



ARKA JAIN
University
Jharkhand

NAAC
GRADE A
ACCREDITED UNIVERSITY

AICTE APPROVED

BBA | BBA (HONS. / HONOURS WITH RESEARCH)

(AS PER NEP 2020)

**SCHOOL OF
COMMERCE & MANAGEMENT**



APPLY FOR

AJUCET 2026



Join Us
ON YOUR JOURNEY

To Success!

ABOUT ARKA JAIN UNIVERSITY

ARKA JAIN University was established in the year 2017 by the Jharkhand State Legislature under "**The ARKA JAIN University Act**" and is recognized by **UGC**.

Located in the tribal district Seraikela-Kharsawan, it is the first state private university in the Kolhan region (comprising of three districts) of the state.

First **NAAC 'A'** Grade Accredited State Private University (in the First Cycle) in Bihar, Jharkhand & West Bengal.

The University has its root in the prestigious JAIN Group of Institutions, Bengaluru which has 77-plus educational institutions under its fold.

It is mentored by JAIN (Deemed-to-Be-University), Bengaluru, a NAAC A++ and NIRF Top-100 HEI.

The university has the necessary affiliations, recognitions and memberships from different bodies such as **AICTE, BCI, PCI, INC, JNRC, AIU, ASCO**.





1

ILLUSTRIOUS LEGACY

ARKA JAIN University is part of the famed JAIN Group of Institutions, Bengaluru and mentored by JAIN (Deemed-to-be-University), Bengaluru

2

WHAT EMBODIES OUR IDENTITY

NAAC-A Grade Accreditation, Academic Excellence, Diverse Program Options, Industry-ready Graduates – We have' em All!

3

NAAC A GRADE

Accredited with A Grade by NAAC in the first cycle with a CGPA Score of 3.15 / 4.0

4

RANKED 38th AMONG PRIVATE & DEEMED MULTI-DISCIPLINARY UNIVERSITIES IN INDIA

In THE WEEK–Hansa Research Survey 2026: India's Best Universities

5

RECOGNIZED IN THE R WORLD INSTITUTIONAL RANKING - GREEN RANKINGS 2026

with the prestigious Titanium+ Band, under the category "Institution of Accelerated Sustainability Impact"

6

ISO-CERTIFIED

ISO 21001:2018 Certified "Educational Organization Management System" University

7

AIU MEMBER

Member of Association of Indian Universities

8

80+ MOUS

Learn from the best, network with the brightest

9

ROBUST CAMPUS RECRUITMENT

₹ 23 LPA Highest Package, 3500+ Placements and 750+ Companies visited till date

RAGGING-FREE CAMPUS

A ragging-free campus that fosters a safe, respectful, and welcoming environment for every student.

How the Year Unfolds at

Beginning of Odd Semester Classes
for the Non-First-Year Students



AARAMBH

Welcome Day Function for
First-year Students



Induction-cum-Orientation

and Beginning of Classes
for First-year Students



Jain Premier League

Inter-school Annual T-20 Cricket
Tournament



Beginning of Even Semester Classes
(Except First Year)



Aagaaz

Annual Cultural
Fest



Odd Semester End-term
Examination (First Year)



Shikhar

The Annual Entrepreneurial
Conclave



Beginning of Even Semester Classes
(First Year)



ARKA JAIN University

Roo-b-Roo

Fresher's Function for
First-year Students



Navotsav

Gandhi / Shastri Jayanti-
cum-Navotsav Celebration Week



Roshni

Annual Celebration
of Light



Carvaan

Annual Excursion
Tour

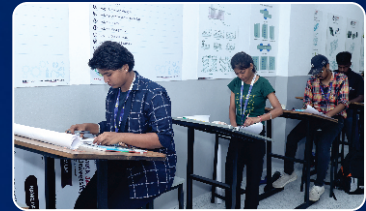


Runbhoomi

Annual Sports
Meet



Odd Semester End-term
Examination (Except First Year)



Holi Invasion

Annual Pre-Holi
Bash



Rukhsat

Farewell to Final
Year Students



Even Semester End-term
Examination



TOP 5

REASONS TO BE A PART OF

ARKA **JAIN** UNIVERSITY

1 First NAAC 'A' Grade Accredited State Private University (in the First Cycle) in Bihar, Jharkhand & West Bengal.

.....

2 Part of the JAIN Group of Institutions, Bengaluru; Mentored by NAAC A++ and NIRF-Top 100 JAIN (Deemed-to-be-University), Bengaluru

.....

3 Member - Association of Indian Universities (AIU)

.....

4 80+ MOUs (International & National) with Corporate and Academic Partners

.....

5 ISO 21001:2018 Certified "Educational Organization Management System" University

ERSITY



SCHOLARSHIP

For Scholarships, visit - <https://arkajainuniversity.ac.in/admissions/scholarship/>



AICTE APPROVED

**BBA | BBA (HONS. /
HONOURS WITH
RESEARCH)**

(AS PER NEP 2020)

BUILDING MANAGERS, ENTREPRENEURS AND BUSINESS LEADERS OF TOMORROW

- Designed in alignment with the Four-Year Undergraduate Program (FYUGP) framework as outlined in the National Education Policy (NEP) 2020.
- Tailor your academic experience over 3+1 years while acquiring essential business skills and knowledge.

At the end of second year, students can choose from the following specializations:

FINANCE

HR

MARKETING

INTERNATIONAL BUSINESS

SUPPLY CHAIN MANAGEMENT

- Students can exit after 3 years with a BBA (Honours) Degree.
- 4th Year is optional, leading to BBA (Honours with Research) Degree.
- After 4 years, students may go for a One-year Master's Degree Program (Lateral Entry).
- Students who complete the Four-year Bachelor's Honours with Research Degree Program with a minimum CGPA of 7.5 out of 10 may pursue a Ph.D. Program as per UGC (Ph.D.) Regulations aligned with NEP 2020, subject to institutional norms.

INTRODUCTION

The Bachelor of Business Administration (Honours with Research) program at ARKA JAIN University is a future-oriented undergraduate program designed to prepare students for leadership, management, and entrepreneurial roles in a rapidly evolving business environment. The program combines strong academic foundations with practical business exposure, enabling students to develop critical thinking, strategic decision-making, communication, and leadership capabilities.

With a multidisciplinary approach and specialization options across key business domains, students gain the knowledge, skills, and industry exposure required to navigate contemporary business challenges and create meaningful impact in organizations and society. The program follows the Choice-Based Credit System (CBCS), providing flexibility to tailor learning experiences in line with individual career aspirations.

QUICK FACTS:

- **ELIGIBILITY** : Candidate should have passed Senior Secondary Examination (10+2) from any recognized Board and should have a valid score card of the entrance exam conducted by the university, AJU-Combined Entrance Test (AJUCET) or Common University Entrance Test (CUET) by National Testing Agency (NTA).
- **DURATION** : 3+1 Years Full-time (6+2 Semesters)
- **CURRICULUM COMPONENTS** : Core Subjects, Electives, Ability Enhancement Courses, Skill Enhancement Courses, Projects and Internships.
- **CAREER-FOCUSED CURRICULUM** : A well-structured blend of foundational business education, specialization-focused learning, industry exposure, internships, and experiential projects.

PROGRAM TAKEAWAYS

Upon completion of the program, students will:

- Build a strong foundation in core business disciplines including Marketing, Finance, Human Resource Management, International Business, and Supply Chain Management.
- Develop analytical thinking, communication, leadership, and managerial skills required in modern organizations.
- Gain practical exposure to business decision-making through projects, internships, case studies, and industry interactions.
- Learn to apply contemporary business tools and techniques to solve real-world organizational challenges.
- Be prepared for management careers, entrepreneurial ventures, higher education, and research opportunities.

CAREER OPPORTUNITIES



Management
& Leadership Roles



Marketing Careers



Finance Careers



Human Resource
Careers



Supply Chain
& Operations



Entrepreneurship
& Consulting

KEY HIGHLIGHTS

- Industry-Oriented Curriculum with Multiple Specialization Options
- Experiential Learning through Projects, Internships and Case Studies
- Focus on Leadership, Entrepreneurship and Managerial Excellence
- Exposure to Contemporary Business Practices and Emerging Industry Trends
- Strong Emphasis on Employability, Professional Development and Career Readiness

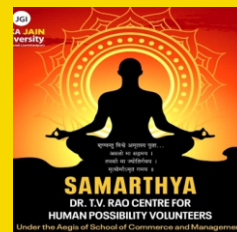
KEY COURSES

- **SEMESTER I** : Managerial Economics, Case Study Analysis & Writing, Behavioural Science
- **SEMESTER II** : Management Principles & Applications, Financial Management, Business Communication
- **SEMESTER III** : Marketing Management, Human Resource Management, Business Information System
- **SEMESTER IV** : Strategic Management, Retail Management, Entrepreneurship Development
- **SEMESTER V** : Consumer Behaviour, Principles of Investment Management, International Marketing
- **SEMESTER VI** : Brand Management, Financial Statement Analysis, Organizational Behaviour
- **SEMESTER VII** : Capital Markets, Market Research, Enterprise Resource Management
- **SEMESTER VIII** : Financial Analytics, HR Analytics, Integrated Marketing Communication

MOUS UNLOCK EXCLUSIVE OPPORTUNITIES FOR OUR STUDENTS



CLUBS AND SOCIETIES



PROGRAM STRUCTURE

- The BBA (Honours with Research) Program consists of 6+2* Semesters.
- Students have the option to graduate with a BBA (Honours) Degree after Six Semesters.
- *7th and 8th Semesters are optional, leading to BBA (Honours with Research) Degree.
- During the 7th and 8th Semesters, students undertake research projects along with pursuing dedicated courses

SEMESTER I

Hindi
Business Accounting - I
Managerial Economics
Indian Heritage
Behavioural Science, Human Values and Well-being
Case Study Analysis and Writing
Understanding India

SEMESTER II

Business Accounting-II
Macro Economics
Management Principles & Applications
Environment and Sustainable Development
Business Communication
Financial Management
Social Awareness

SEMESTER III

Marketing Management
Managerial Accounting
Statistics in Business Decisions
Human Resource Management
Business Information System

SEMESTER IV

Strategic Management
Retail Management
Entrepreneurship Development
Production and Operations Management
Taxation
Essentials of E-Commerce

SEMESTER V

Company Law
International Economics
Consumer Behavior (Elective I - Marketing)
Advertising & Sales Promotion (Elective II - Marketing)
Service Marketing (Elective III - Marketing)
Introduction to logistic Management (Elective I - Supply Chain Management)
Supply Chain Analytics (Elective II - Supply Chain Management)
Sustainable Supply chain (Elective III - Supply Chain Management)
International Marketing (Elective I - International Business)
Cross – cultural Management (Elective II - International Business)
International Human Resource Management (Elective III - International Business)
Principles of Investment Management (Elective I - Finance)
International Finance (Elective II - Finance)
Financial Market & Institutions (Elective III - Finance)
Recruitment and Selection (Elective I - HRM)
Employee Relations (Elective II - HRM)
Knowledge Management (Elective III - HRM)
Summer Internship

SEMESTER VI

Business Ethics & Corporate Social Responsibility
Goods & Service Tax
Banking Concepts and Practices (Elective IV - Finance)
Company Accounts and Audit (Elective V - Finance)
Financial Statements & Analysis (Elective VI - Finance)
Brand Management (Elective IV - Marketing)
Sales and Distribution Management (Elective V - Marketing)
Rural and International Marketing (Elective VI - Marketing)
Procurement and supply operations (Elective IV - Supply Chain Management)
Supply Chain Strategy and Leadership (Elective V - Supply Chain Management)
Quality Management in Supply Chain (Elective VI - Supply Chain Management)
International Business Law and Ethics (Elective IV - International Business)
International Business Operations Management (Elective V - International Business)
International Business Finance (Elective VI - International Business)
Training and Development (Elective IV - HRM)
Performance Management and Appraisal System (Elective V - HRM)
Change Management and Organization Development (Elective VI - HRM)
Organizational Behaviour

SEMESTER VII

Advanced Research Methodology
Human Resource Planning and Employee Engagement (Elective VII - HRM)
International Human Resource Management (Elective VIII - HRM)
Corporate Financial Reporting (Elective VII - Finance)
Capital Markets (Elective VIII - Finance)
Market Research (Elective VII - Marketing)
Service Marketing (Elective VIII - Marketing)
Supply Chain Risk Modeling (Elective VII - Supply Chain Management)
Logistics Network Design & Optimization (Elective VIII - Supply Chain Management)
International Sales Management (Elective VII - International Business)
Enterprise Resource Management (Elective VIII - International Business)
Major Project I

SEMESTER VIII

Introduction to Project Management
Risk and Insurance Management (Elective IX - Finance)
Financial Analytics (Elective X - Finance)
HR Analytics (Elective IX - HRM)
Strategic Human Resource Management (Elective X - HRM)
Integrated Marketing Communication (Elective IX - Marketing)
Agricultural Marketing (Elective X - Marketing)
Blockchain and Smart Contracts in Digital Supply Chains (Elective IX - Supply Chain Management)
Procurement in Retail Supply Chain (Elective X - Supply Chain Management)



AICTE APPROVED

3+1 Years

BACHELOR OF BUSINESS ADMINISTRATION - DIGITAL MARKETING

(HONOURS / HONOURS WITH RESEARCH)

WITH



BUILD BRANDS FOR A DIGITAL-FIRST WORLD: COMBINING CREATIVITY, STRATEGY AND MARKETING ANALYTICS

- Designed in alignment with the Four-Year Undergraduate Program (FYUGP) framework as outlined in the National Education Policy (NEP) 2020.
- Tailor your academic experience over 3+1 years while acquiring essential business skills and knowledge.
- Students can exit after 3 years with a BBA Digital Marketing (Honours) Degree
- 4th Year is optional, leading to BBA Digital Marketing (Honours with Research) Degree
- After 4 years, students may go for One-year Master's Degree Program (Lateral Entry)
- Students who complete the Four-year Bachelor's Honours with Research Degree Program with minimum CGPA 7.5 out of 10 may pursue Ph.D Program as per UGC (Ph.D) Regulations aligned with NEP 2020, subject to institutional norms

INTRODUCTION

The Bachelor of Business Administration –Digital Marketing (Honours with Research) program at ARKA JAIN University is a future-focused, industry-aligned undergraduate program that blends core business principles with the evolving world of digital media and marketing strategy. Designed to nurture analytical thinkers and creative problem-solvers, the program equips students with in-demand skills in SEO, content marketing, social media strategy, performance analytics, and digital campaign management. With an emphasis on research, innovation, and data-driven decision-making, students are prepared to lead in today's dynamic digital economy.

Following the Choice-Based Credit System (CBCS), the program offers academic flexibility, encouraging students to explore the vast domain of digital marketing while building a solid foundation in business management.

QUICK FACTS:

- **ELIGIBILITY :** Candidate should have passed Senior Secondary Examination (10+2) from any recognized Board and should have a valid score card of the entrance exam conducted by the university, AJU-Combined Entrance Test (AJUCET) or Common University Entrance Test (CUET) by National Testing Agency (NTA).
- **DURATION :** 3+1 Years Full-time (6+2 Semesters)
- **CURRICULUM COMPONENTS :** Core Subjects, Electives, Ability Enhancement Courses, Skill Enhancement Courses, Projects and Internships.
- **CAREER-FOCUSED CURRICULUM :** A well-structured blend of core business courses and industry-relevant digital marketing subjects

PROGRAM TAKEAWAYS

Upon successful completion of the program, students will:

- Build a strong foundation in essential business areas including marketing, finance, human resources, along with digital marketing.
- Develop critical thinking, communication, and leadership abilities tailored to dynamic digital environments.
- Gain hands-on expertise in using modern digital tools such as Web & Social Media Analytics and Marketing Analytics, platforms, and analytics for data-driven decision-making.
- Be prepared to design and implement strategic, innovative solutions for real-world marketing and business challenges.
- Mastery of Search Engine Optimization (SEO), Social Media Marketing (SMM), Content Marketing, Email Marketing, and Paid Advertising.

CAREER OPPORTUNITIES:



Digital Marketing
Careers



Performance & Growth
Marketing



E-Commerce &
Online Business Roles



Web & Marketing
Analytics



Entrepreneurship &
Freelancing



Corporate &
Management Roles

KEY HIGHLIGHTS:

- Industry-Oriented Curriculum with a Focus on Digital Knowledge
- Hands-On Contemporary Learning and Practical Exposure
- Strong Focus on Career, Self-employment and Industry Readiness
- Exposure to Emerging Trends & Technologies of the Digital World
- Well-Structured Evaluation and Holistic Learning Approach

KEY COURSES

- **SEMESTER I** : Introduction to Digital Marketing, Behavioural Science, Business Accounting-I
- **SEMESTER II** : Inbound Marketing, Financial Management, Business Communication
- **SEMESTER III** : Marketing Management, Statistics in Business Decisions, Business Information System
- **SEMESTER IV** : Digital Marketing Professionals & Regulatory Requirements, Essentials of E-Commerce, Research & Publication Ethics
- **SEMESTER V** : Digital Product Management, Growth Marketing, Summer Internship
- **SEMESTER VI** : Brand Management, Web & Social Media Analytics, Marketing Analytics
- **SEMESTER VII** : Advanced Research Methodology, Market Research, Service Marketing
- **SEMESTER VIII** : Integrated Marketing Communication, Project Management, Agricultural Marketing

ABHISHEK SINKU

BBA DIGITAL MARKETING

BATCH 2025-29

100% Marks in
Modernization &
Creative Communication Course



Batch : Jan-April 2026

44 STUDENTS

FROM THE SAME
PROGRAM AND BATCH
ACHIEVED

**90+%
IN THE SAME COURSE**





PROGRAM STRUCTURE

- The BBA Digital Marketing (Honours with Research) Program consists of 6+2* Semesters.
- Student has the option to graduate with BBA Digital Marketing Honours degree after Six Semesters
- *7th and 8th Semesters are optional, leading to BBA Digital Marketing (Honours with Research) Degree.
- During the 7th and 8th Semester, students would go for research projects along with pursuing dedicated courses

SEMESTER I

Hindi
Business Accounting - I
Managerial Economics
Indian Heritage
Behavioural Science, Human Values and Well-being
Introduction to Digital Marketing
Understanding India

SEMESTER II

Business Accounting-II
Macro Economics
Inbound Marketing
Environment and Sustainable Development
Business Communication
Financial Management
Social Awareness

SEMESTER III

Outbound Marketing
Managerial Accounting
Statistics in Business Decisions
Human Resource Management
Business Information System
Mental Health & Wellness
Women & Development

SEMESTER IV

Strategic Management
Research & Publication Ethics
Entrepreneurship Development
Production and Operations Management
Taxation
Essentials of E-Commerce
Digital Marketing Professionals & Regulatory Requirements

SEMESTER V

Company Law
International Economics
Digital Product Management
Growth Marketing
Summer Internship

SEMESTER VI

Business Ethics & Corporate Social Responsibility
Brand Management
Web and Social Media Analytics
Marketing Analytics
Research Project (Digital Marketing Project)

SEMESTER VII

Advanced Research Methodology
Market Research (Elective VII - Marketing)
Service Marketing (Elective VIII - Marketing)
Major Project I

SEMESTER VIII

Introduction to Project Management
Integrated Marketing Communication (Elective IX - Marketing)
Agricultural Marketing (Elective X - Marketing)
Major Project II

AT THE END OF THE PROGRAM, THE STUDENT WILL GET -

- BBA in Digital Marketing (Honours) Degree (after 3 Years) / BBA in Digital Marketing (Honours with Research) Degree (after 4 Years) from the University
- Diploma in Digital Marketing from ISDC



AICTE APPROVED

3+1 Years

BACHELOR OF BUSINESS ADMINISTRATION CAPITAL MARKET

(HONOURS / HONOURS WITH RESEARCH)

WITH



(As per NEP 2020)

JGI
ARKA JAIN
UNIVERSITY

MASTER THE DYNAMICS OF FINANCIAL MARKETS: BUILD EXPERTISE IN INVESTMENTS, TRADING AND WEALTH CREATION

- Designed in alignment with the Four-Year Undergraduate Program (FYUGP) framework as outlined in the National Education Policy (NEP) 2020.
- Tailor your academic experience over 3+1 years while acquiring essential business knowledge and specialized expertise in capital markets.
- Students can exit after 3 years with a BBA Capital Market (Honours) Degree.
- 4th Year is optional, leading to BBA Capital Market (Honours with Research) Degree.
- After 4 years, students may go for a One-year Master's Degree Program (Lateral Entry).
- Students who complete the Four-year Bachelor's Honours with Research Degree Program with a minimum CGPA of 7.5 out of 10 may pursue a Ph.D. Program as per UGC (Ph.D.) Regulations aligned with NEP 2020, subject to institutional norms.

INTRODUCTION

The BBA Capital Market (Honours with Research) program at ARKA JAIN University, offered in association with the Stock Market Institute (SMI), Bengaluru, is designed to prepare students for careers in the dynamic world of financial markets, investments, wealth management, and financial services. The program combines core business management education with specialized learning in stock market operations, portfolio management, financial instruments, risk management, investment advisory, and financial analytics.

Students gain practical exposure through real-time trading platforms, financial market simulations, research-based learning, industry certifications, and experiential projects. With opportunities to engage with industry experts, visit premier institutions such as NSE and NISM, and develop expertise in market analysis and investment strategies, the program equips students with the analytical, technical, and decision-making skills required by the modern financial ecosystem.

QUICK FACTS:

- **ELIGIBILITY** : Candidate should have passed Senior Secondary Examination (10+2) from any recognized Board and should have a valid score card of the entrance exam conducted by the university, AJU-Combined Entrance Test (AJUCET) or Common University Entrance Test (CUET) by National Testing Agency (NTA).
- **DURATION** : 3+1 Years Full-time (6+2 Semesters)
- **CURRICULUM COMPONENTS** : Core Subjects, Electives, Ability Enhancement Courses, Skill Enhancement Courses, Projects and Internships.
- **CAREER-FOCUSED CURRICULUM** : A well-structured blend of business management education and specialized capital market learning.

PROGRAM TAKEAWAYS

Upon completion of the program, students will:

- Develop a strong foundation in capital markets, investment management, financial analysis, and wealth advisory.
- Gain practical understanding of stock market operations, financial instruments, derivatives, and risk management.
- Build analytical, communication, and decision-making skills required in financial services and investment domains.
- Learn to apply financial tools, market research techniques, and portfolio strategies to real-world scenarios.
- Be prepared for careers in capital markets, banking, financial services, consulting, and entrepreneurship.

CAREER OPPORTUNITIES:



Investment & Wealth
Management



Capital Market & Trading



Capital Market &
Trading



Web & Marketing
Analytics



Entrepreneurship &
Freelancing



Corporate &
Management Roles

PROGRAM DIFFERENTIATORS

- Industry-aligned curriculum delivered in association with Stock Market Institute (SMI), Bengaluru.
- Practical learning through real-time trading platforms and financial market simulations.
- Exposure visits to NSE and NISM, Mumbai for first-hand understanding of capital market operations.
- Industry certifications including NCFM preparation and regulatory market training.
- Guidance for professional certifications and competitive examinations including CFA, CMA, Banking, CAT, XAT, RBI and Civil Services examinations.
- Strong focus on investment analysis, portfolio management, financial advisory, and wealth creation.

HIGHLIGHTS OF THE PROGRAM

- Industry-integrated curriculum developed with Stock Market Institute (SMI), Bengaluru.
- Live trading exposure through real-time market platforms.
- Preparation support for NCFM and other industry-recognized certifications.
- Experiential learning through industrial visits, projects, and market simulations.
- Visit to NSE and NISM, Mumbai for practical exposure to financial market operations.
- Strong focus on employability, financial literacy, and investment expertise.
- Guidance for higher studies, professional certifications, and competitive examinations.

KEY COURSES

- **SEMESTER I** : Investor Advisor Level-10 (A), Start-up Ecosystem and Valuations, MS Excel & Statistics for Financial Markets

- **SEMESTER II** : Financial Accounting for Stock Market, Secondary Market Operations, Business Communication

- **SEMESTER III** : Fixed Income Securities & Bond Valuation, Technical Analysis, Fundamental Analysis & Portfolio Management

- **SEMESTER IV** : Mutual Fund Product Positioning, Taxation, Research and Publication Ethics

- **SEMESTER V** : Company Law, International Economics, Commodities & Currency Derivatives, Equity Sales & Advisory

- **SEMESTER VI** : Banking Concepts and Practices, Goods & Services Tax (GST), Entrepreneurship in Financial Advisory

- **SEMESTER VII** : Advanced Research Methodology, Corporate Financial Reporting, Capital Markets

- **SEMESTER VIII** : Financial Analytics, Risk & Insurance Management, Project Management



Experiencing the Pulse of India's Capital Markets,
BBA Capital Market students' visit to NISM and NSE, Mumbai

PROGRAM STRUCTURE

- The BBA Capital Market (Honours with Research) Program consists of 6+2* Semesters.
- Student has the option to graduate with BBA Capital Market Hons. degree after Six Semesters
- *7th and 8th Semesters are optional, leading to BBA Capital Market (Honours with Research) Degree.
- During the 7th and 8th Semester, students would go for research project along with dedicated courses

SEMESTER I

Hindi
Investor Advisor Level- (10) (A)
Managerial Economics
Indian Heritage
Start-up Ecosystem and Valuations
MS Excel & Statistics for Financial Markets
Understanding India

SEMESTER II

Financial Accounting for Stock Market
Macro Economics
Management Principles & Applications
Environment and Sustainable Development
Business Communication
Secondary Market Operations
Social Awareness

SEMESTER III

Marketing Management
Fixed Income Securities and Bond Valuation
Technical Analysis
Human Resource Management
Fundamental Analysis and Portfolio Management
Business Information System
Women and Development

SEMESTER IV

Strategic Management
Mutual Fund Product Positioning
Entrepreneurship Development
Production and Operations Management
Taxation
Essentials of E-Commerce
Research and Publication Ethics

SEMESTER V

Company Law
International Economics
Commodities and currency derivatives
Equity Sales and Advisory
Summer Internship I+II

SEMESTER VI

Business Ethics & Corporate Social Responsibility
Goods & Service Tax
Banking Concepts and Practices
Entrepreneurship in Financial advisory
Research Project (in Capital Market topics)

SEMESTER VII

Advanced Research Methodology
Corporate Financial Reporting
Capital Markets
Major Project I

SEMESTER VIII

Introduction to Project Management
Risk and Insurance Management
Financial Analytics
Major Project II

AT THE END OF THE PROGRAM, THE STUDENT WILL GET –

- BBA in Capital Market (Honours) Degree (after 3 Years) / BBA in Capital Market (Honours with Research) Degree (after 4 Years) from the University
- Diploma in Capital Market from Stock Market Institute, Bengaluru



AICTE APPROVED

3+1 Years

BACHELOR OF BUSINESS ADMINISTRATION

FINTECH & ARTIFICIAL INTELLIGENCE

(APPRENTICESHIP EMBEDDED DEGREE PROGRAM-AEDP)

(HONOURS / HONOURS WITH RESEARCH)

IN ASSOCIATION WITH



BUILD THE FUTURE OF FINANCE WITH AI-DRIVEN BUSINESS INTELLIGENCE

- Designed in alignment with the Four-Year Undergraduate Program (FYUP) under NEP 2020.
- Tailor your academic experience over 3+1 years while acquiring essential business skills and knowledge.
- Students can exit after 3 years with a BBA Fintech & AI (Honours) Degree
- 4th Year is optional, leading to BBA Fintech & AI (Honours with Research) Degree
- After 4 years, students may go for One-year Master's Degree Program (Lateral Entry)
- Students who complete the Four-year Bachelor's Honours with Research Degree Program with minimum CGPA 7.5 out of 10 may pursue Ph.D Program as per UGC (Ph.D) Regulations aligned with NEP 2020, subject to institutional norms

INTRODUCTION

The BBA Fintech & Artificial Intelligence (Honours with Research) program at ARKA JAIN University, offered in association with ICA Edu Skills, is designed to prepare students for the rapidly evolving digital economy where finance, technology, and artificial intelligence converge. The program combines core business and financial management education with specialized learning in fintech applications, AI-powered financial systems, business analytics, taxation, ERP solutions, and digital finance.

Students gain hands-on exposure through industry simulation software, ERP platforms, AI tools, live projects, professional certifications, and practical software training, enabling them to develop skills demanded by modern financial institutions, fintech companies, consulting firms, and technology-driven enterprises. The program nurtures analytical thinking, problem-solving ability, digital competency, and an entrepreneurial mindset while providing extensive industry exposure.

A distinctive feature of the program is its Apprenticeship Embedded Degree Program (AEDP) model, which integrates academic learning with workplace experience. The program also offers the opportunity for a one-year paid internship with placement assistance and career mentoring, helping students transition seamlessly into the professional world.

QUICK FACTS

- **Eligibility** : Candidate should have passed Senior Secondary Examination (10+2) from any recognized Board.
- **Duration** : 3+1 Years Full-time (6+2 Semesters)
- **Curriculum Components** : Core Business Subjects, Fintech Courses, Artificial Intelligence Applications, ERP Training, Internships, Research Projects and Skill Enhancement Courses.

PROGRAM DIFFERENTIATORS

- Unique blend of Business Management, Fintech and Artificial Intelligence.
- Apprenticeship Embedded Degree Program (AEDP) integrating academic learning with industry experience.
- Training on industry-relevant software and ERP platforms.
- AI applications in accounting, finance and business decision-making.
- Exposure to business analytics tools including Tableau and Python.
- Certification support through ICA Edu Skills.
- Dedicated placement assistance and career mentoring.
- Learning ecosystem aligned with emerging industry requirements.

BEST PRACTICES

INDUSTRY-IMMERSIVE LEARNING

Hands-on training through simulated hospitality environments, operational labs, and service excellence modules designed to replicate real-world industry settings.

HOTEL OPERATIONS EXPOSURE

Practical learning in front office operations, food & beverage services, housekeeping management, and guest relations.

EXPERIENTIAL INDUSTRY PROJECTS

Industry assignments, case studies, and live projects that develop problem-solving, customer service, and managerial competencies.

PROFESSIONAL CERTIFICATIONS

Value-added certification Programs to enhance domain knowledge, professional skills, and employability in the hospitality and tourism sectors.

INTERNSHIP-LED LEARNING

Structured internships with leading hospitality and tourism organizations, providing extensive industry exposure and practical experience.

PROGRAM TAKEAWAYS

UPON COMPLETION OF THE PROGRAM, STUDENTS WILL:

- Develop a strong foundation in business, finance and technology.
- Gain proficiency in fintech applications and AI-enabled business systems.
- Build expertise in financial analysis, taxation, ERP and analytics.
- Learn to leverage data-driven decision-making tools.
- Develop leadership, communication and entrepreneurial skills.
- Become industry-ready professionals equipped for the digital economy.

CAREER OPPORTUNITIES



Financial Analyst



Fintech Executive



AI Finance Specialist



Business Analyst



ERP Executive



Tax Consultant



Investment Associate



Digital Finance Consultant



Compliance Executive



KEY COURSES

- **SEMESTER I** : Business Computer Applications, Financial Accounting, Tally Prime
- **SEMESTER II** : Advanced MS Excel, Direct Tax with Simulation, AI Tools in Accounts & Finance
- **SEMESTER III** : Data Analytics Tools, ERP – SAP FICO, GST with Simulation
- **SEMESTER IV** : AI Enabled Fintech & Digital Finance, Business Laws, XBRL & LLP Compliance
- **SEMESTER V** : Entrepreneurship, Industry Internship
- **SEMESTER VI** : Business Ethics & Corporate Governance, Industry Internship
- **SEMESTER VII** : Accounting Standards, Business Analysis through Tableau
- **SEMESTER VIII** : Business Analysis through Python, Strategic Performance Management

HIGHLIGHTS OF THE PROGRAM

- Industry-integrated curriculum developed with ICA Edu Skills.
- Training in Fintech, Artificial Intelligence and Digital Finance.
- Apprenticeship Embedded Degree Program (AEDP) with one-year paid internship opportunity.
- Hands-on learning through industry simulation software.
- Practical exposure to ERP and business analytics platforms.
- Live projects and experiential learning modules.
- Professional certification pathways embedded within the curriculum.
- Strong focus on employability, entrepreneurship and digital transformation.

PROGRAM STRUCTURE

- Student has the option to graduate with BBA Fintech & Artificial Intelligence (Hons.) degree after six semesters
- 5th and 6th semesters are dedicated for one-year paid internship
*7th and 8th semesters are optional, leading to the award of BBA Fintech & Artificial Intelligence (Hons. with Research).
- The final year emphasizes research, advanced analytics, Python programming and strategic business applications.
- Extensive internship exposure and industry projects ensure practical learning throughout the Program.

SEMESTER I

Business Communication
Tally Prime
Indian Heritage
Business Computer Application
Hindi
Principles & Practice of Management
Financial Accounting

SEMESTER II

Environment and Sustainable Development
Understanding India
Social Awareness
Advanced Excel
AI Tools in Accounts & Finance
Direct Tax with Simulation
Marketing Management
Accounts Finalization & Ratio Analysis

SEMESTER III

MCA (Including XBRL & LLP)
Goods & Service Tax with Simulation
Data Analysis Tools (Tableau & Power BI)
ERP-SAP FICO
Statistics in Business Decisions
Financial Management

SEMESTER IV

Cost Accounting
AI Enabled Fintech & Digital Finance
Essentials of E-Commerce
Business Laws
Retail Management
Micro Economics
Human Resource Management

SEMESTER V

Entrepreneurship
Internship

SEMESTER VI

Business Ethics & Corporate Governance
Internship

SEMESTER VII

Accounting Standards
Business Analysis through Tableau
Business Policy & Strategy
Research Methodology
Report Writing & Skills Development
Corporate Financial Reporting

SEMESTER VIII

Production & Operations Management
Strategic Performance Management
Business Analysis through Python
Data Analysis, Report Writing & Research Ethics
Research Project, Dissertation & Grand Viva
Risk & Insurance Management

AT THE END OF THE PROGRAM, THE STUDENT WILL GET –

- BBA in Fintech & AI (Honours) Degree (after 3 Years) / BBA in Fintech & AI (Honours with Research) Degree (after 4 Years) from the University
- Four Industry-recognized Certifications
 - SAP
 - ZOHO
 - Internship by CA
 - Certificate from ICA Edu Skills Pvt. Ltd.





AICTE APPROVED

3+1 Years

BACHELOR OF BUSINESS ADMINISTRATION

**HOSPITALITY
& GLOBAL TOURISM**
(HONOURS / HONOURS WITH RESEARCH)

POWERED BY  **EMVERSITY**

SHAPE THE FUTURE OF HOSPITALITY AND TOURISM WITH GLOBAL EXPERTISE AND INDUSTRY-READY SKILLS

- Designed in alignment with the Four-Year Undergraduate Program (FYUP) under NEP 2020.
- Tailor your academic experience over 3+1 years while acquiring essential business skills and knowledge.
- Students can exit after 3 years with a BBA Hospitality & Global Tourism (Honours) Degree.
- 4th Year is optional, leading to BBA Hospitality & Global Tourism (Honours with Research) Degree.
- After 4 years, students may go for One-year Master's Degree Program (Lateral Entry)
- Students who complete the Four-year Bachelor's Honours with Research Degree Program with minimum CGPA 7.5 out of 10 may pursue Ph.D Program as per UGC (Ph.D) Regulations aligned with NEP 2020, subject to institutional norms

INTRODUCTION

The BBA Hospitality & Global Tourism (Honours with Research) program at ARKA JAIN University, powered by Emversity, is a future-focused undergraduate program designed to prepare students for successful careers in the rapidly growing hospitality, tourism, travel, and service industries. The program combines core business management education with specialized learning in hospitality operations, tourism management, guest experience, food & beverage services, front office operations, housekeeping management, event planning, and hospitality marketing.

Delivered through a unique academic-industry partnership, the program blends academic excellence with real-world industry exposure. Students benefit from industry-integrated training, employer-designed learning modules, skill-based certifications, experiential learning opportunities, structured internships, and extensive industry immersion. With a strong emphasis on service excellence, professional development, and global hospitality standards, the program equips students with the knowledge, practical skills, and industry readiness required to build rewarding careers in leading hospitality, tourism, and service-sector organizations.

QUICK FACTS

- **ELIGIBILITY** : Candidate should have passed Senior Secondary Examination (10+2) from any recognized Board.
- **DURATION** : 3+1* Years Full-time (6+2* Semesters)
- **CURRICULUM COMPONENTS** : Core Business Management, Hospitality & Hotel Operations, Global Tourism Studies, Event & Service Management, Industry Immersion, Internships, Research Projects, and Professional Skill Development Courses.

PROGRAM DIFFERENTIATORS

- Unique blend of Business Management, Hospitality Operations, and Global Tourism Studies.
- Industry-integrated curriculum powered by Emvarsity.
- Training in hotel operations, guest services, and tourism management.
- Enriching internships and immersive workplace learning experiences.
- Introduction to real-world hospitality practices through employer-designed modules.
- Dedicated placement assistance and career mentoring through an extensive industry network.
- Learning ecosystem aligned with global hospitality and tourism industry standards.

PROGRAM TAKEAWAYS

Upon completion of the Program, students will:

- Develop a strong foundation in hospitality management, tourism operations, and service excellence.
- Gain practical expertise in hotel operations, guest relations, event management, and tourism services.
- Build industry-relevant skills through immersive training and structured internships.
- Develop customer-centric, leadership, and problem-solving capabilities.
- Strengthen communication, teamwork, and professional etiquette required in global hospitality environments.
- Become industry-ready professionals prepared for careers in hospitality, tourism, travel, events, and allied service sectors.

CAREER PROSPECTS

 <p>Hotel Management Trainee</p>	 <p>Front Office Manager</p>	 <p>Food & Beverage Manager</p>	 <p>Housekeeping Manager</p>
 <p>Event Manager</p>	 <p>Travel & Tourism Executive</p>	 <p>Revenue / Yield Manager</p>	 <p>Hospitality Entrepreneur</p>

ILLUSTRATIVE EMPLOYERS IN THIS SECTOR

- Taj Hotels (IHCL), ITC Hotels, Marriott, Hyatt, Accor, Lemon Tree Hotels, OYO, MakeMyTrip, Thomas Cook, Club Mahindra, and other leading hospitality organisations across India and abroad.

KEY COURSES

- **SEMESTER I** : Introduction to Hospitality, Food & Beverage Service Operations-I, Introduction to Computing
- **SEMESTER II** : Front Office Operations-II, Accounting for Hospitality, Human Resource Management
- **SEMESTER III** : Accommodation Operations Management, Revenue Management, Digital Marketing & Analytics
- **SEMESTER IV** : Meeting, Conference & Events Management, Resort & Destination Management, Global Tourism & Sustainability
- **SEMESTER V** : Hospitality Sales & Marketing, Resort & Club Management, Hospitality Strategy Management
- **SEMESTER VI** : Hospitality Asset Management, Advanced Research Methodology, Introduction to Project Management
- **SEMESTER VII** : Practical Internship III (OJT)
- **SEMESTER VIII** : Practical Internship III (OJT), Research Project

HIGHLIGHTS OF THE PROGRAM

- Future-ready curriculum combining academic learning with Emversity-led industry training.
- Hands-on learning through simulated hospitality environments and operational training.
- Practical exposure to hotel operations, guest services, and event management.
- Structured industry internships with leading hospitality and tourism organizations.
- Experiential learning through industry projects, workshops, and field exposure.
- Professional certifications and skill-development modules embedded within the curriculum.
- Strong focus on employability, customer experience, leadership, and global hospitality standards.

BENEFITS FOR ENROLLED CANDIDATES

Each candidate enrolling for any of the Emversity-empowered program will receive:

- A laptop
- A comprehensive learner's kit, which includes:
 - Bag
 - Sipper
 - Pen
 - T-shirt
 - Diary



PROGRAM STRUCTURE

- Student has the option to graduate with BBA Hospitality & Global Tourism (Hons.) degree after six semesters
- *7th and 8th semesters are optional, leading to BBA Hospitality & Global Tourism (Honours with Research) degree
- During 7th and 8th semester, students would go for internships (on-the-job trainings) along with research Project

SEMESTER I

Front Office Operations-1
Housekeeping Operations-1
F&B Service Operations-1
Personality Development and Communication Skills
Introduction to Computing
Introduction to Hospitality
Hindi
Industry Readiness Program

SEMESTER II

Front Office Operations-2
Housekeeping Operations-2
F&B Service Operations-2
Employability Skills
Health, Hygiene and Safety
Accounting for Hospitality
Human Resource Management

SEMESTER III

Digital Marketing & Analytics
Environmental Sciences
Accommodation Operations Management
Revenue Management
Travel Consultant Operations
Entrepreneurship & Innovation
Industry Readiness Program

SEMESTER IV

Meeting, Conference and Events Management
F&B Concepts Management
Resort and Destination Management
Hospitality and Travel Law/Ethics
Global Tourism and Sustainability
Leadership and Management Skills
Industry Readiness Program

SEMESTER V

Hospitality Sales and Marketing
Financial Management in Hospitality
Resort and Club Management
Culinary Innovation and Sustainability
Introduction to Contemporary Social Problems
Hospitality Strategy Management

SEMESTER VI

Hospitality Asset Management
Corporate Social Responsibility
Universal Human Values
Advanced Research Methodology
Introduction to Project Management
Minor Project

SEMESTER VII

Practical Internship III (OJT)

SEMESTER VIII

Practical Internship III (OJT)
Research Project*



LEARNING BY DOING

PROJECT & APPLICATION-BASED LEARNING

At the School of Commerce & Management, students learn through live projects, business simulations, case studies, internships, and industry-integrated learning experiences. The curriculum combines classroom learning with practical exposure through management activities, fintech applications, hospitality operations, entrepreneurship initiatives, and business analytics projects. Students develop managerial, analytical, leadership, and problem-solving skills required for success in diverse business environments.



Live Projects & Case Studies



Industry Training & Internships



Business Simulations



Fintech & Hospitality Exposure



Entrepreneurship & Innovation



LIBRARY

The Central Library offers a rich collection of textbooks, journals, e-resources, business publications, and digital learning materials across management and commerce disciplines. Supported by modern infrastructure, digital databases, and research resources, it serves as an important knowledge hub for students pursuing business, finance, marketing, hospitality, tourism, and emerging management domains.

AARAMBH – STUDENT INDUCTION PROGRAM

Aarambh is a structured induction programme designed to help students transition smoothly into university life. It includes orientation sessions, faculty interactions, peer engagement activities, and skill-development sessions. The programme enables students to build confidence, communication skills, teamwork, and a strong foundation for academic and professional success.



INTEGRATED MODE OF TEACHING & LEARNING

At ARKA JAIN University, the School of Commerce & Management adopts an industry-aligned approach to business education, integrating academic learning with practical exposure to create future-ready management professionals.

INDUSTRY-INTEGRATED LEARNING & REAL-WORLD EXPOSURE - Project-based learning, business simulations, internships, and practical assignments enable students to apply concepts to real-world business challenges.



WORKSHOPS, SEMINARS & INDUSTRY INTERFACES - Regular workshops, certification programmes, expert interactions, and industry sessions expose students to emerging business practices and professional environments.



INTERACTIVE LEARNING (ONLINE & OFFLINE) - A balanced mix of classroom teaching, digital platforms, simulations, and collaborative learning enhances conceptual understanding and engagement.



EXPERT TALKS & SPEAKER SERIES - Sessions by industry leaders, entrepreneurs, and corporate professionals provide insights into innovation, business trends, and career opportunities.



CASE STUDIES & PRACTICAL UNDERSTANDING - Real-world business case studies and problem-solving exercises strengthen analytical thinking and decision-making abilities.



MANAGEMENT CLUBS & INNOVATION PLATFORMS - Student clubs, entrepreneurship initiatives, management fests, and business competitions encourage creativity, collaboration, and continuous learning.

This integrated approach ensures that students develop strong managerial foundations, practical expertise, and industry-ready competencies required for success in the evolving business landscape.



MoU with ICA Edu Skills - Launch of Apprenticeship Embedded Degree Programme (AEDP) in BBA FinTech & AI, enhancing employability through hands-on industry exposure.

ANKIT KUMAR

- Recipient of the fully funded Marang Gomke Jaipal Singh Munda Overseas Scholarship By Government of Jharkhand to pursue a Master's Program in Management at Warwick Business School



SANJH KUMARI

- Silver medal in Wrestling (Weight Category 70kg) in Sansad Khel Mahotsav, Dhanbad.
- Gold Medalist in State-level Wrestling Championship held in Ranchi
- Represented Jharkhand at National Under-20 Wrestling Championship in Bhilai, Chhattisgarh



SONIYA TUDU

- Gold Medal in Inter District/School/College Taekwondo Championship 2025



RIMJHIM KUMARI

- Selected as Captain To Represent Jharkhand in the 54th Senior Womes's National Handball Campnship





OUR BBA STUDENTS SHOWCASED THEIR ENTREPRENEURIAL TALENT AT THE STARTUP & ENTREPRENEURSHIP SUMMIT 2025 AT SARALA BIRLA UNIVERSITY, RANCHI. COMPETING AGAINST 54 TEAMS, TEAM NIVARA SECURED 2ND POSITION, WHILE TEAM GHAR SHAKTI EARNED A PLACE AMONG THE TOP 10 TEAMS.



OUR BBA STUDENTS IN THE SEMI-FINAL OF NATIONAL FINANCIAL LITERACY QUIZ

Organized by



CENTRE FOR CAPACITY BUILDING AND HUMAN RESOURCE DEVELOPMENT (CCHRD)



BUILDING CAPACITY. DEVELOPING SKILLS. CREATING LEADERS.

The CCHRD aims to enhance the skills and capabilities of students, faculty, staff members, and external stakeholders.

PURPOSE OF ESTABLISHMENT:

The CCHRD is dedicated to fostering growth and development through targeted capacity-building initiatives for the students. Further, it aims to create a supportive environment for continuous learning and professional advancement for faculty and staff members as well as external stakeholders

BENEFITS OF ESTABLISHMENT:

- **Skill Enhancement for Students** : Providing specialized training, courses and workshops to equip students with industry-relevant skills and competencies.
- **Professional Development for Faculty and Staff** : Offering professional development and faculty development programs to enhance teaching methodologies, research capabilities, and administrative efficiency.
- **Support for External Stakeholders** : Engaging with industry partners and community members fostering collaboration, and sharing expertise in the form of management development programs.
- **Resource Hub** : Serving as a central resource for accessing the latest knowledge, tools, and techniques in various fields of study and practice.
- **Career Advancement** : Facilitating career growth and opportunities for all participants by bridging the gap between academic knowledge and practical application.

CCHRD: A HUB FOR CAPACITY BUILDING & HOLISTIC SKILL DEVELOPMENT, CREATING EXCELLENCE THROUGH

- Student Development Programs
- Management Development Programs (MDPs)
- Outbound Training & Experiential Learning Exercises
- Industry Visits
- Capacity Building & Skill Development Workshops
- Dialogue with Leaders Series
- Corporate Mentoring
- Digital Literacy Initiatives
- Career Readiness & Interview Preparation
- Industry-Driven Skill Development Workshops
- Mental Well-being Support
- Data Analytics Training
- Foreign Language Learning
- Competitive Examination Preparation

OUTBOUND TRAINING FOR EXPERIENTIAL LEADERSHIP & TEAM DEVELOPMENT

The Centre for Capacity Building and Human Resource Development (CCHRD) regularly conducts outbound training exercises designed to blend fun with experiential learning beyond the classroom environment. These structured outdoor activities aim to strengthen teamwork, leadership qualities, and self-confidence while enhancing physical fitness and mental resilience. Through engaging, interactive, and problem-solving-based challenges, students develop practical skills, adaptability, and a collaborative spirit—preparing them for real-world professional demands in a dynamic and holistic manner.



MoU with Markhub24, a cognitive marketing intelligence and learning platform



PLACEMENTS 2026

At a Glance

JGI ARKA JAIN University Jharkhand
NAAC GRADE **A**
THE WEEK UNIVERSITY OF THE FUTURE
RANKED 35th ALL INDIA UNIVERSITY RANKING (PRIVATE UNIVERSITY CATEGORY)
ISO 9001:2015

Congratulations >>>>>

AADIL KHAN
BBA (BATCH: 2023-26)

Selected as
Business Development Trainee

IntelliPaat

CTC: ₹ 8 LPA

Proud moment for
ARKA JAIN University

Wishing you continued success ahead. * * * * *

f arkajainuniversity @ arkajainuniversity 1800-1200-200

JGI ARKA JAIN University Jharkhand
NAAC GRADE **A**
Outlook
RANKED 3rd BY THE INDEPENDENT PRIVATE UNIVERSITIES IN INDIA CATEGORY
ISO 9001:2015

Congratulations
to our students
Passing Year 2026

SIJAL SHARMA
BBA

for being placed at
mycaptain By IMARTICUS LEARNING | **CTC INR 8 LPA**

f arkajainuniversity 1800-1200-200 @ arkajainuniversity



Building Futures. Advancing with MNCs - 11 Placements in EY



LawSikho

5
₹7.80 LPA



Teleperformance
each interaction matters

6
₹6 LPA



PLANETSPARK

₹6.50 LPA



2
₹6.7 LPA



LEARNING
ROUTES

₹5.7 LPA

11
₹4.45 LPA

13

and many more...



AADITI KUMARI



SHUPARNA CHAKRABORTY



KOMAL BAJPAI



SAYOK GHOSH



SHRUTI SANDILYA



POTALA KAVYA SRI



NEHA KUMARI



PRABHAKAR KUMAR



SHRAWANI KUMARI MAHTO



ABHISHEK KUMAR



RAJIYA KHATOON



IYA JHA



SANTUNU BERA



BIKRAM CHAKRABORTY

PLACEMENTS 2025-26 SNAPSHOT



RAJWANT SINGH



NISHA GORAI



SOUVIK MUKHERJEE



MARYA BUSHRA



VARSHA RANI



MANISHA PATAR



JANVEE KUMARI



SONAM KUMARI



AASHUTOSH PANDEY



HIMANDRI KUMARI



ABHROJYOTI RAHA



JAID

Building Careers. Creating Futures

and many more...

PLACEMENTS HIGHLIGHTS



200+

SELECTIONS



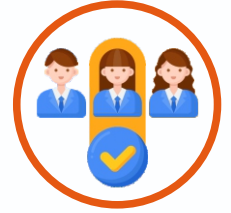
45

DUAL OFFERS



12

TRIPLE OFFERS



30+

COMPANIES
RECRUITED



HIGHEST PACKAGE

8 LPA

 **mycaptain**
By IMARTICUS LEARNING



AVERAGE PACKAGE

3.8 LPA



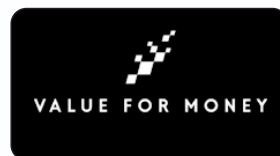
HIGHEST SELECTIONS

77

(SELECTIONS)

 **COMMSCOPE**[®]

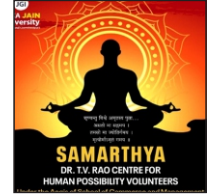
RENOWNED COMPANIES RECRUIT OUR BBA STUDENTS



AND MANY MORE...

COMMITTEES, CENTRES, SOCIETIES, STUDENT CHAPTERS/ BRANCHES, CELLS, CLUBS, UNITS, COUNCILS

1. CENTRES



2. COMMITTEES

- INTERNAL COMPLAINTS COMMITTEE

3. CELLS

- INTERNAL QUALITY ASSURANCE CELL
- ANTI RAGGING CELL
- STUDENT GRIEVANCE REDRESSAL CELL
- EQUAL OPPORTUNITY CELL
- ADMISSION FACILITATION CELL
- INDUSTRY INSTITUTE INTERACTION CELL
- TRAINING & PLACEMENT CELL
- RESEARCH AND DEVELOPMENT CELL
- AJU NYAY SAMARTHAN CELL – LEGAL AID & AWARENESS CELL (SCHOOL OF LAW)



4. COUNCILS



5. SOCIETIES



6. UNITS



7. CLUBS



8. STUDENT CHAPTERS/ BRANCHES



ADMISSION PROCESS

OFFLINE MODE

- Collect the Application Form, and Prospectus by paying the application fee, ₹1000/- (General Category) or ₹500/- (SC/ST Category) from
- City Office : D-28, Danish Arcade, Opp. Asian Inn Hotel Dhatkidih, Jamshedpur – 831001, Jharkhand
or
University Campus : Opp. Kerala Public School, Mohanpur Gamharia, District Seraikela-Kharsawan Jharkhand – 832108
- Submit the duly-filled application form along with the supporting documents and applicable fees at the City Office or University Campus.

ONLINE MODE

- Fill out the online application form by visiting: www.arkajainuniversity.ac.in
- Pay the application fee online: ₹1000/- (General Category) or ₹500/- (SC/ST Category)
- Download and submit the duly-filled application form at the City Office or University Campus.
- After document verification by the University Admission Officer, proceed with the payment of the applicable fees to confirm admission.

CONTACT DETAILS

☎ 📞 7371037371 | 📞 0657-2220285 | 2312007

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

Campus Address : Opp. Kerala Public School, Mohanpur, Gamharia, District Seraikela Kharsawan, Jharkhand - 832108

Apply Online: www.arkajainuniversity.ac.in

Email: admission@arkajainuniversity.ac.in



SCAN FOR WEBSITE

