

BBA **in Digital** **Business**

Bachelor of Business Administration

Shaping Leaders & Entrepreneurs for the Digital Era



About Presidency University

Study at the Silicon Valley of India, Bangalore

Established in 2015, Presidency University is part of the Presidency Group of Institutions, committed to innovation, research-driven education, and industry-aligned learning. With a modern curriculum, it equips students with theoretical knowledge and practical skills while fostering ethical, socially responsible leadership. A student-centric approach promotes critical thinking, creativity, and inclusivity.

Spread across a 100-acre campus, the university features state-of-the-art infrastructure like research labs, digital libraries, and innovation hubs. Through experiential, outcome-based learning, students gain real-world exposure via internships, live projects, and global opportunities. The faculty—seasoned academicians and industry experts—bridges the academia-industry gap, preparing students for global careers.

Presidency University ensures holistic student development through career counselling, soft skills training, and strong industry ties, boosting placement opportunities. Its growing alumni network continues to shape leaders, entrepreneurs, and changemakers.

2013

Established

Dr. Nissar Ahmed

Chancellor

A

NAAC Accredited



Programme Overview

3 Years Of Comprehensive, Hands-on Training

At Presidency University, we take pride in offering an intensive 3-year Degree Programme called BBA in Digital Business. The goal of this programme is to develop skilled professionals who can lead and grow businesses in the digital era.

This programme ensures accelerated career advancement with a robust curriculum covering all the essential digital skills that brands demand today. It also provides the opportunity to transform a traditional family business into a cutting-edge online enterprise. Along with mastering core digital modules and soft skills, the programme includes a mandatory internship after each year, ensuring hands-on industry experience.



Ranked Diamond Band with A+ Grade
[Higher Education Institution of Excellence]
R World Institutional Ranking - 2022



Among the Best B-Schools
(Private) Category in Pan India
Indian Institution Ranking Framework (IIRF) - 2021



Why Choose This Programme?

Stay Relevant, Learn Skills That Matter



Placement Assistance

100% placement assistance with a dedicated career coach right from day one.



Super Sessions

Interactive sessions with CEO's, CMO's & CXO's revealing secrets & strategies.



Immersions

Holistic development through academic and cultural immersions in renowned universities and institutions.



Agency Visits

Visit top digital marketing agencies and see how things really work behind the scenes.



Expert Faculty

Learn from seasoned experts with first-hand experience in the digital marketing industry.



1-on-1 Mentoring Sessions

Get personalised doubt-solving sessions with our dedicated faculty.

Learning Methodology

Built to Educate, Challenge, and Achieve



1

Learn

All the relevant skills that will make you a professional in online Businesses.

2

Apply

The skills you have learnt on live projects with the help of mentors.



3

Present

Your knowledge with a range of real world projects and assignments.



4

Evaluate

The results and get feedback from industry experts.



What Will You Learn?

Detailed Curriculum

Along with mastering core digital modules, and soft skills, the programme includes a mandatory internship in each semester, ensuring hands-on industry experience.

FIRST YEAR

Build strong business and digital fundamentals.

1 Semester I

- Business Accounting
- Management and Behavioural Practices
- Foundations of Marketing & Customer Strategies
- Fundamentals of Digital Business & Management
- Mastering English Communication
- Introduction to Soft Skills

2 Semester II

- Introduction to Website & Design Essentials
- Organic Social Media Marketing
- Managerial Economics
- Multidisciplinary Open Elective
- Business English
- Sarala Kannada / Savi Kannada / Introduction to French Language
- Spreadsheet Basics
- Employability for Young Professionals

SECOND YEAR

Apply skills to real-world projects and platforms.

3 Semester III

- Paid Social Media Marketing
- Fundamentals of Search Engine Optimisation
- Business Statistics
- Multidisciplinary Open Elective – 2
- Human Resource Management
- Financial Management
- Corporate Communication

4 Semester IV

- Advanced Paid Advertisements
- Advanced Search Engine Optimisation Strategies
- Multidisciplinary Open Elective – 3
- Environmental Studies and Sustainable Development
- Introduction to Aptitude
- Entrepreneurship and Innovation
- Business Law
- Corporate Governance & Business Ethics
- Research Methodology

THIRD YEAR

Master advanced strategies to grow and lead in digital business.

5 Semester V

- E-commerce Marketing
- Lead Generation & Analytics
- Online Reputation Management & Influencer Marketing
- International Business
- AI in Digital Business
- Preparedness for Interview
- Data Analysis for Decision Making
- Internship

6 Semester VI

- Marketing Automation & Conversion Optimisation
- Media Planning & Buying
- Campaign Planning
- Social Immersion Project

Meet Your Expert Trainers And Mentors

Learn From The Top 1% Marketing Leaders

Our mentors bring real-world expertise, blending industry insights with AI-powered strategies and hands-on learning. With their guidance, you'll gain practical skills and frameworks that prepare you for the evolving marketing landscape.



Sunny Mishra
Brand Strategy



Kainaz Mistry
Social Media Marketing



Nishant Patkar
Search Engine Optimisation



Aakruti Upadhyay
Brand & Influencer Strategist



Ranjan Upadhyay
Placement



Kanishka Khandelwal
Media Planning & Buying



Sean Andre
Creative Marketing



Shashwat Sangal
Content Strategy

Next-Gen Learning with AI

AI-Powered Learning for Future Business Leaders

With AI reshaping industries, staying ahead of emerging technologies is crucial for students. The curriculum integrates AI tools across key business functions—marketing, finance, operations, analytics, and strategy—ensuring that students gain the expertise to thrive in the digital-first economy.

By combining technical expertise with adaptable problem-solving skills, we prepare future leaders to navigate and excel in an AI-powered business landscape.

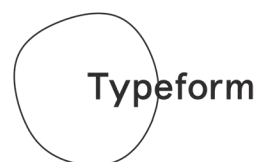


Tools You Will Master

Learning for Future Business & Marketing Leaders

In a digital-first world, mastering the right tools is key to effective marketing. Our programme ensures students gain hands-on experience with industry-standard platforms that streamline advertising, content management, and performance tracking.

From optimising campaigns to refining strategies, students build the expertise to leverage cutting-edge tools that drive measurable results and elevate your digital marketing prowess.



Learning made simple, as it should be

All Your Learning & Progress, On One Intuitive Platform

Bookmark is more than just a learning management system; it's your personal assistant in your educational journey. With its intuitive design and powerful features, Bookmark keeps you ahead, making learning engaging and competitive. Access all your learning material, manage your schedule, and book one-on-one mentoring sessions effortlessly.

With our AI-powered learning assistant, help is always at hand whenever you need it—there's no waiting to resolve your doubts.

85%
Attendance

9 / 15
Exam

6 / 11
Assignment

Rank	Name	Assignment	Exam	Score
1	Rinku Rohera	70% 55.3	30% 26.3	100% 81.6
2	Ahmed Sayyed	53.9	27.1	81

Book a mentor
Sean Andrade

☐ Web conferencing details provided upon conferencing

Trainer Expertise

- Aida
- Consumer Journey
- Content Strategy
- Campaign Planning
- Organic Social Media

Select a Date & Time

< July 2024 >

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Tia
Digital Marketing Start

Today

Hi, I'm Tia

The AI-powered digital marketing chatbot. Ask me anything!

Mon 2:37 PM

Why is ORM important for businesses?

Mon 2:38 PM

ORM involves managing and influencing a brand's reputation on digital platforms. It's crucial because:

- *Trust Building***: Positive reviews and a good online presence build customer trust.
- *Customer Insights***: Feedback helps understand customer needs and improve services.
- *Crisis Management***: Quick

Type your message



WARC

Learn from 26,000+ Case Studies

Marketing & Business Insights

BBA in Digital Business offers exclusive access to in-depth case studies and cutting-edge research from WARC (World Advertising Research Center), covering marketing and business strategy. This resource is a game-changer for students, equipping them with the latest industry insights to excel in the ever-evolving digital economy.

Learn more about brands like...

Coca-Cola

Maggi

Flipkart 

amazon

★ **Heineken**

Cadbury

meesho

zomato

NESCAFÉ

Amul

NYKAA

 **SWIGGY**

L'ORÉAL

 **adidas**

NETFLIX

 **Spotify**

 **TANISHQ**

 **Unilever**

 **WhatsApp**

VIACOM 18

TIFFANY & CO.

 **raymond**

VICE

 **THE TIMES OF INDIA**

Super Sessions

Dive Deep Into The Minds of CEOs CMOs & CXOs



Deepa Krishnan
Ex CMO



Akshay Gurnani
CEO & Co-Founder
#Schibang.



Megha Seth
Sr. Digital Consultant



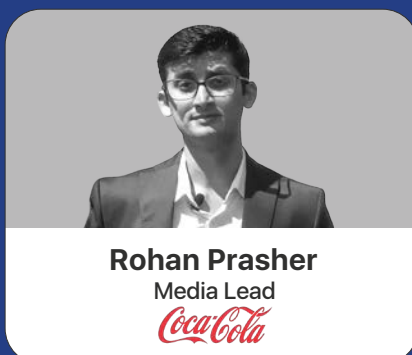
Rohan Mehta
CEO at
FCBKINNECT



Karishma Mehta
Founder & CEO at
HUMANS OF BOMBAY



Jahid Ahmed
Sr. Vice President



Rohan Prasher
Media Lead



Chandni Shah
Founder & COO
FCBKINNECT



Soham Bhagnari
Sr. Agency Development Manager
amazon

Experience the Presidency Culture I

Be Part of Something Bigger



Invincia



Euphoria



Experience the Presidency Culture II

Connect, Collaborate & Celebrate the Vibe



India Today Mind Rocks



Presidency Premier League



Placement Highlights

Work for Top Brands & Agencies

Get personalised career guidance from a dedicated placement coach who will help you navigate the job market and identify the right career path. Explore diverse career opportunities and gain exposure to leading brands and top-tier agencies.

Build your confidence through simulated mock placement drives that prepare you for real-world job interviews with hands-on experience.



Guiding your Career Journey

Dedicated Career Support from Day One



Career Counselling

Professional assistance to help figure out the right next step for your career.



Resume Assistance

One-on-one sessions to design & refine your resumes for your dream job.



LinkedIn Profile Building

Optimise LinkedIn profiles for better networking & career opportunities.



Interview Preparation

Comprehensive guidance to master interview skills & land your dream job.



Mandatory Internship

Mandatory yearly internship with expert mentoring to prepare you for the real VUCA world.



IIDE's Hiring Portal

Empower your career with our hiring portal for student placements.

Please note: Previous achievements do not ensure future results. Securing employment or internships is contingent upon individual qualifications, experience, and personal effort.

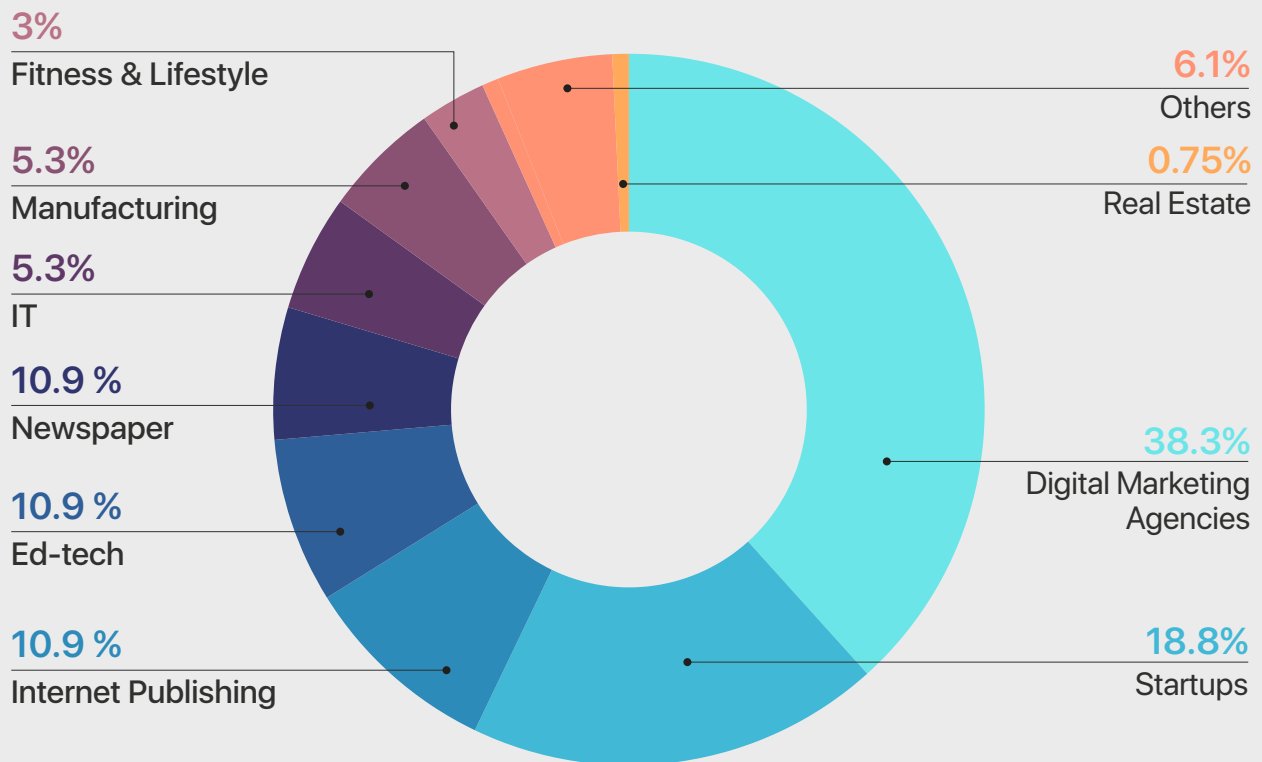
Diverse Industries, Diverse Futures

Avenues for Digital Business Students

Through real-world projects and industry exposure, students will explore the unique challenges and advantages, empowering them to make informed career choices by the end of the programme.

With a focus on practical learning and real-world application, they embark on careers that shape the future of business.

Industry-wise: Internship Distribution



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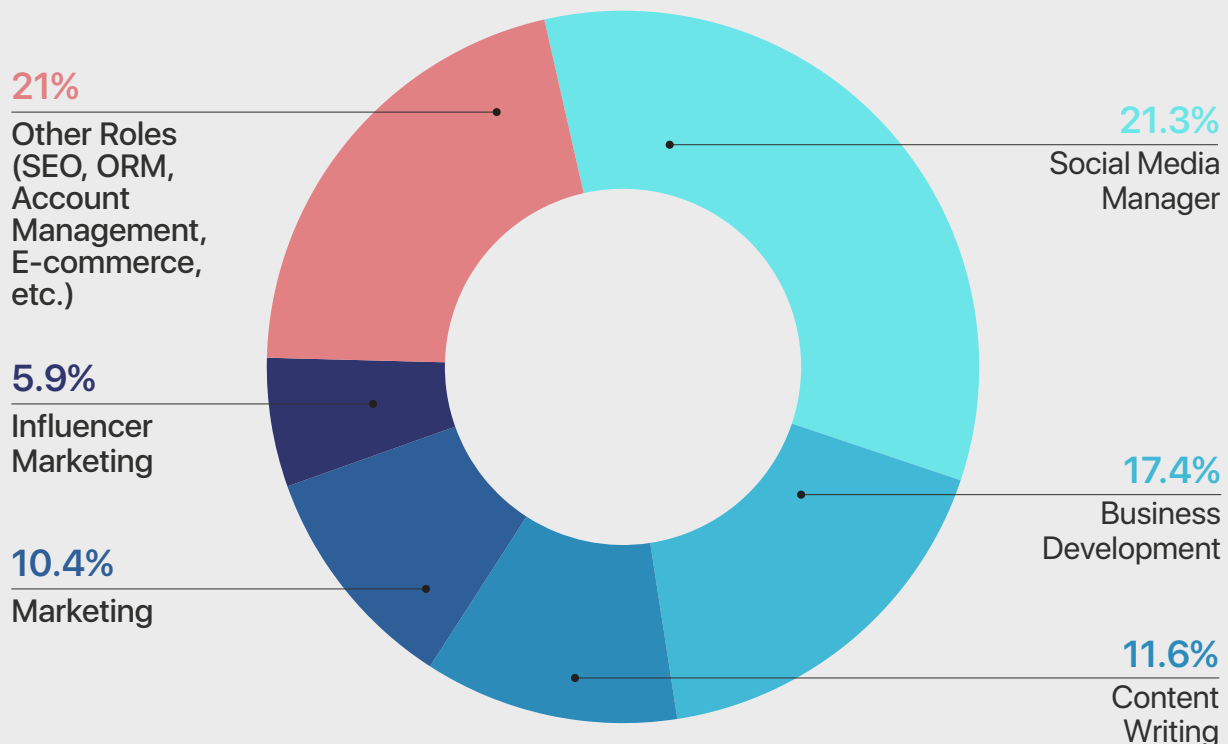
Diverse Roles, Diverse Futures

Exploring Career Pathways in Digital Business

Our industry-aligned curriculum and strong corporate ties empower students to step into impactful roles across digital-first businesses. From social media management and business development to influencer marketing and account management, our graduates emerge ready to lead in the digital economy.

With digital talent in demand, salary packages for a Digital Business graduate continue to rise.

Role-wise: Internship Distribution



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Milestones at a Glance

How Much Do Our Graduates Earn?

₹30,000

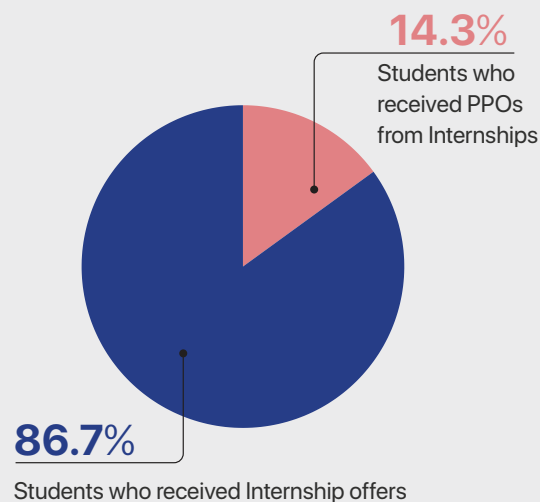
Highest Stipend

₹13,298

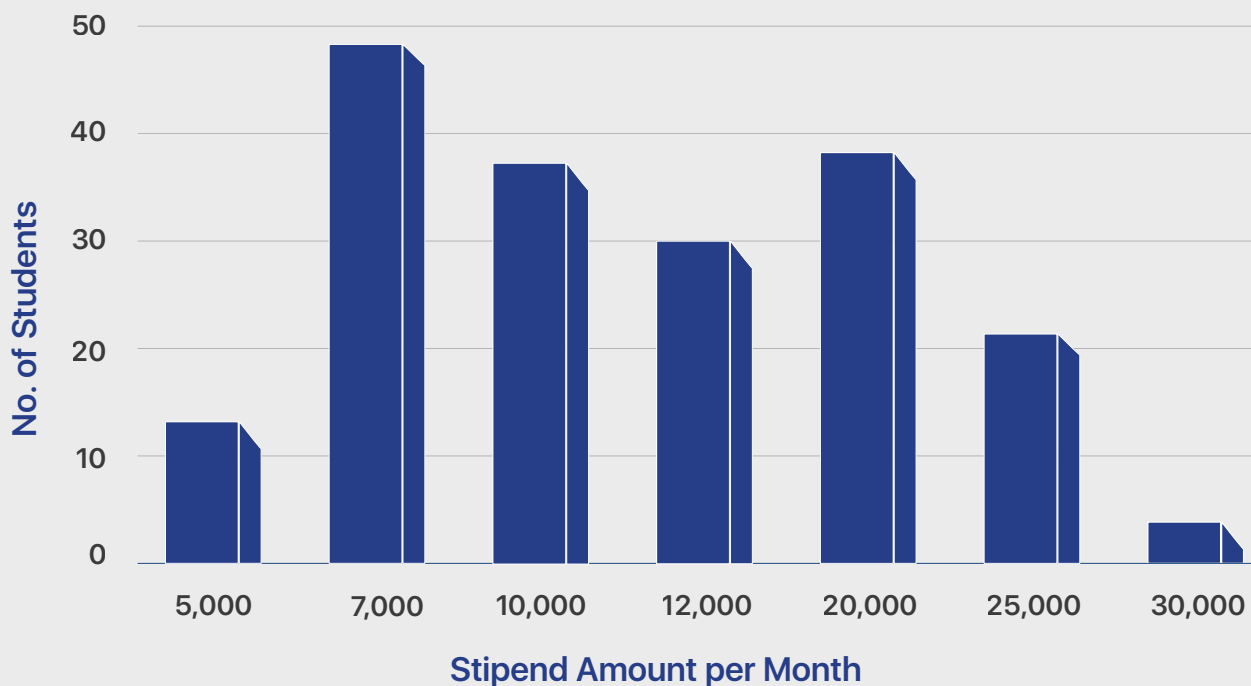
Average Stipend

₹12,000

Median Stipend



All stipend figures are in Indian Rupees (₹)



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Success Stories of Future Leaders

Meet Our High-achieving Students



Heer Pithwa
Account Management

"The hands-on experience that I got at IIDE made a huge impact on my career and helped me get placed."

Experience:

dentsu dentsu
Account Management

////CRAFT Craft Worldwide
Account Management

CONTRACT Contract Advertising
India Pvt. Ltd.
Account Management

TBWA\INDIA TBWA\India
Client Servicing

GOZOOP GOZOOP Group
Account Management
Intern



Neel Parmar
Founder & CEO

"The mentorship and learnings I gained in the course helped me grow from an intern to the founder of my own digital marketing agency."

Experience:


TATHASTU DIGITAL Tathastu Digital
Founder & CEO

bamboo digital Bamboo Digital
Account Manager
Intern

 **SOUTH TIFFIN**
HOUSE
Your Healthy Delight South Tiffin House
Marketing Executive

JUSTTYOU Justtyou
Digital marketer

Students Who Secured Pre-Placement Offers

More PPOs, Stronger Career Security!

Internships help students transition smoothly into full-time roles. A significant percentage of Bachelor's in Digital Business students receive **Pre-Placement Offers (PPOs)** from their internship companies, proving the effectiveness of hands-on learning.



Aparna Pandit
Business Development Intern

Aspiring Celebrations



Yogesh Sudwasha
Marketing Trainee

FCBKINNECT



Khushi Singh
Business Relationship
Management Intern

Boomlet



Samar Jain
Social Media Intern

December One



Tanvi Jain
Digital Marketing Intern

**OUTLOOK
group**



Aryan Mishra
Social Media Intern

December One



Shreya Jadhav
Social Media Manager

Ra Bajaj



Arman Chauhan
Digital Marketing Intern

unschool



Dev Agarwal
Business Development Intern

RESONANCE

Real Stories, Real Success

Hear from the Students



I opted for Digital Business over preparing for the UPSC exam after examining the curriculum. The level of education provided is truly unparalleled. I'm thoroughly enjoying learning all the subjects, & the weekly projects & presentations have helped me sharpen my skills and improve my confidence. I am particularly impressed by the supper sessions and masterclasses, which have been a source of inspiration & a valuable learning experience.

Smith Singh
Student



At this programme, I've discovered a supportive community that goes beyond textbooks. The engaging classes & hands-on projects have broadened my knowledge of digital business & fueled my passion for the field. What sets the course apart is the approachable faculty who genuinely care about our success. Glad to be in this family, where learning is not just about earning a degree but gaining the skills that truly

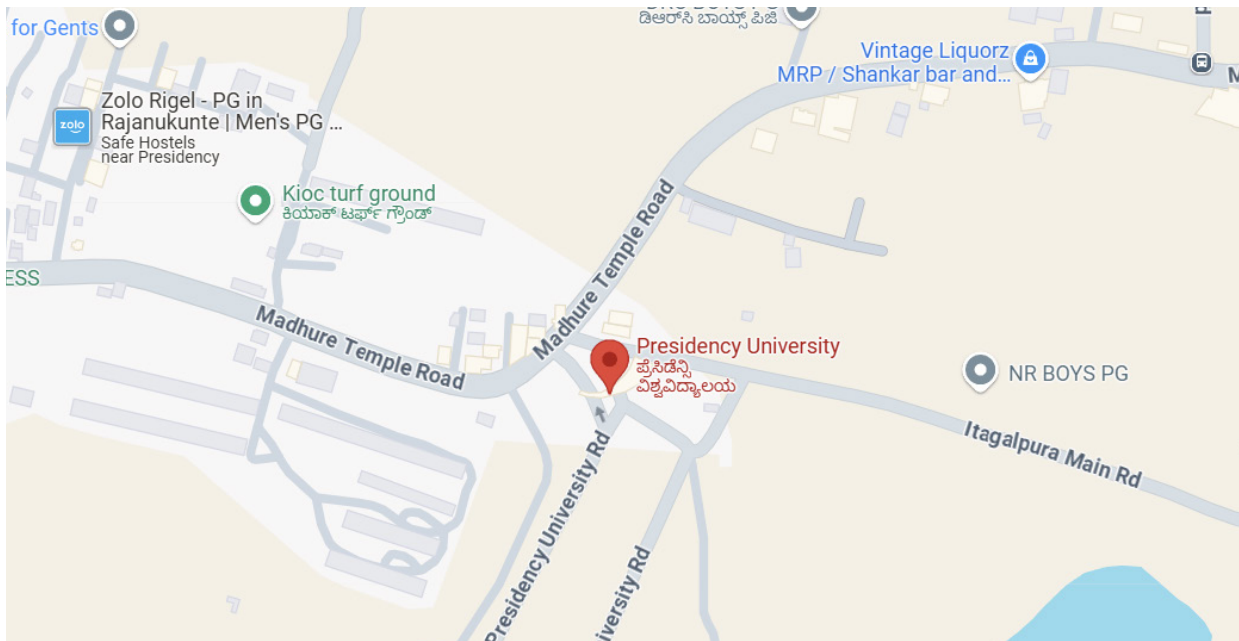
Tisha Kataria
Student


Programme Fees

Semesters	Fees
First Year (Semester 1 & Semester 2)	₹2,00,000
Second Year (Semester 3 & Semester 4)	₹2,00,000
Third Year (Semester 5 & Semester 6)	₹2,00,000

Please contact our academic counselor for any further detailed information

Visit Our Campus



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Bengaluru, Karnataka 560119



Get in Touch



+91 77383 81246



<https://presidencyuniversity.in/>