



ARKA JAIN
University
Jharkhand (Jamshedpur)

Recognised by **UGC**

SCHOOL OF

HUMANITIES

Apply Online:

 **1800 - 1200 - 200**

 **www.arkajainuniversity.ac.in**

ABOUT THE JGI GROUP



About ARKA JAIN University

The ARKA JAIN University, 1st Private University of Jharkhand (Kolhan Region) established by the JHARKHAND State Legislature under “The ARKA JAIN University Act”, recognized by UGC and now approved by AICTE is an example of excellence. The University situated 13km from steel city, Jamshedpur at Gamharia offers multi-disciplinary programs designed in a way to shape the brilliant minds of today into socially-conscious managers, leaders and entrepreneurs of tomorrow. The use of highest-quality research-led teaching and learning methods help students evolve and be ready for the requirements of the industry because we believe – You’re one of a kind, So are WE.

School of Humanities

Regardless of its ancient origin, arts pace in step with the modern world, Merge with computer sciences and use the opportunities that come along with globalization and the digital age. We equip students with conceptual and theoretical tools which help them to analyze complex mysteries of world. In AJU, from traditional classroom based learning to interactions with artists, The School of Arts is a fertile ground for collaboration and trans disciplinary practice. Students are engaged in rigorous processes of experimentation, invention, study and expanded use of emerging and DIY technologies. Also, Students are encouraged to develop an individual perspective, imagine, invent, study and explore a diverse range of creative expressions that respond to complexities of our social, cultural and political environment.



1 *Part of the JGI Group, Bangalore,
mentored and Guided by Jain University, Bangalore*

(India's one among the top 5 Private University)

2 *Active & engaging curriculam*

3 *Interdisciplinary approach to programme learning*

4 *MOUs with corporates for intensive industry support*

5 *State-of-the-art infrastructure facility*

6 *Outstanding placement record*

7 *Encouragement to entrepreneurship and sports*

8 *Community Engagement through rotary, NSS etc.*

*key
differentiators*

career support for now and *the future.*



Efficient and qualified team of faculties: The school of arts comprises well-qualified faculty who devotedly use their experience to enrich students about the various courses being offered. The team is under dynamic leadership who is capable of bringing out the best from the faculties and spreading the web of enrichment amongst the students.



Seminars, webinars and workshops: The department's endeavour is to instil the culture and dynamics of the subjects being offered, by organizing frequent seminars, webinars and workshops. These modes widen the capacity of the learners.



Interactive Sessions: Teaching and learning is always a two way communication. The department recognizes this fact and creates platforms and encourages learners to speak up their minds and bring out mindful presence in their life.



Skill building platforms: The young generation is bubbling with thoughts and ideas. The department is consciously striving to bring them to a platform where their self-skills are polished and brought to the forefront.



Hands on training: It is said that doing it yourself is the best way of learning. In line with this fact, our department organises training sessions where they can actually perform under the guidance of experienced minds. This really acts as a confidence booster as they are frequently guided for news reading and public speaking sessions.



Study tour: The rich heritage of our country is brought live to our students by organizing informative study tours. Our department constantly plans this mode of involvement which really enriches the young minds with a flavour of our cultural and social touch.



Personal exposure and confidence building opportunities: Elaborate steps are constantly planned by the department to bring out the best within the students so that they are confident to showcase themselves and their talents on a bigger platform.



Projects and assignments: the learning gets a lot easier if we systematically deal with any topic. The process of systematic study is encouraged by engaging them in projects and assignments on wide ranging topics of cultural, social, intellectual and national interest.



Expert Lectures: The department comprehends that creating an interface with experts locally, nationally and globally for the students will surely help to broaden the thinking and analysing perspectives. It frequently organizes such forums of thoughts for the students to enlighten the thought process.



Online Courses: The department takes into consideration the global need to nurture the multi disciplinary and specific areas of interest amongst the upcoming students fraternity. Hence it provides the scope enrichment by facilitating the enrolment in online courses as per the need and the choice of the students.

**Tech Enabled
Classroom**

01



**Digital
Library**

02



**Hi-Tech
Labs**

03



**Sports
Facilities**

04



Auditorium

05



**Club &
Societies**

06



Transportation

07



**Food
Court Area**

08



3 Years Full Time BA (Hons.)- English

The department aims at creating an intellectual community with strong human values, discerning social awareness and excellent communicative competence. It strives to impart an appreciation of the finer aspects of life through a clear understanding of the nuances of Language and the aesthetics of Literature in a globalized world.

Quick Facts

Duration: 3 Years | Six (6) Semester

Eligibility: A candidate should have passed Senior Secondary Examination (10 + 2) from any recognized Board

Faculty

A team of well qualified and experienced faculty members have been teaching English language and literature courses for the students of Literature and other Arts and Sciences and Engineering Programmes. They are also certified trainers and examiners who help students take up International Language tests like BEC, IELTS, TOEFL, etc..

Activities

The literary club provides a platform to showcase the literary aspirations and talents of the students. It is an excellent forum for self expression and cultural aspirations of the students. Poetry-reading sessions, debates, extempore speeches, quizzes, cross-word games, book reviews, play enactments and classical movie screenings are showcased at the forum.

Why Literature Program @ Aju?

- To gain a sound theoretical knowledge both in Literature and allied fields
- To prepare for UGC – NET examinations
- To take up research in current topics
- To take up faculty positions in universities
- To help aspiring journalists and critics
- To gain a multicultural exposure
- To thrive and learn in a competitive environment

Job Opportunities for Literature Students

- Media and Journalism
- Publishing Industry
- Teaching & Research
- Advertising & Marketing
- HR / Administration jobs
- Hospitality Industry
- Translators
- Technical Writers

3 Years Full Time BA (Hons.) - Economics



The Three -year full-time program in Economics is designed to meet the growing need for an analytical and quantitative approach to problem solving in the changing corporate world by the application of the latest techniques evolved in the fields of Economics and Management. Overall educational aim of the BA (Hons) in Applied Economics is to equip students with the knowledge, understanding and skills required to deal with the complexities of an economic system and to contribute to understand problems of production and distribution of scarce resources and applying the principles of economics in optimal utilization of resources.

Quick Facts

Duration: 3 Years | Six (6) Semester

Eligibility: A candidate should have passed Senior Secondary Examination (10 + 2) from any recognized Board

Learning Outcomes

- To provide students with a basic theoretical knowledge and understanding of the structure of an economy, its governance process and the environment in which it operates.
- To provide students with first-hand experience of how an economic system operates in practice.
- To provide students with an integrated understanding of the important functions within an economy – production, distribution and consumption – and the way in which they interact.
- To develop students' capacity in critical analysis of and reaction upon economic issues and their ability to undertake applied research in selected areas.
- To prepare students for a career in economic analysis and related fields and develop their capability to contribute to society at large.
- To enhance students' lifelong learning skills, communication skills and personal development

Why Economics Program @ Aju?

- Experienced and qualified faculty
- Industry compatible curriculum
- NCFM Module Certification from National Stock Exchange – Name of the module : Macro Economics for Financial Market
- Training on Statistical Tools : SPSS/SAS
- Students are encouraged to visit for practical's at different Institutions such as Banks, Factories, Business houses, Stock Exchange, other Financial Institutions etc

Job Opportunities for Economics Students

- Investment Banking
- Business Analysis
- Policy Analysis
- Indian Economic Services
- Jobs in Reserve Bank of India
- PSUs and other Public Sector Banks
- Banking and Insurance



3 Years Full Time BA(Hons.)- Fashion Design

Fashion is ever evolving and has come a long way from the designer clothes worn by the royalty of the ancient world to the Haute Couture which are high fashion customized products of the present.

Students who love to be inspired and have a flair for creativity, style and originality and want to have a career in fashion, the BA in Fashion Design course provided by AJU is tailor made for them. It is structured to provide students with creative, technical and business skills required to excel as designers as well assume various other prospective roles in the fashion industry.

Quick Facts

Duration: 3 years (6 semesters)

Eligibility: A candidate should have passed Senior Secondary Examination (10 + 2) from any recognized Board

Progressive Teaching Aid

- Training through Practical Demonstrations
- Workshops by Professional Experts
- Industrial visits / Educational Trips / Research Based Assignments
- Socially Relevant Projects
- Training in Market research
- Internships in Fashion / Garment Industry
- Entrepreneurship Development Programs
- Craft Development Projects
- Audio Visual Interactive Training
- Computer Labs for Design Software Training
- Pattern Making and Garment Construction Labs for Practical Training
- Library – Resource center for Design Thinking and Research References

Career Opportunities for Graduating Designers

- Fashion Trend Forecaster
- Apparel and Accessory Designer
- Costume Designer
- Textile Designer
- Fashion Merchandiser and Sampling / Production Coordinator
- Embroidery and Print Designer
- Stylist
- Illustrator
- Fashion Marketing and Brand Manager
- Fashion Journalist
- Freelance Designer
- Technology driven careers options in Fashion

3 Years Full Time

BA (Hons.) - Journalism & Mass Communication

The BA – Journalism and Mass Communication Program offers contemporary training and hands on experience with the industry in all major media genres. Professional training and excellent internships make students ready for successful careers across the field of print and broadcast journalism, media management, content management, digital media etc. This media program offer students focus and flexibility across multiple platforms making them ready for the future.

All programs are built on strong theoretical foundations supported by applied research into the dynamics of communication and the creative industries together with professional expertise. The University has built close links with national and regional media companies and boasts of an excellent employment and research record.

Quick Facts

Duration: 3 Years | Six (6) Semester

Eligibility: A candidate should have passed Senior Secondary Examination (10 + 2) from any recognized Board

Why Choose BA – Journalism & Mass Communication @ AJU

- Contemporary tailor made media programs meeting industry requirements constantly
- Enthusiastic well qualified faculty
- State of the art Apple IMAC Video Editing Studio
- Micro seminars with Media Professionals
- Regular Industry Interface
- Placement support for successful students

Value Added Programs

- Photography
- Practical Training in Print & Broadcast Journalism
- Television News Production Training
- Special Programs in Advertising & PR



defining benchmarks *Carnivals @ AJU*

Aarambh

Induction & Orientation

A full induction program is arranged for new students to help them settle in AJU. The range of activities includes welcome talks by chairman, Principal, Senior AJU staffs and opportunity to meet the seniors.



Freshers Party

Ice Breaker For New Students

Each session 1st year students kick start their extra-curricular activities with their fresher's day. A vibrant presentation of talent and spirit in management and related cultural performances. It is also a stress free ice breaker for a new student and helps them form cultural links and sensible bonding with their seniors and classmates.



Navotsav

(Gandhi Jayanti cum Navratri Celebration)

Each year a 4 day celebration is organised to celebrate Gandhi / Shastri Jayanti cum Navratri utsav. Celebration starts with blood donation camp on 1st day and ends with Dandiya performance by students on the fourth day. In between, multiple events are organised for students to showcase their talent.



Runbhoomi

Battle For Glory

Sports activity forms an integral part of the curriculum at ARKA JAIN University. Every year in December, before winter vacation, Runbhoomi, a week long inter school sports meet is organized. It is a signature sporting event that brings together bright and young talents in various sports.



Holi Invasion

A message of Unity & Brotherhood

Festival of colours is celebrated every year in the campus as it signifies the victory of good over evil, the arrival of spring, end of winter, and for many a festive day to meet others, play and laugh, forget and forgive, and repair broken relationships, and is also celebrated as a thanks giving for a good harvest.



Carvaan

An annual expedition of ARKA JAIN University

From the past 5 years, learning have evolved through culturally rich educational Tours. These travel inculcate experiential learning along with a broader perspective required to be the global achievers.

Year 2012-13: Bangalore International Campus

Year 2014: Elim Resort, Bangalore

Year 2015: Silver Sand Resort, Goa

Year 2016: Dehradun, Mussoorie

Year 2017: Chandigarh, Manali & Amritsar

Year 2018: Lonavala

Year 2019: Rishikesh, Dehradun, Mussoorie



Aagaaz

An annual cultural fest

Dance, Music, Simulations, Competitions, Drama, Debate and insane excitement! the intercollegiate national level cultural event AAGAAZ guarantees an exhilarating experience for all the participants. It puts decision making, organizational and entrepreneurial skills to the test.



Admission Process

OFFLINE MODE

Collect the Application Form and prospectus In-person by paying Rs. 600/- at the Admission Office.

(Address: D-28, Danish Arcade, Opp Asian Inn Hotel, Dhatkidih, Jamshedpur, State – Jharkhand, Pin 831001 or University campus situated at opp. to Kerala Public school, Mohanpur, Gamharia, Dist.- Seraikela Kharsawan – 832108

Phone- 0657 2220285 or Toll Free no- 1800-1200-200 | 8406800563

Submit the duly filled form along with the fees

ONLINE MODE

Fill online form on our website www.arkajainuniversity.ac.in and Pay Rs. 650/- online.

Download the dully filled application form and visit our admission office or university campus at the earliest.

Once your documents are verified by University Admission Officer, pay the 1st Installment of the fees

Note: For more details about the course eligibility criteria, number of seats available, fee structure, scholarship, scheme of study, rules & regulation etc., please refer to student handbook available on the website.

Contact Details

 **1800-1200-200**

 **0657-2220285**

 **8406800562**

 **8406800561**

 **8406800563**

 **9431358036**

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District Seraikela Kharsawan, Jharkhand – 832108

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Dhatkidih, Jamshedpur – 831001

Website: www.arkajainuniversity.ac.in