



ATLAS
SKILLTECH
UNIVERSITY

Centre for Distance
& Online Education

ONLINE MBA

**MASTERS OF BUSINESS
ADMINISTRATION**



**DISCOVER A WORLD
OF OPPORTUNITIES**

**BEYOND
BUSINESS
EDUCATION**

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 Online MBA at ATLAS | ISME

Online 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 Online 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 Online 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 ONLINE 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



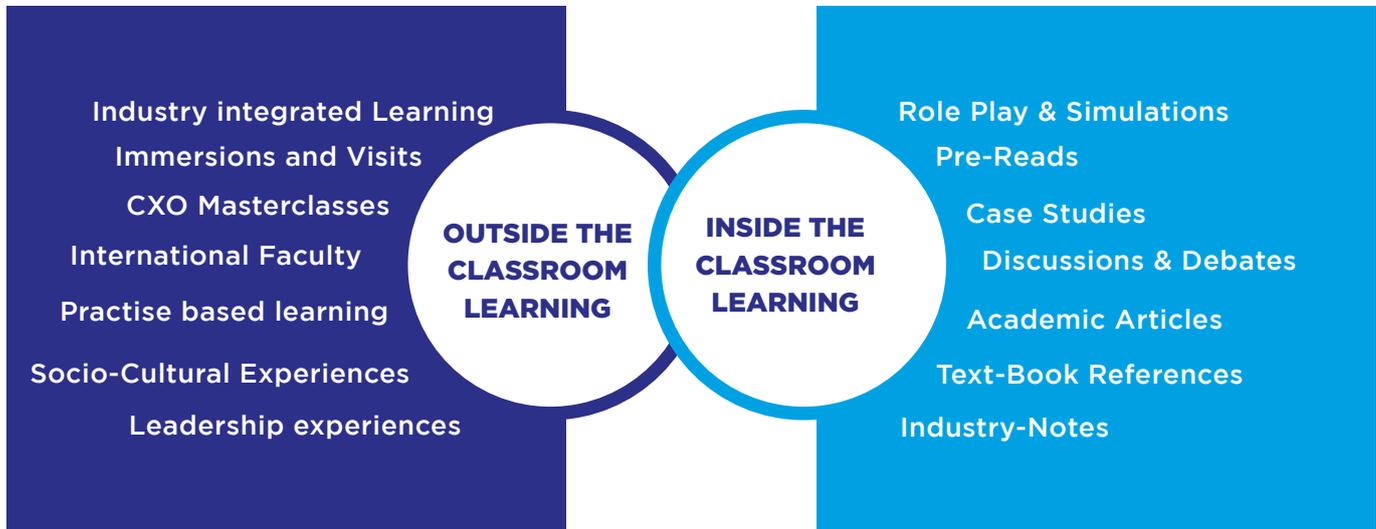
Access a large professional network



Unrivalled student experience

THE ATLAS PEDAGOGY

The Online 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.



**WALK
INTO YOUR
BRIGHT
FUTURE**



PROGRAMME STRUCTURE

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

SEMESTER 1

COURSE CODE	CORE COMPULSORY	CREDITS
OLMBALA101	GEOPOLITICS AND INTERNATIONAL BUSINESS	3
OLMBAFIN101	FINANCIAL STATEMENT ANALYSIS	3
OLMBAMKT119	THE 21ST CENTURY MARKETING	3
OLMBAENT115	ENTREPRENEURSHIP AND FAMILY BUSINESS 101	3
OLMBABA127	DRIVING DECISIONS BY EXCEL AND MODERN AGE AI TOOLS	3
OLMBA DMA 101	INTRODUCTION TO DIGITAL MARKETING	3
OLMBAMGT117	PROFESSIONAL COMMUNICATION AND PRESENTATION SKILLS- CAREER AND LEADERSHIP DEVELOPMENT - I	3
	TOTAL CREDITS	21

SEMESTER 2

COURSE CODE	CORE COMPULSORY	CREDITS
OLMBAMGT110	CSR, SDGS, BUSINESS RESEARCH	3
OLMBAMGT120	MANAGING SELF AND PEOPLE SKILLS WITH HUMAN CENTERED DESIGN THINKING- CAREER AND LEADERSHIP DEVELOPMENT- II	3

SELECT ANY ONE FROM THE FOLLOWING SIX AREAS OF STUDIES

(Once selected, the selection will remain same for all subsequent semesters)

GROUP I - BUSINESS ANALYTICS

COURSE CODE	CORE COMPULSORY	CREDITS
OLMBABA111	STATISTICS FOR BUSINESS MANAGERS	3
OLMBABA106	DECISION MAKING THROUGH PREDICTIVE MODELLING	3
OLMBABA108	BUSINESS ANALYTICS USING R	3
OLMBABA215	DATA STORYTELLING	3

GROUP II - FINANCE

COURSE CODE	CORE COMPULSORY	CREDITS
OLMBAFIN108	SECURITIES ANALYSIS & PORTFOLIO MANAGEMENT	3
OLMBAFIN103	FINANCIAL MANAGEMENT	3
OL MBA FIN211	TAXATION IN BUSINESS DECISION-MAKING	3
OL MBA FIN102	COST AND MANAGEMENT ACCOUNTING	3

GROUP III - MARKETING

COURSE CODE	CORE COMPULSORY	CREDITS
OLMBAMKT110	BEHAVIOUR BASED SELLING & NEGOTIATION (BBSN)	3
OLMBAMKT216	PRODUCT & BRAND MANAGEMENT	3
OLMBAMKT120	MEDIA STRATEGY	3
OLMBAMKT114	RETAIL & E-COMMERCE STRATEGY	3

GROUP IV - BUSINESS ANALYTICS + FINANCE

COURSE CODE	CORE COMPULSORY	CREDITS
OLMBABA111	STATISTICS FOR BUSINESS MANAGERS	3
OLMBABA106	DECISION MAKING THROUGH PREDICTIVE MODELLING	3
OLMBAFIN108	SECURITIES ANALYSIS & PORTFOLIO MANAGEMENT	3
OLMBAFIN103	FINANCIAL MANAGEMENT	3

GROUP V - BUSINESS ANALYTICS + MARKETING

COURSE CODE	CORE COMPULSORY	CREDITS
OLMBABA111	STATISTICS FOR BUSINESS MANAGERS	3
OLMBABA106	DECISION MAKING THROUGH PREDICTIVE MODELLING	3
OLMBAMKT110	BEHAVIOUR BASED SELLING & NEGOTIATION (BBSN)	3
OLMBAMKT216	PRODUCT & BRAND MANAGEMENT	3

GROUP VI - FINANCE + MARKETING

COURSE CODE	CORE COMPULSORY	CREDITS
OLMBAFIN108	SECURITIES ANALYSIS & PORTFOLIO MANAGEMENT	3
OLMBAFIN103	FINANCIAL MANAGEMENT	3
OLMBAMKT110	BEHAVIOUR BASED SELLING & NEGOTIATION (BBSN)	3
OLMBAMKT216	PRODUCT & BRAND MANAGEMENT	3

MULTIDISCIPLINARY COMPULSORY COURSE (SELECT ANY 1)

COURSE CODE	CORE COMPULSORY	CREDITS
OLMBAMKT118	MARKETING FOR GLOBAL MARKETS	3
OLMBABA110	ETHICS IN ARTIFICIAL INTELLIGENCE	3
OLMBABA112	INTRODUCTION TO POWER BI	3
	TOTAL CREDITS	21

SEMESTER 3

COURSE CODE	CORE COMPULSORY	CREDITS
OLMBAMGT205	ORGANIZATIONAL BEHAVIOUR & HUMAN VALUES - CAREER AND LEADERSHIP DEVELOPMENT III	3
OLMBAMGT207	ECONOMICS AND CYBER GOVERNANCE	3
OLMBAES201	INTERNSHIP DISSERTATION	3

GROUP I - BUSINESS ANALYTICS

COURSE CODE	CORE COMPULSORY	CREDITS
OLMBABA223	MACHINE LEARNING FOR MANAGERS	3
OLMBABA237	VIBE CODING FOR MANAGERS	3
OLMBABA227	ANALYTICS FOR SUSTAINABILITY MANAGEMENT	3
OLMBABA239	SQL FOR MANAGERS	3

GROUP II - FINANCE

COURSE CODE	CORE COMPULSORY	CREDITS
OLMBAFIN203	FINANCIAL MODELLING	3
OLMBAFIN202	CORPORATE FINANCE AND VALUATION	3
OLMBAFIN111	INVESTMENT BANKING	3
OLMBAFIN113	DERIVATIVES AND RISK MANAGEMENT	3

GROUP III - MARKETING

COURSE CODE	CORE COMPULSORY	CREDITS
OLMBAMKT213	MARKETING ANALYTICS FOR MANAGERS	3
OLMBAMKT215	LEGAL AND ETHICAL ASPECTS OF MARKETING	3
OLMBAMKT217	SALES AND DISTRIBUTION MANAGEMENT	3
OLMBAMKT205	B2B MARKETING	3

GROUP IV - BUSINESS ANALYTICS + FINANCE

COURSE CODE	CORE COMPULSORY	CREDITS
OLMBABA223	MACHINE LEARNING FOR MANAGERS	3
OLMBABA237	VIBE CODING FOR MANAGERS	3
OLMBAFIN203	FINANCIAL MODELLING	3
OLMBAFIN202	CORPORATE FINANCE AND VALUATION	3

GROUP V - BUSINESS ANALYTICS + MARKETING

COURSE CODE	CORE COMPULSORY	CREDITS
OLMBABA223	MACHINE LEARNING FOR MANAGERS	3
OLMBABA237	VIBE CODING FOR MANAGERS	3
OLMBAMKT213	MARKETING ANALYTICS FOR MANAGERS	3
OLMBAMKT215	LEGAL AND ETHICAL ASPECTS OF MARKETING	3

GROUP VI - FINANCE + MARKETING

COURSE CODE	CORE COMPULSORY	CREDITS
OLMBAFIN203	FINANCIAL MODELLING	3
OLMBAFIN202	CORPORATE FINANCE AND VALUATION	3
OLMBAMKT213	MARKETING ANALYTICS FOR MANAGERS	3
OLMBAMKT215	LEGAL AND ETHICAL ASPECTS OF MARKETING	3

MULTIDISCIPLINARY COMPULSORY COURSE (SELECT ANY 1)

COURSE CODE	CORE COMPULSORY	CREDITS
OLMBABA235	DATA ANALYTICS AND VISUALISATIONS FOR BUSINESSES	3
OLMBAENT223	ENTREPRENEURIAL MARKETING & GROWTH HACKING	3
OLMBAFIN215	STOCK MARKETS & TECHNICAL ANALYSIS	3
	TOTAL CREDITS	21

SEMESTER 4

COURSE CODE	CORE COMPULSORY	CREDITS
OLMBAMGT220	CORPORATE GOVERNANCE, PROFESSIONAL ETHICS & LAW - CAREER AND LEADERSHIP DEVELOPMENT - IV	3
OLMBAMGT222	CORPORATE STRATEGY & SUPPLY CHAIN ANALYTICS	3

GROUP I - BUSINESS ANALYTICS

COURSE CODE	CORE COMPULSORY	CREDITS
OLMBABA244	TABLEAU FOR BUSINESS PROFESSIONALS	3
OLMBAMGT222	TEXT AND SOCIAL MEDIA ANALYTICS	3
OLMBABA246	PYTHON PROGRAMMING FOR MANAGERS	3
OLMBABA248	RESPONSIBLE AI FOR MANAGERS	3

GROUP II - FINANCE

COURSE CODE	CORE COMPULSORY	CREDITS
OLMBAFIN220	CORPORATE VALUATION	3
OLMBAFIN 222	FINTECH VENTURES AND INNOVATION	3
OLMBAFIN224	BANKING, NBFC AND INSURANCE/BFSI	3
OLMBAFIN206	FINANCIAL ANALYTICS	3

GROUP III - MARKETING

COURSE CODE	CORE COMPULSORY	CREDITS
OLMBAMKT210	INTERNATIONAL MARKETING	3
OLMBAMKT238	STRATEGIES IN RURAL AND LUXURY MARKETING	3
OLMBAMKT240	CONTENT & PERFORMANCE MARKETING	3
OLMBAMKT204	SERVICES MARKETING	3

GROUP IV - BUSINESS ANALYTICS + FINANCE

COURSE CODE	CORE COMPULSORY	CREDITS
OLMBABA244	TABLEAU FOR BUSINESS PROFESSIONALS	3
OLMBABA226	TEXT AND SOCIAL MEDIA ANALYTICS	3
OLMBAFIN220	CORPORATE VALUATION	3
OLMBAFIN 222	FINTECH VENTURES AND INNOVATION	3

GROUP V - BUSINESS ANALYTICS + MARKETING

COURSE CODE	CORE COMPULSORY	CREDITS
OLMBABA244	TABLEAU FOR BUSINESS PROFESSIONALS	3
OLMBABA226	TEXT AND SOCIAL MEDIA ANALYTICS	3
OLMBAMKT210	INTERNATIONAL MARKETING	3
OLMBAMKT238	STRATEGIES IN RURAL AND LUXURY MARKETING	3

GROUP VI - FINANCE + MARKETING

COURSE CODE	CORE COMPULSORY	CREDITS
OLMBAFIN220	CORPORATE VALUATION	3
OLMBAFIN 222	FINTECH VENTURES AND INNOVATION	3
OLMBAMKT210	INTERNATIONAL MARKETING	3
OLMBAMKT238	STRATEGIES IN RURAL AND LUXURY MARKETING	3

MULTIDISCIPLINARY COMPULSORY COURSE (SELECT ANY 1)

COURSE CODE	CORE COMPULSORY	CREDITS
OLMBABA229	CYBER SECURITY FOR MANAGERS	3
OLMBAENT232	IPR, STARTUP LAWS & ECOSYSTEMS	3
OLMBAMKT234	CREATOR ECONOMY	3
	TOTAL CREDITS	21

Eligibility Criteria :

Online MBA Programme Minimum Eligibility

Bachelor's Degree (minimum 3 years) from a University recognized by UGC with minimum 50% marks in aggregate.

Programme Duration :

MBA Duration Minimum 2 Years | Maximum 4 Years

Fee Structure :

SEMESTER	ANNUAL	TOTAL (Lumpsum)
Sem 1 - ₹75,000	Year 1 - ₹1,50,000	₹ 3,00,000
Sem 2 - ₹75,000		
Sem 3 - ₹75,000	Year 2 - ₹1,50,000	
Sem 4 - ₹75,000		

Note:

- * Exam fees for first attempt are included in the fees mentioned above
- * For any re-attempt of paper students will have to pay a Re-attempt fees of Rs.400/- per paper.
- * One time non-refundable Rs.1000 will be the application fees.

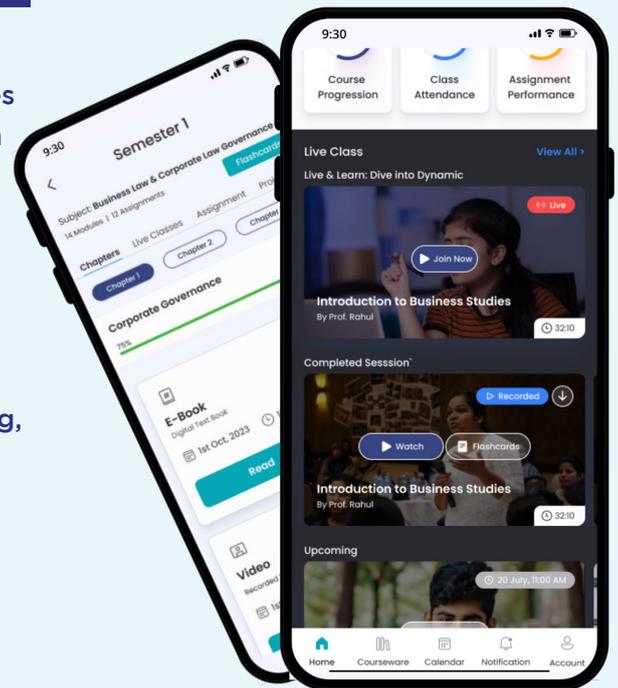
A Complete Digital Learning Ecosystem for Online MBA Students

Seamless, interactive, and technology - driven learning designed to empower students anytime, anywhere.

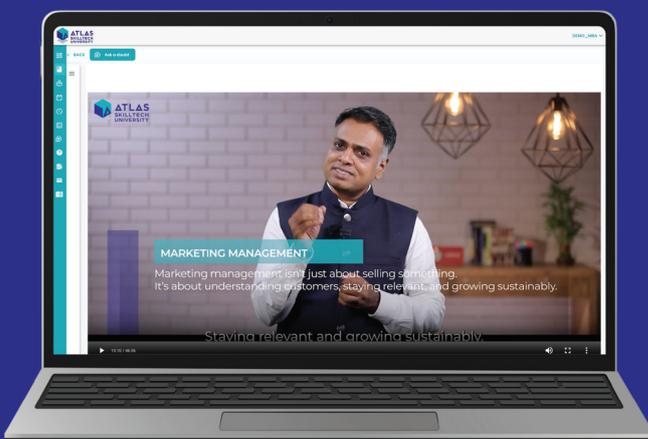
LIVE & INTERACTIVE VIRTUAL CLASSROOMS

Experience a dynamic online learning environment that mirrors the energy of a real classroom. Our virtual classes are designed to keep students actively engaged through live faculty interactions, instant doubt clarification, and real-time discussions. Every session is delivered by industry experts and academic leaders, ensuring that students gain practical knowledge along with strong conceptual foundations.

With subject-wise modules, structured semester planning, and integrated progress tracking, students always know exactly where they stand in their learning journey. Whether it's joining a live lecture, revisiting a recorded session, or exploring module resources, the platform provides everything students need—seamlessly and efficiently.



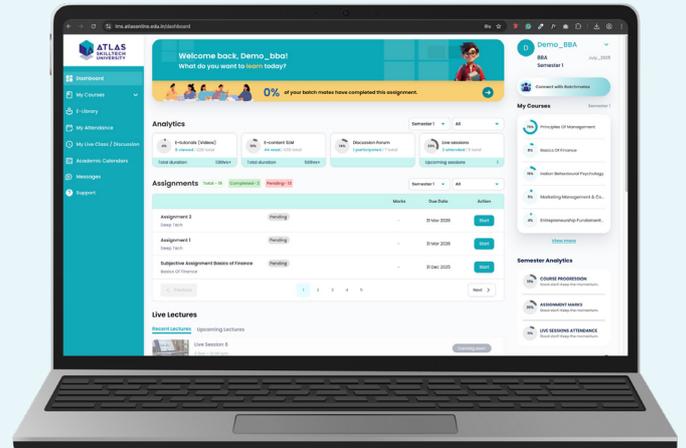
ALL LEARNING RESOURCES IN ONE PLACE



Access every study material you need—e-books, recorded lectures, chapter notes, flashcards, and assignments—through one unified digital platform. Each subject is organized chapter-wise with progress tracking, making it effortless for students to read, watch, revise, and complete tasks at their own pace. With downloadable content, audio support, and interactive tools, learning becomes flexible, structured, and deeply engaging.

FULL DASHBOARD VIEW

Experience complete visibility and control over your Online MBA journey with a unified, intuitive dashboard. All essential academic elements—assignments, performance analytics, attendance, live lectures, discussion updates, and course resources—are brought together in one seamless interface. This smart, organised view helps students stay informed, manage deadlines effortlessly, and navigate their semester with confidence.

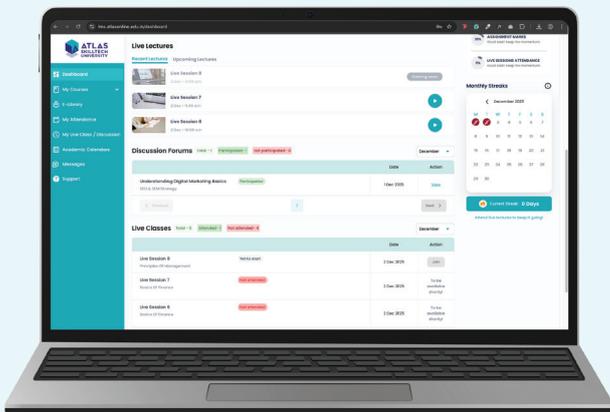


Highlights

- Centralised access to courses, assignments, and learning tools
- Real-time progress and performance analytics
- Quick entry into live classes and recorded sessions
- Attendance and engagement tracking
- Notifications for discussions, deadlines, and faculty messages
- A streamlined experience designed for efficient, goal-oriented learning

DISCUSSION FORUM: LEARN, SHARE & COLLABORATE

The Discussion Forum creates an active and inclusive academic community where students engage in meaningful conversations, exchange diverse perspectives, and collaboratively deepen their understanding of course concepts. Each forum is thoughtfully designed around specific topics, enabling learners to participate in guided discussions, reflect on ideas, ask questions, and clarify doubts in a structured learning environment. Beyond academic support, the forum encourages curiosity, teamwork, and intellectual exploration, allowing students to learn not just from faculty but also from the experiences and viewpoints of their peers. This collaborative digital space nurtures confidence, sharpens analytical thinking, and enhances communication skills—building essential leadership qualities that empower students to excel in professional settings and thrive as future business leaders.



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 are 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



Peyush Bansal, CEO, Lenskart



Deepak Parekh,
Former Chairman, HDFC

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**



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.



**REFEDINE
POSSIBILITIES.
LEAD YOUR
FUTURE.**



ATLAS SKILLTECH UNIVERSITY

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LBS Marg, Kurla West, Mumbai - 400 070

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<https://atlasonline.edu.in/online-mba>