



ATRIA
CENTRE FOR MANAGEMENT
AND ENTREPRENEURSHIP

NURTURING
Leaders
For A New India



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ACME

Centre for Management & Entrepreneurship

Atria Centre for Management & Entrepreneurship (ACME) at Atria Institute of Technology was established in the year 2004. The current business environment requires managers with integrity, accountability and a strong sense of social responsibility. Our course allows students to explore beyond their limits and enrich their thought process. The two-year MBA program at ACME develops and nurtures managerial talent in its students to successfully enter the corporate world of digital India.

Highlights

- Core and Dual specialization in Finance, Marketing, and Human Resources Management
- Distinguished faculty from academia and industry
- Advantage courses for the students to get ahead of the pack with project management, business analytics and soft skills
- Extensive student-faculty interaction
- Intercollege meets, quizzes and summits
- Eminent guest speakers from the corporate world
- Nurture entrepreneurship through ABiC (Atria Business innovation Centre)



Dean's Message

“Dear Friends,
I am delighted to welcome you to the Atria Centre for Management & Entrepreneurship (ACME). The Business School at Atria was established in 2004 and has over 500 MBAs as part of our proud Alumni network.

We have a strong Faculty team drawn from premier institutes like IIMs/IITs as well as industry. The teaching methodology covers real life case studies, role playing, gamification and industry exposure through regular industry interactions, internships and projects.

In the past, our students have been placed in several leading multinational and Indian organizations as well as start-ups across a wide spectrum of industry verticals like Banking & Finance, IT, Management Consultancies, Manufacturing and Consumer Goods.

I can assure that being an ACME student will be a memorable, intellectually stimulating and enjoyable experience.”

CEO's Message

“We are at a watershed moment in the evolution of our society and the environment. The new world order is being shaped by technology, design and innovation. The next generation must prepare itself in a completely new manner if it wants to survive, thrive and find meaning in the emerging future. Mainstream higher education systems are falling short in preparing our next generation for the 21st century. These changing times demand change in higher education.

Atria, in Education, is redefining the paradigm of higher education in India. We are reorganizing the learning experience in a manner that places the student at the center. Our mission is to enable every student to craft their learning pathways in a way that uniquely works for them and give them the scope and courage to explore their interests, pursue their passion, define their path and forge their distinct journeys into the future.”

“ I believe our students become well rounded and industry ready to start contributing in a practical way from day one in their jobs. ”



PURNAJIT CHATTERJEE, DEAN



SHAHEEM RAHIMAN, CEO



VISION

To be recognized as an institution offering Transformational Learning in Management Education, for global citizens of the future.



MISSION

Anticipate, Curate, Launch and Deliver Programs – with innovation, value, speed, and partnerships:

- Collaborate with leading institutions and industry
- Nurture students with teaching, learning engagements, and research
- Resource Planning & Budgeting with an annual outlook
- Collect Formative and Summative feedback from the students at the beginning and end of each Semester and drive continuous improvement based on the feedback
- Review teaching learning outcome at the end of each Semester



Our Values

- **A**ttain excellence in teaching and mentoring students
- **T**ransparency in all our dealings
- **R**espect for every individual staff and student
- **I**ntegrity
- **A**iming for student centricity

Our Focus Areas

- Admissions
- Placements
- Student Performance
- Management Research
- Executive Programs
- Industry Consulting
- Quality and Accreditation

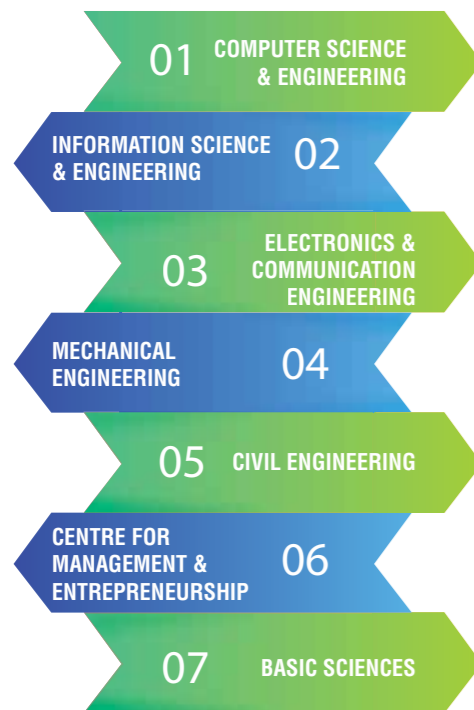


Our Work Culture

- Encouraging Creativity, Innovation & Research
- Aligning individual passion with institutional responsibilities
- Environment of continuous learning & fostering teamwork
- Maintaining high ethical standards

Atria Institute of Technology (AIT)

Established in 2000, AIT started as an Institute for Engineering studies. It is presently affiliated to Visvesvaraya Technological University. The Institute is approved by All India Council of Technical Education (AICTE), New Delhi, and accredited by NAAC. Over last more than one decade, this Institute has proven its worth by producing industry leaders both in fields of Technology and Management. Presently, the Institute has the following seven departments:



Owing to the best of infrastructural facilities, AIT has been able to attract a pool of researchers across IISc, IITs, IIMs and other reputed academic institutions across India. By means of this intellectually capable pool of resources, AIT has been able to carry out a number of projects and consultancies in various departments of Government and Corporate houses.

Atria Group has an eminent presence across Technology, Power, Hospitality and Education sectors.

Following are the subsidiaries of Atria Group across these four sectors:

TECHNOLOGY



POWER



EDUCATION



HOSPITALITY



New age companies incubated in campus:

HEALTH CARE



IOT & AI



Incubation Centre



Patrons

Mr. Sunder Raju sets the direction for the Atria Management committee and Atria Institute of Technology. He is also the Director of Atria Power. He plays a pivotal role in strategizing the growth areas for the group. He was a key player in setting up Sunray Computers in 1981, the first Indian company to introduce concepts of 32-bit architecture in UNIX OS.

The governing body of Atria Institute of Technology consists of:

- Mr. Sunder Raju, Chairman, Atria Group
- Prof. M. Rammohan Rao, Eminent Professor and Former Dean at the ISB, Hyderabad
- Prof. Raj Acharya, Dean & Rudy Professor of Engineering, Computer Science and Informatics, Indiana University, USA
- Dr. K. Balaveera Reddy, Former Vice Chancellor, Visvesvaraya Technological University
- Dr. S. Mohan, Professor Emeritus, Indian Institute of Science
- Mr. K. Nagaraju, Director of Atria Group, and
- Dr. P. Ramaiah, Former MLC, Karnataka State.



SUNDER RAJU, CHAIRMAN

“ I believe ACME will give students the tools to tackle tomorrow’s challenges and empower them to navigate the fast-paced disruptions of the future. ”
— MR. SUNDER RAJU

Infrastructure / Resources

- Rich department library along with the central library of Atria Institute of Technology
- Computer labs
- Access to numerous national and international publications through EBSCO
- Wi-Fi enabled premises
- Brand-new corporate style learning classrooms and seminar rooms
- Interaction and networking spaces

Pedagogy

Inside Classrooms: Case-study based method, Role play, Scenario Analysis, Group Activities, Use of Multimedia.

Beyond Classrooms: Industry visits, Internships, Seminars, Workshops and Development Programmes.

What Will You Learn?



Atria Centre for Management & Entrepreneurship, offers three major specializations:

Finance Marketing Human Resource Management

Following are the courses offered at ACME, spread across four semesters with an organization study for 4 weeks in between the second and third semester followed by a term project of 6 weeks in-between the third and fourth semester.

List of Electives

Finance

- Banking & Financial Services
- Investment Management
- Direct Taxation
- Advanced Financial Management
- Cost Management
- Project Appraisal Planning & Control
- Mergers, Acquisitions & Corporate Restructuring
- Risk Management & Insurance
- Indirect Taxation
- International Financial Management
- Financial Derivatives
- Corporate Valuation

Marketing

- Consumer Behavior
- Retail Management
- Services Marketing
- Marketing Research & Analytics
- Business Marketing
- Supply Chain Management
- Sales Management
- Integrated Marketing Communication
- Digital & Social Media Marketing
- Strategic Brand Management
- Rural Marketing
- International Marketing Management

Human Resource

- Recruitment and Selection
- HR Analytics
- Compensation and Reward System
- Learning and Development
- Industrial Relations and Legislations
- Conflict & Negotiation Management
- Public Relations
- Organizational Leadership
- International HRM
- Organizational Change and Development
- Strategic Talent Management
- Personal Growth and Interpersonal Effectiveness

I Semester

- Management & Organisational Behavior
- Managerial Economics
- Accounting for Managers
- Business Statistics & Analytics
- Marketing Management
- Managerial Communications

II Semester

- Human Resource Management
- Financial Management
- Research Methodology
- Legal & Business Environment
- Strategic Management
- Entrepreneurship Development

III Semester

Organization Study report, and a choice of six electives

IV Semester

Project work report, and a choice of six electives

- PGDM – IIMA
- M Sc. Operations Research, St. Stephens, Delhi– Gold Medallist
- PMP from PMI, USA
- National Scholar from Gol
- Ex VP, Associate Partner, & General Manager @ IBM with 30+ years of experience
- An established leader in the IT Industry, who has led multi-Million Dollar deals & business improvement initiatives across many countries
- Founder – Health Trail Portal
- Business Advisor and Mentor to multiple companies



Purnajit Chatterjee
DEAN

- M.Phil - Periyar University
- MBA - Bharathiar University
- UGC-NET
- 20+ Years of Teaching & Industry Experience



Archana R Motta
FACULTY - MARKETING

- Indira Gandhi Institute of Development Research – Post Doctoral in Economics
- PhD, Economics- University of Hyderabad
- Floating Research in Energy Economics and Rural Economics
- 18+ Years of Teaching Experience



Dr. Perini Praveenasri
FACULTY - ECONOMICS

- Ph D - IIT Dhanbad
- MBA - IIT Dhanbad
- Ex Faculty, Unison University
- She has published research papers in Journal of World Wide Repute
- 7+ years of teaching and research experience



Dr. Richa Das
FACULTY – HR

- MBA – Finance & HR, Bangalore University
- B.Com - Mahatma Gandhi University, Kerala
- 10+ Years of Teaching Experience



Rajimol K. P.
FACULTY – FINANCE

- MBA (Fin) - Atria Institute of Technology
- B.Com - Bangalore University
- 4+ Years of Teaching Experience



P. R. Madhu Shree
FACULTY - FINANCE

- MBA (HR) - Atria Institute of Technology
- B.Com - MCC Bangalore
- KSET- University of Mysore
- 3+ Years of Teaching Experience



Devaki S
FACULTY - HR

V Amar Bhaskar
ADJUNCT FACULTY



- Past President, PMI Bangalore Chapter & Advisor to Board
- Ex Director & COO, Global Business Services, IBM India
- Co-founder, Vismaya, Photography for Cause
- PG Applied Maths & Computer Science, PSG College of Technology, Coimbatore.

Sameer Kakkur
ADJUNCT FACULTY - MARKETING



- Founder – TraveoSoft and Unnagi Consulting
- Professional Experience with Infosys and Cognizant Consulting
- Digital marketing Trainer and Consultant
- PGDM, MDI, Gurgaon

Kamal Das
ADJUNCT FACULTY - FINANCE



- PGDM – IIMA
- BE – BITS, Mesra
- Visiting Faculty Finance at Multiple B Schools
- Worked with Lehman Brothers, Barclays Capital, JPMorgan, CRISIL, S & P, Moody's

Dr. Rashmi Singh Roy
ADJUNCT FACULTY - HR



- Ph D, Patna University
- PGDM – New Delhi Institute of Management
- BA (Hons), Lady Shriram College, New Delhi
- Earlier HR Professional at ITC Hotels, PVR Limited, Golden Palms Hotel & Spa

Our initiatives have transformed our students to be hardworking, pragmatic and effective in any work environment.

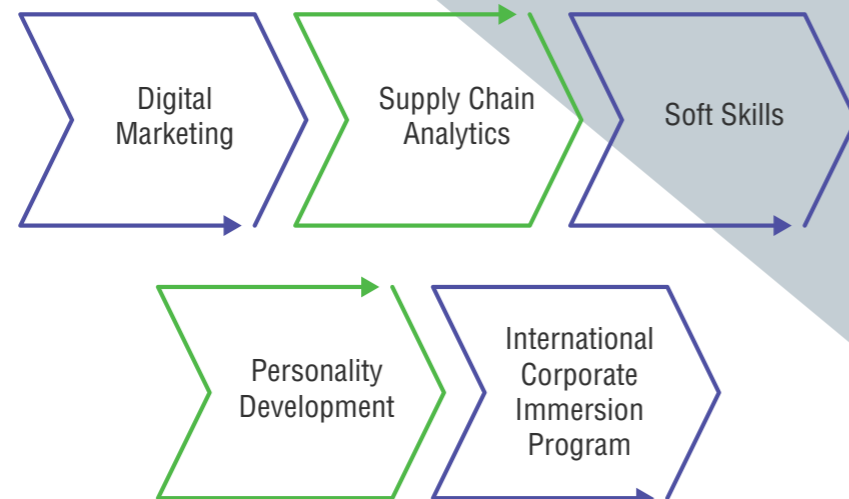
ACME has consistently performed well in placing its students across different sectors in various industries. Reputed firms coming to the campus every year sets on record the quality offered by the department and the Institution in shaping the students and making them industry ready.

Students leverage wide experience created and facilitated by the department. They are encouraged and guided on taking up internships from the very first year on a smaller scale with different organizations. In the second year they are exposed to an internship project where a student gets an opportunity in understanding his / her key professional and interpersonal skills. The department organizes workshops, seminars and coordinates visits to industries and startups every semester.

The **Bangalore Chapter of PMI** rendering its dedication to the science of project management.

Xcelerator - a collaborative learning community offering a variety of courses on their platform with the intent of bridging the gap between academic output and industry expectation.

Add on Advantage Courses to get you ahead of the pack



Placement and internship

Consulting



Banking and Financial Services



Healthcare and Social



IT / ITes and Technology



Manufacturing



Marketing and e-Commerce



L&D and Recruitment



Hospitality



“ We have long term associations with reputed organizations ”

We at Atria Centre for Management and Entrepreneurship (ACME), offer a range of open and custom courses for professionals at various levels of an organization looking to equip themselves with skills to build and advance their career.

SUPPLY CHAIN MANAGEMENT

Supply Chain Management (SCM) and Logistics is an essential business function. It is critical not only for the manufacturing industry but also a key element in providing essential services like last-mile delivery for e-commerce, or public services like food-aid and disaster relief. The dependency is for day-to-day operations and increasingly for delivering customer service and profitability.

With manufacturing and logistics in India set to rise, SCM professionals will be even more in demand and the careers in logistics are as diverse as the field itself. The Atria Executive Education programme in SCM, in collaboration with Metacog Solutions, is designed to give hands-on experience with blended learning and Industry Internship support.

Eligibility Criteria:
Graduates with min. 3 years of experience preferred.



Programme content

Course 1 : Customer Quality

- Quality Management Systems
- Lean Six Sigma
- 7 QC tools
- APQP Procedures
- Process Capability Measurement
- Layout Inspection Techniques
- Problem Solving Techniques

Course 2 : Strategic Sourcing And Vendor Management

- Introduction to SCM
- New Product Development
- Supplier Markets and Supplier Selection
- Negotiations and Contracting
- Supplier Relationship Management
- Sourcing Analytics and IT Tools
- Global Procurement
- Specifications and Standards for Automotive Industry

DIGITAL MARKETING

Today, the widespread use of social media in our daily lives mandates that Digital marketing is a skill critical for both self-employed professionals and personnel.

To reap the benefits of digital marketing it is not enough to be familiar with the tools of the trade. Instead you need to know how to configure a digital marketing strategy for different kinds of products and brands. This digital marketing course will help you grow as a marketing expert. The Atria Executive Education programme in Digital Marketing, in collaboration with Unnagi Consulting & Training, is designed to give you hands on experience which is relevant in the practical world.

Programme content

Marketing In A Digital World

- Customer expectations in a digital world
- Digital purchase funnel
- Market segmentation
- Customer journey & customer persona
- Brand story telling in digital medium
- Digital Content Strategy

Digital Marketing Channels

- Search & Display Advertising
- Social Media Marketing
- Email & Mobile Marketing
- Web Analytics

OPEN PROGRAMS PEDAGOGY

Atria proposes to prepare students with national industry standards and competencies using technology-based learning. The pedagogy involves a blended learning model with effective synchronous/asynchronous online learning and an adequate focus on classroom sessions delivered by expert faculty on alternate weekends.

We believe in hands-on experiences with on-the-job training opportunities and internships. Special certification examinations are held for assessments.

Eligibility Criteria:

Graduates with min. 1 year of experience preferred.



CUSTOM TRAININGS PEDAGOGY

- Custom Programs are designed and delivered based on specific needs of the organisation.
- We tailor-make learning solutions that address specific strategic learning needs of organisations, help drive business performance and growth for your organisation.
- Throughout the delivery stage, all the components of the program are carefully analyzed, monitored and adapted to ensure the objectives of both the organization and the participants are achieved.
- The process includes following activities:
 - Discover & Diagnose
 - Decipher & Design
 - Deliver & Debrief

DIGITAL MARKETING

SUPPLY CHAIN MANAGEMENT

PROJECT MANAGEMENT

LEADERSHIP MANAGEMENT

SERVICES MARKETING

SMART SELLING

FINANCIAL MANAGEMENT

HR ANALYTICS

SOFT SKILLS

* INDICATIVE LIST



C. S. Venkatesh, CEO and founder of Metacog Solutions Pvt. Ltd, has had over 26 years of experience in technology, supply chain management and enterprise applications. He has worked with companies like Philips, Black & Decker, Maruti Suzuki and Singapore Airlines. Mr Venkatesh holds an engineering degree from NITK Surathkal and an MBA from XLRI, Jamshedpur.



Amit Kishore (Adjunct Professor, MICA & Partner, Unnagi Consulting) has 22 years of experience in advertising & marketing across multiple geographies, cultures & markets and over 6 years of teaching experience in leading B-schools in India. He has done MDPs in digital marketing for corporates like Turner, Viacom18, BIAL, etc. He has done his PGDM from MICA in 1997 and is enrolled for a PhD at CMR University, 2017-2020.



Raghavendra Ravi holds a degree in Chemistry from University of Madras, a degree in Chemical Technology from the University of Bombay and an MBA from Indian Institute of Management, Ahmedabad. He has about 35 years of experience – 15 of them in senior positions in Industry and the other 20 years as a Management Consultant + Entrepreneur. Mr Ravi has worked in a spectrum of functional areas like Manufacturing, Factory Management, Exports, Industrial Marketing, Business Development and New Product Development.



Ranganath Jois - A skill development specialist with 30 + years of rich & diversified experience in Consulting and CIO roles in the broad spectrum of IT Strategy, ERP, Training and Education. He has wide-ranging experience in Automotive, Hitech (Electronics), and IT Services industry sectors. He has covered end to end business process automation spectrum with emphasis on Business Planning, Supply Chain Management, Manufacturing, Program Management, and Enterprise Integration. He has held senior positions in PWC, Baan, Hical & Sasken.



Sameer Kakkar has 10 years in consulting experience with Fortune 500 companies across the globe. His expertise is in areas of Consulting, Marketing, Sales and Pre-Sales. He is also Digital Marketing Trainer and Consultant for clients like Sumadhura Group, Incandescent Technologies, Edge Networks, Workflexi.in, Narsee Monjee- Bangalore, Amity - Bangalore, Alliance University, AIMS and Presidency college. He has done his MBA (Marketing & IT) from MDI Gurgaon in 2011.



Kavya G
Analyst-Corporate finance
at JP Morgan Chase

“ When I was pursuing my MBA here, I had great teachers. They all maintained good relationship with students and helped us in understanding the concept very well. They were always available to clear our doubts, even after the college hours. Teachers in the MBA department always motivate, encourage and help to get the best out of you. ”

Narotham Maudghal
Talent Acquisition Partner
IBM India Pvt. Ltd.



“ I will call this institution a temple of success. It has helped me establish my career with a nice blend of aptitude and managerial responsibility. I can very sincerely say that AIT has fostered my vision to enter the industry well prepared. Proud to be an Atrian! ”

Narendra Srinivasulu
Country Manager (Nigeria)
International Business
TVS Motor Company Limited



“ At Atria Institute of Technology, the methodology of teaching was to discuss and debate all the topics. This ignited a thought process about the dynamics of different industries. I can remember many such discussions even after a decade. It has helped me in adapting to real life situations and with problem solving. ”



Sridhar C
Regional Manager, HDFC BANK
Credit Card Operations (2005-07)

“ I would proudly say that by studying at Atria institute of Technology, I got a good boost, both in my personal and professional life. Atria helped me in overcoming my stage fright and gave me ample opportunities to exhibit my talent. ”

Lavanya B Ningaraj
Tax Assistant Manager
Ernst & Young LLP (2010-12)



“ Atria Institute of Technology is one of the best institutes for opersonality growth. The dedication, support and motivation of each lecturer is remarkable and enables students like myself to achieve their dreams! Being a Science student, choosing Finance as my specialization was quite challenging. But with the support of my professors and colleagues at ACME, I was able to overcome the difficulties. Today I have made my career through one of the big four accounting firms. ”

Vinod Shamsundar Muttalgeri
Tax Assistant Manager
Ernst & Young LLP (2010-12)
Area Sales Manager
Carlsberg India Pvt Ltd (2005-07)



“ Atria has helped me in the overall development of my personality through Assignments, PPT presentations and Fest participations. Assignments helped a lot as we had to put in our efforts to collate data and present it in proper manner. ”

Presentations are an important part of corporate life and ACME has helped me a lot to move up the ladder.

Fests helped in understanding the spirit of competition and what it takes to be successful. ”

Quick Facts

- Vibrant city campus in the heart of Bangalore (17.5 acres)
- Industry ready courses
- Learning beyond the classroom with a new 24/7 platform and pedagogy
- Diverse technical and cultural clubs
- Dedicated in-campus hostels for boys and girls for immersive learning experience
- Mentoring / Business incubation centre for entrepreneurship
- ABiC - Centres of Excellence and Research
- Excellent placements
- Reputed for building competent professionals



DEAN'S OFFICE

Dean: Purnajit Chatterjee
Email: deanmba@atria.edu

FULL-TIME MBA

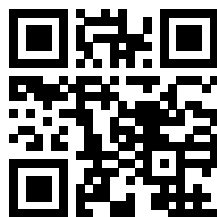
Admissions Team
Contact: +91 96662 47700
Email: admissions@atria.edu

EXECUTIVE COURSES

Sonal Mishra
Contact: +91 8886240721
Email: sonal.mishra@atria.edu



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Atria Centre for Management & Entrepreneurship

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