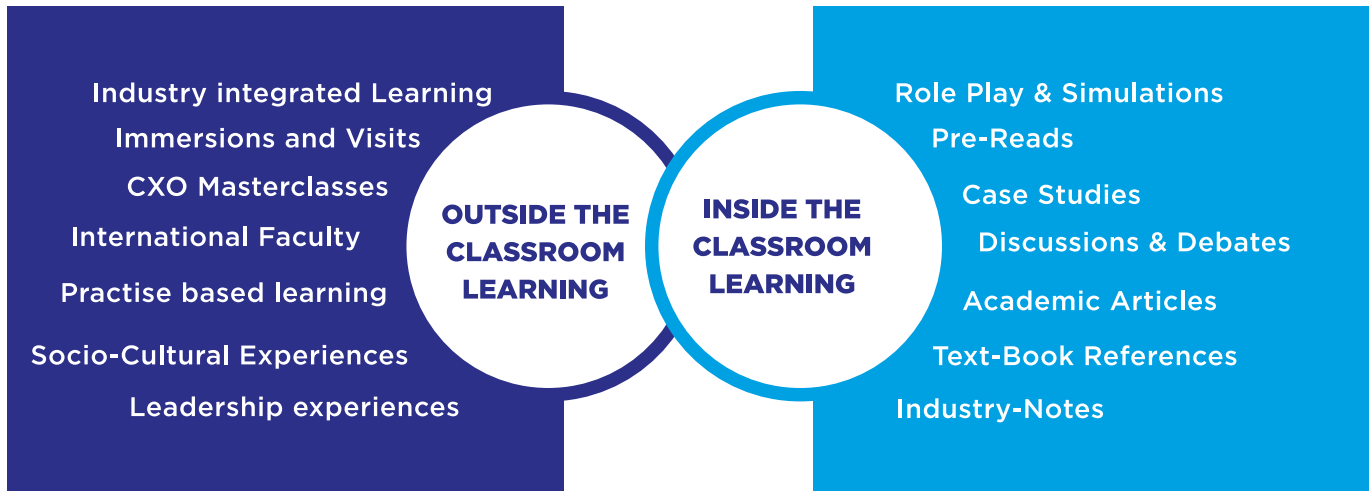
Access a large professional network



Unrivalled student experience

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

Trimester 1	Core subjects		
Trimester 2	Choosing your specialization		
Trimester 3	Core Subjects (mandatory)	Major 1	
Trimester 4		OR	
Trimester 5			Single Major
Trimester 6			

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 to 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.

PROGRAM OVERVIEW

FIRST YEAR

Trimester 1

CORE SUBJECTS

1. Business Communication
2. Traditional Industrial Transformation through Analytics - 1
3. Business Challenge 1: The Micro Enterprise
4. Career Readiness Program - I
5. Financial Statement Analysis
6. Marketing in Digital Age
7. Introduction to Digital Marketing
8. Entrepreneurship 101
9. Driving Decisions By Excel

Trimester 2

CORE SUBJECTS:

1. Economics for Managers
2. Statistics for Business Managers
3. CSR & SDGs: Social Impact Sprint
4. Career Readiness Program - II

CHOOSE YOUR SPECIALIZATION: Explore any 2

1. Marketing
2. Finance
3. Business Analytics
4. Entrepreneurship
5. Digital Marketing and Advertising

Trimester 3

CORE SUBJECTS:

1. Statistics for Business Managers
2. Traditional Industrial Transformation through Analytics - 2
3. Business Challenge 2: Bootstrappers Battle
4. Business Research

PURSUE DUAL MAJOR or HYPERSPECIALISATION

Dual Majors: 2 subjects from both specialisations
OR
Hyperspecialisation: 4 subjects from chosen specialisations

SECOND YEAR

Trimester 4

CORE SUBJECTS

1. Organizational Behaviour & Human Values
2. Transforming to a digital manager
3. Capstone - 1: Research Challenge
4. Career Readiness Program - III

DUAL MAJOR or HYPERSPECIALISATION

Trimester 5

CORE SUBJECTS

1. Corporate Strategy
2. Future of Work, Workspace, and Workforce
3. Capstone - 2: Narrative Investigation
4. Career Readiness Program - IV

DUAL MAJOR or HYPERSPECIALISATION

Trimester 6

CORE SUBJECTS

1. Corporate Governance, Professional Ethics & Law
2. Challenges faced in Building Large-Scale Enterprise-Grade Smart Applications
3. Crowd Funding Challenge: Public Favorites
4. Career Readiness Program - V (INTERNAL)

DUAL MAJOR or HYPERSPECIALISATION

18 months of engaging in your choice of specialisation
6 months of industry experience while studying

Specialisations

Modules marked in dark blue are mandatory for all

FINANCE

TRIMESTER 2

1. Cost and Management Accounting
2. Financial Management

TRIMESTER 3

1. Financial Modelling
2. Investment Analysis & Portfolio Management
3. Investment Banking
4. Derivatives & Risk Management

TRIMESTER 4

1. Banking, NBFC & Insurance/BFSI
2. Wealth Management
3. Corporate Valuation
4. FinTech Ventures & Innovation

TRIMESTER 5

1. International Finance
2. Taxation
3. Financial Analytics
4. Behavioural Finance

TRIMESTER 6: Capstone

Modules marked in light blue are mandatory only for students pursuing that specific hyperspecialisation

MARKETING

TRIMESTER 2

1. Consumer Buying Behaviour
2. Marketing Strategy

TRIMESTER 3

1. Selling and Negotiations
2. Product Management
3. Advertising & PR
4. Rural Marketing

TRIMESTER 4

1. Brand Management
2. Marketing Analytics
3. Retail Marketing
4. B2B Strategy

TRIMESTER 5

1. E-Commerce Management
2. Media Management
3. Services Marketing
4. Data Privacy and Technology

TRIMESTER 6: Capstone

BUSINESS ANALYTICS

TRIMESTER 2

1. Data as the Fuel of Modern Enterprise
2. Modern-age AI tools (ChatGPT, Dall E, Google Bard etc.)

TRIMESTER 3

1. Business Intelligence and Visualization
2. Traditional Industrial Transformation through Analytics - 3
3. AI Design Thinking-1
4. Decision Making through Predictive Models

TRIMESTER 4

1. Traditional Industrial Transformation through Analytics - 4
2. AI Design Thinking-2
3. ML algorithms for Managers
4. ML & Deep learning application Development for Managers

TRIMESTER 5

1. Digital Strategy Planning
2. Ethical and Moral Issues in Adopting AI
3. Digital Technologies & Smart products and Services for Managers
4. Digital Technologies & Smart products & Services for Managers

TRIMESTER 6: Capstone



ENTREPRENEURSHIP

TRIMESTER 2

1. New Age Business Models
2. Family Enterprise Dynamics

TRIMESTER 3

1. Startup Alchemy
2. Strategic Planning for Family Enterprise
3. Audience Architects
4. Legal Compliance & Leadership in Family Enterprise

TRIMESTER 4

1. The Startup Sales Playbook
2. Innovation & Technological adaption in Family Enterprise
3. Impact Incubators
4. Growth Strategies and Diversification in Family Enterprise

TRIMESTER 5

1. Vanguard Leadership
2. Ethics, Governance & Social Responsibility in Family Enterprise
3. Scaling Startups
4. Family Enterprise Consultancy

TRIMESTER 6: Capstone

DIGITAL MARKETING AND ADVERTISING

TRIMESTER 2

1. Meta Business and Google Suits
2. Introduction to Design Tools - I

TRIMESTER 3

1. Advanced SEO & SEM Strategy
2. Advertising & PR
3. Advanced Design Tools
4. Selling and Negotiations

TRIMESTER 4

1. PR & Crisis Communication
2. Content & Social Media Marketing
3. E-Commerce Management
4. Social Media Marketing

TRIMESTER 5

1. Media Ethics & Legalities
2. Web & Data Analytics
3. Data Mining
4. Social Listening & ORM

TRIMESTER 6: Capstone

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.

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!

Peyush Bansal, CEO, Lenskart



Aryaman Birla, Founder, Aditya Birla New Age



Avani Davda
Strategic Advisor
Bain Advisory Network



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



Deepak Parekh,
Former Chairman, HDFC



Sunita Wazir,
Senior Manager, Global Wellbeing, Hindustan Unilever Ltd.

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.

Alumni Bonds: Leverage graduate experiences through our Alumni Connect program.



MENTORSHIP PROCESS

Prepare before Practise

The MBA program presents a unique chance to establish connections with distinguished industry leaders and seasoned professionals, facilitating preparation for a prosperous career trajectory. Right from the outset, students receive comprehensive guidance and continued mentorship throughout the course, ensuring their seamless transition into a future-ready professional equipped with the skills and knowledge expected from our MBA program.



Shreya Kabra



Sandhya Tekwani



Piyush Patwa



Rhea Samson



Abdul Rehman Furniturewala



Shreya Bhalinge



PURSUE YOUR DREAM CAREERS

Explore career pathways after Graduation

- Business Development
- Project Management
- Brand Management
- Account Management
- Operations Management
- Wealth Management
- Portfolio Management
- Innovation Management
- Strategy
- Corporate Communications
- Sales
- Marketing
- Market Research
- Digital Marketing
- Media Planning
- Data Analytics
- Business Analysis
- Audits and Consulting
- Financial Advisor
- Investment Banking
- Banking
- Insurance
- Risk Advisory
- Human Resource
- Consumer and Market Intelligence

ADMISSION PROCESS

Students pursuing or having completed a minimum of three-year graduate programs in any discipline with minimum 50% aggregate marks from any University recognized by Association of Indian Universities (AIU). Students applying 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 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. Applications received

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 appear through a round of Group Discussion

Step 4: Personal Interview (PI)

Eligible candidates 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

REFEDINE POSSIBILITIES. LEAD YOUR FUTURE.



ATLAS SKILLTECH UNIVERSITY

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