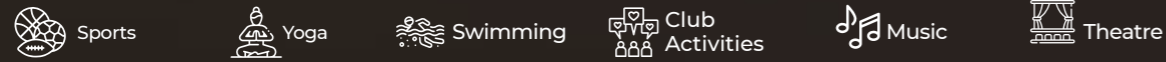


Department USPs



Extracurricular & Co-curricular Activities



Training & Placement



Infrastructure



Prominent Recruiters



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

Inspire. 
Empower.
Excel.

MASTER OF BUSINESS ADMINISTRATION

Dual Specialisation Program



| | | |
|--|---|--|
| <h3>#13</h3> <p>RANK AT ALL INDIA LEVEL</p> <p>India's Best Top Ranked Private Autonomous College</p> <p>(Education World 2022)</p> | <h3>#3</h3> <p>RANK AT STATE LEVEL</p> <p>Karnataka's Best Top Ranked Private Autonomous College</p> <p>(Education World 2022)</p> | <h3>#3</h3> <p>RANK AT METRO CITY LEVEL</p> <p>Bengaluru's Best Top Ranked Private Autonomous College</p> <p>(Education World 2022)</p> |
|--|---|--|

• Human Resources • Finance • Marketing • Business Analytics

Add-on Programmes
Advanced Excel • Business Analytics



Kempapura, Hebbal, Bengaluru-560024, karnataka, India
Call : 080-69248989 | 080-42478700
WhatsApp: +91 95139 62949
Email : admissions.ug@presidency.edu.in
www.presidencycollege.ac.in



SCAN QR CODE FOR COURSES DETAILS →

ABOUT

Presidency College

Presidency College (Autonomous), Kempapura, is a top ranked premier institute in the country. The College has been reaccredited 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.



Presidency Business School

The Presidency Business School was established in 2002, namely as Centre for Management Studies as part of Presidency College offering MBA Program of Bengaluru University, attracting students pan India. As an Autonomous Institution, having been renamed as Presidency Business School in 2021, it has adopted an excellent industry specific curriculum, which is on par with the current trends of management education at any such premier institution. The Business School integrates relevant practical skill-oriented components into the curriculum with the Choice Based Credit System (CBCS), Continuous Assessment and Grading Pattern (CAGP).

The Presidency Business School is well known for its highly qualified members of the faculty, who have a blend of industrial and teaching experience that averages 22-plus years. The School offers innovative pedagogy, hybrid learning, industry interface through guest lectures, industry visits, value-added programmes, workshops, certificate courses, club activities, sports and other extra and co-curricular activities, leading to meaningful student engagement, which is essential for a corporate leader. The Business School has offered valuable and much-needed placement support to the graduating students, achieving 100% placement. The testimony of excellence lies in its hundreds of alumni who have reached greater heights, professionally and beyond.

MARKETING

- Understand Marketing 4.0 concepts.
- Strategizing in Global Markets.
- Driving Business growth with Digital Marketing Strategies.
- Customer Experience Management.
- Data Driven Marketing.
- Using Emerging Technologies such as Social Media tools and channels.



HUMAN RESOURCES

- Focusing on Employee Well being.
- New Age Performance Management techniques.
- Understanding Hybrid Work Environment.
- Global HR strategies focusing on inclusiveness and diversity.
- Upskilling and Reskilling Challenges in current job market.
- Creation of Menu-Driven compensation and benefits packages.



FINANCE

- Proficiency in financial forecasting and trend analysis.
- Using appropriate Risk Management tools.
- Using Analytics in Finance for optimization.
- Tax Planning and Management.
- Investment Decision Making.
- Understanding International Finance.



BUSINESS ANALYTICS

- Customer engagement using Analytics.
- Market Basket Analysis.
- Big Data Analysis using R.
- Data Visualization Techniques using Tableau.
- Creating competitive advantage using Business using Analytics.
- Understanding HR analytics for appropriate selection of Personnel.



Presidency Advantage

- 01 Qualified Staff
- 02 Dynamic Management
- 03 Innovative Pedagogy
- 04 Sports
- 05 Hybrid learning
- 06 Industry Interface
- 07 Club Activities
- 08 Placement Assistance
- 09 State-of-the art Infrastructure
- 10 Highly Active Students Development Cell with opportunities for seminars and Research