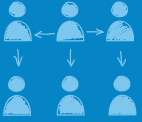


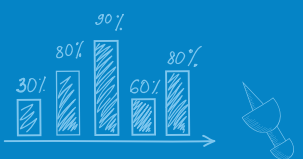
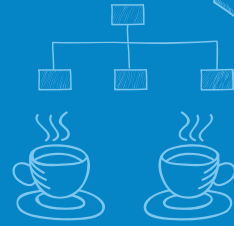


PRESIDENCY
UNIVERSITY



Presidency School of Management (BBA)

Aspire. Believe. Become.



Admissions Open 2025 – 2026

Introduction

Presidency School of Management offers dynamic and industry-relevant Bachelor of Business Administration (BBA) programs designed to prepare students for leadership roles in diverse business sectors. Our programs emphasize practical learning, global perspectives, and entrepreneurial mindset development.

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.



Programmes 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.

Specializations Offered

- Human Resource Management
- Marketing Management
- Finance
- E-Commerce & Supply Chain Management
- Entrepreneurship & Family Business
- International Business & Trade
- Digital Business

BBA – Digital Marketing

This specialisation focuses on digital marketing strategies, covering SEO/SEM, social media, web analytics, and digital advertising. Students gain hands-on experience in planning and executing digital campaigns and understanding consumer behaviour in the digital space.

BBA – Business Analytics

Designed for aspiring business analysts, this programme blends data analytics and business intelligence to drive strategic decisions. Students develop skills in data mining, visualization, and statistical analysis to optimize business processes and enhance decision-making.

BBA – 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.

BBA – Digital Business











The Bachelor's in Digital Business programme addresses the critical need for professionals to be adept in navigating today's technology-driven business landscape. In a world where digital reigns, this programme empowers you to not just adapt but to lead. Discover how to architect transformative strategies, mastering the art of reshaping industries and redefining customer experiences. Dive deep into the core of digital innovation, learning to craft groundbreaking monetisation models and seize untapped value in the digital age.





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
-  Presidency School of Law
-  Presidency School of Design
-  Presidency School of Media Studies
-  Presidency School of Liberal Arts & Sciences
-  Presidency School of Allied Health Sciences

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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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