



ATLAS

ISMÉ

# MBA FOR AN AI WORLD

Where Business Meets Artificial Intelligence

AI-Enriched Business Specialisations for New Age Leaders



# A NOTE FROM THE CHANCELLOR



At ATLAS SkillTech University, we cultivate the next generation of professionals across a spectrum of dynamic fields. Our industry-focused curriculum equips students with future-ready skills for Industry 4.0. With world-class, tech-enabled infrastructure and strong global connections, ATLAS nurtures entrepreneurs, innovators and leaders.

Our students combine a strong academic foundation with practical insights gained through experiential learning, international exposure, and a multidisciplinary environment. They are trained to adapt quickly, think critically, and approach challenges with an entrepreneurial mindset, ready to drive innovation and create meaningful impact in a rapidly evolving world.

Together, we can shape a brighter future for our students and contribute to the growth and prosperity of the wider community. We look forward to fostering collaborations that inspire innovation, excellence and shared success. ”



## **DR INDU SHAHANI**

Founding President & Chancellor,  
ATLAS SkillTech University

Ex - Sheriff of Mumbai (2008-09),

Member of the University Grants Commission (2011-14)

& Principal of H.R. College of Commerce & Economics,  
Mumbai (2000-16)



# ABOUT ATLAS ISME

## India's Industry-Focused Business School

ATLAS ISME – School of Management and Entrepreneurship, recognised as a leading management school in India, is an integral part of ATLAS SkillTech University – India's pioneering new-age urban multidisciplinary institution.

Located in the heart of Mumbai's corporate hub, Bandra Kurla Complex, ATLAS ISME offers a world-class business education with a strong focus on the practical application of business principles. Our tech-driven, future-focused curriculum fosters innovative thinking across entrepreneurship, management and business disciplines, while a holistic learning approach nurtures the leaders of tomorrow.

Backed by strong industry connections and immersive real-world learning experiences, ATLAS ISME equips ambitious minds with the future-ready programs, high-impact skills and networks needed for entrepreneurial success and leadership excellence in a digital first world.



**DEEPAK PAREKH**  
Former Chairman HDFC



# 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**  
Former CEO



**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**  
Founding Member  
Governing Council



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



# STUDY MBA AT ATLAS ISME LEAD THE AI-DRIVEN FUTURE OF BUSINESS

The ATLAS MBA is designed for the next generation of leaders - ambitious, analytical, and ready to shape a world transformed by AI. The program integrates the rigour of a traditional management education with the capabilities of AI, analytics, and modern digital tools.

The curriculum strengthens every core pillar of management - Leadership, Strategy, Marketing, Finance, HR, Operations, Entrepreneurship, and Business Analytics - and augments them with advanced AI applications. This ensures that learners develop the ability to analyse more deeply, execute with greater precision, & make informed, high-impact decisions. With a tech-infused & industry-focused approach, the ATLAS MBA empowers students to think strategically, solve real-world challenges, and apply innovative solutions across business domains.



Students gain the agility, confidence, and creative problem-solving mindset demanded by modern organisations. Graduates step out with more than an MBA—they leave with a future-proof management foundation powered by an AI-ready mindset and skillset that stands shoulder-to-shoulder with the best in the country.

# ATLAS MBA for an AI World

## Leading with a Distinctive Edge



### Human Leadership × AI Capability

Think strategically, communicate clearly, and make ethical, data-driven decisions powered by AI.

### AI-Enhanced Management Education

Core management discipline gets strengthened with AI tools for smarter, faster problem-solving.



### Technology-Infused Learning Environment

Hands-on experience with AI platforms, dashboards, and simulations used in modern organisations.



### Industry-Aligned & Future-Ready Training

Internships, live projects, and masterclasses build agility, innovation, and real-world business readiness.



### Skill-Based & Impact-Focused Curriculum

Critical thinking, data interpretation, and AI-enabled decision-making for immediate impact.



### Entrepreneurial & Innovation-Led Mindset

Experimentation and innovation to help students build scalable, AI-led business solutions.



### Global & Future-Focused Outlook

Global insights and industry exposure prepare students for leadership in an AI-driven world.





## Who is This Program For?

Ambitious learners looking to lead in an AI-driven economy by blending strategy, analytics, automation, and digital transformation.



Fresh graduates seeking an AI-powered, future-ready MBA



Early-career professionals building strong management foundations



Professionals transitioning into strategy, consulting, product, or analytics



Startup founders looking to scale through AI-driven decision-making



Family business successors modernising or expanding their enterprises



Managers & learners building AI-, data & strategy-driven capabilities for high-growth business-technology roles.

# ATLAS ISME MBA for an AI World Curriculum Snapshot

Semester	Focus	Core Subjects	Electives / Specialisation Options	AI & Tools Integration
<b>Sem 1</b>	Foundations of Management & the AI World	Professional Communication, Leadership I, Geopolitics, Financial Analysis, Marketing, Entrepreneurship	-	AI-enabled Excel, workflow automation, digital marketing dashboards
<b>Sem 2</b>	Applied Skills & Functional Foundations	People Skills, Leadership II, CSR & SDGs	Finance, Marketing, Entrepreneurship, Business Analytics, Multi-disciplinary Elective	Excel modelling, Python/R basics, GA4, Meta Ads, Tableau/Power BI
<b>Sem 3</b>	Advanced Domain, Electives & AI Applications	Organisational Behaviour, Leadership III, Economics, Internship/Disser tation	Finance, Marketing & DMA, Entrepreneurship, Business Analytics	Advanced Excel, Python/R, Salesforce, Shopify, GA4, Tableau/Power BI, SEM tools
<b>Sem 4</b>	Strategy, Governance & AI-Driven Capstone	Corporate Governance, Ethics, Strategy & Supply Chain Analytics	Finance, Marketing & DMA, Entrepreneurship, Business Analytics	Integrated AI + ML projects, Power BI, SQL, Python, FinTech & HRIS tools

# Tool Mastery Milestones (TMM)

A structured pathway from beginner to advanced tool fluency:

- ✓ TMM 1 (Sem 1): Excel + AI basics
- ✓ TMM 2 (Sem 2): GA4 dashboards, Tableau/Power BI basics
- ✓ TMM 3 (Sem 3): Domain-specific dashboards & campaign tools
- ✓ TMM 4 (Sem 3): Shopify / CRM / HRIS / FinTech tools
- ✓ TMM 5 (Sem 4): ML + BI integrated project
- ✓ TMM 6 (Sem 4): AI-enabled Capstone + Portfolio

## Indicative Certifications Integrated into the Curriculum





# Curriculum Overview

## FIRST YEAR

### Semester 1 - CORE

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

\*The curriculum is updated periodically to stay up to date based on industry requirements.

<b>Verticals</b>	<b>Professional Communication &amp; Life Skills</b>	<b>Skill &amp; Technology</b>	<b>Business Strategy &amp; Operations</b>	<b>Career &amp; Leadership Development</b>
<b>Compulsory Core</b>	Managing Self & People Skills	Human-Centered Design Thinking	CSR, SDGs & Business Research	Career & Leadership Development - II: Personal Branding & Professional Networking

**Specialisations (Hyper Or Dual)**
[Check Out Multidisciplinary Electives on 14](#)

<b>Finance</b>	<b>HYPER FINANCE</b> <ul style="list-style-type: none"> <li>» Securities Analysis &amp; Portfolio Management</li> <li>» Financial Management</li> <li>» Taxation in Business Decision-Making</li> <li>» Cost &amp; Management Accounting</li> </ul>	<b>DUAL</b> <ul style="list-style-type: none"> <li>» Securities Analysis &amp; Portfolio Management</li> <li>» Financial Management</li> </ul>
<b>Marketing</b>	<b>HYPER MARKETING</b> <ul style="list-style-type: none"> <li>» Behaviour based Selling &amp; Negotiation (BBSN)</li> <li>» Product &amp; Brand Management</li> <li>» Media Strategy Retail &amp; E-commerce Strategy</li> </ul>	<b>DUAL</b> <ul style="list-style-type: none"> <li>» Behaviour based Selling &amp; Negotiation (BBSN)</li> <li>» Product &amp; Brand Management</li> </ul>
<b>Entrepreneurship &amp; Family Business</b>	<b>HYPER ENTREPRENEURSHIP &amp; FAMILY BUSINESS</b> <ul style="list-style-type: none"> <li>» New Age Business Models</li> <li>» Minimum Viable Product</li> <li>» Family Enterprise Dynamics</li> <li>» Entrepreneurial Marketing</li> </ul>	<b>DUAL</b> <ul style="list-style-type: none"> <li>» New Age Business Models</li> <li>» Minimum Viable Product</li> </ul>
<b>Business Analytics</b>	<b>HYPER BUSINESS ANALYTICS</b> <ul style="list-style-type: none"> <li>» Statistics for Business Managers</li> <li>» Decision making through predictive modelling</li> <li>» Business analytics using R</li> <li>» Data Storytelling</li> </ul>	<b>DUAL</b> <ul style="list-style-type: none"> <li>» Statistics for Business Managers</li> <li>» Decision making through predictive modelling</li> </ul>
<b>Digital Marketing &amp; Advertising</b>	<b>DUAL</b> <ul style="list-style-type: none"> <li>» Digital Media &amp; Advertising Strategy</li> <li>» Social Media &amp; Community Management</li> </ul>	
<b>FinTech</b>	<b>HYPER FINTECH</b> <ul style="list-style-type: none"> <li>» CSR, SDGs &amp; Business Research</li> <li>» Securities Analysis &amp; Portfolio Management</li> <li>» Financial Management</li> <li>» Product Development in FinTech</li> <li>» Blockchain &amp; Digital Currencies</li> </ul>	

\*In addition as a part of the FinTech curriculum, students would be doing International Certificates (Online Self-Paced) in Sem 2

- [Insightful Financial Analysis](#)
- [Data Analytics using Python](#)
- [AI, ML & RPA](#)

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

**Specialisations (Hyper Or Dual)**
[Check Out Multidisciplinary Electives on 14](#)

<b>Finance</b>	<b>HYPER FINANCE</b> <ul style="list-style-type: none"> <li>» Financial Modelling</li> <li>» Corporate Finance &amp; Valuation</li> <li>» Investment Banking</li> <li>» Derivatives &amp; Risk Management</li> </ul>	<b>DUAL</b> <ul style="list-style-type: none"> <li>» Financial Modelling</li> <li>» Corporate Finance &amp; Valuation</li> </ul>
<b>Marketing</b>	<b>HYPER MARKETING</b> <ul style="list-style-type: none"> <li>» Marketing Analytics for Managers</li> <li>» Legal and Ethical Aspects of Marketing</li> <li>» Sales and Distribution Management</li> <li>» B2B Marketing</li> </ul>	<b>DUAL</b> <ul style="list-style-type: none"> <li>» Marketing Analytics for Managers</li> <li>» Legal and Ethical Aspects of Marketing</li> </ul>
<b>Entrepreneurship &amp; Family Business</b>	<b>HYPER ENTREPRENEURSHIP &amp; FAMILY BUSINESS</b> <ul style="list-style-type: none"> <li>» IPR, Startup Laws &amp; ecosystems</li> <li>» Social Entrepreneurship</li> <li>» Fundraising for Startups</li> <li>» Innovation &amp; Technological adaption in Family Enterprise</li> </ul>	<b>DUAL</b> <ul style="list-style-type: none"> <li>» IPR, Startup Laws &amp; ecosystems</li> <li>» Social Entrepreneurship</li> </ul>
<b>Business Analytics</b>	<b>HYPER BUSINESS ANALYTICS</b> <ul style="list-style-type: none"> <li>» Machine Learning for Managers</li> <li>» Vibe Coding for Managers (Earlier was Introduction to Python programming.)</li> <li>» Analytics for Sustainability Management</li> <li>» SQL For Managers (Earlier was Text &amp; Social Media Analytics)</li> </ul>	<b>DUAL</b> <ul style="list-style-type: none"> <li>» Statistics for Business Managers</li> <li>» Decision making through predictive modelling</li> </ul>
<b>Digital Marketing &amp; Advertising</b>	<b>DUAL</b> <ul style="list-style-type: none"> <li>» Advanced SEO &amp; Performance Marketing</li> <li>» Digital Commerce Management</li> </ul>	
<b>FinTech</b>	<b>HYPER FINTECH</b> <ul style="list-style-type: none"> <li>» Economics &amp; Cyber Governance</li> <li>» Corporate Finance</li> <li>» Financial Modelling</li> <li>» Algorithm Trading &amp; Robo Advisory</li> <li>» Big Data for Finance</li> </ul>	

<b>Verticals</b>	<b>Professional Communication &amp; Life Skills</b>	<b>Skill &amp; Technology</b>	<b>Business Strategy &amp; Operations</b>	<b>Career &amp; Leadership Development</b>
<b>Compulsory Core</b>	Corporate Governance, Professional Ethics & Law	Supply Chain Analytics	Corporate Strategy	Career & Leadership Development IV: Diversity, Equity & Inclusion in Leadership, & Capstone

**Specialisations (Hyper Or Dual)**
[Check Out Multidisciplinary Electives on 14](#)

<b>Finance</b>	<b>HYPER FINANCE</b> <ul style="list-style-type: none"> <li>» Corporate Valuation</li> <li>» FinTech Ventures &amp; Innovation</li> <li>» Banking, NBFC &amp; Insurance/BFSI</li> <li>» Financial Analytics</li> </ul>	<b>DUAL</b> <ul style="list-style-type: none"> <li>» Corporate Valuation</li> <li>» FinTech Ventures &amp; Innovation</li> </ul>
<b>Marketing</b>	<b>HYPER FINANCE</b> <ul style="list-style-type: none"> <li>» International Marketing</li> <li>» Strategies in Rural &amp; Luxury Marketing</li> <li>» Content &amp; Performance Marketing</li> <li>» Service Marketing</li> </ul>	<b>DUAL</b> <ul style="list-style-type: none"> <li>» International Marketing</li> <li>» Strategies in Rural &amp; Luxury Marketing</li> </ul>
<b>Entrepreneurship &amp; Family Business</b>	<b>HYPER FINANCE</b> <ul style="list-style-type: none"> <li>» Strategic People Dynamics</li> <li>» Corporate Compliance &amp; Ethical Leadership</li> <li>» Scaling Startups - Strategies for Growth</li> <li>» Family Enterprise Consultancy</li> </ul>	<b>DUAL</b> <ul style="list-style-type: none"> <li>» Strategic People Dynamics</li> <li>» Corporate Compliance &amp; Ethical Leadership Entrepreneurship</li> </ul>
<b>Business Analytics</b>	<b>HYPER FINANCE</b> <ul style="list-style-type: none"> <li>» Tableau for Business Professionals (This is done in Sem II Business Intelligence using Power BI)</li> <li>» Text &amp; Social Media Analytics (Earlier SQL Programming shifted to Sem III)</li> <li>» Python Programming for Managers (Earlier named Python Coding)</li> <li>» Responsible AI for Managers (Earlier in elective in Sem 3-Ethics &amp; Moral Issues) in adopting AI)</li> </ul>	<b>DUAL</b> <ul style="list-style-type: none"> <li>» Tableau for Business Professionals (This is done in Sem II Business Intelligence using Power BI)</li> <li>» Text &amp; Social Media Analytics (Earlier SQL Programming shifted to Sem III)</li> </ul>
<b>Digital Marketing &amp; Advertising</b>	<b>DUAL</b> <ul style="list-style-type: none"> <li>» Digital Marketing in Practice</li> <li>» Emerging Tools for Web &amp; SocialAnalytics</li> </ul>	
<b>FinTech</b>	<b>HYPER FINANCE</b> <ul style="list-style-type: none"> <li>» Corporate Strategy &amp; Supply Chain Analytics</li> <li>» Corporate Valuation</li> <li>» Cyber Security in Finance</li> <li>» Entrepreneurship In FinTech</li> <li>» Derivatives &amp; Risk Management</li> </ul>	

# Multi-Disciplinary Dynamic Electives

Rajesh Bhargave  
Bootcamp on AI Driven Marketing

Imperial College  
London

## Semester II

### Electives

- Indian Financial System
- Wealth Management
- Marketing Laws & Ethics
- Marketing for Global Markets
- Strategic Planning for Family Enterprise
- Technology Toolkit for Entrepreneurs
- Ethics in Artificial Intelligence
- Introduction to Power BI
- AI & Design

## Semester III

### Electives

- Stock Markets & Technical Analysis
- Finance for Entrepreneurship
- Behavioural Science
- Marketing of Luxury Brands
- Design Thinking & Minimum Viable Product
- Entrepreneurial Marketing & Growth Hacking
- Predictive Analytics
- Data Visualization with Tableau
- Data Analytics and Visualisations for Businesses

## Semester IV

### Electives

- Sustainable Finance
- Behavioural Finance
- Creator Economy
- Chanakya's Arthashastra
- IPR, Startup Laws & Ecosystem
- Innovation & Technological Adaptation in Family Enterprise
- Machine Learning Fundamentals
- Cyber Security for Managers
- Interface Design

# Program Outcomes



Sneha Basu Roy  
VC & Startup Partnerships

## STRATEGIC & LEADERSHIP SKILLS

- Strategic & systems thinking
- Executive communication & presence
- Ethical, human-centred decision-making
- Team leadership & organisational behaviour

## AI, DIGITAL & ANALYTICAL SKILLS

- AI copilots for productivity & insight
- Excel | Python | R | SQL
- Tableau / Power BI / Looker Studio dashboards
- Machine learning fundamentals for business
- Data storytelling & insight communication

## ENTREPRENEURSHIP & FAMILY BUSINESS SKILLS

- MVP creation & market testing
- Startup finance & fundraising
- Family enterprise strategy & governance
- Growth hacking & innovation frameworks

## MARKETING & GROWTH SKILLS

- Meta Ads | Google Ads | SEO tools
- GA4, social listening & funnel analytics
- AI-driven content & performance optimisation
- E-commerce & omnichannel strategy

## FINANCE & FINTECH SKILLS

- DCF, valuation, portfolio analytics
- Investment banking fundamentals
- Risk modelling with Python/R
- Understanding BFSI + FinTech innovations

## BUSINESS ANALYTICS SKILLS

- Predictive modelling & ML techniques
- Text, social & sentiment analytics
- BI automation & dashboarding
- SQL-to-Python-to-Power BI pipelines



**Mr. Tim Cook**  
CEO, APPLE, Inc

# ATLAS ISME Students Become Industry-Ready From Day One

At ATLAS ISME, the MBA experience is built to seamlessly connect the classroom with the corporate world from the very first semester. Designed in collaboration with industry leaders, the program equips students with real-world tools, practical exposure, and professional readiness—ensuring they graduate prepared to make an immediate impact.



## Guided by Industry Stalwarts

Learn under the strategic guidance of our Advisory Board, comprising leaders shaping today's business landscape.



## Learn From Industry

### Expert-Led Masterclasses

Learn directly from CXOs and senior professionals across industries.

### Mentorship from Industry Practitioners

Personalised guidance that turns academic learning into real-world application.



## Experiential Learning

### Industry Visits

Hands-on exposure to corporate cultures, operations, and innovation hubs.

### In-Class Simulations

Practical exercises to apply theoretical knowledge for hands-on mastery.



## Industry-Aligned Curriculum

### Curriculum Co-Designed by Industry Professionals

Curriculum co-created with business leaders to reflect current market realities through RTC.

### Industry Certification

In-demand certifications integrated into learning, plus targeted prep for CFA, CAT, and CMA.



## Career Services

### Live Industry Projects

Solve real business challenges for leading organisations while still on campus.

### Placement Assistance

Dedicated career support ensures every student transitions seamlessly into the professional world.

# Masterclasses by Industry Experts



# Industry Leaders on Campus

We bring industry leaders, innovators, and change-makers to campus to engage, inspire, and mentor our students—offering real-world insights, future-focused perspectives, and invaluable professional guidance that elevates their learning experience.



**N. Chandrasekaran**  
Chairman, Tata Sons



**Mr. Peyush Bansal**  
Co-founder & CEO, Lenskart



**Nilesh Shah**  
Managing director of  
Kotak Mutual Fund



**Falguni Nayyar**  
Founder & CEO



**Amitabh Kant,**  
Former CEO NITI Aayog



**Anant Goenka**  
Managing Director CEAT



**Aryaman Birla**  
Founder Aditya Birla New Age



# Industry Visits

Our curated industry visits provide students with structured exposure to real-world business environments, allowing them to observe organisational processes, operational workflows, and professional practices beyond the classroom.



# ATLAS Brings the World to You

ATLAS ISME brings the world to you through powerful global learning experiences that connect classrooms to industries and cultures across continents. Through international partnerships, study tours, and exchange opportunities, students gain firsthand exposure to global work environments, business practices, and diverse perspectives. This immersive approach helps them build a global mindset—shaping confident, culturally aware, and future-ready professionals equipped to thrive anywhere in the world.



## Global Faculty on Campus





**200+**  
Sessions

**500+**  
Hours of  
Teaching

**50+**  
International  
Universities

# Global Immersions



# Internship Overview

**₹50,000**

Highest Stipend

**256**

Companies  
Participated

**94%**

Successfully  
Interned

**100+**

New Recruiters  
on Campus

**500+**

Industry  
Mock Interviews

# Placement Overview

**₹14,00,000**

Highest CTC

**117**

Companies  
Participated

**87%**

Successfully  
Placed

**₹12.4L**

Top 10% Students  
Average CTC

**₹10.8L**

Top 20% Students  
Average CTC

**53%**

Students Secured  
Offers Within First  
3 Interviews

# ATLAS ISME Students Get Stellar Placements & Internships



**AISWARYA RAVEENDRAN**  
 EY  
Building a better working world



**RUSHABH SHAH**  
 MarshMcLennan



**VAIDIK SINGHI**  
 TCS  
TATA CONSULTANCY SERVICES



**PURVANSHI GHIYA**  
 Jio



**DHRUV KARVE**  
 ADITYA BIRLA CAPITAL



**HARSH LOHANA**  
 Goody | PROPERTIES



**ADITI SANGHAVI**  
 MIRAE ASSET



**JASH KULDEEP SHAH**  
 zomato



**AYUSH SINGH**  
 Thomas Cook



**DRISHTI SHAH**  
 maricc



**NIRJA VORA**  
 NYKAA



**DARSH JAIN**  
 PhillipCapital



**SPARSHA SHETTY**  
 pattern



**DEV RATAN CHAUHAN**  
 Alliance Insurance Brokers



**PRIYA HINGER**  
 MORNINGSTAR



**AKSHAYA SONAR**  
 savex TECHNOLOGIES



**ANURAG JAIN**  
 TCS  
TATA CONSULTANCY SERVICES



**YESHA HIRANI**  
 MIRAE ASSET



**VEDANT PANDEY**  
 uc Urban Company



**NISHI SANJANWALA**  
 Third Bridge.



**KAUSTUBH THAKUR**  
 zomato



**JAS WAGHELA**  
 PhillipCapital



**PAYOD SHENDRE**  
 pattern



**KUSHAL PAWAR**  
 Alliance Insurance Brokers



**ANAGHA DEEPAK**  
 savex TECHNOLOGIES



**KARAN MATTA**  




**NIHAR DESAI**  




**KREENA GALA**  
THE HOUSE OF  
 AMRINDAN  
 LODHA



**SALONI JAGTAP**  




**SIDDHANT MUNDAPAT**  




**AASIF ALI**  




**YOGESH BAUSKAR**  




**SIDDHARTH GUPTA**  




**NIYATI CHAWHAN**  




**JASON PINTO**  




**DARSHAN BAFNA**  




**MANSI PANDEY**  




**IRAA MUNGEKAR**  




**YASHVI DAVE**  




**ANANYA JAIN**  




**OM KHANNA**  




**KOMAL KAMBOJ**  




**SADHANA YADAV**  




**MRUNMAYEE BHARNE**  




**MARYAM SYED**  




**ARYANPRATAP CHAUHAN**  




**DIKSHA MORE**  




**DELNA DARUVALA**  




**PRATHMESH JOSHI**  




**HARSH KEDAR**  


# 200+ Industry Partners

BSFI			

Advertising Services			

FMCG			

E-Commerce		

Credit Rating	

Consumer Brands	

Consulting	

Govt Administration		

Real Estate	



## ELIGIBILITY CRITERIA

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

# Admissions Process

**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

# Choose from following Specialisations

Marketing

Finance

Business Analytics

Entrepreneurship

Digital Marketing & Advertising

FinTech

To know more about the program

## Contact Us:

### ATLAS SKILLTECH UNIVERSITY

Tower 1, Equinox Business Park,  
Off Bandra-Kurla Complex  
(BKC), LBS Marg, Kurla West,  
Mumbai - 400070



+91 73044 64621



[mba@atlasuniversity.edu.in](mailto:mba@atlasuniversity.edu.in)



Scan to know more