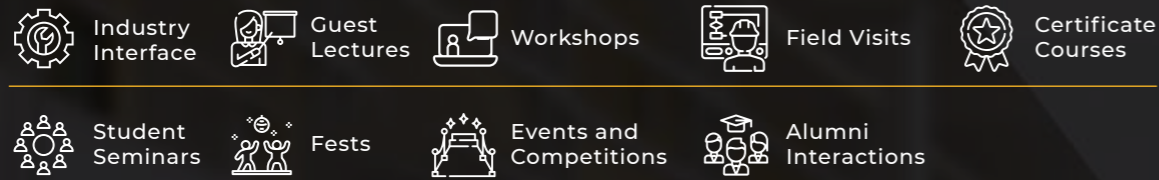


Department USPs



Extracurricular & Co-curricular Activities



Training & Placement



Soft Skill Training Aptitude Training Internship Support Placement Support

Infrastructure



ICT enabled classrooms Laboratories Seminar Hall Auditorium Library Basketball Court

Prominent Recruiters



*And Many More

Institute Level Ranking

#13
RANK AT ALL INDIA LEVEL
India's Best Top Ranked
Private Autonomous College
Education World 2022

#3
RANK AT STATE LEVEL
Karnataka's Best Top Ranked
Private Autonomous College
Education World 2022

#3
RANK AT METRO CITY LEVEL
Bengaluru's Best Top Ranked
Private Autonomous College
Education World 2022

PRESIDENCY COLLEGE
(AUTONOMOUS)

RE-ACCREDITED BY NAAC WITH A+ GRADE
Affiliated To Bengaluru City University, Approved By AICTE, Delhi & Recognized By Govt. of Karnataka

Inspire. 
Empower.
Excel.

BACHELOR OF BUSINESS ADMINISTRATION

Entrepreneurs of the Future



| | | | | |
|--|--|---|--|---|
| #1 RANK OF Top BBA Colleges in India (GHRDC Survey 2021) | #1 RANK OF Top BBA Colleges in Southern Region (GHRDC Survey 2021) | #5 RANK AT ALL INDIA LEVEL Emerging Colleges (INDIA TODAY 2021) | #8 RANK AT ALL INDIA LEVEL Top BBA Colleges (INDIA TODAY 2021) | #11 RANK AT ALL INDIA LEVEL Top BBA Colleges (Outlook 2021) |
|--|--|---|--|---|



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www.presidencycollege.ac.in



SCAN QR CODE FOR COURSES DETAILS →

Finance • Marketing • Human Resources • Digital Marketing
Business Analytics • E-Commerce and Supply chain management

Add-on Programmes

• Introduction to Blockchain for Financial Services • Digital Marketing

ABOUT

Presidency College

Presidency College (Autonomous), Kempapura, is a top ranked premier institute in the country. The College has been recredited by NAAC with A+ Grade. As a top autonomous institution, the college has adopted excellent curriculum which is on par with the current trends. The institute integrates several practical skill-oriented components into the curriculum with the Choice Based Credit System (CBCS) and Continuous Assessment and Grading Pattern (CAGP) of education at its core.

Presidency College (Autonomous) has followed a pragmatic approach with appropriate strategies to adopt the National Education Policy 2020 in its true spirit. The new NEP follows a student-centric approach. The needs of the 21st century require that liberal broad-based multidisciplinary education become the basis for higher education. Presidency College believes in liberal education as a long-run approach across all undergraduate programs, including those in professional, technical, and vocational Courses.



Department of Management

BBA course is designed to provide the student with a wide range of managerial skills & techniques prevailing in corporate world. In addition to the prescribed Syllabus, the College offers career-oriented programmes to empower students with entrepreneurial and decision-making skills by providing an excellent academic environment inculcating values of discipline, dignity, dedication, and devotion to equip them with sportsmanship to make them better citizens. They are also provided with a platform that unleashes their potential and elevates their competitive spirit and helps them imbibe managerial skills required for their careers. The course provides a platform for experimental learning and grooms students towards industry-specific curriculum with a focused approach on specific areas which are crucial in the management of companies.

01

BUSINESS ANALYTICS

- Enhance Customer Experience
- Make Informed Decisions
- Reduce Employee Turnover
- Improve Efficiency
- Identify Frauds
- Cut Manufacturing Costs
- Make The Most Of Your Investment
- Improved Advertising
- Better Product Management
- Accelerate Through Uncertainty
- Conduct A Competitor Analysis



02

E COMMERCE

- To reduce cost
- Helps Business go Global
- Fewer overheads and risk
- Expanding Business
- Better marketing opportunities
- Enhanced brand visibility
- Easier and convenient



03

SUPPLY CHAIN MANAGEMENT

- Fulfil customer demands.
- Improve organization's responsiveness.
- Develop value for the customer.
- Create network resiliency.
- Encourage financial sustainability.
- Improving Cost efficiency
- Infiltrating new markets
- Establishing competitive advantages



Presidency Advantage

- 01 Highly Qualified Staff
- 02 Dynamic Management
- 03 Innovative Pedagogy
- 04 Hybrid Learning
- 05 Industry Interface
- 06 Club Activities
- 07 Sports
- 08 Placement Support
- 09 State-of-the Art Infrastructure