

GET
OPPORTUNITIES IN
BUSINESS &
ENTREPRENEURSHIP
in a CREATIVE
LEARNING environment

BBA



Bachelors of Business Administration

ADD-ON COURSES

- Digital Marketing
- Event Management
- Fashion Business
- Design & Entrepreneurship

#ADESIGNTHINKER

www.archedu.org

BBA offered by ARCH is an innovative course that seeks to link Design with innovation by combining current Business Administration theory with best design practices. The course focuses on the unique needs of leaders managing design firms or creative industries.

The three-year professional programme integrates business with design thinking and liberal arts to provide add ons specialisation in:

- **DIGITAL MARKETING**- aims at combining digital marketing with managerial concepts to optimise reach and profitability for businesses.
- **EVENT MANAGEMENT**- aims at developing management skills that will enable planning, organisation and marketing events such as corporate events, exhibitions, conferences, sports events, family events, fairs, and concerts.
- **FASHION BUSINESS**- aims to introduce students to fashion through a business perspective, demonstrating how the media, society, and economy influence promotions, distributions, and pricing of fashion merchandise.
- **DESIGN AND ENTREPRENEURSHIP**- aims at building entrepreneurial and strategic aspects of the business and learning the Skills required for Design thinking.

BBA Focuses on:

- Project based integrated learning
- Strategic Thinking & Management
- Innovation, Sustainability & Research
- Quantitative Thinking & Data Analysis
- Financial Management & Business Plan
- Visual Management & Informative Design
- Incubator & Accelerator Program



University of Rajasthan

Key-Features:

- Established in 1947
- Ranked amongst top 15 Universities of INDIA
- "A" Grade accredited State University by NAAC
- Accorded the status of "University with Potential for Excellence" by UGC.



INDUSTRY Testimonials



The students at ARCH showed great skill and attitude, they interact and project ideas that are innovative and out-of-the-box.

Mahavir Sharma,
Chair, TiE India Angels, Trustee at TiE Global, Founder and Chairman of Rajasthan Angels (RAIN).



I witnessed ARCH's growth ever since it started in 2000. I have seen the industriousness of the staff and the students in my close association with the institution since its inception.

Raghushree Poddar
Director, Cheer Sagar Exports

ALUMNI Testimonials



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
Sr. Interior Designer
Flamingo Architect



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

Kajol Agrawal, Nepal
Sr. Designer
Marque Design & Furniture world



LIBRARY & RESOURCE CENTRE

Designed to engage and encourage self-paced learning and research, the ARCH resource centre offers an extensive collection of books, international journals, e-books, and films. One of its kind E-library is a collection of over 4000+ digitised books for reference.

AUDIO VISUAL TEACHING AIDS

All classrooms are well-equipped with the latest audio-visual resources to aid the learning process and provide the stimulation required for visualisation, interpretation, and understanding of concepts.

INDUSTRY LINKAGES

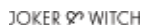
Through its established linkages and partnerships ARCH provides its students with industry exposure and access to wide-ranging sources to build business relations. For real-world experience, classroom education is complemented with industry visits and filed work.

PLACEMENT SERVICES

ARCH through its National -International Memberships and Industry Linkages provides internships opportunities throughout the course duration as well as arrange in-campus placement opportunities for the final year students.



PLACEMENTS



PARTNERS IN PROGRESS



Campus

Arch College of Design & Business
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