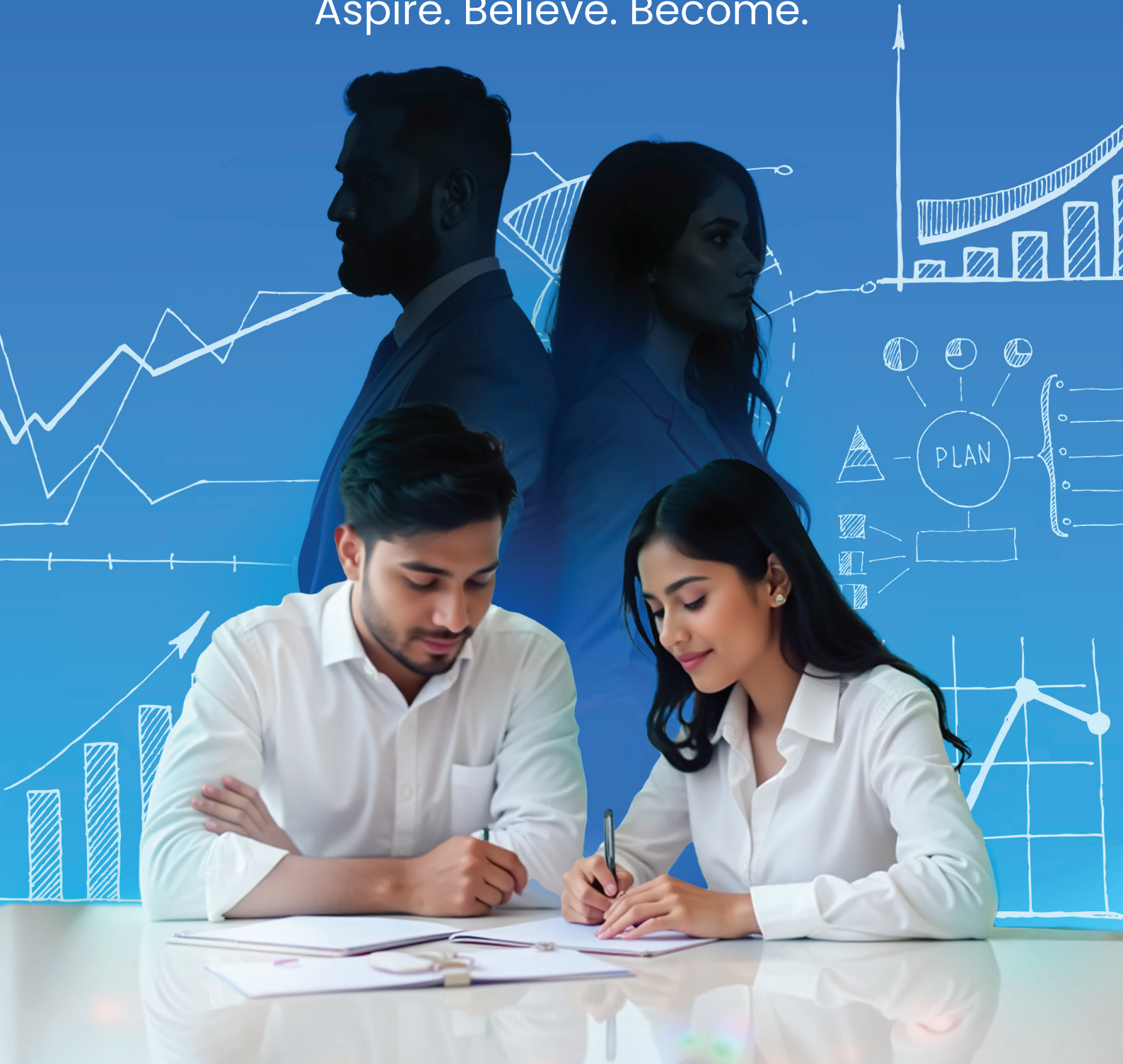




**PRESIDENCY**  
UNIVERSITY

# Presidency School of Management (MBA)

Aspire. Believe. Become.



**Admissions Open 2025 – 2026**

## Introduction

The MBA programme provides a strong foundation in management while allowing students to specialise in high-demand fields, blending theory with practical learning to prepare future business leaders. Specialisations include finance, marketing, human resource management, business analytics, and fintech, equipping graduates with industry-relevant skills for dynamic careers.

## Career Options

An MBA graduate has diverse career opportunities across industries. They can pursue roles such as **Corporate Banker, Wealth Manager, Compliance Officer, Risk Analyst, Fintech Product Manager, Digital Payments Analyst, Affiliate Marketing Manager, Pricing Analyst, HR Analytics Specialist, Talent Acquisition Specialist, CX Analyst, Supply Chain Analyst, and Investor Relations Manager, SEO/SEM Specialist, Performance Marketing Manager, Sustainability Analyst, Cybersecurity Consultant, Corporate Strategy Analyst.**

## Eligibility

The candidate seeking admission to the MBA programme must have passed a bachelor's degree of minimum 3-year duration and must have obtained at least 50% marks (45% marks in case of reserved category candidates) in the qualifying examination.

## Why Presidency University?

- **Industry-Focused Curriculum** – Aligned with market trends to develop future-ready leaders.
- **Specialisations in High-Demand Fields** – Options in Fintech, Business Analytics, Marketing, HRM, and more.
- **Corporate Exposure & Expert Faculty** – Learn from industry leaders through live projects, guest lectures, and mentorship.
- **Advanced Infrastructure** – Smart classrooms, fintech labs, and business simulation centres for hands-on learning.
- **Strong Placements & Career Support** – Extensive industry tie-ups ensuring top placements.
- **Holistic Development** – Networking, leadership programme, and student clubs foster confidence and professional growth.



# Programmes Offered

## MBA

The MBA General programme at Presidency School of Management builds a strong management foundation while offering specialisations in high-demand fields equipping graduates with industry-relevant skills for dynamic careers.

### Specialisations:

- Finance
- Marketing
- Human Resource Management
- Operations and Supply Chain Management
- Business Analytics
- Fintech
- Artificial Intelligence in Business
- Luxury Retail and Lifestyle Management
- Sustainability and ESG
- International Business and Trade Management
- Metaverse
- Web 3.0 and Virtual Business
- Advertising and Brand Management

Designed and delivered by experienced faculty, the industry-aligned curriculum is regularly updated to reflect the latest business trends. Students gain from state-of-the-art infrastructure, advanced learning resources, industry interactions, live projects, and global exposure. With a strong focus on practical applications, innovation, and leadership development, the programme prepares graduates for successful, future-ready careers in both traditional and emerging fields of business management.

## MBA – Banking & Finance Management

This programme prepares future managers to navigate the evolving demands of the banking and finance sector in a competitive landscape. The programme provides a strong foundation in banking and finance while equipping students with skills in account management, savings oversight, loan and credit insurance, and currency exchange.

## MBA – Marketing & Finance

This programme aims to develop skilled financial and marketing managers through a dynamic curriculum, integrating advanced management techniques and industry engagement.

## MBA – Digital Marketing

This programme equips students with technical expertise and digital literacy to drive business promotion through digital media. Students gain insights into marketing, operations, geopolitics, and the global economy while mastering B2B marketing, digital advertising, social media, web analytics, and SEO.

## MBA – Business Analytics

This programme blends statistics, mathematics, and computing to solve business challenges using data-driven insights. The programme develops analytical thinking, critical thinking, and decision-making skills while optimizing business processes. Key topics include supply chain analytics, big data, business intelligence, and marketing analytics.



# 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

## Our Corporate Recruiters



**& many more...**

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





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