

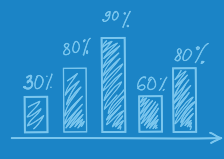
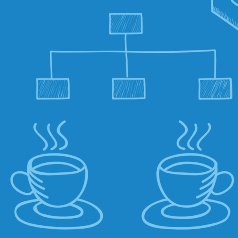
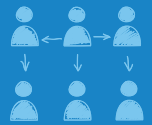
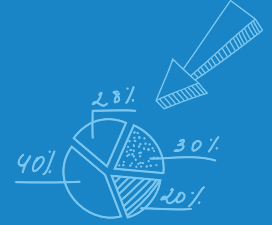


PRESIDENCY
UNIVERSITY



Presidency School of Management (BBA)

Aspire. Believe. Become.



Admissions Open 2025 - 2026

Introduction

Presidency School of Management offers a bachelor's degree programme in Business Administration [BBA] with specialisation in various disciplines that 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.

Career Options

A BBA graduate has numerous career opportunities across various sectors. They can explore roles in **finance and risk management** (Financial Analyst, Risk Analyst, Compliance Officer), **marketing and sales** (Marketing Executive, Digital Marketing Specialist, Sales Manager), and **human resources** (HR Executive, Talent Acquisition Specialist). Other options include business operations and analytics (Business Analyst, Supply Chain Analyst, Customer Experience Analyst) and **aviation management** (Airport Manager, Airline Operations Executive, Aviation Safety Analyst). For those looking to start their own ventures, **entrepreneurship** is also a viable path.

Eligibility

The candidate seeking admission to the BBA programme must have passed 10+2 or an equivalent examination from any recognised board with a minimum of 40% marks in aggregate.

Why Presidency University?

- **Industry-Focused Curriculum** – Designed to meet evolving business trends and industry demands.
- **Diverse Specialisations** – Options in Aviation, Business Analytics, Digital Marketing, Finance, HRM, and more.
- **Expert Faculty & Corporate Exposure** – Learn from renowned academicians and industry leaders through live projects, internships, and guest lectures.
- **State-of-the-Art Infrastructure** – Smart classrooms, business labs, and digital learning tools for hands-on experience.
- **Strong Placement Support** – Extensive industry tie-ups ensuring top career opportunities.
- **Holistic Development** – Leadership Programmes, student clubs, and networking events to enhance professional growth.



Programme Offered

BBA

The Bachelor of Business Administration programme focuses on management and administration studies, covering basic topics like HR management, organisational behaviour, business communication, management skills, office/organisation administration, finance management, business laws, business ethics, accounting, planning, international business, retail management, supply chain management, marketing, and operations management.

Specialisations Offered

Digital Marketing

This specialisation focuses on digital marketing strategies, covering SEO/SEM, social media, web analytics, and digital advertising. It equips students with practical skills to plan and execute campaigns, engage customers through new media techniques, and understand consumer and organisational dynamics in the digital landscape.

Business Analytics

This specialisation prepares business analytics professionals by combining data analytics and business intelligence to drive strategic decisions. It develops skills in data mining, visualisation, and advanced statistics, enabling professionals to optimise business processes and enhance decision-making.

Aviation Management

This specialisation equips students with expertise in aviation, travel, tourism, operations, safety, and human resources. It also enhances personality development, foreign language skills, first aid, and computer applications, preparing graduates for the fast-evolving aviation and hospitality industries.





Make Memories for Life at Presidency University



- Presidency School of Computer Science & Engineering
- Presidency School of Information Science
- Presidency School of Engineering
- Presidency School of Management
- Presidency School of Commerce & Economics
- Presidency School of Law
- Presidency School of Design
- Presidency School of Media Studies
- Presidency School of Liberal Arts

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Presidency School of Management has been Ranked **Top 5 under South Zone** by TIMES B SCHOOL RANKING 2025

Times B School



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