



# PRESIDENCY UNIVERSITY

Established under Section 2(f) of UGC Act, 1956 | Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013  
Bengaluru



# Discover Excellence

7 Advanced Schools | 52 Programs

Presidency University School of Management is  
Ranked 6<sup>th</sup> Top 20 South B-Schools

Times School Survey 2022

Presidency University School of Management is  
Ranked 9<sup>th</sup> Top Private University in Karnataka

Times School Survey 2022

Presidency University School of Management is  
Ranked 15<sup>th</sup> Top 20 Institutes - Placement

Times School Survey 2022

Presidency University School of Management is  
Ranked 27<sup>th</sup> amongst 150 Top B-Schools in the Country

Times School Survey 2022

PGCET Code- B 349

# SCHOOL OF MANAGEMENT

## MBA

## ADMISSION 2022-23

[presidencyuniversity.in](http://presidencyuniversity.in) | [admission@presidencyuniversity.in](mailto:admission@presidencyuniversity.in) | Call +91-90220 92222



# SCHOOL OF MANAGEMENT

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, 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 Manager 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.

School of Management, Presidency University  
has been **Ranked 5th Outstanding**  
**B-School of Excellence**  
Pan India among all B-Schools

 - GHRDC B-SCHOOL SURVEY 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



Gaurav Kumar Mandal  
MBA, Placed : Federal Bank



Sherin Jose  
MBA, PLACED : Deloitte



KAVYA.R  
MBA, PLACED : KPMG

The best part of Presidency University for me was the Personal Development classes & Aptitude classes. At last I would like to say to my brothers & sisters that if you are confused after graduation and feeling lost MBA is a best road to walk & Presidency University is one of the best Universities to pursue your MBA.

This would not have been possible without the constant support from the placement team and the faculties. I would like to thank all the learning and development team for the best training they provided to mould each one of us to be ready for future.

I am expressing my delightful gratitude to my university for giving me an opportunity to get placed at KPMG by providing sufficient guidance and boost my confidence. It is an immense pleasure to be a part of this university where I have learnt great things during my journey in the championship of our faculties and placement cell. This is a good experience which I would treasure forever."

### Our Corporate Recruiters

												
												
			& many more..									



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