



ARKA JAIN
University
Jharkhand (Jamshedpur)

Recognised by **UGC**
Approved by **AICTE**

SCHOOL OF COMMERCE & MANAGEMENT

MBA

Apply For: **AJUCET 2020**

 **1800 - 1200 - 200**

 www.arkajainuniversity.ac.in

ABOUT THE JGI GROUP



About ARKA JAIN University

The ARKA JAIN University, 1st Private University of Jharkhand (Kolhan Region) established by the JHARKHAND State Legislature under "The ARKA JAIN University Act", recognized by UGC and now approved by AICTE is an example of excellence. The University situated 13km from steel city, Jamshedpur at Gamharlia 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.

2 Years Full Time AICTE Approved MBA (Master of Business Administration)

Combining academic excellence, opportunity and practical real world experiences, our MBA will have an immediate and positive impact on your career. Transform your skill set and build your expertise through our MBA program in your area of specialization. This highly practical program offers hands-on experience and opportunities to specialize in any area you choose. Our focused MBA program design, strong links with industry, recruiters and practitioners means there is no better place for you to study. Our program fuses academic and experiential learning processes, gives you the framework and technical knowledge essential for a career in corporate, along with the context that puts those new skills into action.



Program Highlights

- ✔ Mentoring and guidance of JAIN University, Bangalore, one of the top Private Universities of India
- ✔ Technology Driven Learning through TATA Steel E Learning & JUxHub Online module
- ✔ Opportunity to be a part of Toastmaster International Inc., a public Speaking club
- ✔ Personality development and assessment through Lead Square Program based on DTB framework and Knowledge Manthan Saturdays
- ✔ Contemporary Business Review (CBR) sessions for analysing Business, Social and Economic affairs based on complimentary copies of "The Economic Times" newspaper given to students
- ✔ Faculty comes with diverse and rich experience from academics and industry
- ✔ Exposure through regular industry interface and mentoring with Senior Executives
- ✔ Option of Dual Specialization
- ✔ Four tier mentoring programme (Faculty / Industry / Alumni / Peers)
- ✔ Focus on applied and experiential learning
- ✔ Excellent Placement support through Campus to corporate training and AON Co-Cube Assessment and employment assistance



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Quick Facts

2 Year full time AICTE Approved Master of Business Administration
4 Semesters | Degree Awarded by: ARKA JAIN University, Jharkhand

Eligibility: (i) A candidate should have passed Bachelor's Degree or an equivalent with at least 50% (less 5% in case of SC/ST) marks in aggregate or equivalent CGPA. The Bachelor's Degree or equivalent qualification obtained by the candidate must entail a minimum of 3 years of education after completing higher secondary schooling (10+2) (ii) Candidate has to appear in any of the entrance exam like CAT /MAT /XAT /CMAT /AJUCET and Interview.

Dual Specialization



Marketing & Finance



Marketing & Human Resource Management

Our core modules in fundamental business areas will provide you with a robust foundation and knowledge to be able to approach any business situation with poise and in-depth understanding:

Marketing: Marketing at AJU offers specialized domain knowledge in Consumer Behavior and analysis, Service marketing in the global economy, Sales & Distribution Management, International marketing, Brand Management and will enhance your skills to develop strategies to enhance business through innovative marketing techniques.

Finance: Keeping in mind the growing and the diverse financial development across all sectors of the economy, AJU offers curriculum which gives you in-depth knowledge in Managerial accounting, capital market, Security Analysis, Corporate finance and working of International Financial market and trade.

Human Resource Management: Our contemporary curriculum offers in depth knowledge of Capabilities Building, Performance Management, Strategic Human Resource Management, Compensation & Reward Management and Industrial & Labor Laws. Students can choose to be generalist and climb the career ladder into a management role or can choose to be specialist in niche areas. The curriculum enables the students to become better people manager well equipped with required capabilities.

Additional Certification
Program through

JUX

THE LEARNING HUB

in

Advance Digital Marketing
Finance & Investment Analysis

@ AJU, you have an edge with...



Toastmasters Pathways Qualification (USA)

Toastmaster International is a global organization popularly titles as the "World's Biggest Club". It imparts training in effective communication and leadership skills. Students gain experience in public speaking, productive communication, audience interaction and oratorical skills. Students who have completed 5 levels, each having its own set of speeches and challenges are then awarded with the 'Pathway Proficiency' qualification from the USA.



Lead square Program

Powered by Dissolve the Box framework, conceptualized by Mr. Santosh Sharma, an Author, Management Consultant, a TEDx Speaker, Cultivator and CMA. Program follows the Discovery learning process for students and the learning will not be judged only through exams and papers but from response from real life scenarios. This makes this program unique.

Emphasis would be on real life case studies, live projects and both indoor and outdoor programs with a lot of management activities.



Technology Driven Learning

e-learning

Access to Specialized content through TATA Steel Capability Development E-Learning modules:

In collaboration with TATA STEEL, AJU offers its students access to e-learning platform facilitated by TATA STEEL Capability Development Team and designed and developed by internationally acclaimed professors, authors and professionals of management from various premier institutes such as Harvard Business School, INSEAD, London Business School, Stanford University, which complements theoretical learning that students go through in class room.



Student Speak

Itisha Dwivedi

An MBA 2nd Year Student on effectiveness of the e-learning module

"This is with reference to the recent TSL capability courses provided to us by the MBA department. I am writing this email to personally thank you for providing us with such valuable courses that would shape not only our careers, but also our personality as a manager. I recently finished two of the courses namely- Analytical and Creative Thinking and Resolving Conflicts.

I must say both the courses changed my perspective towards professional life. I would like to appreciate your sincere efforts in helping the students in all the possible way you can. Thank you once again."

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



Knowledge Manthan Saturdays

AJU offers extracurricular activities of high intensity and value which develop mind, body and spirit. Notable among them are the Knowledge Manthan Saturdays, where 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 organised.



UDYAM – 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 UDYAM 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.

Training & Placement

Campus to Corporate: Powered by JUx, online e-learning platform:

C2C is preparatory course for the placement that allows students to be prepared for any interview, group discussion and technical rounds etc. This is done through extensive online and class room training. Mock tests and intensive group discussion sessions are conducted and company specific training before major campus drives are conducted. Students will also go through online placement preparatory course powered by JUx.

Employability Assessment & Opportunity through AON CoCube

CoCubes is India's leading assessment and hiring platform. It runs assessments to measure employability across all domains. Through its pre assess solutions (employability assessment solution), AJU maps students to industry hiring benchmarks. That in turn help us to measure and improve employability of our students.



Pre Assess Score of Co-Cubes increase job opportunities.



100% of the candidates scoring over 550 got job interview opportunities with over 200 companies.



Co-Cubes on an average has delivered 20+ PRE ASSESS opportunities for students registered Placement Record

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150 students placed in 24 companies in less than 1 month.



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



Vibrant Campus Life @ **AJU**

Admission Process

OFFLINE MODE

Collect the Application Form and prospectus In-person by paying Rs. 600/- at the Admission Office.

(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 | 8406800563

Submit the duly filled form along with the fees

ONLINE MODE

Fill online form on our website www.arkajainuniversity.ac.in and Pay Rs. 650/- 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

Note: For more details about the course eligibility criteria, number of seats available, fee structure, scholarship, scheme of study, rules & regulation etc., please refer to student handbook available on the website.

Contact Details



1800 -1200-200



0657-2220285



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8406800563



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

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

Website: www.arkajainuniversity.ac.in