

SESSION  
**2020**



**ARKA JAIN**  
**University**

Jharkhand (Jamshedpur)

School of Commerce & Management

**BBA / B.Com (H)**

 **1800 - 1200 - 200**

 **[www.arkajainuniversity.ac.in](http://www.arkajainuniversity.ac.in)**



**APPLY ONLINE:**

**[www.arkajainuniversity.ac.in](http://www.arkajainuniversity.ac.in)**

## ABOUT THE JGI GROUP

08  
States

85  
Educational  
Institutions

02  
Universities

64  
Campuses

6450  
Employees

50  
Incubated  
Companies

Headquartered in Bangalore, The JGI represents a cluster of 85 vibrant educational establishments. In 26 years, the Group has grown to serve over 50000 students and 6450 staff members engaged at P-12 (Pre-School to Grade 12), undergraduate and post graduate levels across 53 centers of excellence. It includes prestigious institutions like Jain College, Bangalore (One among the top 25 best commerce colleges in India\*), Jain University, Bangalore (One among the top 5 private universities of India\*), Jain College of engineering, Bangalore and Jain International Residential school. \*As per India Today – Nielsen survey



## About ARKA JAIN University

ARKA JAIN University, the 1st Private University of Jharkhand (Kolhan Region) established by the JHARKHAND State Legislature under “The ARKA JAIN University Act”, recognized by UGC and is an example of excellence. The University situated 13 kms from steel city, Jamshedpur at Gamharia 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.



## Recognitions & Approvals

- ★ Government of Jharkhand
- ★ University Grants Commission ( UGC )
- ★ All India Council for Technical Education (AICTE)
- ★ Optometry Council of India ( OCI )
- ★ Pharmacy Council of India ( PCI )
- ★ Bar Council of India ( BCI )
- ★ Chartered Institute of Management Accounts ( CIMA-UK )

# *key differentiators*

1

*Part of the JGI Group, Bangalore,  
mentored and Guided by Jain University, Bangalore*

*(India's one among the top 5 Private University as pr India Today Nielsen Survey)*

2

*Active & engaging curriculam*

3

*Interdisciplinary approach to programme learning*

4

*MOUs with corporates for intensive industry support*

5

*State-of-the-art infrastructure facility*

6

*Outstanding placement record*

7

*Encouragement to entrepreneurship and sports*

8

*Community Engagement through rotary, NSS etc.*

# career support for now and *the future.*

Our teaching approach incorporates syndicate learning, case studies, regular assessments and immersion in real-life industry projects designed to deepen students knowledge in a particular area of interest and to expose them to the real business world.



**Workshop, Seminars, Guest Lectures, Industry Interface** - Each semester will have regular interface with industry facilitators and experts in the areas of Finance, Marketing, Human Resources, General management and Entrepreneurship etc. Latest trends like Crisis Management, Live Cases etc. are a part of the program. The program also includes Management games and Knowledge games. Industry visits are conducted every semester.



**Speaker Series** - Speaker series are conducted every semester. The speakers involved are from private, public and educational sectors who educates via presentations on relevant economic and business issues.



**CBR** - Current Business Review Session - Every week CBE sessions are organized to discuss the recent happenings in the corporate world. Student go through Economic Time News paper or Business Magazines and present & discuss the news and do analysis of important corporate events.



**Debate Forums** - The debate forum allows students to debate issues facing society and the ability to learn different perspectives that are brought to the table by students with different areas of expertise.



**Learning Edge Saturdays** - Extracurricular activities of high intensity and value which develop mind & body are organized under the banner of Learning Edge Saturdays. In this 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 organized.

## MOUs

with organizations  
for training & placement support





**Tech Enabled  
Classroom**

01



**Digital  
Library**

02



**Hi-Tech  
Labs**

03



**Sports  
Facilities**

04



**Auditorium**

05



**Club &  
Societies**

06



**Transportation**

07



**Food  
Court Area**

08

# BBA

## (Bachelor of Business Administration)

The BBA Degree from ARKA JAIN University has earned an exceptional reputation with employers for producing graduates who not only cope with the challenges of today's business world, but excel in the opportunities which they create. The university offers a wide range of industry related courses which have been designed to stimulate and challenge ambitious minds as well as prepare students for managerial and specialist roles within business and the public sector. The BBA program will also equip one with first-class communication, teamwork and leadership skills, and cross-cultural understanding.

### Outcome Based Learning:

The integrated mode of learning are executed and implemented through several conventional & non conventional mode of teaching. Few of them include: Lectures & Discussions | Situation Role Playing | Projects and Written Assignment | Case Analysis | Workshop / Seminars / Guest Lectures / Industry Interface

### Quick Facts:

**Eligibility:** A candidate should have passed Senior Secondary Examination (10+2) from CBSE / ISC / State Board or an equivalent examination board with minimum 40% marks.

**Duration:** 3 Years | **Degree Awarded by:** ARKA JAIN University, Jharkhand

**Specialization:** Marketing | Finance | Human Resource

**Scheme of Study:** CBSE System



# BBA With JUx Certified Skill Diploma Course

**Certified Skill Diploma from JUx online e-learning platform.**

- JUx Hub is an online learning program jointly developed by JAIN University Bangalore and Subject matter specialist Industry Partners.
- Student get to choose any one Career Masters from: Digital Marketing | Entrepreneurship | Risk Management | Financial Modeling | Advertising | Human Resource Management | Financial Analysis | Investment Analysis  
+
- Employability Enhancement Modules
- At the end of the course you get: 8 Certificate from JUx | 300 Hours of Learning | Online Assessment | Certified Skill Diploma Certificate

**Additional Skill Enhancement Programs:**

- National Stock Exchange Certification Modules (NCFM). Certifying body: National Stock Exchange
- Certification program on GST and Computerized Accounting.\* In Association with Danspark & Co., A reputed Chartered Accountancy Firm
- Toastmaster International, USA.\* For Enhancement of effective Public Speaking & Personality Development

*\* At additional Cost*



*Learn Anytime, Anywhere  
At Your Convenience*

# BBA With Wiley Certified Business Analyst (WCBA) Certification

- **Wiley is Global leader in Learning Solution.** Since 1807, Wiley has been helping people and organizations across the world develop the skills and knowledge they need to succeed. 450+ Nobel laureates have published in Wiley journals
- WCBA focuses on analyzing and visualizing data for business decision making
- Key tools: MS Excel | Power BI | R | 5 exams for certification
- WCBA 5 Papers: Integrated with BBA 1/2/3/4 Semester and WCBA Final Exam in the 5th semester
- BA 1: Fundamentals of Business Analytics
- BA 2: Essential Statistics for Business Analytics
- BA 3: Application of Business Analytics
- BA 4: Business Intelligence and Data Visualization
- BA 5: WCBA Final Exam

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*Preparing Business  
Ready Future Professional*



# B.Com (H)

## (Bachelor of Commerce)

The Bachelor of Commerce (B. Com) offered by ARKA JAIN University is particularly tailor-made program to meet the needs of industry and commerce. This course is designed to prepare students for the challenges in the global business environment and to provide them with a wide range of managerial skills while at the same time building competence in a particular area. In this program, one will study foundation areas of accounting, economics, business law, management, marketing, technology, and many more.

### Outcome Based Learning:

The integrated mode of learning are executed and implemented through several conventional & non conventional mode of teaching. Few of them include: Lectures & Discussions | Situation Role Playing | Projects and Written Assignment | Case Analysis | Workshop / Seminars / Guest Lectures / IndustryInterface

### Quick Facts:

**Eligibility:** A candidate should have passed Senior Secondary Examination (10+2) with Science/ Commerce from CBSE / ISC / State Board or an equivalent examination board with minimum 40% marks.

**Honours:** Accounts & Finance

**Duration:** 3 Years | Degree Awarded by: ARKA JAIN University, Jharkhand

**Scheme of Study:** CBSE System





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*Preparing Business  
Ready Future Professional*

# B.Com (H) With CIMA UK, Chartered Institute of Management Accountant



B.Com with CIMA,UK is an unique program offered by leading global universities which gives an opportunity to students to join an elite group of management accountants. Become CGMA® designation holder along with regular B.Com(H) Degree.

## B.Com(H) with CIMA Qualification Framework:

- **CIMA, UK – 4 Level, 16 Papers:** Integrated with B.Com (H) 1/2/3/4 Semester
- **Level 1: Certificate Level:** 4 Paper – All 4 paper Exempted
- **Level 2: Operational Level:** 4 Paper – 3 Paper Exempted, 1 exam to appear in 3rd semester of B.Com(H)
- **Level 3: Management Level:** 4 Paper – 3 Paper Exempted, 1 exam to appear in 4th semester of B.Com(H)
- **Level 4: Strategic level:** 4 Paper – 3 Paper Exempted 1 paper of level 4, students can appear in 5th or 6th Semester of B.Com or after the B.Com

## Upon successful completion of:

- **Level 2: Operational Level,** You will be awarded with CIMA Diploma in Management Accounting (CIMA DipMA)
- **Level 3: Management level,** You will be awarded with CIMA Advanced Diploma in Management Accounting (CIMA Adv. Dip MA)
- **Level 4: Strategic Level** and after 3 years of relevant work experience, you will be earn world's one of the reputed designation CGMA®



*Join an elite group of global management accountants. Become a CGMA® designation holder along with your B.Com(H)*

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Course Fees of B.Com(H) with CIMA, UK includes registration Charges with CIMA, UK, License Fees of CIMA Learning Portal and exemption fees of exempted papers. Students will pay separately examination fees of 3 non exempted papers ( as applicable from time to time by CIMA. At present, examination fees per paper is approx GBP 200.

## Top four reasons to become a CGMA® designation holder:

- Catch the eye of employers around the globe
- Choose your own role
- Earn Higher Salaries
- Study at your own speed

## Skills for today and tomorrow:

CIMA syllabus is driven by CGMA® Competency framework and covers four key knowledge areas:

- **Technical Accounting:** Applying accounting and finance skills.
- **Business Skills:** Transforming data into insight and Strategy.
- **People Skills:** How to Communicate, influence, negotiate and collaborate.
- **Leadership Skills:** Building and motivating teams and driving performance

## Catch the eye of employers around the globe:

Thousands of companies around the world, from multinationals to the newest start-ups, chances are, in any industry you can think of, there will be CGMA® designation holders. An indicative list may be found below:

Accenture | Deloitte | EY | Grant Thornton | IBM  
KPMG | PwC | Diageo | Innocent | Nestle | P&G  
PepsiCo | Unilever | BT | Cisco | Dell | Siemens  
Vodafone | Barclays | Citigroup | Credit Suisse  
HSBC | J.P.Morgan | Morgan Stanley | Zurich | BBA  
FT | Google | Airbus | BAESystem | Ford



*Becoming a CGMA® designation holder will add global clout to your CV and help you achieve your career ambitions.*

## Choose Your Own Role:

The CIMA qualification is designed to bring together management accounting, financial accounting and business, so you will have the practical skills employers need. Here are just some of the roles you could work in:

- **Finance:** Finance Manager | Finance Business Partner | Finance Director | Management Accountant
- **Information Management:** Program Manager | Director of IT
- **Consultancy:** Business Analyst | Financial Analyst | Management Consultant
- **Operations:** Human Resource Manager | Operation Director | Project Director

## Earn Higher Salaries:

As a CGMA® Designation holder, you can earn more and go further. A glimpse at average salaries p.a (country wise) of CIMA students and CGMA® designation holders may be seen below for indicative reference:

UK: GBP 32,000  
Poland: PLN 105,000  
South Africa: ZAR 405,000  
UAE: AED 193,000  
China: CNY 389,000  
Malaysia: MYR 75,000  
Singapore: SGD 143,000  
Australia: AUD 132,000  
New Zealand: NZD 134,000  
India: Rs 14,04,000



# defining benchmarks *Carnivals @ AJU*

## *Aarambh*

Induction & Orientation

A full induction program is arranged for new students to help them settle in AJU. The range of activities includes welcome talks by Chairman, Director, Senior AJU staffs and opportunity to meet the seniors.



## *Freshers Party*

Ice Breaker For New Students

Each session 1st year students kick start their extra-curricular activities with their fresher's day. A vibrant presentation of talent and spirit in management and related cultural performances. It is also a stress free ice breaker for a new student and helps them form cultural links and sensible bonding with their seniors and classmates.



## *Navotsav*

( Gandhi Jayanti cum Navratri Celebration )

Each year a 4 day celebration is organised to celebrate Gandhi / Shastri Jayanti cum Navratra utsav. Celebration starts with blood donation camp on 1st day and ends with Dandiya performance by students on the fourth day. In between, multiple events are organised for students to showcase their talent.



## *Runbhoomi*

Battle For Glory

Sports activity forms an integral part of the curriculum at ARKA JAIN University. Every year in December, before winter vacation, Runbhoomi, a week long inter school sports meet is organized. It is a signature sporting event that brings together bright and young talents in various sports.



# Holi Invasion

A message of Unity & Brotherhood

Festival of colours is celebrated every year in the campus as it signifies the victory of good over evil, the arrival of spring, end of winter, and for many a festive day to meet others, play and laugh, forget and forgive, and repair broken relationships, and is also celebrated as a thanks giving for a good harvest.



# Carvaan

An annual expedition of ARKA JAIN University

From the past 5 years, learning have evolved through culturally rich educational Tours. These travel inculcate experiential learning along with a broader perspective required to be the global achievers.

Year 2012 - 13: Bangalore International Campus

Year 2014: Elim Resort, Bangalore

Year 2015: Silver Sand Resort, Goa

Year 2016: Dehradun, Mussorie

Year 2017: Chandigarh, Manali & Amritsar

Year 2018: Lonavala

Year 2019: Rishikesh, Dehradun, Mussorie



# Aagaaz

An annual cultural fest

Dance, Music, Simulations, Competitions, Drama, Debate and insane excitement! the intercollegiate national level cultural event AAGAAZ guarantees an exhilarating experience for all the participants. It pats decision making, organizational and entrepreneurial skills to the test.





# 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**



## Learning Edge Saturdays

AJU offers extracurricular activities of high intensity and value which develop mind, body and spirit. Notable among them are the Learning Edge 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.

# SPROUT – 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 Sprout 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

“

**200 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:

## 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](http://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**



**8406800562**



**8406800561**



**8406800563**



**9431358036**

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

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