



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

PGCET Code- B 349

SCHOOL OF MANAGEMENT

MBA

ADMISSION 2021-22

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

SCHOOL OF MANAGEMENT

PRESIDENCY UNIVERSITY



The MBA Programme provides a strong foundation in General Management to prepare potential managers and leaders. The Programme is so conceived that it will equip the graduates to function as effective Business Administrators; build and lead teams through integrated approach of efficient discharge of responsibilities and ethical values and to engage in continuous learning to be competitive and enterprising. The Two-Year General Management Programme offers Specialization in Marketing, Human Resource, Business Analytics [Data Science], Finance, Operations & Supply Chain Management and Digital Transformation. The Areas of Specialization are covered in reasonably great depth. Students opting for this General Management Programme are expected to earn the prescribed specialization credits for the Dual Majors Model, offered by the University to make the total of 103 Credits. In addition, the University also offers dedicated Two-year Programme in MBA - Logistics & supply chain Management, Business Analytics, Digital Marketing and MBA (E-Business Management), with a Programme - centric 18 credits allotted to Specialization Courses, within each.

Career Options

Students graduating from the School of Management have multiple career options in a variety of functions. Entry level opportunities for MBA graduate 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 - MBA

The candidate seeking admission for MBA program should have successfully graduated from a recognized University with at least minimum 50% in Aggregate of the Total Marks of the Qualifying Examination. 45% aggregate marks required in case of candidates belonging to SC/ ST and other Reserved Categories.

Candidate should have appeared in any National level or State level entrance examination for like CAT/XAT/MAT/CMAT/ATMA/KMAT etc.



MBA [Spl. In Finance]

This Program offers a stream of Specialization imparting knowledge on Management. Control, Review and Investment of Resources of Monetary Funds. It equips students with in-depth knowledge of Statistics, Leadership, Economics, Asset Management, Strategic Financial Management, Security and Portfolio Management etc. The Volatile, Uncertain, Complex and Ambiguous Economic Scenario calls for modern day Finance Professionals.

Programme Duration

Two Years, Full-time Programme

MBA [Spl. In Marketing]

This Program focusses on Marketing and Communication with Customers. Armed with the primary goal of ensuring organic growth of the Market Share, the Program exposes the students to in-depth knowledge of Corporate Branding, Communication, Digital Marketing, Advertising and Market Research. The Program in Marketing is highly dynamic and contemporary in content.

Programme Duration

Two Years, Full-time Programme



MBA [Spl. In Human Resource]

This Program involves the equipping of students with the Knowledge, Skills and Attitude envisaged in managing both Human Capital-related as well as core Business Challenges. Students are exposed to Talent Acquisition, Training and Development, Compensation and Benefits and Operations. Human Strategic Management in the modern business has gained momentum.

Programme Duration

Two Years, Full-time Programme



MBA [Spl. In Operations & Supply Chain Management]

This Program ingrains in the students Management Aspects of Supply Chain Design, Logistics and Supply Chain Management and Optimization of Operating Systems, Processes and Procedures. The study of Operations Management is associated with Planning, Organizing, Decision-making and Controlling of resources in context of Production, Manufacturing and Service-rendering.

Programme Duration

Two Years, Full-time Programme

MBA [Spl. In Business Analytics]

Deals with Data-driven Decision-making. It equips the Students with the conceptual and practical study of Data, through Statistical and Operational Analytics, Predictive Analytical Modelling and Operation-Optimization Analytical Modelling.

Programme Duration

Two Years, Full-time Programme



MBA [Spl. In Digital Transformation]

Focusses on the dissemination of Knowledge required to manage the influencing parameters, associated with the Digital Transformation, within corporate entities ; Disruptive and Innovative, in approach, it basically teaches the students to analyze emerging digitally-managed business models

Programme Duration

Two Years, Full-time Programme

MBA (Logistics & Supply Chain Management)

This Program highlights the critical co-relation between Management Techniques adopted in the Industry and the Technologies that they control with thrust on Strategic Decision Making and Domestic and International Supply Chain Management. Encompassing operations from Sourcing to Supply of the Final Product, this facet of Management is very relevant in the segments of the Modern Business Environment like E-Commerce, Manufacturing, Retail, FMCG, Healthcare, Hospitality, Aviation and Shipping, calling for highly specialized and competent Supply Chain Managers.

Programme Duration

Two Years, Full-time Programme



MBA (E-Business Management)

This Program emphasizes on the Skills associated with Electronic Commerce, highlighting the shifting focus of transactions through Internet over the Physical Market. Students are exposed to E-Commerce Process Models, Electronic Payment Systems, Telecommunication, E-System Design and Electronic Design Exchange, Data Base Marketing, Market Research, E-Tailing, Content Management and Supply Chain Management. E-Commerce is closely allied to various knowledge domains and E-Commerce Manager-aspirants can opt for Inter-disciplinary Knowledge-Aggregation.

Programme Duration

Two Years, Full-time Programme

MBA (Digital Marketing)

This Program provides Technical Foundation, Conceptual Base and Digital Literacy envisaged of Digital Marketing Manger as the drivers that propel Promotion and Branding of Business through the Digital Media. Students are exposed to concepts associated with Marketing Management. Operations Management, Business Systems and Procedures, Geopolitics and World Economic System. Aspiring Digital Marketing Managers should be adept with knowledge in B2B Marketing, Interactive Marketing, Digital Advertising, Social-Media Marketing, Web Analytics and Search Engine Optimization.

Programme Duration

Two Years, Full-time Programme



MBA (Business Analytics)

Focusses on Quantitative Analysis and Predictive Modelling towards Data-driven Strategies; Exposure to Data Mining. Statistical Decision Modelling, Data Visualization, Business Intelligence, Financial Analytics, Marketing Analytics, Operations Analytics, Cloud Computing, Descriptive Analytics, Big-Data and Spread Sheet Modelling.

Programme Duration

Two 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



Transportation



Auditorium



Sports



Hostels



Hi Tech Labs



Cafeteria

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

SCHOOL OF ENGINEERING

SCHOOL OF LAW

SCHOOL OF MANAGEMENT

SCHOOL OF DESIGN

SCHOOL OF COMMERCE

SCHOOL OF INFORMATION SCIENCE

SCHOOL OF MEDIA STUDIES

Our Corporate Recruiters



& many more..



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