

24 YEARS
ACADEMIC EXCELLENCE



BBA

Bachelor of Business Administration



Since 2013
Affiliated to
University of Rajasthan



**Enroll for Career
Opportunities in Business**

through creative learning in
an entrepreneurial environment

ARCH Research College for Higher Education



Director's Desk

ARCH College welcomes future entrepreneurs and strategic thinkers to the world of business. Our business program is dedicated to preparing graduates for successful professional careers in their chosen industry by equipping them with practical education, expert knowledge and the most relevant business skills. With an emphasis and focus on project-based learning and hands-on instruction, our students cultivate a sense of entrepreneurial spirit along with their strong foundation of knowledge. Our practical and co-op placement programs provide valuable real-world exposure and awareness, making our graduates highly desirable to employers. We strive to propel our students to new heights in their professional lives through various national & international experiences. Our faculty are committed to enhancing and sharpening skills, and contributing to the expansion of the fields of expertise. Come embark on a transformative journey at ARCH to kick start your dreams into reality.

Through integrated teaching methodologies & Pedagogy we ensure students are offered the creative freedom to nurture their potential into life changing choices and business opportunities.

ARCHANA SURANA

Founder & Director, ARCH College of Design & Business,
Vice President - CUMULUS Executive Board
Member - CBSE Committee on Skill Development

Bachelor of Business Administration (BBA) degree program at ARCH College, Jaipur, fosters a dynamic learning environment centered around Creative Entrepreneurship, Innovative Marketing, Design Thinking, and Lean Management principles.

Our curriculum cultivates an entrepreneurial mindset, providing students with the tools and support to launch and manage successful ventures as management professionals or entrepreneurs. Students at ARCH receive a comprehensive education, preparing them for the challenges and opportunities of the modern, rapidly changing business environment.

In response to the digital revolution, we equip students with Design Thinking led, technology driven marketing strategies and practices, through mentorship programs, incubators, and networking opportunities, which empower students to manifest ideas into reality.

Why BBA at ARCH



Interdisciplinary Approach



Specialization in Design Domains



Industry-Relevant Curriculum



Digital Marketing Specialization



Creative Entrepreneurship Focus



Practical Experience and Networking

15+

International Exchanges MOU's

48+

Awards

25+

Research & Consultancy Projects

28+

Courses

7000+

Alumni

24

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Bachelor of Business Administration (BBA) is a comprehensive 3-year program designed to equip individuals with the skills and knowledge essential for professional management and entrepreneurship. This degree serves as a gateway to diverse career opportunities spanning industries such as the Creative Industries, International Business, Finance, Sales, Entrepreneurship and Government sectors. The curriculum is meticulously crafted to provide a blend of theoretical knowledge and practical training, with a strong focus on the development of entrepreneurial and leadership acumen. At ARCH, we take the unique approach of integrating business administration with design principles, offering students a well-rounded skill set for innovative thinking and creative problem-solving. Our curriculum emphasizes hands-on learning experiences, industry collaborations, and real-world projects to ensure students develop a deep understanding of market trends and the interconnectedness of business functions. Moreover, students are encouraged to conduct research, stay updated on emerging market trends, and explore entrepreneurial ventures, preparing them for entrepreneurial endeavors and leadership roles in today's dynamic business landscape.

Specialization

FASHION DESIGN | CREATIVE ENTREPRENEURSHIP | DIGITAL MARKETING



Linkages & Networks



Placements



Course Mentors



Prof. Dr. Anil Mehta

Former Head
Department of Business Administration
University of Rajasthan, Jaipur



Prof. Joya Chakravarty

Former Dean of Faculty of Arts
Former Head Deptt. of English & Education
University of Rajasthan, Jaipur

Course Advisors



Dr. Shikha Ajmera

(Ph.D) Rajasthan University
Educationist & Mentor



Adv. Swati Agarwal

POSH Trainer,
Lawyer & Mentor



Megha Jain

Head- Marcomm,
ARCH College

Faculty Members

Sona Sen (Pursuing P.hd)
Business Economics &
Management

CA Aditi Sharma
Chartered Accounted (ICAI)
Entrepreneur | Business & Start-up
Consultant and Advisor | Virtual CFO

Dr. Sunita Sharma
Strategic Management
Ph.D. (HR/OB), M.H.R.M.
UGC-NET (HRM), P.G.D.L.L

Ankush Kumar
Hindi
M.Phil., NET, P.HD, Diploma

Shipra Jain
Business Communication
P.HD (Psychology- UoR), M.A.

Ashish Dattatray
Business Economics



Design Business Incubator

The ARCH Design Business Incubator, established in 2017, focuses on creative entrepreneurship. It provides essential mentoring and networking connections to support students in finding the right professional opportunities. The industry-oriented learning emphasis at ARCH makes it a preferred destination for companies, focusing on employability. From ideation to prototype preparation, pilot stage to production start, the incubation cell aims to cultivate an entrepreneurial culture among young designers. This process transforms their ideas into new products or services suitable for commercial utilization.

Campus to Company

Campus to Company is an initiative at ARCH that connects students with professionals and entrepreneurs nationally and internationally. This program creates an ecosystem to guide students toward the right professional opportunities, nurturing their talents from dreams to reality.

ARCH is committed to provide industry-relevant education with a strong emphasis on employability. ARCH is a preferred destination for companies seeking talent, knowing that its graduates are well equipped to contribute.



Alumni Professionals



BBA course with focus on Design & Entrepreneurship has transformed the way I look at Design Business. It has provided critical insights and a dynamic approach towards design as a career and business opportunity.

**Devendra Jangid, Jaipur
Batch (2017-21)**



It gives me great pleasure to say that I had chosen ARCH being from Kathmandu. The college has the global community for diverse learning and upgrade individuals skills. It has been a wonderful experience for me.

**Kajol Agrawal, Nepal
Batch (2015-19)**

Alumni Entrepreneurs



Akshita Airan
Founder, Kalmic



Shristi Bhardwaj
Founder, Also.in



Deeptashree Saha
Founder, WoodLabs



Divyanshu Chhabra
Founder, 1Dotfourstudio

Infrastructure & facilities



Research Library



Seminar Hall



Conference Hall



Computer Lab



Co-Working Space



Business Incubator



Placement Cell

Admission Process:

Eligibility:

12th Pass (any stream) with a minimum of 48%.

Application Forms for Bachelor of Business Administration (3 year) programme is available Online at www.archedu.org or at the ARCH, Jaipur Campus for INR 1500. Payments can be made online or in Cash.

- Students applying are required to submit the completed Form
- Shortlisted applications would be notified for a personal interview
- Admission will be confirmed by depositing the fees

Fee Details:

BBA: Rs. 75,000/- per year

BBA (with Specialisation): Rs. 1,35,000/- per year

Scholarships:

The ARCH Co-Welfare Initiative aims to empower aspiring students by offering scholarships based on their Class 12th performance. Students securing 90% and above, will be provided with Scholarships ensuring that deserving individuals have the opportunity to pursue their educational dreams and achieve their full potential.

Accommodation:

Accommodation support services are available for students

“

Passion, creativity, and resilience are the most crucial skills in business. If you've got those, you're ready to embark on the journey.

”



Business Plan Pitch



Industry Visit



Seminar

Students



At ARCH, course work and case studies lay a strong foundation in business principles, fostering analytical & problem-solving skills. Guest lectures, industry interactions, and internships provide practical insights of real-world scenarios.

**Vaniisha Khandelwal, Jaipur
Batch (2023-26)**



At ARCH, comprehensive curriculum, workshops, and guest lectures by industry experts make business concepts easier to understand. These experiences help us to analyse real-world business challenges and learn how to effectively deal with them.

**Krish Parwani, Jaipur
Batch (2023-26)**

Industry



We were pleasantly surprised by the ideas and work of the ARCH students on our project. It helped us filter a variety of possibilities to make our decisions easy.

Arjun Kumar,
Managing Director,
1589 core & Director, Hotel Clarks Amer



The students from ARCH College demonstrate exceptional skill and attitude; they interact and project ideas that are both innovative and out-of-the-box.

Mahavir Sharma,
Chairman, TiE Global Board of Trustees, TiE
India Angels and RAIN (Rajasthan Angels)

Join the dynamic community of aspiring
**BUSINESS PROFESSIONALS &
ENTREPRENEURS**



APPLY NOW



Contact Us

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Whatsapp: +91 7229800544

Get Connected



Come & Meet Us

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