



**ARKA JAIN**  
**University**  
Jharkhand

**NAAC**  
**GRADE**  
ACCREDITED UNIVERSITY



# **BACHELOR OF BUSINESS ADMINISTRATION (WITH INTERNSHIP)**

# ABOUT ARKA JAIN UNIVERSITY (AJU)

ARKA JAIN University (AJU), located in Jamshedpur, Jharkhand, is a premier institution of higher learning and part of the renowned JAIN Group, which has over three decades of educational excellence across India. The University is committed to nurturing industry-ready professionals through its innovative programs that blend academic rigor with practical exposure.

Recognized by UGC and accredited with NAAC A, AJU emphasizes employability, leadership development, and entrepreneurship. With a strong legacy of 30+ years, AJU has built a reputation for delivering quality education through modern learning resources, industry collaborations, and global perspectives.



## WHY CHOOSE US?

**NAAC  
'A'  
Grade  
Accredited  
University**

**NEP 2020  
& UGC  
Compliant**

**Government  
Recognized &  
Globally  
Accepted**

**Part of the  
Reputed  
JAIN Group  
(30+ Years of Legacy)**

**Flexible  
Work-Linked  
Learning  
with  
Real-World  
Exposure**

# ODL DEGREE = REGULAR DEGREE



ग्रन-विद्यान विभाग  
प्रो. रजनीश जैन  
सचिव  
**Prof. Rajnish Jain**  
Secretary



सत्यमेव जयते

**विश्वविद्यालय अनुदान आयोग**  
**University Grants Commission**  
(मिनिस्ट्री ऑफ एज्युकेशन, भारत सरकार)  
(Ministry of Education, Govt. of India)  
बाहुदर शह ज़फ़र मार्ग, नई दिल्ली-110002  
Bahadur Shah Zafar Marg, New Delhi-110002  
Ph.: 011-23236288/23239337  
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**PUBLIC NOTICE**

August, 2022  
02 SEP 2022

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**Equivalence of degree obtained through ODL and Online mode with degree obtained through conventional mode**

The Regulation 22 of the University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 stipulates as under;

**"Equivalence of qualification acquired through Conventional or Open and Distance Learning and Online modes.**— Degrees at undergraduate and postgraduate level in conformity with UGC notification on Specification of Degrees, 2014 and post graduate diplomas awarded through Open and Distance Learning mode and/or Online mode by Higher Educational Institutions, recognised by the Commission under these regulations, shall be treated as equivalent to the corresponding awards of the Degrees at undergraduate and postgraduate level and post graduate diplomas offered through conventional mode."

This is for information of the general public, students and other stakeholders.



(Rajnish Jain)

As per UGC Regulations 2020 (Reg. 22),  
ODL degrees hold the same academic  
value as traditional, regular degrees.

# **BACHELOR OF BUSINESS ADMINISTRATION (WITH INTERNSHIP)**



Duration

**03 YEARS**



Mode of Learning

**ODL+ INTERNSHIP-BASED LEARNING**

## **ELIGIBILITY**

Candidates should have passed the senior secondary examination (10+2) from any recognized board.

## **COURSE DESCRIPTION**

The Bachelor of Business Administration with Internship program at AJU is designed to develop a solid foundation in management, entrepreneurship, and corporate leadership. Offered in a work-linked format, the program enables learners to integrate academic study with practical industry exposure while effectively balancing professional and personal growth.

# COURSE STRUCTURE

## SEMESTER I

COURSE CODE	COURSE NAME	CREDITS
BBA-OD-101	English	4
BBA-OD-102	HRM and Organizational Behaviour	4
BBA-OD-103	Financial Accounting	4
BBA-OD-104	Modern Business Environment	4
BBA-OD-105	Digital Fluency and Financial Modelling	3
BBA-OD-106	Financial Literacy and Planning	2

## SEMESTER 2

COURSE CODE	COURSE NAME	CREDITS
BBA-OD-201	Business Regulatory Framework	4
BBA-OD-202	Financial Markets and Instruments	4
BBA-OD-203	Business Management	4
BBA-OD-204	Business Economics	3
BBA-OD-205	Communicative English	4
BBA-OD-206	Digital Business Management	2

## SEMESTER 3

COURSE CODE	COURSE NAME	CREDITS
BBA-OD-301	Managerial Finance	4
BBA-OD-302	Marketing Management	4
BBA-OD-303	Business Ethics and Negotiation Skills	4
BBA-OD-304	Personality Development and Leadership Skills	3
BBA-OD-305	Research Methodology	4
BBA-OD-306	Environmental Science	2

## SEMESTER 4

COURSE CODE	COURSE NAME	CREDITS
BBA-OD-401	Entrepreneurship	4
BBA-OD-402	Operations Management	4
BBA-OD-403	Advanced Financial Management	4
BBA-OD-404	Behavioral Finance	4
BBA-OD-405	Training & Development	4
BBA-OD-406	Workforce Planning	4
BBA-OD-407	Consumer Behavior	4
BBA-OD-408	Advertising and Sales Promotion	4
BBA-OD-409	Quantitative Techniques for Business	3
BBA-OD-410	Indian Knowledge System	2

# SEMESTER 5

COURSE CODE	COURSE NAME	CREDITS
BBA-OD-501	Direct Tax	4
BBA-OD-502	Cost and Management Accounting	4
BBA-OD-503	Digital Marketing and E-Commerce	3
BBA-OD-504	Financial Analytics	3
BBA-OD-505	Investment Analysis and Portfolio Management	4
BBA-OD-506	Compensation and Compliance Management	4
BBA-OD-507	Strategic HR	4
BBA-OD-508	Services Marketing	4
BBA-OD-509	Retail Marketing	4
BBA-OD-510	Introduction to Business Analytics	2

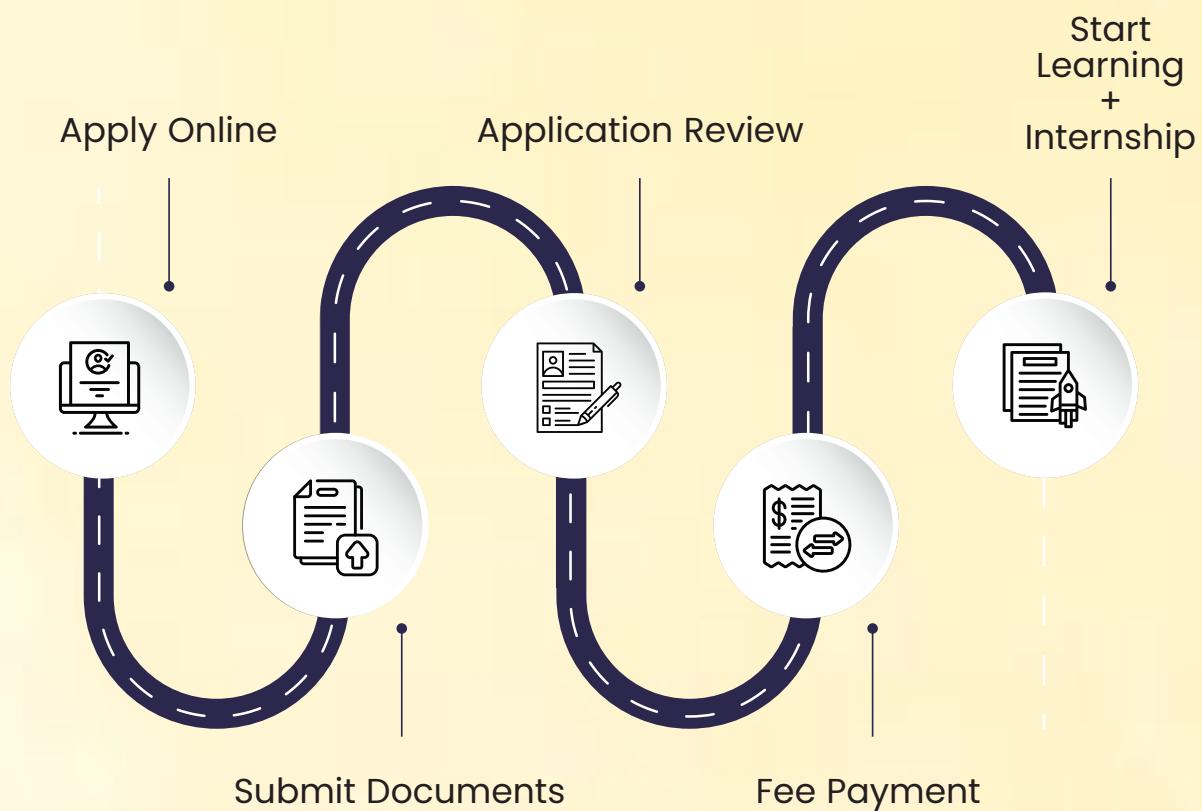
# SEMESTER 6

COURSE CODE	COURSE NAME	CREDITS
BBA-OD-601	Strategic Management	4
BBA-OD-602	Business Tax	4
BBA-OD-603	International Financial Management	4
BBA-OD-604	Financial Technologies	4
BBA-OD-605	HR Analytics	4
BBA-OD-606	International HR	4
BBA-OD-607	International Marketing	4
BBA-OD-608	Brand Management	4
BBA-OD-609	Artificial Intelligence	3
BBA-OD-610	Research Project	4

# FEE STRUCTURE

BBA COURSE	YEAR 1	YEAR 2	YEAR 3
Registration Fees (Payable at the time of admission)	Rs. 500	—	—
Exam Fees	Rs. 3,000	Rs. 3,000	Rs. 3,000
Internship Fees	Rs. 5,000	Rs. 5,000	Rs. 5,000
Course Fees	Rs. 15,000	Rs. 15,000	Rs. 15,000
Convocation Fees	—	—	Rs. 1,000
<b>Total</b>	<b>Rs. 23,500</b>	<b>Rs. 23,000</b>	<b>Rs. 24,000</b>
<b>Total Program Fees</b>	<b>Rs. 70,500</b>		

# ADMISSION PROCESS





# CAREER OPPORTUNITIES AFTER BBA

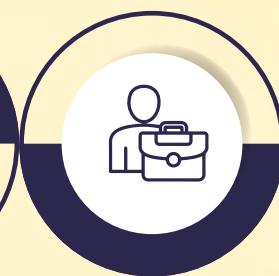
Business  
Analyst



Financial  
Consultant



Entrepreneur



Marketing  
Executive



Human  
Resource  
Manager





**START YOUR JOURNEY  
WITH AJU**



**For more information contact:**



**07314850221**