



PRESIDENCY UNIVERSITY

Established under Section 2(f) of UGC Act, 1956 | Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013
Bengaluru



Ready 4.0 The Future? We Are.

With six advanced schools and over forty programs powered by our Enterprise 4.0 curriculum... you will be ready and empowered to define your future at Presidency.

Presidency University School of Management is
Ranked 31st amongst 100 Top B-Schools
in the Country.

Times School Survey 2021

Presidency University School of Management is
Ranked 2nd Top Private University
in Karnataka.

Times School Survey 2021

SCHOOL OF MANAGEMENT

BBA

ADMISSION 2021-22

presidencyuniversity.in | admission@presidencyuniversity.in | Call +91-90220 92222

SCHOOL OF MANAGEMENT



The Undergraduate Programme of the School of Management, offers a Programme leading to the award of a Bachelor's Degree in Business Administration [BBA] with specialization in various disciplines which are industry-centric. This Programme aims at equipping the students with the requisite managerial and leadership skills to function as first level Managerial Executives in their respective domain areas. In addition, it also offers a 3-year Programme leading to the award of a Bachelor's Degree in Business Administration in Aviation Management. This Programme not only equips the student with the knowledge and skills envisaged of graduate management executives but also equips them with the special skills required to function efficiently and effectively in the Aviation Segment of the Industry.

Career Options

Students graduating from the School of Management have multiple career options in a variety of functions. Entry level opportunities for graduates as Business Managers, Programme Managers and Consultants in different functions of the organizations. There are vast opportunities for Analysts – Data, Business and Functional – particularly in the domains of Marketing, E-Commerce, Finance, HR, Supply Chain and Customer Services. Another exciting opportunity is in the area of Corporate Social Responsibility and Corporate Communications. Graduates are also provided guidance and exposure towards Entrepreneurship.

Eligibility - BBA

The candidate seeking admission for BBA & BBA (Aviation) program should have passed 10+2 or an equivalent examination from any recognized board with a minimum of 40% marks in aggregate.



BBA [Spl. In Finance]

This Program equips students with Knowledge, Skills and Attitude required to comprehend the nuances of the Accounting and Financial Aspects of Management.. It equips students with reasonable knowledge of Economics, Accounts, Financial Management, Indian Financial System, Security and Portfolio Management etc. An ideal Launchpad for a Career in the field of Finance.

Programme Duration

Three Years; Full-time Programme

BBA [Spl. In Logistics]

This Program highlights the critical co-relation between Management Techniques adopted in the Industry and the Technologies that are used in Strategic Decision Making. It encompasses the total gamut of operations from Sourcing from the Supplier to the supply of the Final Product to the Ultimate Consumer. Students are exposed to a deep understanding of concepts associated with Inventory Management, Green Logistics and Supply Chain Management.

Programme Duration

Three Years; Full-time Programme





BBA [Spl. In Marketing]

This Program focusses on Marketing and Communication with Customers, providing strong domain knowledge coupled with relevance skills in areas of Marketing like, Market Analysis, Product Design and Development, Brand-building, Sales and Distribution, Digital Marketing, Retail Marketing and E-Commerce etc. The Program in Marketing is highly dynamic and contemporary in content.

Programme Duration

Three Years; Full-time Programme

BBA [Spl. In Human Resource]

This Program involves the equipping of students with the Knowledge, Skills and Attitude envisaged in managing Human Capital-related aspects of any Business. Students are equipped with reasonable understanding of the various concepts associated with Talent Acquisition, Training and Development, Compensation and Benefits and Employee-Engagement.

Programme Duration

Three Years; Full-time Programme



BBA [Digital Marketing]

This Program is focussed on providing the students with Technical Foundation, Conceptual Base and Digital Literacy envisaged of Digital Marketing Mangers in Distribution of Goods and Rendering of Services on the Internet. Students are exposed to concepts associated with Marketing Management, B2B Marketing, Interactive Marketing, Digital Advertising, Social-Media Marketing, Web Analytics and Search Engine Optimization.

Programme Duration

Three Years; Full-time Programme

BBA [Business Analytics]

This Program is concerned with the Technologies and Skills utilized in the Investigation and Analysis of the past performances of Businesses. It involves making business decisions based on statistics and data. Conceptual and Hands-on Knowledge and Skills in Management, Big Data Analytics, Business Intelligence /Analytics are taught. Skills in R, MS Excel, Tableau and Python are ingrained.

Programme Duration

Three Years; Full-time Programme



BBA [E-Commerce & Supply Chain Management]

This Program emphasizes on the dissemination of Knowledge, ingraining of Skills associated with Electronic Commerce highlighting the shifting focus of commercial transactions facilitated through Internet rather than in the Physical Market. Students are exposed to E-Commerce Process Models, Data Base Marketing, Market Research, Content Management and Supply Chain Management Models. Graduates with this Qualification are in great demand.

Programme Duration

Three Years; Full-time Programme

BBA [Financial Technology]

This Program aims at integrating knowledge of Finance with Technology and Innovation, in the delivery of Financial Services. Digital Transformation in the realm of Financial Management gives the Students scope to gain knowledge in Digital Payments, Mobile Payments, Crypto-currencies, Blockchain. Digital Finance, Alternate Finance, RegTech etc. The Banking and Financial Services Sectors require large number of FinTech Professionals

Programme Duration

Three Years; Full-time Programme



BBA [Aviation Management]

This Program is focussed on equipping the students with the Knowledge, Skills and the Attitude envisaged of professionals in the field of Airport Operations and Aviation Management. Students will be exposed to the nuances associated with Airport Economics, Aviation Marketing, Cabin Crew Management, Grooming, Ticketing and Tourism etc.

Programme Duration

Three Years; Full-time Programme

EXPERIENCE AN ENRICHING STUDENT LIFE AT PRESIDENCY UNIVERSITY

We believe in making the life of a student as comfortable and secure as possible, so that they can focus on study and research in campus.



University of the Year in Placement Excellence - South
Awarded By ASSOCHAM India, 2021



University of the Year in Innovative Academic Curriculum - South
Awarded By ASSOCHAM India, 2021



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Auditorium



Sports



Hostels



Hi Tech Labs



Cafeteria

4.0 - Ready Programmes offered by Presidency University in...

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[f](#) PresidencyUniversityBangalore [t](#) presidencyuni [in](#) presidencyuniversity

City Office: #83, Venkatadri Complex
Richmond Road, Bengaluru - 560025.
Phone: +91-90220-92222
admission@presidencyuniversity.in

Regional Offices / Contact Centers:
Vijayawada, Hyderabad, Cochin,
Kolkata & Coimbatore.

Campus : Presidency University, Itgalpur, Rajanakunte, Yelahanka, Bengaluru 560064