



ATLAS
SKILLTECH
UNIVERSITY

ISME

School of Management
& Entrepreneurship

MBA - MASTERS

OF BUSINESS

ADMINISTRATION

**Specializations : Marketing, Finance,
Entrepreneurship & Business Analytics
(2-Years Full Time)**

APPLY NOW

atlasuniversity.edu.in | +91 7304464621

INTERNATIONAL VISITING FACULTY



Prof. Viren Lal
Executive Educator



Dr. Ravi Vaidyanathan
Senior Lecturer
Biomechanics



Dr. Malcolm Kirkup
Dean



Lord Nicholas Stern
Department of
Economics



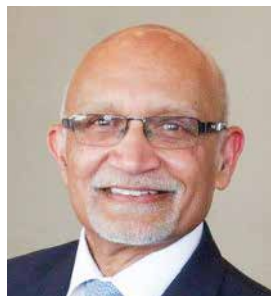
Prof. David Yermack
Professor of Finance
& Business Transformation



CORPORATE SPEAKERS



N Chandrasekharan
Chairman Tata Sons Ltd



Arun Kumar
Chairman &
CEO KPMG India



Suresh Narayanan
Chairman & MD
Nestle India Ltd

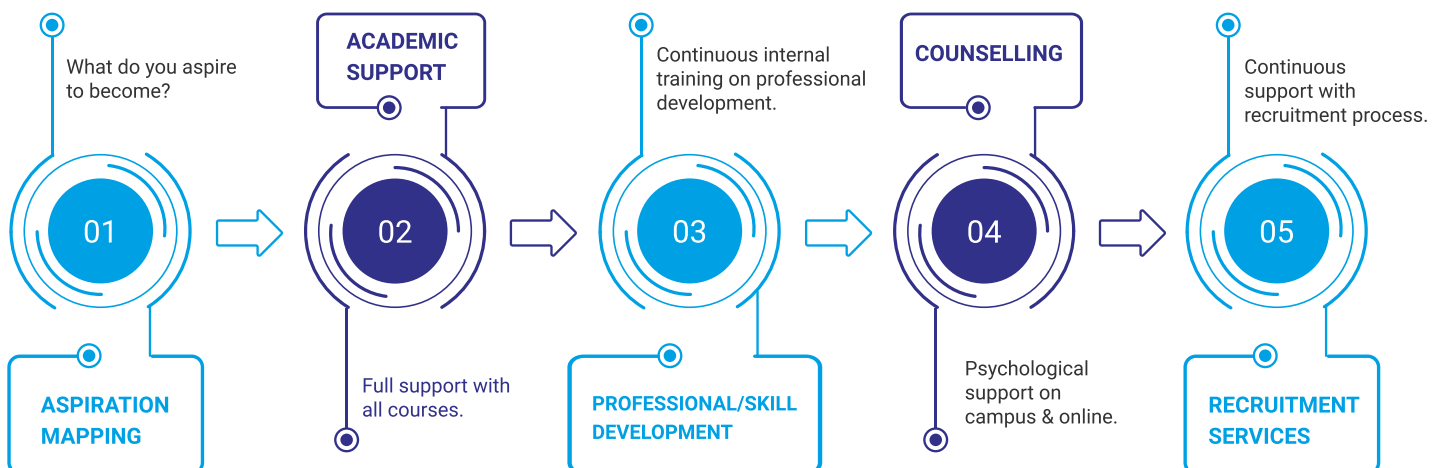


Deepak Parekh
Chairman HDFC



Sanjeev Mehta
Chairman & MD
Hindustan Unilever Limited

MENTORSHIP PROCESS





Curriculum Focus:

The programme addresses critical enterprise building skills, backed by both theory & practice. Students can specialise in Entrepreneurship, Finance, Marketing & Business Analytics.

Duration: 2 Years (Full-time)

Learning Outcomes:

Students get the opportunity to develop a range of soft skills & business acumen necessary to succeed. They get access to integrated project work, international exchanges & internships.

Employment Opportunities:

This programme allows students to develop creative leadership & management solutions for each stage of entrepreneurship.

PROGRAM HIGHLIGHTS



Industry based curriculum



Faculties from core industries



Guidance from industry mentors



Major-Minor specialization



Interdisciplinary certificate courses



Staggered Internship process



Leadership explorer

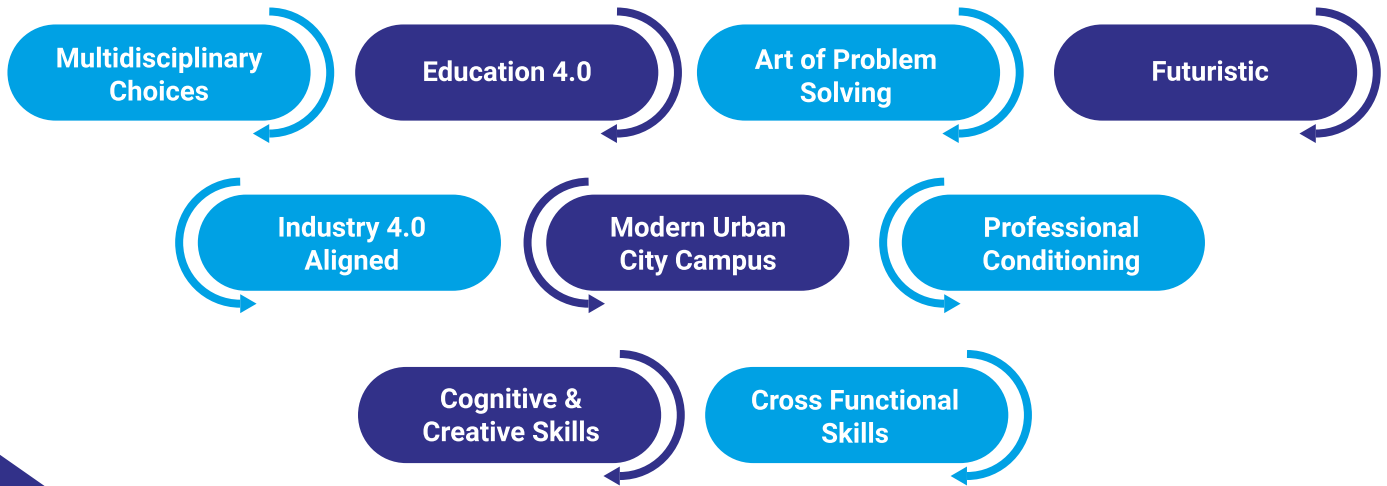


Continuous career guidance & holistic development process

THE MBA CURRICULUM

First Year		
Trimester 1	Trimester 2	Trimester 3
Interpersonal Communication	International Business	Financial Management
Programming lab I	Digital Media Marketing	Integrated Marketing Communication
Marketing Management	Cost and Management Accounting	Corporate Strategy
Financial Statements - Accounting & Analysis	Research methodology	Organisational Behaviour
Macroeconomics	Managerial Economics	Total Supply Chain
Legal Aspects of Business	Ethics and Corporate Governance	Business Statistics
Entrepreneurial Research Methods	Tech Entrepreneurship	Data Visualization
Internship – On the Job Training (OJT)		
Second Year		
Trimester 4	Trimester 5	Trimester 6
Innovation and Design Thinking	People Management	Capstone
Business Operations Management	Project Management	
Capstone Methodology	Business Acumen	
Major In Finance		
Corporate Finance & Valuation	Banking Insurance & NBFC	Global Finance
Leasing, Hire Purchase, Project & Infrastructure Finance, Corporate Governance	Commodity Markets	Financial Engineering & Risk Management
Financial Analytics	Investment Banking, Merger Acquisitions & Corporate restructuring	Behavioural Finance
Major in Marketing		
Consumer Behaviour	Sales & Distribution Management	Luxury Marketing and Management
Services Marketing	Retail & Rural Marketing	International Marketing
Marketing Analytics	B2B Marketing	Experiential Marketing
Major in Entrepreneurship		
Innovation in Family Business	Business Model Innovation	Go Live
Fintech Ventures	Capital, Terms Sheets & Valuations	Building the A Team for Start-ups
New Venture Sales B2C & B2B	Data Entrepreneurship	Policy Analysis & Working with Government
Major in Business Analytics		
Applied Statistics	Machine learning	Deep learning
R Programming	Big Data Analytics	Recommender System
Data Mining & warehousing	Advanced Programming concept (Python, panda)	Advanced analytics(HR, Marketing, Finance)

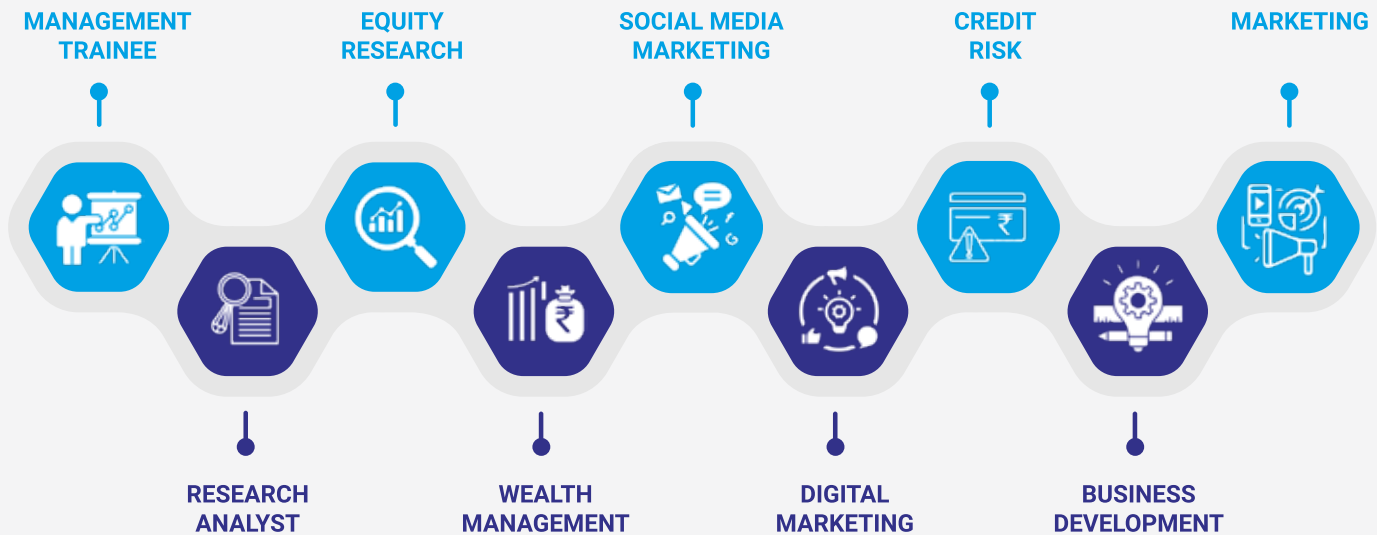
WHY STUDY MBA AT ATLAS



CORPORATE PARTNERS & RECRUITERS



CAREER PROSPECTS



ADMISSION

Eligibility

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 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, XAT, MAT, CMAT, ATMA or any state CET tests. Candidates who have not appeared for any of the above mentioned entrance tests will have to go through entrance exam conducted by ATLAS SkillTech University. Candidates satisfying above mentioned criteria will have to clear Group Discussion & Personal Interview (GDPI) conducted by ATLAS SkillTech University.