



== OF EXCELLENCE ==



**ARKA JAIN**  
**University**

Jharkhand (Jamshedpur)

Recognised by **UGC**



**BBA**  
**B.COM** (H)

**SCHOOL OF**  
**COMMERCE & MANAGEMENT**

## ABOUT JGI GROUP

Headquartered in Bangalore, The JGI represents a cluster of 65 vibrant educational establishments. In 26 years, the Group has grown to serve over 50000 students and 10000 staff members engaged at P-12 (Pre-School to Grade 12), undergraduate and post graduate levels across 53 centers of excellence. It includes prestigious institution like Jain College, Bangalore (One among the top 25 best commerce college in India\*), Jain University, Bangalore (One among the top 5 private university of India\*), Jain College of engineering, Bangalore and Jain International Residential school. \*As per India Today - Nielsen survey.

AMONG  
**TOP**  
EDUCATIONAL  
INSTITUTIONS IN INDIA

JGI's ALUMNI INCLUDES  
**OVER 10+**

Arjuna, Rajiv Gandhi Khel Ratna, Padma Shri, & Padma Bhushan Awardees, & 300+ Sports person of International & National Repute.

**08**  
STATES

**64**  
CAMPUSES

**02**  
UNIVERSITIES

**65**  
EDUCATIONAL  
INSTITUTIONS

**50**  
INCUBATED  
COMPANIES

**10K**  
EMPLOYEES

## ABOUT ARKA JAIN UNIVERSITY

ARKA JAIN University, the 1st Private University of Kolhan Region, Jharkhand established by the JHARKHAND State Legislature under "The ARKA JAIN University Act", recognized by UGC, is an example of excellence. The University is situated 13 kms 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.



<b>4k+</b>	STUDENTS
<b>07+</b>	SCHOOLS
<b>30+</b>	COURSES
<b>150+</b>	FACULTY
<b>23+</b>	ACRES CAMPUS

## RECOGNITIONS & APPROVALS

Pharmacy Council of India ( PCI )

Government of Jharkhand

Bar Council of India ( BCI )

University Grants Commission (UGC)

Optometry Council of India ( OCI )

Association of Chartered Certified Accountant (ACCA, UK)

Jharkhand Nurses Registration Council (JNRC)

All India Council for Technical Education (AICTE)





## **TOP 8** REASONS TO BE A PART OF **ARKA JAIN University**

**1**

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

(India's one among the top 5 Private University as per India Today Nielsen Survey)

**2**

Active & engaging Curriculum

**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.





## A collage of 15 images showing students engaged in various activities: smiling, studying, playing sports, and participating in events. A central graphic features a heart inside a yellow circle.



# SCHOOL OF COMMERCE & MANAGEMENT

## BBA

Bachelor of Business Administration

### with Specialization in:

- Marketing | Finance | Human Resource | Digital Marketing

### BBA with Value Added Courses

- BBA with CIMA, UK
- BBA with ACCA, UK (International Finance)
- BBA with Certified Business Analytics Certification

## B.Com<sup>(H)</sup>

Bachelor of Commerce (Honours)

### with Honours in:

- Accounts & Finance / Bank Management / Corporate Secretaryship

### B.Com(H) with Value Added Courses

- B.Com(H) with CIMA, UK
- B.Com(H) with ACCA, UK (International Finance)
- B.Com(H) with Business Analytics Certification





# BBA

Bachelor of Business Administration

## QUICK FACTS:

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

**Duration:** 3 Years (6 Semester) | Degree Awarded by: ARKA JAIN University, Jharkhand

**Scheme of Study:** CBCS System

**Specialization:** Marketing | Finance | Human Resource | Digital Marketing

The **BBA** Degree from ARKA JAIN University has earned an exceptional reputation with employers for producing graduates who not only cope with the challenges of today's business world, but excel in the opportunities which they create. The university offers a wide range of industry related courses which have been designed to stimulate and challenge ambitious minds as well as prepare students for managerial and specialist roles within business and the public sector. The BBA program will also equip one with first-class communication, teamwork and leadership skills, and cross-cultural understanding.

**LinkedIn** LEARNING

### WITH LINKEDIN LEARNING, YOU CAN:

- Access to 24000+ expert led courses
- Earn a globally recognized certificate when you complete a course



## BBA with Specialization in Digital Marketing

- In BBA in Digital Marketing specialization, you will master the essentials of discipline including Social Media Marketing , Online Business Models, SEO, SEM, Web Analytics, Google AdWords, PPC Advertising, AdSense, Payment Mechanisms, Content Marketing, Email, & Mobile Marketing etc.

- **Career Prospect**

BBA with specialization in Digital Marketing would allow you to explore the new age job roles that have emerged due to the proliferation of the online interface and the increase in the consumers digital footprints. Provided below is a snapshot of the emerging job profiles.

### Key Highlights of BBA with Specialization in Digital Marketing :

Live Projects  
Design Social Media  
Design Websites  
Web Analytics  
Search Engine Optimization  
Create PPC Campaigns  
Campaigns  
Design E-Content  
Online Certifications

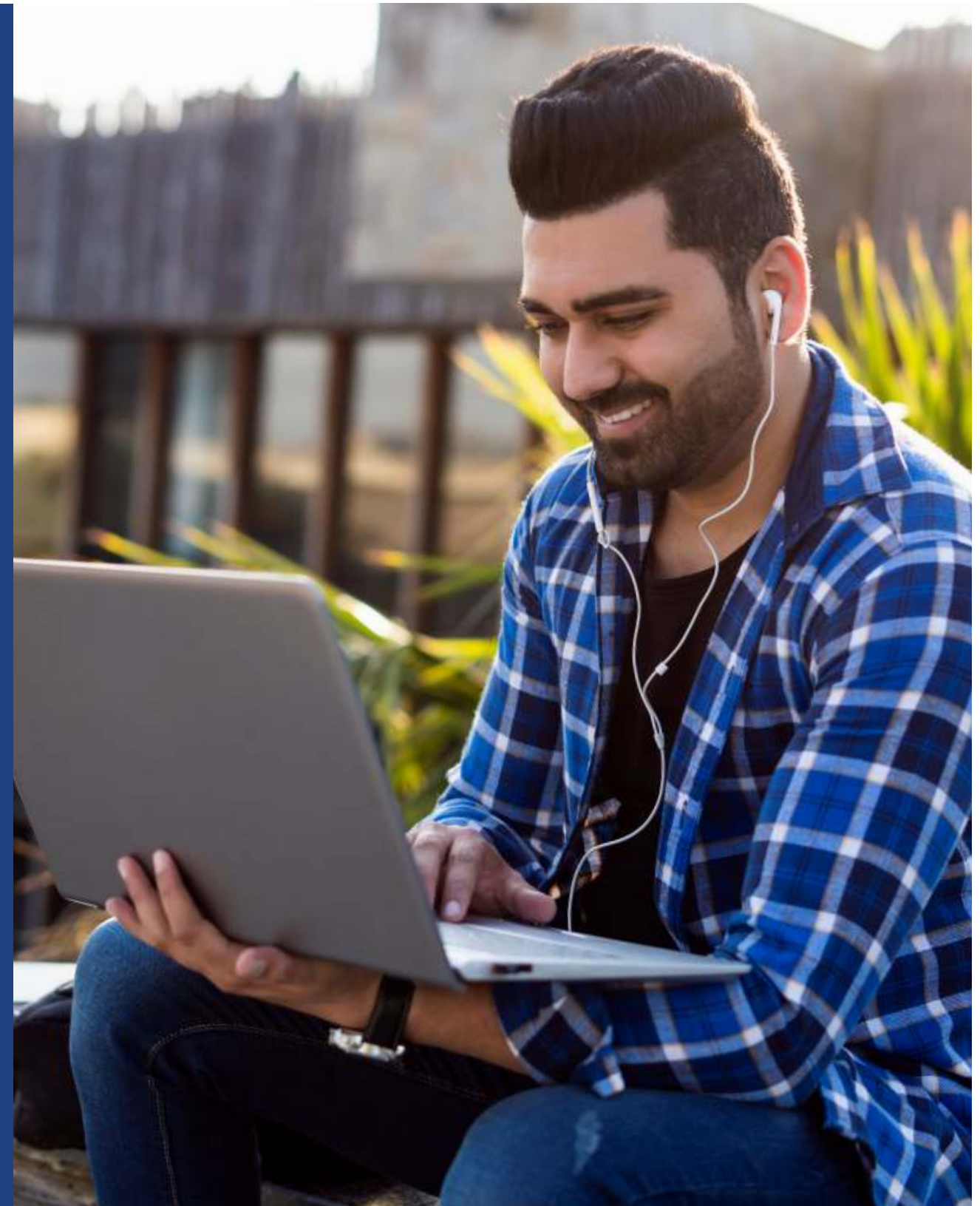
Web Analytics Manager | Content Marketing Manager | Digital Account Manager | Digital Integrated Copywriter | Digital Marketing Manager | Web Designer | E-Commerce Manager | PPC Search Manager | Search Manager | Social Media Manager | Web Developer | YouTuber and Blogger

“

# Digital Marketing

size was valued at USD 43.8 billion in 2019 and industry experts believe that it is expected to register a CAGR of 17.4% from 2020 to 2027

”



A photograph of three students in a library or study hall. In the foreground, a young woman with long dark hair is looking down at a laptop. To her right, another young woman with long dark hair and glasses is resting her chin on her hand, looking at the same laptop. In the background, a young man in a dark suit and tie is looking down at a book. The setting is a modern library with large windows and bookshelves.

# B.Com(H)

Bachelor of Commerce (Honours)

## QUICK FACTS:

**Eligibility:** Candidate should have passed Senior Secondary Examination (10 + 2) in science or commerce from any recognized Board

**Duration:** 3 Years (6 Semester) | Degree Awarded by: ARKA JAIN University, Jharkhand

**Scheme of Study:** CBCS System

**Honours:** Accounts & Finance / Bank Management / Corporate Secretaryship

The Bachelor of Commerce (B. Com) offered by ARKA JAIN University is particularly tailor-made program to meet the needs of industry and commerce. This course is designed to prepare students for the challenges in the global business environment and to provide them with a wide range of managerial skills while at the same time building competence in a particular area. In this program, one will study foundation areas of accounting, economics, business law, management, marketing, technology, and many more.

**LinkedIn** LEARNING

### WITH LINKEDIN LEARNING, YOU CAN:

- Access to 24000+ expert led courses
- Earn a globally recognized certificate when you complete a course



## VALUE ADDED COURSES

## BBA / B.Com(H)

WITH

- CIMA, UK
- MILES EDUCATION
- ACCA, UK

## BBA/B.Com(H) WITH CIMA, UK

### Chartered Institute of Management Accountant

A graduation degree with CIMA, UK is an unique program offered by leading global universities which gives an opportunity to students to join an elite group of management accountants. Become CGMA designation holder along with regular BBA / B.Com(H) Degree.

#### BBA/B.Com(H) with CIMA Qualification Framework:

- CIMA, UK – 4 Level, 16 Papers: Integrated with BBA / B.Com(H) 2 / 3 / 4 / 5 Semester
- Level 1: Certificate Level: 4 Paper – All 4 paper Exempted
- Level 2: Operational Level: 4 Paper – 3 Paper Exempted, 1 exam to appear in 3rd semester of BBA / B.Com(H)
- Level 3: Management Level: 4 Paper - 3 Paper Exempted, 1 exam to appear in 4th semester of BBA / B.Com(H)
- Level 4: Strategic level: 4 Paper – 3 Paper Exempted, 1 paper of level 4, students can appear in 5th or 6th Semester of BBA / B.Com(H) or after the BBA / B.Com(H)

#### Upon successful completion of:

- Level 2: Operational Level, You will be awarded with CIMA Diploma in Management Accounting (CIMA Dip MA)
- Level 3: Management level, You will be awarded with CIMA Advanced Diploma in Management Accounting (CIMA Adv. Dip MA)
- Level 4: Strategic Level and after 3 years of relevant work experience, you will be earn world's one of the reputed designation CGMA.

#### Catch the eye of employers around the globe:

Thousands of companies around the world, from multinationals to the newest start-ups , chances are, in any industry you can think of, there will be CGMA designation holders. An indicative list may be find below:

Accenture | Deloitte | EY | Grant Thornton | IBM KPMG | PwC | Diageo | Innocent | Nestle | P&G PepsiCo | Unilever | BT | Cisco | Dell | Siemens Vodafone | Barclays | Citigroup | Credit Suisse HSBC | J.P.Morgan | Morgan Stanley | Zurich | BBA FT | Google | Airbus | BAE System | Ford

For more details , please refer to BBA/B.Com(H) with CIMA brochure available at our website or Contact our admission office :

NOTE :- Course Fees of BBA/B.Com(H) with CIMA, UK includes registration Charges with CIMA, UK, License Fees of CIMA Learning Portal and exemption fees of exempted papers. Students will pay separately examination fees of 3 non exempted papers ( as applicable from time to time by CIMA. At present, examination fees per paper is approx GBP 200.

“ Join an elite group of global management accountants. Become a CGMA designation holder along with your BBA/B.Com(H) ”



# BBA / B.Com<sup>(H)</sup> with Certified Business Analyst Certification ( with Miles Education )

- Business analysts work with organizations to conduct research and analysis in order to come up with solutions to business problems.
- Miles Education in India offers instructor-led and hands-on training in business analytics, machine learning and deep learning for working professionals and students.
- Our course facilitators can help you to understand the concepts of data analytics and machine learning using tools like R, Python, Tableau and TensorFlow
- To complete the course, Student have to clear 4 module of CBA course along with regular BBA course
- CBA 4 Papers: Integrated with BBA 2/3/4/5 Semester and CBA Final Exam in the 5th semester.
- Key Analytical tools that you learn: MS Excel | Power BI | R

Thousands of companies around the world, from multinationals to the newest start-ups , chances are, in any industry you can think of, there will be Certified Business Analyst designation holders.



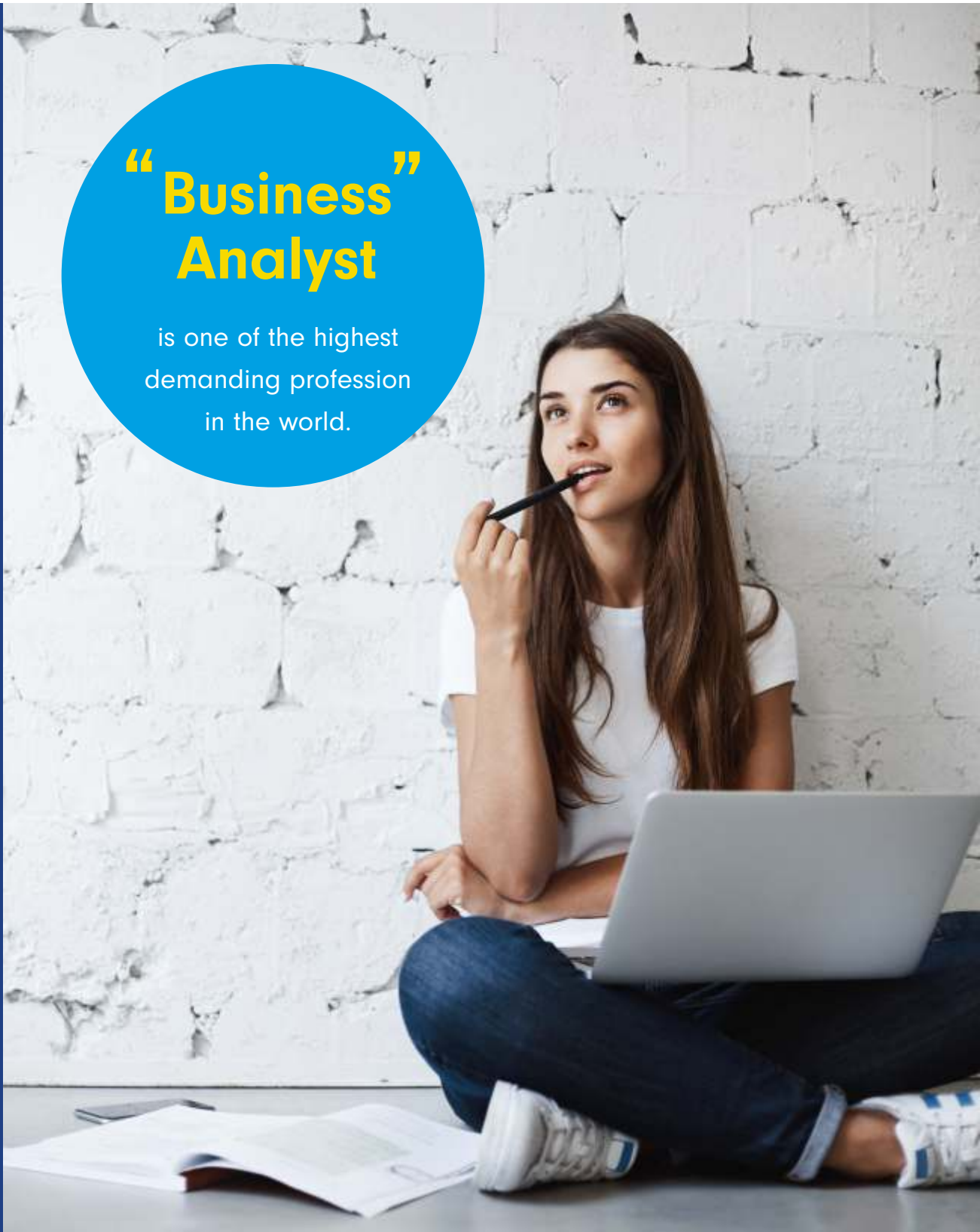
## Miles Corporate Tie-ups

With Miles' credibility and high-quality training delivery, Miles is an empaneled training partner with all Big 4 and 220+ MNCs (includes 75+ Fortune 500 companies).

Corporate tie-ups also ensure Miles gets recruitment mandates (many of them exclusive) for placements of Miles alumni.


## “Business” Analyst

is one of the highest  
demanding profession  
in the world.





# BBA/B.Com(H) with International Finance ( with ACCA,UK )

- BBA/B.Com(H) International Finance and Accounting course at ARKA JAIN University is a 3-year undergraduate program and has been designed in collaboration with the Association of Certified Chartered Accountants (ACCA), UK, and International Skill Development Corporation (ISDC), UK.
- The curriculum of ACCA has been completely integrated here. Hence the students get a unique opportunity to pursue ACCA qualification in tandem with their 3 years undergraduate course.
- ACCA (the Association of Chartered Certified Accountants) is the Global Body for Professional Accountants. ACCA offers business-relevant, first-choice qualifications to people of application, ability, and ambition around the world who seek a rewarding career in accountancy, finance, and management.
- The ACCA Qualification is the world-leading accountancy qualification for aspiring financial professionals - providing students with the skills, knowledge, and values to have successful careers and lead the organizations they work with into the future. ACCA's values are aligned to the needs of employers in all sectors and ensure that, through their qualifications, the finance professionals are prepared to meet the growing business needs of the corporate world.
- When you join ACCA, you become a part of the diverse body of more than 219,000 members and 527,000 students in 181 countries.

## Course Highlights :

- In-depth knowledge of specialized finance/accounting subjects
- Students are entitled to get 6 papers Exemptions in ACCA out of 13 papers.
- Students get an opportunity to gain multiple qualifications along the way. Upon clearing 3 Fundamental Papers of ACCA students get an Advance Diploma in Accounting and Business from ACCA, UK; Students also stand a chance to get Certificate in IFRS (International Financial Reporting Standards) upon clearing IFRS exam.
- Provides blended learning
- Enhanced career opportunities in India and abroad.
- ACCA qualification is recognized in 180+ countries globally including India.
- The course is Cost-Effective and Flexible.
- Students can apply for over 500 Jobs with reputed companies at a minimum package of 4-6 lakhs per annum

For more details , please refer to BBA/ B.Com(H) with ACCA, UK brochure available at our website or Contact our admission office

“

## Graduates can get placed in organisations such as:-

The course provides a platform for work opportunities in a range of financial service, banking, business industry, management, entrepreneurial venture, and government service as well.

”



# Value Added Courses

## Via LinkedIn Learning

LinkedIn LEARNING

- LinkedIn Learning opens up a new horizon of learning especially for the young and emerging professionals.
- JGI group has tied up with LinkedIn to provide a state of the art learning platform for their students.
- LinkedIn learning provides more than 23,000 courses designed and tutored by professionals to provide you the skills and competencies that are required and nurtured by enterprises. These courses range from languages-literature and applied language - to professional competencies that provides you a flawless professional growth path.
- LinkedIn online courses allow you to learn your choice of skills at your leisure from the comfort of your home or office. Moreover, the courses conclude with competency mapping to test your acquired competency and provides you a globally recognized certificate.

## Few of the prominent courses are detailed below, to give you a bird's eye view of the entire courses:

- Business English Certification
- Microsoft Excel – Basic to Advance
- Social Media Marketing foundation
- Accounting Foundations: Managerial Accounting
- Business Analytics - Marketing Data
- Project Management Foundation
- Excel Essential Training
- Digital Marketing Foundation
- Google University Analytics
- Creating a Business Plan
- Speaking Confidently and effectively
- Business Analysis Foundation
- Leadership Foundation
- Learning Python
- Photography Foundations: Mobile Photography
- iPhone Photography: Shooting to Storytelling
- WordPress 5 Essential Training
- Develop Your Finance and Accounting Skills
- Financial Accounting Foundations
- Entrepreneurship Foundation





## Integrated mode of Teaching & Learning

Our teaching approach incorporates syndicate learning, case studies, regular assessments and immersion in real-life industry projects designed to deepen students knowledge in a particular area of interest and to expose them to the real business world.



**Workshop, Seminars, Guest Lectures, Industry Interface** - Each semester will have regular interface with industry facilitators and experts in the areas of Finance, Marketing, Human Resources, General management and Entrepreneurship etc. Latest trends like Crisis Management, Live Cases etc. are a part of the program. The program also includes Management games and Knowledge games. Industry visits are conducted every semester.



**Speaker Series** - Speaker series are conducted every semester. The speakers involved are from private, public and educational sectors who educates via presentations on relevant economic and business issues.



**CBR** - Current Business Review Session - Every week CBE sessions are organized to discuss the recent happenings in the corporate world. Student go through Economic Time News paper or Business Magazines and present & discuss the news and do analysis of important corporate events.



**DEBATE FORUMS** - The debate forum allows students to debate issues facing society and the ability to learn different perspectives that are brought to the table by students with different areas of expertise.



**Learning Edge Saturdays** - Extracurricular activities of high intensity and value which develop mind & body are organized under the banner of Learning Edge Saturdays. In this a combination of management, cultural, media and theatre related activities are organized on continuous basis every Saturday. Corporate lectures, Business scan sessions, debate forums, industry interaction, etc. are organized.

## MOUs with organizations for training & placement support



### 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





**AARAMBH**  
Induction & Orientation



**JAIN PREMIER LEAGUE**  
20-20 Red Ball Cricket



**HOLI INVASION**  
A message of Unity & Brotherhood



**ROSHNI**  
Celebration of Lights



**SARASWATI PUJA**  
Devotion to Goddess of Knowledge



**YUVA**  
University Youth Festival



**RUNBHOOMI**  
Annual Sports Meet - Battle For Glory



**CARVAAN**  
An Annual Expedition of AJU



**AAGAAZ**  
An Annual Cultural Fest

**NAVOTSAV**  
Gandhi Jayanti cum Navratri Celebration



**ROO-B-ROO**  
Fresher's day - Ice Breaker For New Students



**RUKSAT**  
Farewell Function



**CARVAAN**  
An Annual Expedition of AJU

**CARNIVALS@AJU**



# Learning By Doing

## Case Study Based Learning:

We follow an extensive case based teaching model for facilitating analytical & critical thinking to analyze chosen field through the lens of established businesses. Students get firsthand experience on strategies adopted by established brands in terms of communication, marketing, social responsibility, financial outcomes, positioning in the global market place, etc.



150  
Case Studies

25  
Group Assignments

100  
Presentations

Panel  
Discussions

Industry  
Visits

### LEARNING EDGE SATURDAYS

AJU offers extracurricular activities of high intensity and value which develop mind, body and spirit. Notable among them are the Learning Edge Saturdays, where a combination of technology, business, cultural and theatre related activities are organized on continuous basis every saturday. Corporate lectures, Tech scan sessions, debate forums, industry interaction, etc. are organised.

## AARAMBH – Student Induction Program

7 days of program includes Welcome function for new students, Introduction session with batch mates, Faculty members and senior management of the university including Dean, Vice-Chancellor, Director etc. Student also get to attend motivational session by renowned speakers, Yoga & meditation session and Industry veterans also visits campus and guide new students and share different perspective of management. 7 days of Aarambh ends with 2 days of outbound Learning Program generally conducted at nearby resort, where basics of management are learned through outdoor activities and management games under the supervision of external expert trainer.

## CAREER DEVELOPMENT & PLACEMENT CELL

## 200+ COMPANIES HIRE OUR GRADUATES



Partial list of companies who have recruited our students or have shown willingness to recruit or provide internship to the students:

The Placement Cell organizes career guidance programmes for all the students starting from first year. The cell arranges training programmes like Mock Interviews, Group Discussions, Communication Skills Workshop etc. and it also organizes various competitive exam Training for students. It also actively invites HR Managers from different industries to conduct training programmes for final year students.

## Various Training organized by Placement Cell

- Personality Development Program
- Communication Skills Program
- Group Discussion Practice
- Mock Interview Sessions
- In-plant Training
- Industry Internship Programs

### AJU CONGRATULATES

Shreya Pandey (BBA)  
Komal Kumari (B.COM)  
Alisha Shafique (B.COM)  
Sanjana Kumari (B.COM)

on bagging the highest package of  
**CTC Rs. 10 Lacs**  
from BYJU'S via campus placement

### बैंटिया की उपलब्धि

वीवीएच व वीकॉम की छात्राओं को अब तक का सर्वाधिक ऑफर अरका जैन विवि की छात्राओं को 10 लाख का पैकेज

विवि संवाददाता, जयपुर: 22 विवि की छात्राओं को अब तक का सर्वाधिक ऑफर अरका जैन विवि की छात्राओं को 10 लाख का पैकेज

विवि संवाददाता, जयपुर: 22 विवि की छात्राओं को अब तक का सर्वाधिक ऑफर अरका जैन विवि की छात्राओं को 10 लाख का पैकेज

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## SPORTS@AJU

Considered on par with Education, Research, and Entrepreneurship, students are encouraged and given immense support when it comes to sports.

On the intercollegiate front too, our students have continued to make us feel proud by, winning state level championships in various sports activities.

Stemming from the vision of overall student development, ARKA JAIN University provides facilities and encouragement for every sport, students find interest in. Exceptional talents are given adequate opportunities in their chosen sporting disciplines.

The University offers scholarships to help athletes who compete at state, national or international levels to meet the extra costs of elite participation.



## Notable Alumni of the JGI Group



**K. L. RAHUL**

NATIONAL CRICKET PLAYER



**MANISH PANDEY**

NATIONAL CRICKET PLAYER



**ROBIN UTHAPPA**

NATIONAL CRICKET PLAYER



**KARUN NAIR**

NATIONAL CRICKET PLAYER



**VARUN AARON**

NATIONAL CRICKET PLAYER



**PANKAJ ADVANI**

INT. BILLIARDS CHAMPION



**ROHAN BOPANNA**

INDIAN TENNIS PLAYER



**SHIKHA TANDON**

INT. SWIMMING CHAMPION

## Clubs@AJU

Giving students the tools they need to be leaders in tomorrow's world



**CULTURAL CLUB**



**DRAMA CLUB**



**ENTREPRENEURSHIP CLUB**



**TOASTMASTERS CLUB**



**LITERARY CLUB**



**IT CLUB**



**SPORTS CLUB**



**MUSIC & DANCE CLUB**



**Clubs and organizations are a vital part of University life!**

ARKA JAIN University has a very active students club in an organizational system. The students are strongly motivated to pursue different club and memberships which help them to enrich more throughout their University experience



## WORDS FROM SOME OF OUR SUCCESSFUL ALMUNIS

## WORDS FROM SOME OF OUR SUCCESSFUL ALUMNIS



**VARTIKA JAISWAL**

TAX CONSULTANT AT

**Deloitte**

Jain University is a place of learning, fun, culture, lore, literature and many such life preaching activities. Studying at the Jain University brought an added value to my life. It gave me an opportunity to meet different kind of people and learn a number of things.



**ANURAG ROY**

FINANCIAL ANALYST AT

**WELLS FARGO**

I have pursued my graduation from AJU. It was a very exciting journey with lot of learning which provided me with some thought - provoking questions for myself. AJU has helped me to put thought into what my core values are.



**PRABHA SHARMA**

IT PROFESSIONAL AT

**ORACLE**

An IT professional specialising in Oracle, a corporate trainer in Infosys, won several medals in academic and extra-curricular activities at college and university level, gold medalist in her master's I am what I am today and what ever I have achieved is because of our ARKA JAIN University.



**SOUMYADEEP  
BHATTACHARJEE**

BUSINESS DEVELOPMENT  
TRAINEE AT

**BYJU'S**  
The Learning App

This institution is been the turning point of my life where you learn corporate culture with your usual course of curriculum. I did my BBA from Jain college and after that I got placed in Byju' as a Business Development Trainee.



**ASHISH BUDHRAJA**

BUSINESS DEVELOPMENT AT

**OYO**

I am very proud to have been a part of AJU where students are not just students but Manager, Strategists, Leaders and Entrepreneur in making. Being a part of this institution makes me stand apart in the crowd and to believe in what I stand for.



# Admission Process

## OFFLINE MODE

- Collect the Application Form in-person by paying Rs. 600/- at the Admission Office or at university campus.
- (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
- Submit the duly filled form along with required documents and the fees.

## ONLINE MODE

- Fill online form on our website [www.arkajainuniversity.ac.in](http://www.arkajainuniversity.ac.in) and Pay Rs. 600/- 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

## Contact Details:

- 📞 **Landline Number: 0657-2220285**
- 📞 **Toll Free Number: 1800 -1200-200**
- 📞 **Whatsapp Number: 8406800562**

**Website:** [www.arkajainuniversity.ac.in](http://www.arkajainuniversity.ac.in)

**Email:** [info@arkajainuniversity.ac.in](mailto:info@arkajainuniversity.ac.in)

**Admission Office:** D-28, Danish Arcade, Opposite Asian Inn Hotel, Dhatkidih, Jamshedpur - 831001

**Campus Address:** Opposite Kerala Public School, Mohanpur, Gamharia, District Seraikela Kharsawan, Jharkhand - 832108

