




Global
Immersion At

MBA FOR EMERGING LEADERS





Transform your career with the latest cross-disciplinary management skills and industry exposure.

ATLAS Edge wants to drive executive education for the evolving digitally transformed business landscape. Its programs have internalised digital technologies, data analysis, and evolving user behaviour into an industry-centric andragogy.

Industry and business ecosystems are undergoing a massive transformation due to the converging impact of emerging technologies like AI, shifts in consumer profile and consumption habits, financing, supply chain innovations, and other emerging areas. This has meant a reimagining of careers. Traditional executive management expertise and career journeys are no longer relevant.

The MBA Program is focused on nurturing the next generation of executive leadership. It is designed for working professionals, who will meet on weekends on the campus of ATLAS SkillTech University in BKC Mumbai. SMEs, industry leaders, and academics will mentor the modules through projects and case studies. We want participants to apply the learnings to their jobs. The program benefits from this exchange and it gives all participants a hands-on holistic experience.

Global exposure is key to the program structure. A week-long academic immersion at INSEAD Singapore will be a great opportunity for exchange and growth through projects and boot camps. The MBA Program especially benefits from the interchange and constant dialogue between ATLAS academia and administration, industry, and research. It is reflected in all aspects of the program and gives it dynamism and adaptability.

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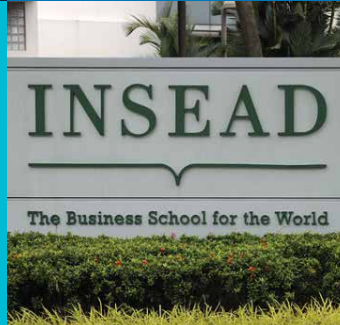
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From the President's Desk

Welcome to the **ATLAS Edge MBA for Emerging Leaders**.

We recognise an inflexion point in the current industrial and technological transformation. It calls for a break from traditional management education. It must incorporate AI, data analytics, NLP, and other digital technologies in its curriculum to be relevant to businesses and professionals. The emerging leaders of tomorrow have to tap into this opportunity and energy.

Our MBA program has a cross-disciplinary technology-forward approach. It aims to bridge critical skill gaps and evolving knowledge needs in the industry. We are looking for corporate executives, entrepreneurs, and working professionals who can attest to the impact of the current dynamism across business value chains.

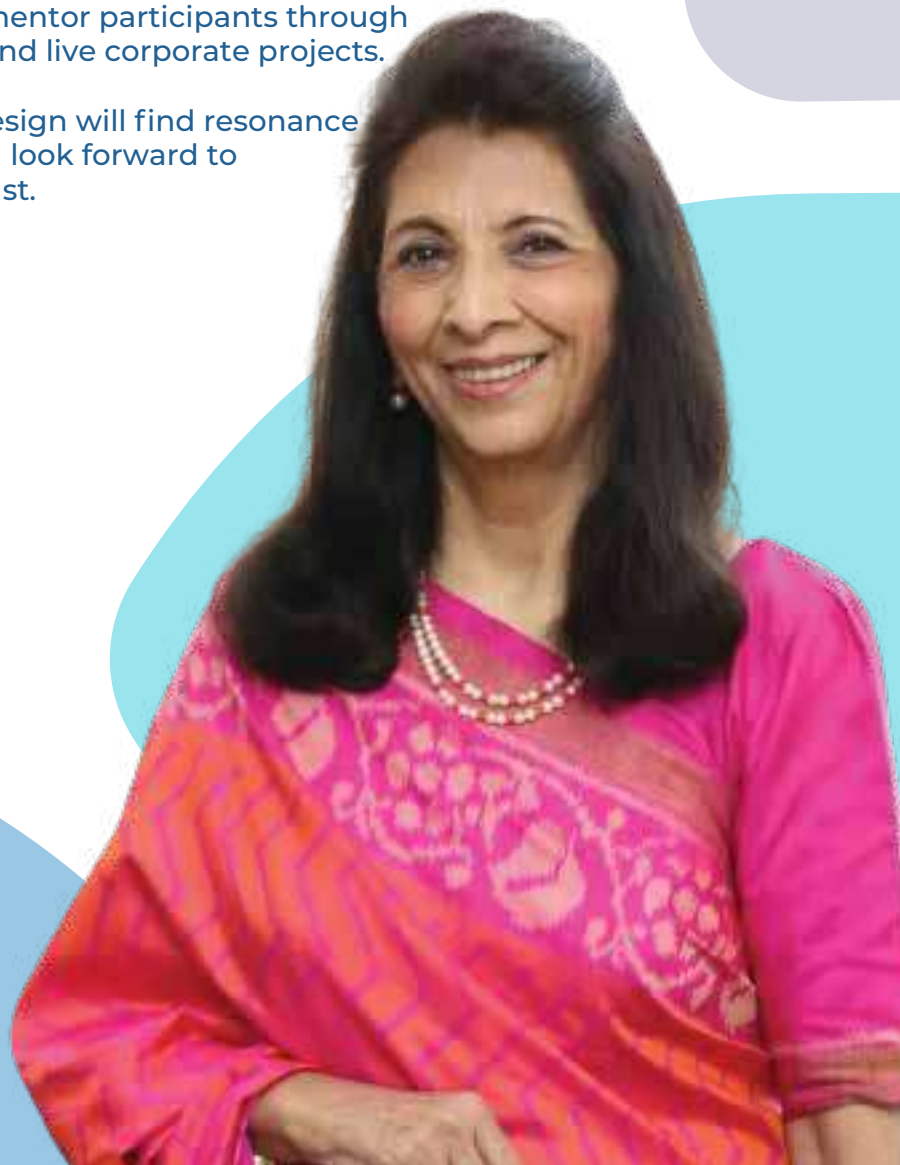
The program offers specialisations in Product Management, Applied Finance, and AI in Business. We know that these are the skills that corporations and organisations are looking for. It will help our participants find greater relevance in their day-to-day work.

We have designed the program to fuse academic excellence, industrial applicability, global outlook, and hands-on corporate projects into its andragogical structure. Our highly regarded, diverse, and experienced faculty will mentor participants through case studies, interactive discussions, and live corporate projects.

We are confident that the program design will find resonance across students and businesses alike. I look forward to welcoming you all on campus in August.

Regards

Dr. Indu Shahani
Founding President & Chancellor



Program Overview

Certification:

Master of Business Administration (MBA) for Emerging Leaders

by *ATLAS SkillTech University* -
(Accredited by the University Grants Commission (UGC) in India)

Batch: **2024 -2026**



The MBA Program for Emerging Leaders is spread over two years on the campus of ATLAS SkillTech University. It will have four academic terms and is designed to be at par with executive professional programs worldwide. Classes will be held on weekends to ensure that working professionals can take it up with no career break and minimal disruption to their current professional commitments. Our faculty includes experienced academics and SMEs from the industry.

The first two academic terms will look at general management. There will be modules at the cross-section of academia and industry, aligning with the emerging digital landscape and the specialised management skills needed to navigate them. It will cover digital transformation, data analytics, design thinking and digital marketing.

These will complement traditional management courses such as people management, marketing, finance, business strategy, and behavioural economics. Emerging areas in management such as ESG, cybersecurity, and DEI will also be covered during these terms. We aim to nurture management proficiency, strategic business leadership, cross-functional collaboration, and a comprehensive understanding of modern business dynamics.

Our andragogy is experiential in nature, leaning on the combined working experience of participants, extensive collaboration opportunities, relevant case studies, and industry-applicable projects that simulate real-world scenarios. An intrinsic part of the program is a **global academic immersion at INSEAD Singapore**.

The program will have two specialisations in the second year. Students can choose between Product and Brand Management or Applied Finance in the third term. The fourth term will be dedicated to a common specialisation in Analytics and AI for Business. The dual specialisations reflect the latest trends in management education, which have been adapted to align with the evolving needs of the industry.

PRODUCT & BRAND MANAGEMENT:

This specialisation absorbs product design and management with digital marketing, branding, and consumer behaviour. This will give participants a holistic understanding of the product, brand and customer engagement, through the art and science of translating customer needs into innovative digital solutions that drive business growth. The modules will take them through the complete product life cycle, from ideation and development to launch and iteration, infusing customer and brand concerns that resonate with target audiences and sustain competitive advantages.



APPLIED FINANCE:

This specialisation looks at financial markets and the strategies for reimagining their evaluation, functioning, and growth. The modules will cover diverse areas of financial markets, institutions, instruments and services, business modelling and valuation, asset management, risk optimisation strategies, M&A and corporate restructuring. Participants will learn about international finance and investment management, helping them navigate the ever-evolving financial landscape confidently. Combining strategic outlook with deep analytics expertise, the specialisation will help participants drive corporate financial leadership and data-driven decision-making.



ANALYTICS & AI FOR BUSINESS:

This common specialisation aims to help participants bring together the learning from previous terms and make them applicable to businesses today. It ensures emerging management leaders are comfortable with the theories, technologies, and tools of data analytics and artificial intelligence in our data and AI-led world. The modules cover the essential foundations of data analysis, statistical methods, programming, and data visualisation and will be accessible to all participants, regardless of their technical exposure. The modules on AI will explore how the technology is transforming business processes, decision-making, and driving innovation.





Global Academic Immersion

Successful executives must understand global business practices and cross-cultural sensitivities.

We will offer a week-long academic residency at INSEAD, Singapore with a certification from the B-school.

INSEAD is a top-ranked Business School with a futuristic campus that provides superior management education. The B-school has a diverse student body representing over 70 nationalities and is strategically located in Singapore's knowledge hub.

The academic immersion is designed to offer a comprehensive understanding of international business practices, fostering a dynamic learning environment. Some exchange areas include new-age business models, an agile bootcamp, and business simulations.

The ATLAS Advantage

Certification

MBA Degree (*Accredited by the University Grants Commission (UGC) in India*)

Global Immersion at INSEAD

1-week Academic Immersion at INSEAD, Singapore

Mentors

Modules led by senior industry professionals and subject matter experts

Innovative Curriculum

Stay relevant with modules that combine research advancements in industry trends and best business practices.

Dual Specialisations

Product & Brand Management and Analytics & AI for Business;
OR Applied Finance and Analytics & AI for Business

Customised for working professionals

Weekend classes structured to optimise the time and resources of working professionals

Career Guidance & Mentorship

Building blocks for career development throughout the program

Build a Powerful Network

Be part of an active network of peers across different sectors

City Campus

Nestled in the heart of the business district of BKC, Mumbai



ANDRAGOGY



Duration:
2 years



Frequency:
Saturday & Sunday
3 weekends/ month



Location:
ATLAS Campus,
BKC, Mumbai



Course split

- 1st Year -Core Management

- 2nd Year - Dual Specialisations



Dual Specialisations:

- Applied Finance & AI in Business

- Product & Brand Management and Analytics & AI for Business



Global Academic Immersion:

- One week residency at INSEAD Singapore with Certification

- New-age business models, an agile bootcamp, and business simulations

- Understand global business practices and cross-cultural sensitivities



Format:
On-campus classes conducted by SMEs & Senior Industry professionals



Delivery:
Experiential and application-focused learning

Program Outcomes

STRATEGIC BUSINESS ACUMEN

The program will expose participants to different business sectors and functions, including finance, HR, marketing, operations, digital transformation and more, enabling them to make informed strategic decisions, enhance profitability, and guide organisations through complex market environments.



ACADEMIC IMMERSION

The academic immersion at INSEAD Singapore will allow participants to learn, collaborate, and work in a global corporate and management environment with access to world-class faculty, businesses, and industry networks.



HOLISTIC DIGITAL LEADERSHIP

Digital transformation is central to the design of the program to ensure that participants are trained in the tools, techniques, and management scenarios that characterise modern digitally evolved organisations.



Program Outcomes

STRATEGIC THINKING & DECISION MAKING

The program focuses on problem-solving skills, enabling graduates to align data-driven analytics and a comprehensive strategic outlook with organizational objectives. Participants will collaborate continuously on case studies and projects nurturing their critical thinking and organisational skills.



STRATEGIC PRODUCT & BRAND MANAGEMENT

With the rise of digital products and changes in user behaviour, strategic product management is critical for maintaining relevance, while effective brand management is essential for sustaining competitive advantage. Specializations equip future leaders with the tools and insights necessary to drive innovation and create consumer-centric solutions in a rapidly evolving digital economy.



APPLIED FINANCE

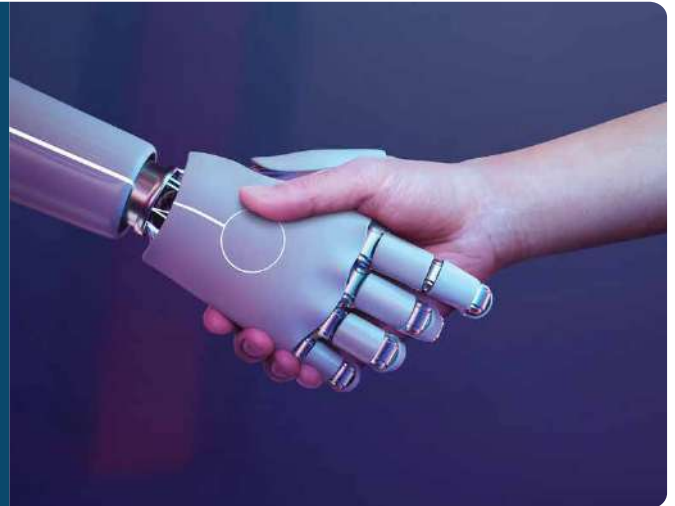
This specialisation offers participants comprehensive exposure to various aspects of financial markets, institutions, and instruments, along with services, business modelling, and valuation. It also covers asset management, strategies for optimising risk, knowledge of mergers and acquisitions, and corporate restructuring. This specialisation equips participants with the skills to manoeuvre the constantly changing financial environment confidently.



Program Outcomes

ANALYTICS & AI FOR BUSINESS

This specialisation provides a comprehensive foundation in data analysis, statistical methods, & programming, focusing on practical applications like predictive modelling and machine learning. Participants will explore big data, business intelligence, and the impact of AI on various business functions and industries. The curriculum is designed to equip professionals with the skills to leverage AI technologies and data analytics to transform business processes, enhance decision-making, and drive innovation.



CROSS-FUNCTIONAL COLLABORATION

In today's interconnected world, collaboration is key to success. Through our program design, experiential andragogy, and emphasis on project-based evaluation, we will expose participants to diverse collaborative environments and their challenges and opportunities



LEADERSHIP & COMMUNICATION SKILLS

The program intends to nurture business leaders of tomorrow. There will be modules on leadership, strategy and collaboration. The program will also help participants develop business communication and negotiation skills in a corporate environment.





Specialisation 1: Product & Brand Management

Learning Outcomes

- Product Strategy Development
- Market Research and Analysis
- Product Lifecycle Management
- Cross-functional Collaboration
- User-Centric Design Thinking
- Product Road-mapping and Prioritization
- Go-to-Market Strategy and Execution
- Product Metrics & Performance Evaluation
- Product Innovation and New Product Development

Digital transformation has completely changed our idea and understanding of a “product.” Today, the expansive view of a product covers any offering which serves a customer’s need. The lifecycle for product development has similarly evolved recognising altered customer needs, interaction points, and deployment. Product teams now envision, architect, and execute the product – from ideation to consumption.

Digitally, this life cycle is slightly more complex and involves greater data analysis and continuous feedback from stakeholders. In every organisation, product managers are the champions of customer engagement and shape the product to their needs. The specialisation will cover the entire product lifecycle - from ideation and market validation to development, launch, and ongoing optimisation. During the term, participants will be introduced to market analysis techniques to gather customer insights, identify opportunities, and learn strategies for product discovery, innovation, and architecture. UI/UX design principles, agile team management, sprints, go-to-market planning, and deployment strategies will be studied.

The specialisation in product and brand management will marry marketing with this, ensuring that the emerging product leaders are also the champions of their brand and industry. These will be folded into traditional brand management modules giving participants a 360° view of the product ecosystem. Strategic communication and positioning orchestrate the relationship between a product and its consumers. Product teams routinely work with their brand counterparts iteratively to constantly update and design higher-performing digital products with deep consumer engagement. This specialisation ensures that the emerging product leader is a custodian of both the brand concerns and customer experience, a dual role that speaks to the hybrid nature of today’s products.



Specialisation 2: Applied Finance

Learning Outcomes

- Financial Analysis Proficiency
- Advanced Financial Modeling
- Financial Markets, Instruments, Institutions and Services
- Investment Evaluation and Portfolio Management
- M&A & Corporate Restructuring
- Corporate Finance and Capital Markets
- Risk Management Strategies
- Private Equity/ Venture Capital

The financial world today is more complex than anything our world has ever seen. AI-driven tools, robo-advisory, algorithmic trading, and other tech interventions have increased the complexity and speed of financial systems. The applied finance specialisation is a rigorous journey through the complexities of modern finance, offering a granular understanding of the financial sector to empower future financial leaders.

Focusing on strategic financial leadership, the modules will cover financial systems, complex financial products, tools, and strategies that shape global financial landscapes. There will also be further modules in advanced financial statement analysis, financial markets, corporate finance, business valuation, investment management, derivatives, and other sophisticated financial instruments and transactions. Participants will learn the skills to decipher complex financial scenarios and data sets and effective communication with diverse stakeholders.

The curriculum is crafted to ensure a fusion of theoretical insights and hands-on experience. The program's emphasis on project-based learning ensures participants can apply concepts to solve intricate real-world financial challenges through different capstone projects. These will look at different areas of applied finance including investments, portfolio management, instruments, and business modelling. Participants will also learn how to invest wisely and build a strong portfolio, with inputs from top wealth and fund managers in the country.

This program is not just about acquiring knowledge; it's a transformative experience that moulds leaders capable of steering organisations through the intricacies of modern finance and analytics. Our vision extends beyond technical proficiency to include ethical leadership and strategic acumen.



Common Specialisation: Analytics & AI for Business

Learning Outcomes

- Machine Learning Techniques
- AI Strategy Development
- Data Literacy and Management
- Advanced Analytics and Big Data Technologies
- Deep Learning and Neural Networks
- Natural Language Processing (NLP)
- Computer Vision and Image Recognition
- AI Implementation & Deployment

Big Data and AI have changed the world. In the last two decades, data analytics and management have changed the way products and services are offered to consumers. Similarly, the rise of AI technologies has been fuelled by this data boom. Both have transformed business value chains and scrambled leaders to

incorporate them effectively. There are many commercially available Data Analytics, BA, and AI tools which businesses are deploying for specialised functions. From automation, advisory, creativity, business development, and marketing to more specialised functions such as digital prototyping, data protection, surveillance, and cross-border regulatory compliances, data and AI have tremendous business applications.

The combined specialisation in analytics and AI for business will help participants gather the essential skills and knowledge to harness the power of data and AI for strategic decision-making. Through a mix of theoretical concepts, New-age languages, application use, and practical projects, participants will know how the different concepts are applied and the tools used for them. This specialisation will look at harnessing different tools and applications to address key business problems.

The program will include a deep dive into the technical aspects of data management such as statistical modelling, predictive analytics, data visualization, NLP, and data analysis, and their applications in different areas of business. We want participants to successfully deploy data analytics and artificial intelligence to drive innovation, efficiency, and competitive advantage across various business functions.

Participants will look at how businesses are leveraging big data tools to drive growth, optimise operations, and gain a competitive edge. They will look at tailored applications of data and AI in core business domains like marketing, finance, operations, and human resources, and their applicability across various industries. Through collaborative projects, participants will learn to apply their knowledge to real-world case studies and create solutions, giving them instantly transferrable professional experience.



Meet Your Mentors



Mayank Kumar
CO-FOUNDER & MD
UPGRAD

upGrad

Mayank is widely known as a co-founder of the massively successful edtech start-up, UpGrad, an online education venture focused on targeting working professionals. He has been on the board of iNurture Education Solutions, a Vice President at Bertelsmann India Investments, a Senior Principal at The Parthenon Group, and a business analyst at Tata Strategic Management Group. He has 10+ years of experience in operations, investment and consulting in the education sector in India, China, South-East Asia and Latin America, and has been part of investments of over \$1B flowing into the education sector in emerging markets.



Unmisha Asher
CO FOUNDER AND CHIEF
STRATEGY OFFICER
TONIC WORLDWIDE



Unimisha is the chief strategy officer at Tonic, an advertising and marketing agency which she co-founded. She leads strategy on all brands, marketing communication, sales, and enables new markets and global expansion, having expanded the agency in the Middle East and Dubai region. She has 24+ years of experience in developing brand communication and strategies across consumer touch points having worked on brands like Ponds (HUL), Bajaj Electricals, Tata Sky, and Kotak Investment Advisors Ltd.



Rubin Chheda
MANAGING DIRECTOR
TRUE NORTH CO



Rubin Chheda has over twenty years of experience in India's private capital space, including mid-market private equity, special situations, structured debt and growth financing and transaction advisory. At True North, where he is responsible for building a credit platform for investing in private credit opportunities. Before his current experience, he led Investments for Piramal-CDPQ. His experience includes Fairwinds Private Equity, EY, GE Capital and PWC (New York). His expertise spans investments in private equity, growth markets, portfolio and risk management.

Meet Your Mentors



Anshu Dhanuka

CO-FOUNDER & CO-CEO
KIDDOPIA



Over the past 15 years, Anshu has worked assiduously to build Kiddopia, a leading edutainment platform for preschoolers, from the ground up. As a mother of a young child, she brings a lived-in experience to the role, leading overall business strategy, product design, marketing and developing new revenue verticals. She is the recipient of several Indian and global awards & recognitions including the Grand Stevie® Award, the BW Businessworld 40 under 40, a place among the Forbes DGEMS Select 200 and many more.



Aashish Dua

VICE PRESIDENT
ALLEN DIGITAL



Aashish has had a remarkable career with stints in Meta and ByteDance across India and APAC regions. He is currently Vice President at Allen Digital, where he is helping the revered Kota-based coaching brand build a digital presence with tailored products and customisable offerings for students across a hybrid teaching model. His experience in digital sales, product launch, and GTM strategy is helping him build commerce and drive greater engagement for Allen. He has 12+ years of experience and was instrumental in the launch of TikTok in India.



Charishma Motwani

AVP, PRODUCTS
CARS24



Charishma is a senior Chartered Accountant with almost a decade of experience in financial planning, accounting, consultancy, audit, and overall financial management. She started her career at EY, before moving on to BCG, where she worked with top clients globally on GTM strategies, cost accountancy, taxation, and more. She is currently an AVP in Cars24, an e-commerce platform, headquartered out of Gurgaon, for purchasing and selling used vehicles as easily as any other online transaction.

Meet Your Mentors



Karan Jhamb

CONTENT PARTNERSHIP LEAD -
BROADCAST & SPORTS
YOUTUBE



Karan leads Brand and Content Partnerships for the Entertainment category for YouTube. A 10+ year media industry veteran, Karan got his start with Sony Pictures Network, where he worked across different roles in marketing, sales, programming, category and brand management. At YouTube, he has worked with high-engagement media properties such as Indian Premier League and KBC. He has also worked with influencers across entertainment, sports, and other categories, helping them increase their reach, monetisation, and collaboration with brands and other influencers.



Aditya Singh

CHIEF GROWTH OFFICER,
VICE PRESIDENT
TOMORROW CAPITAL



Aditya is a Principal (Investments & Portfolio Growth) at Tomorrow Capital, a \$100 million VC fund. He works closely with early and mid-sized (portfolio) companies in their growth strategies helping them drive revenue growth, optimise brand lifecycle, and identify expansion opportunities. He has worked with several start-ups including Zeno Health, Housing.com, Leverage Edu, Easiloan, BeyondSkool, and Bonito Designs. He has 14+ years of experience across industries such as EdTech, real estate, media, retail, and FMCG, working with legacy brands such as Economic Times, PwC, and Lodha Group.



Manoj Jotwani

VICE PRESIDENT
MOTILAL OSWAL



Manoj has worked across the financial services industry in different areas including capital markets, financial services, banking, wealth management, mutual funds and more. He is currently with Motilal Oswal where he is responsible for leading and managing a team of sales professionals across multiple regions, driving the sales strategy, and achieving revenue targets in the B2B market. He has previously worked with Religare Macquarie Private Wealth, Deutsche Bank AG, Standard Chartered Bank and Birla Sunlife Distribution Co Ltd.

Meet Your Mentors



Kumar Mahtani
PARTNER
BDA PARTNERS



Kumar is a 15+ years veteran in the financial services industry with specialisation in cross-border mergers & acquisitions, investment banking, and corporate finance. At BDA, he is currently a Partner based in Mumbai and leads the Indian Consumer & Retail sectors. He joined BDA in 2011 and has advised on several transactions across multiple sectors. Prior to BDA, Kumar was a senior member of the M&A Tax Practice at KPMG.



Krishnakant Jonnalagadda
EX HEAD - B2B MODERN
TRADE
EX COLGATE PALMOLIV



Krishnakant brings with him 10+ years of FMCG sales and marketing experience, having worked with Colgate Palmoliv & Kellogg's. He has a deep cross-category perspective in personal care, food & pet nutrition. His core expertise is in omni-channel strategy, channel and brand P&L, GTM strategy, sales planning & in-store execution.

Currently, he is pursuing his passion as a writer and is an author, screenwriter and storyteller. He has written a web series, performed at marquee storytelling platforms and contributed to anthologies.



Deboleena Chaterjee
CATEGORY MARKETING
MANAGER
MONDELÉZ INTERNATIONAL



In her 12+ years career, Deboleena has worked with Mondelez, Unilever, DDB Mudra and involved with iconic brands such as Cadbury Dairy Milk, Cadbury Perk, Surf Excel Matic, Vim, Clean & Clear, Kissan, Volkswagen, and Asian Paints. Her work spans marketing, sales and sales enablement, and corporate communication. She has worked with brands on equity, innovation, strategy for market leaders and challenger brands, end-to-end integrated marketing communication, P&L management and leading projects involving multiple stakeholders across functions across multiple geographies.

Meet Your Mentors



Isha lamba

HEAD - INVESTOR RELATIONS
DABUR INDIA



Isha is a senior M&A and Investor Relations professional, currently in her second stint with Dabur India in the NCR region. Before this, she had a 6+ year experience with Godrej where was responsible for managing investor communication presentations and competition analysis across India, Indonesia and Africa. She also led M&A responsibilities like end-to-end acquisition process, business evaluations, creating operating models of investments, and more. She has also worked with Clix, HSBC and GE Capital.



Abhishek Iyer

SENIOR PRODUCT
MARKETING MANAGER
BIRDEYE



HCLTech

Abhishek is a veteran technology marketing professional with 10+ years of experience in B2B and SaaS marketing. He currently leads product marketing for Birdeye, a Palo Alto-based reputation management and digital customer experience platform for local brands and multi-location businesses. In his current role, he works on product positioning, messaging, GTM strategy, market and competitor research, sales enablement, and customer engagement. Before this, he has worked with Freshworks, Adobe, and HCL Technologies.



Dr. Neil Sequeira

CHIEF OPERATING OFFICER
THANE CANCER HOSPITAL



P. D. HINDUJA HOSPITAL
& MEDICAL RESEARCH CENTRE



In his 33+ years career, Neil has worked in different capacities in organizations like Siemens, Duncan's Group, Bombay Stock Exchange, Hinduja Hospital, Kokilaben Hospital, and is currently Chief Operating Officer at Thane Cancer Hospital. His areas of interest include operations, human behaviour, electronics and materials management, industrial relations, and psychology. He is a visiting faculty for many management institutes and is a professional counsellor. He is an alumnus of Mumbai University, IIM-Kozhikode, IISWBM, University of Madras, and IIMM, Kolkata.

Meet Your Mentors



Darshan Vaidya

HEAD OF DIGITAL MARKETING,
DIGITAL BUSINESS UNIT

NAGARRO



Darshan leads digital marketing for the digital business unit of Nagarro Consulting, where he consults and advises global clients on adopting integrated digital engagement platforms to maximise marketing ROI and improve customer loyalty. He has 20+ years of experience across marketing and customer engagement (loyalty) verticals at industry-leading brands such as Royal Enfield Motorcycles, Oberoi Hotels and Resorts, PAYBACK India, and Max Life Insurance. He has worked across mainline and digital channels, from printed direct mailers and billboards to multi-touch digital multimedia platforms.



Rajat Mittal

BUILDER
POP



An S&P Global Company

A member of the founding team of POP, Rajat is building a platform to connect consumers, brands, and retailers through personalized and rewarding experiences. He has 16+ years of experience in the e-commerce and retail industry, with a focus on loyalty, customer relationship management, and customer engagement. Before this, he was a director at Flipkart, where he led the loyalty and retention strategy for over 300 million users, with Flipkart Plus. He has worked in the payments and rewards industry with stints in PayU, Payback, and CRISIL.



Shreya Bapna Jain

CLIENT DIRECTOR

EMA PARTNERS INDIA



Shreya has 14+ years of experience in the consulting industry. She currently is a Client Partner with EMA Partner's consumer and retail practice. She has worked with leading corporations in these industries over her career to drive value growth, market expansion, and talent acquisition. In her current role, she conducts in-country and global searches for top management executives and critical leadership resources. Before EMA, she had a long experience in KPMG India, where she worked in the consumer, retail and life sciences industries.

Meet Your Mentors



Ameya Ambulkar

PRODUCT | GROWTH MARKETING
FABBOX



Ameya has 13+ years of experience as a marketing professional, entrepreneur, teacher, and mindfulness advocate. He drives digital marketing at a D2C brand, Fabbox, that offers a range of tasty and nutritious snacks that cater to different dietary needs. He has over half a decade of experience in teaching at institutes like H.R. College of Commerce, Amity Global Business School, Rajiv Gandhi Institute of Technology and United Business Institute. He has won accolades for his work including the 'Outstanding Faculty Award' by Jaro education, and the 'Inspirational Leader Award' given by the City of Mumbai's Sheriff.



Sachin R Varma

FOUNDER
SACHIN R. VARMA & CO.



A veteran Chartered Accountant with 12+ years of experience, Sachin now leads an independent practice. He has worked with Citi and KPMG in various roles and practices. He specialises in all forms of tax consultancy, including personal filings, GST, assurance, and transfer pricing. He advocates for CAs to be versatile and tackle diverse business challenges beyond the confines of financial statements through innovative thinking and unique approaches to problem-solving.



Anita Chouhan

HEAD, SUSTAINABILITY
TRAINING & CONSULTING
**ASIAN CENTRE FOR
CORPORATE GOVERNANCE
& SUSTAINABILITY**



Asian Centre for Corporate
Governance & Sustainability

Anita has 26+ years of experience in training and consulting. In her current role with the Asian Centre, she leads sustainability training and is responsible for organising and conducting GRI Standards Training. She is also an executive director at Mahendra & Ardenham Consulting. This advisory provides consulting services on sustainability, ESG strategy, and CSR Consulting to diverse companies, MSMEs, and start-ups. As a Trustee of the Mahendra & Young Knowledge Foundation, she works in management education, healthcare, research, and publication.

Meet Your Mentors



Hitesh Motwani

CHIEF MARKETING OFFICER
SKILLOPEDIA

/ SKILLOPEDIA /

Hitesh is a veteran communications expert and social media trainer with 10+ years of experience in public relations, corporate communications, and digital and social media communications. H has worked with corporations such as Twitter, Bandhan Bank, Crompton Greaves, Kotak Group, Future Generali, DSP Black Rock Investment Managers and Tata Group, among others. At Skillopedia, he undertakes training and consulting projects for firms and assists them in their marketing strategy. He also leads business growth and is currently consulting clients such as Mahindra & Mahindra, Times group, India Today group, Jean Claude Biguine and many more.



Megha Kotak

DIRECTOR OF PROJECT
MANAGEMENT
IQVIA



Megha is a versatile operations specialist with 15+ years of experience in the pharmaceutical industry and management consulting. Her areas of expertise include program management, business operations, CRM, and business planning. At IQVIA, she is noted for her role in overseeing the business process and PMO set-up for a large-scale transition and outsourcing engagement, which included rapid response PMO, Transition management, Resource management, Capacity and Utilization, Forecasting, Demand planning, Performance management, and Knowledge management. Prior to this she worked with McKinsey, Mylan and Cipla focused on Program Management



Tanveer Shaikh

DIRECTOR AND PRINCIPAL
CONSULTANT
ACUMEN BUSINESS CAPITAL



At Acumen, Tanveer heads engagements in the real estate sector, large-scale change projects, culture and values initiatives, and sales and customer experience consulting engagements for clients across the globe. He also facilitates impactful sales training interventions and leadership nurturing programs. He has 18+ years of experience in family-owned businesses, consulting and training, and has led engagements for various clients in the Middle East and Africa across aviation, education, financial services, chemicals and manufacturing. He is also a visiting faculty at Rizvi and NMIMS.

Meet Your Mentors



Prof Ajay Singh

EX-CEO

FORBES TECHNOSYS

HCL

VISTAAR
ENVISION THE POSSIBILITIES

FORBES
TECHNOSYS LIMITED

Ajay has spent over 40 years in the IT industry in different roles and was the CEO of Forbes Technosys, an award-winning fintech company. He has experience in leading and growing companies, corporate risk management, governance, and development and deployment of IT products in multiple industry verticals such as banking, telecom, and government for global markets. He is a Fellow of the Institute of Directors and serves on multiple advisory boards. He has written on cybersecurity and is an academic director in many institutes, prominently Pace University and Rizvi Institute.



Program Journey

The program will be conducted over two intensive years covering four academic terms. It is curated to include different aspects of modern business management for experienced executives. The specialisations are at par with the industry's needs today and reflect the skills in demand across corporations and institutions.

The first year will examine foundational management education spread over two academic terms. The curriculum will mix traditional management areas, evolving corporate challenges, and technology-driven practices. The second year will focus on the dual specialisations spread across two terms.



YEAR 1 - TERM 1

SUBJECTS

Building Financial Acumen - 1

People Management

Communication and Negotiation Skills

Economics For Business

Marketing Management

Data Analytics for Business - 1

Operation Management

Digital Transformation

Building Block for Career Development

Sustainability and CSR

YEAR 1 - TERM 2

SUBJECTS

Strategic Management

New Age Business

Introduction to Python and SQL

Building Financial Acumen - 2

Sectoral Analysis

Design Thinking & Innovation

Data Analytics for Business - 2

Digital Marketing

Environmental, Social, and
Governance (ESG) Investing

Cybersecurity and Risk Management

Diversity, Equity, and Inclusion in
the Workplace

Building Block for Career
Development

YEAR 2 - TERM 3 - SPECIALISATION : PRODUCT AND BRAND MANAGEMENT

SUBJECTS

Fundamentals of Product Management

Market Analysis and Customer Insights

Product Discovery and Innovation

Crafting Product Vision, Strategy &
Roadmap

User Experience (UX) Design

User Interface (UI) Design

Product Development and
Management

Go-to-Market Strategy and Product
Launch

Product Analytics and Performance
Measurement

Navigating the Future of Product
Management

Foundations of Brand Management

Brand Strategy Development

Brand Identity and Design

Brand Communication and Advertising

Brand Experience Management

Brand Metrics and Performance
Measurement

Brand Equity and Valuation



**YEAR 2 - TERM 3 -
SPECIALISATION : APPLIED
FINANCE**

SUBJECTS

Strategic Financial Leadership

Corporate Finance

Financial Markets and Instruments

Financial Institutions and Services

Business Modeling and Valuation

IB , Mergers and Acquisitions, and
Corporate Restructuring

Financial Derivatives

International Finance

Investment Management

Private Equity / Venture Capital

**YEAR 2 - TERM 4 -
SPECIALISATION : ANALYTICS
AND AI FOR BUSINESS**

SUBJECTS

Data Exploration and Visualisation

Machine Learning Fundamentals

Predictive Modeling and Classification

Clustering and Dimensionality
Reduction

Association and Anomaly Detection

Ensemble Learning and Generalised
Additive Models

Time Series Modeling

Introduction to AI and Business

Neural Networks & Deep Learning

Natural Language Processing

Computer Vision in Business

Cases and Applications of AI in Business

Emerging Trends and Future of
AI in Business



Tools Covered

01 BUSINESS MODEL CANVAS



AGILE DEV
METHODOLOGIES 02

03 SPSS



PYTHON 04

05 TABLEAU,
POWER BI



MACHINE LEARNING
FRAMEWORKS 06

07 NLP LIBRARIES



TEXT ANALYTICS
PLATFORMS 08

09 CX PLATFORMS



SOCIAL MEDIA
MONITORING TOOLS 10



Career Guidance & Mentorship

Our career guidance and mentorship offering consists of a well developed number of programs and curriculum, customised to the participants needs. The curriculum follows a three stage approach - Competence - Capability - Connections.

COMPETENCE

Industry Relevant and Future Skill based content

Application-Oriented Assessments

Global Immersion Experiences

Experiential Learning

CAPABILITY

Professional Development Workshops

Mock Interviews and Feedback

Career Counselling

Personal Branding

CONNECTIONS

Modules led by senior industry leaders and SMEs

Peer Learning Groups

Industry based projects

Industry Panels and Masterclasses



Build a Powerful Network

Our objective is to bring together diverse people and ideas to nurture leaders who will responsibly transform the business landscape and society.

Be part of a Robust Network united by our five core values:

**WELL ROUNDED &
RESOURCEFUL**

**DIVERSE &
INCLUSIVE**





**COLLABORATIVE &
CONSCIENTIOUS**

**AMBITIOUS &
ASTUTE**

**EAGER &
EMPATHETIC**



SUMMARY OF RESULTS

Category	Q1	Q2	Q3	Q4
Revenue	120	150	180	200
Profit	80	100	120	140
Market Share	15%	18%	20%	22%





Campus Life

The campus of ATLAS SkillTech University is located in the heart of the business District of Bandra Kurla Complex in Mumbai.

It is a technology-forward campus that aims to spark creativity, innovation, and entrepreneurship. It is designed with collaborative spaces that allow for growth, connectivity, and immersive learning.

The campus is nestled among 500+ multinational corporations, which enables industry-integrated learning for the students, great exposure and networking opportunities. Regular masterclasses and guest lectures from industry leaders and professionals drive continuous engagement with corporates.

The campus has multi-media-enabled classrooms with innovation areas, multiple seminar halls, a library, workplaces and studio spaces, and other experiential zones. There are dedicated labs for AI and Robotics, Design, Digital, Fashion Tech, & more. There are exhibition spaces, open lounges and other open spaces dedicated to student welfare.





PROGRAM DIRECTOR

Dr. Kalim Khan

Dr. Kalim Khan is a veteran academic and author with over 25+ years of experience in management education. He has served as the Director of Chetana's RK Institute of Management and Research till 2023, and before that, two decades as Director of Rizvi Institute of Management Studies & Research, affiliated with the University of Mumbai.

He has co-founded the training and consulting firm, Brains Trust, which counts Aditya Birla, Mahindra, Tata, Bajaj, Crompton, Godrej, and Philips, among its customers.



DEAN-ATLAS ISMI

Prof. Robert Gammie

Professor Gammie's illustrious career began as a financial analyst at Shell, followed by a significant tenure in investment banking with JP Morgan. Transitioning to academia, he served as Associate Dean at Aberdeen Business School at Robert Gordon University. In his previous assignment since 2016, Professor Gammie took on the role of Dean at York Business School.

There, he spearheaded a remarkable growth in enrolment from 400 to nearly 4,000 students and established the YSJU London Campus, now home to approximately 2,000 students. Professor Gammie's innovative and entrepreneurial approach to strategic decision-making and problem-solving perfectly aligns with our vision at ATLAS ISME.

LEADERSHIP



DR. INDU SHAHANI

**Founding President & Chancellor
ATLAS SkillTech University**

Dr. Indu Shahani, a visionary thought leader, made a significant impact on education and value-based leadership with over four decades of experience. As the former Principal of H R College, University of Mumbai (2000-2016), she led the highest NAAC accredited single faculty college (3.72/4). Additionally, Dr. Shahani served on the University Grants Commission (2011-2014) and held two successful terms as the Sheriff of Mumbai in 2008 and 2009 for her exceptional contributions to education.



SIDDHARTH SHAHANI

**Co-Founder & Executive President
ATLAS SkillTech University**

Siddharth Shahani, the Co-founder and Executive President of ATLAS SkillTech University, stands as a visionary leader who has been instrumental in shaping a new era of innovation-driven urban educational institutions. At the helm of ATLAS, Siddharth leads the charge in realizing the university's ambitious vision and steering its growth trajectory.

With a wealth of global experience, Siddharth's journey includes a significant tenure at McKinsey & Co. in London, where he played a pivotal role in developing their Higher Education and Health Analytics Practice



NAMRATA ASHOK CHOTRANI

**Executive Founding Director
ATLAS Edge**

Namrata Ashok Chotrani, the Founding Executive Director at ATLAS SkillTech University, is a dynamic leader spearheading the development of Atlas Edge with a focus on upskilling and professional education. With an impressive track record, she previously served as the Chief Executive Officer of Khadim, the 2nd largest footwear retail brand in India, listed on the BSE & NSE. Namrata brings a wealth of knowledge and experience from her background in M&A consulting, private equity, and early years spent learning the intricacies of business in her father's leather shop.

An alumna of the prestigious INSEAD Business School in France, Namrata's journey is marked by notable achievements and recognition within the industry. Her commitment and leadership have been acknowledged through various accolades, including being awarded Times Power Women 2022 (East), Businessworld Disrupt 40 under 40 in 2022, and being recognized as one of the Most Daring CEOs in 2022 by Entrepreneur India.

DISTINGUISHED ADVISORY BOARD



DEEPAK PAREKH
CHAIRMAN
ATLAS ADVISORY BOARD



KESHAV MURUGESH
GROUP CEO
WNS GLOBAL SERVICES



KARAN SINGH
MANAGING DIRECTOR
BAIN & COMPANY



ANANT GOENKA
VICE CHAIRMAN
CEAT LTD.



RAM RAGHAVAN
PRESIDENT, ENTERPRISE ORAL CARE
COLGATE PALMOLIVE COMPANY



VIVEK PANDIT
SENIOR PARTNER,
MCKINSEY & COMPANY



JAMIL KHATRI
CO-FOUNDER AND CEO
UNIQUIS



ARYAMAN VIKRAM BIRLA
DIRECTOR ABMCPL
FOUNDER ABNA, ABV



SANJAY GURBUXANI
VP, IBS AMEA & GLOBAL
DIGITAL INNOVATION
MONDELEZ INTERNATIONAL



CAROL KIM
VP, GLOBAL RECRUITMENT,
ADMISSIONS & FINANCIAL AID
NEW YORK UNIVERSITY



RUSS WINER
PROFESSOR OF MARKETING
NYU STERN SCHOOL
OF BUSINESS



TIM MARSHALL
DEPUTY VICE-CHANCELLOR
RMIT UNIVERSITY



ANITA DONGRE
CHIEF CREATIVE OFFICER
HOUSE OF ANITA DONGRE LTD



AVANI DAVDA
STRATEGIC ADVISOR
BAIN ADVISORY NETWORK
FORMER CEO



RONNIE SCREWVALA
CHAIRPERSON & CO-FOUNDER
UPGRAD



MAYANK KUMAR
CO-FOUNDER & MD
UPGRAD



ATLAS Edge

By the Expert. For the Professional.

ATLAS Edge offers executive and professional education aimed at the industry, by the industry, and for the industry. We aim to bridge the gap between traditional education and the ever-evolving demands of the professional landscape.

We recognise the need for 'workforce-ready' education. Our vision and pedagogy are geared to address the demands of the industry and the needs of professionals at various stages in their careers. Our upskilling programs are designed in partnership with and mentored by senior corporate executives and experienced educators.

ATLAS Edge offers a unique educational experience that goes beyond traditional classrooms. We are located at the heart of the central business district in Mumbai. This ensures our program participants are not just near the business hub but are an integral part of it. The proximity to industry professionals is more than a convenience; it's a philosophy ingrained in our

approach to education. Our programs are tailor-made to promote upskilling, offering a well-rounded blend of learning opportunities, networking, community engagement, and peer learning. This allows our participants to gain additional skills beyond their core education, creating an 'edge' for themselves.

At ATLAS Edge, we aim to equip participants with practical insights, real case studies, and guidance from industry experts, enabling them to apply their skills directly in real-world scenarios. Additionally, we prioritise comprehensive career planning and provide robust support, empowering individuals to excel in today's competitive professional landscape through upskilling initiatives.

Our E.D.G.E.s

E

Expert EDGE

Industry leaders and SMEs design, evaluate and teach our programs. Professionals from different specialities share their expertise and mentor our students.

D

Delivery EDGE

Our pedagogical approach involves a balanced mix of in-class tutorials, peer learning opportunities, industry networking & hands-on live projects designed to upskill our students.

G

Geographical EDGE

We are located in the heart of the central business district in BKC, Mumbai, allowing our students incredible access to industry professionals, entrepreneurs, and business leaders.

E

Employability EDGE

We provide long-term career planning and support to our students. Our programs align with current industry needs, making us the ideal professional finishing school.



ATLAS SkillTech University

ATLAS SkillTech University takes a multi-disciplinary and immersive approach to education. It houses three schools - ISDI - School of Design & Innovation, ISME - School of Management and Entrepreneurship & uGDX - School of Technology. Its campus is strategically located to allow an unparalleled view of the trends, variables, decisions, and outcomes across a broad spectrum of industry and enterprise. This is reflected in their curricula and courses that embody their industry-academia symbiosis philosophy.

The university's focus on academic excellence, world-class faculty, state-of-the-art infrastructure,

global institutional collaborations, and unique corporate network helps our participants to succeed in Industry 4.0 and become socially responsible global leaders. At ATLAS, we want "to create leaders of the future, equipped with the skills of tomorrow."

The students get exposure to transdisciplinary industries, markets, and global communities and ecosystems. This hands-on approach is critical to shaping tomorrow's socially conscious, environmentally-minded, and diverse international professionals.

Who's it for?

- Executives, managers & other working professionals
- Entrepreneurs looking for management lessons
- Start-up founders & people moving into family-owned businesses
- Professionals from different sectors looking to upskill

Eligibility Criteria

- Graduate Degree in any field
- Minimum 3 years work experience



ADMISSION PROCESS



Contact Us:



**ATLAS
EDGE**



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SKILLTECH
UNIVERSITY**



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#EdgeOfTheFuture