

## 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 students handbook available on the website.

## Contact Details

1800-1200-200 0657-2220285 8406800562  
7283000220 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

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



**ARKA JAIN**  
**University**  
Jharkhand (Jamshedpur)



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

2 Year Full Time AICTE Approved

# MBA

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

1800-1200-200 | 0657-222-0285

APPLY FOR: **AJUCET 2021**



## ABOUT JGI GROUP

Creating educational opportunities and promoting entrepreneurial ventures.

Headquartered in Bangalore, The JGI represents a cluster of 65 vibrant educational establishments. In 26 years, the Group has grown to serve over 50000 students and 10000 staff members engaged at P-12 (Pre-School to Grade 12), undergraduate and post graduate levels across 53 centers of excellence. It includes prestigious institution like Jain College, Bangalore (One among the top 25 best commerce college in India\*), Jain University, Bangalore (One among the top 5 private university of India\*), Jain College of Engineering, Bangalore and Jain International Residential School.

\*As per India Today - Nielson survey

**ARKA JAIN University** is promoted by JGI group, Bengaluru which runs & manages India's top notch JAIN University, Bengaluru and 65 other top class institutions, spread across more than 7 states .

AMONG  
TOP  
EDUCATIONAL  
INSTITUTIONS  
IN INDIA

JGI'S  
ALUMNI INCLUDE  
over **10+** Arjuna,  
Rajiv Gandhi Khel Ratna,  
Padma Shri, & Padma Bhushan  
Awardees, & 300+ Sports person  
of International &  
National Repute.

**10000**  
Employees

**50**  
Incubated  
Companies

**100+**  
Entrepreneurs

**64**  
Campuses

**02**  
Universities

**85**  
Educational  
Institutions

**08**  
States





ABOUT  
**ARKA JAIN  
UNIVERSITY**

<b>5000+</b>	<b>07+</b>	<b>30+</b>	<b>150+</b>	<b>25+</b>
Students	Schools	Courses	Faculty	Acres Campus

ARKA JAIN University, the 1st Private University of Kolhan Region, Jharkhand established by the JHARKHAND State Legislature under "The ARKA JAIN University Act", recognized by UGC , is an example of excellence. The University is 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



**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



# 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.

## MBA

Master of  
Business Administration

2 Years Full Time  
AICTE Approved MBA

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 & LinkedIn Learning
- ✓ Opportunity to be a part of Toastmaster International Inc., a public Speaking club
- ✓ 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 employment assistance



“



### 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 chose to be specialist in niche areas. The curriculum enables the students to become better people manager well equipped with required capabilities.

### Rigorous & Engaging Curriculum:



100+ Case Studies



25+ Group Assignments



100+ Presentations



Panel Discussions



Industry Visits



## 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.

## 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 , where basics of management are learned through outdoor activities and management games under the supervision of external expert trainer.

## 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.

## Technology Driven Learning

e-learning

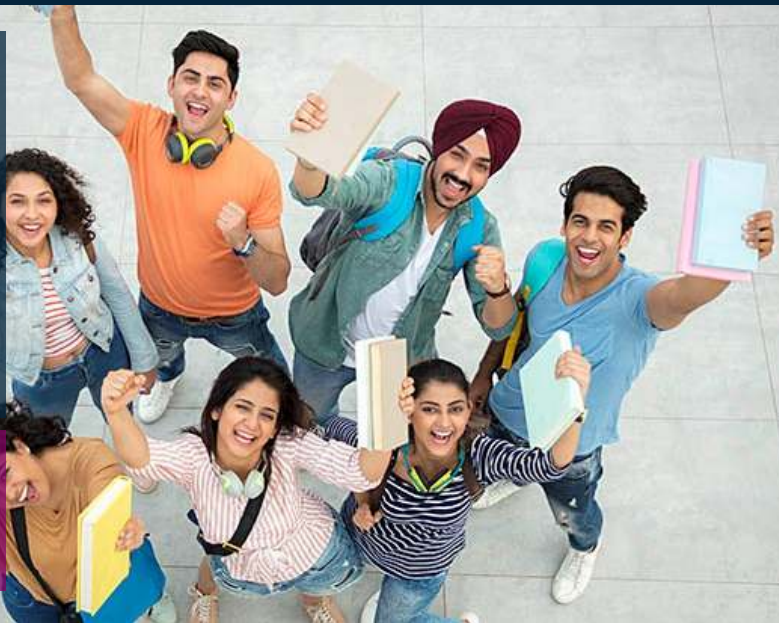
## Access to Specialized content through TATA Steel Capability Development E-Learning modules:

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.

### Earn Globally Relevant Certification on

- Digital Marketing
- Entrepreneurship
- BusinessAnalytics
- Financial Modelling
- Investment Analysis

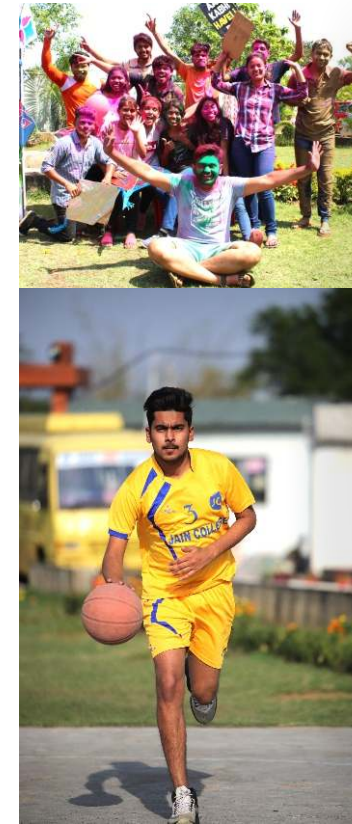
E Learning Option using TATA STEEL E-Learning Modules or LINKEDIN Learning





# Vibrant Campus Life

CAMPUS THAT BUSTLES WITH ENERGY



“

Celebrating events and festivals in ARKA JAIN University has become an integral part of learning and building a strong cultural belief. Such celebrations bring the students closer to each other's traditions and cultural beliefs and develop respect and understanding for each other's customs and traditions. These celebrations at campus ensure that students find a home away from home.



# Clubs@AJU

Giving students the tools they need to be leaders in tomorrow's world



Cultural Club



Drama Club



Entrepreneurship Club



NCC



IT Club



Sports Club



Toastmasters Club



NSS



Music & Dance Club

## Clubs and organizations are a vital part of University life!

ARKA JAIN University have a very active student club and organizational system and all students should be strongly encouraged to pursue club and organizational membership opportunities to help them enrich their college experience.

## Integrated mode of Teaching & Learning

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.



**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.

## MOUs with organizations for training & placement support





## EVENTS & CARNIVALS @ AJU

# AARAMBH

## Induction & Orientation

# HOLI INVASION

## A message of Unity & Brotherhood

# AAGAAZ

## An annual cultural fest

# CARVAAN

An annual expedition of ARKA JAIN University

# ROSHNI

## Celebration of lights

# YUVA

University Youth Festival



# ROO-B-ROO

## Fresher's Day - Ice Breaker For New Students

# NAVOTSAV

## Gandhi Jayanti cum Navratri Celebration

# RUNBHOOMI

## Annual Sports Meet -Battle For Glory

## SARASWATI PUJA

### Devotion to Goddess of Knowledge

# RUKSAT

## Farewell Function

## JAIN PREMIER LEAGUE

## 20-20 Red ball cricket

Celebrating events and festivals in ARKA JAIN University has become an integral closer to each other's traditions and cultural beliefs and develop respect and unde that students find a home away from home.

part of learning and building a strong cultural belief. Such celebrations bring the students standing for each other's customs and traditions. These celebrations at campus ensure



# Value Added Courses

## Via LinkedIn Learning

LinkedIn Learning opens up a new horizon of learning especially for the young and emerging professionals. JGI group has tied up with LinkedIn to provide a state of the art learning platform for their students.

LinkedIn learning provides more than 23,000 courses designed and tutored by professionals to provide you the skills and competencies that are required and nurtured by enterprises. These courses ranges from languages-literature and applied language – to professional competencies that provides you a flawless professional growth path.

LinkedIn online courses allows you to learn your choice of skills at your leisure from the comfort of your home or office. More over the courses concludes with competency mapping to test your acquired competency and provides you a globally recognized certificate.

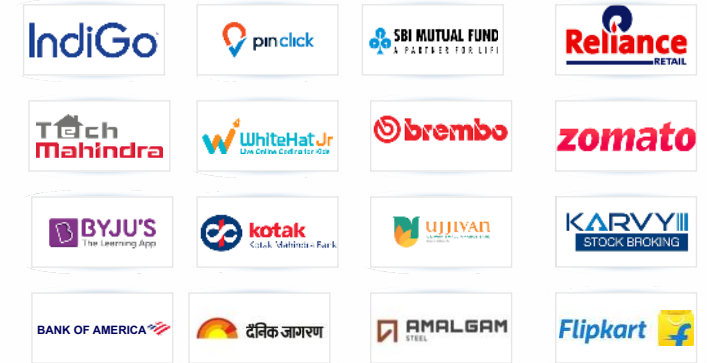
**Few of the prominent courses are detailed below, to give you a bird's eye view of the entire courses:**

- Business English Certification
- Microsoft Excel – Basic to Advance
- Social Media Marketing foundation
- Accounting Foundations: Managerial Accounting
- Business Analytics - Marketing Data
- Project Management Foundation
- Excel Essential Training
- Digital Marketing Foundation
- Google University Analytics
- Creating a Business Plan
- Speaking Confidently and effectively
- Business Analysis Foundation
- Leadership Foundation
- Learning Python
- Photography Foundations: Mobile Photography
- iPhone Photography: Shooting to Storytelling
- WordPress 5 Essential Training
- Develop Your Finance and Accounting Skills
- Financial Accounting Foundations
- Entrepreneurship Foundation



# Career Development & Placement Cell

**100+ COMPANIES HIRE OUR GRADUATES**



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

The Placement Cell organizes career guidance programmes for all the students starting from first year. The cell arranges training programmes like Mock Interviews, Group Discussions, Communication Skills Workshop etc. and it also organizes various competitive exam Training for students. It also actively invites HR Managers from different industries to conduct training programmes for final year students.

## Various Training organized by Placement Cell

- Personality Development Program
- Communication Skills Program
- Group Discussion Practice
- Mock Interview Sessions
- In plant Training
- Industry Internship Programs



**AJU CONGRATULATES**

**Shreya Pandey (BBA)**

**Komal Kumari (B.COM)**

**Alisha Shafique (B.COM)**

**Sanjana Kumari (B.COM)**

on bagging the highest package of  
**CTC Rs. 10 Lacs**  
from BYJU'S via campus placement

## बैटियों की उपलब्धि बीबीए व बीकॉम की छात्राओं को अब तक का सर्वाधिक ऑफर अरका जैन विवि की छात्राओं को 10 लाख का पैकेज

दरिद संवाददाता, जयपुर

गर्भाशय स्थित अरका जैन युनिवर्सिटी ने कैम्पस प्लेसमेंट में एक बेहतरीन स्थिति कायम की है। विश्व की सर्वोच्च एडुटेक कंपनी बायजूस ने अरका जैन युनिवर्सिटी में ऑनलाइन कैम्पस सेलेक्शन प्रक्रिया चलाया, जिसमें अंतिम रूप से चार छात्राओं ( संजना कुमारी, अलिशा शफ़ीक, कोमल कुमारी श्रेया पांडेय ) का चयन किया गया है। इनमें तीन छात्राएं बीबीए, एक छात्रा बीकॉम की हैं। एक पदवी प्राप्त छात्राओं को सम्मानित 10 लाख रुपये के पैकेज पर नौकरी मिलने के बाद यह रिकॉर्ड है।

मिल रही है। कैम्पस प्रक्रिया में बायजूस के इंटरनेट केड वाला मॉडल था, उस पूरी प्रक्रिया में युनिवर्सिटी के ट्रेनिंग एंड प्लेसमेंट ऑफिसर्स गुरु रज, रश्मिबेन शर्मा व जेब बहिनदार की अगुआई में रही। नौकरियों के लिए 65,000 करोड़ रुपये की नेट वैल्यू वाली कंपनी बायजूस को और से कंपनी के बैचलर स्तर के 20 छात्रों में करीब 9000 करोड़ों का काम कर रही है। युनिवर्सिटी के प्लेसमेंट केड विभाग विभाग ने बताया कि कॉलेज में पाठ्यक्रम के अलावा कोडिंग, डेटा विश्लेषण व बुद्धि के विकास के लिए एक ऑनलाइन प्लेसमेंट प्रक्रिया चलाया गया था, जिसमें कंपनियों द्वारा छात्रों की क्षमता की जांच की गयी।

**बी-काम की तीन, बीबीए की एक छात्रा का चयन**



अलिशा शफ़ीक, कोमल कुमारी, श्रेया पांडेय, संजना कुमारी

**डायरेक्टर बोले-कोरोना काल में आयी अच्छी खबर**

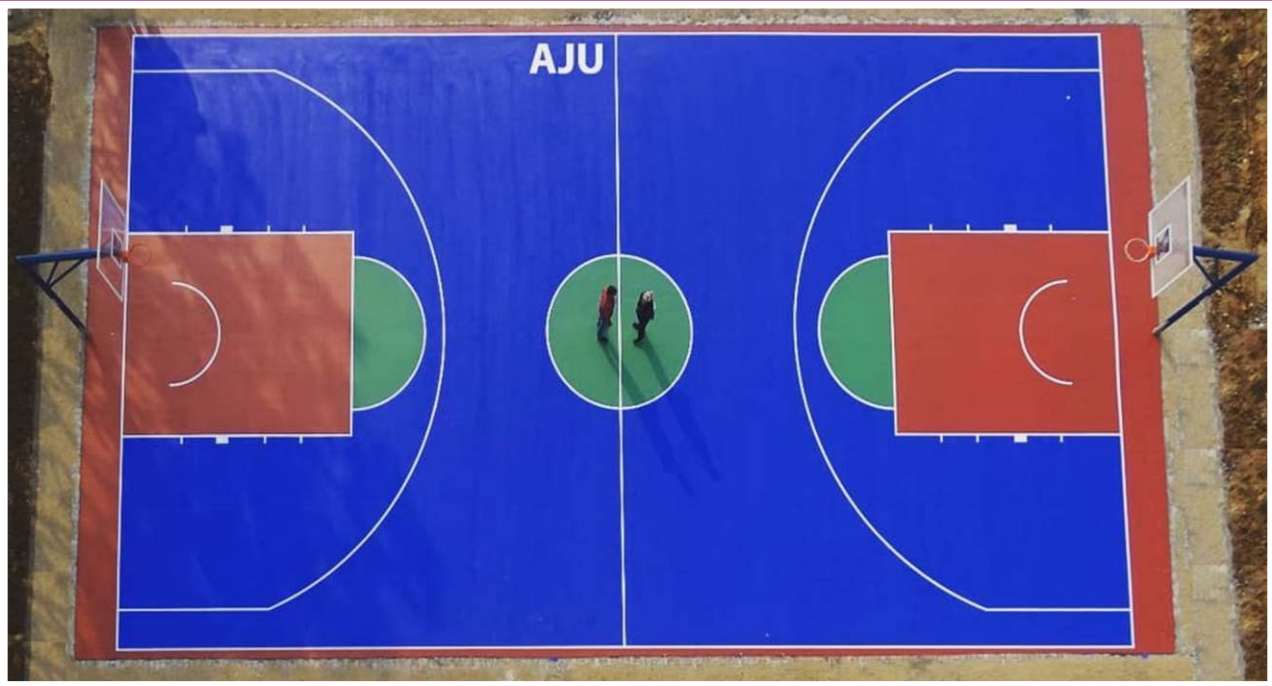
अरका जैन युनिवर्सिटी के डायरेक्टर अमित श्रीवास्तव ने कहा कि कोरोना संक्रमण काल में हर कोई कठिनाई में निरत है, इन दिनों लोगों के नौकरी जानने, स्कूलों के बंद होना व उनके नौकरी खतरा मिल रही थी, इस कठिन दौर के बीच जिस प्रकार का प्लेसमेंट हुआ है, उसके बारे में हमने विश्वों के साथ ही विश्वविद्यालय के चेयर पर एक मुकाम रखा है।

**छात्राएं बोलीं**

**शब्दों में बयां नहीं कर सकती खुशी**  
छात्राओं ने बताया कि अभी-अभी उन्होंने प्रेजेंटेशन पास किया, इंटरव्यू पास करने के साथ ही 10 लाख रुपये के पैकेज पर नौकरी मिलने एक सपने के जैसा है, उन्होंने इरका शर्मा अरका जैन युनिवर्सिटी प्रमुख को धिया, साथ ही कहा कि जिस प्रकार से कॉलेज में शिक्षाविदों का करियर बेहतर बने, उसी का नतीजा है कि इनका शानदार प्लेसमेंट हुआ।



# SPORTS @ AJU



Considered at par with Education, Research, and Entrepreneurship is Sports. Students are encouraged and given immense support when it comes to sports.

On the intercollegiate front too, our students have continued to make us feel proud by winning state level championships in various sports.

Stemming from the vision of overall student development, ARKA JAIN University provides facilities and encouragement for every sport that students find interest in. Exceptional talents are given adequate encouragement in their chosen sporting disciplines.

The University offers scholarships to help athletes who compete at state, national or international levels to meet the extra costs of elite participation.

**RUNBHOOMI**, an intra University Sports Extravaganza, is an annual event hosted by ARKA JAIN University. The University sees an outstanding performance and participation of students from all the schools of the university in various indoor and outdoor sporting events.

**JAIN Premier League** is an annual cricket tournament organized by AJU in a 20-20 format. Schools from across state participate and fight to lift the prestigious trophy.

## Notable Alumni of the JGI Group

- **K. L. Rahul**  
National Cricket Player
- **Robin Uthappa**  
National Cricket Player
- **Varun Aaron**  
National Cricket Player
- **Rohan Bopanna**  
Indian Tennis Player
- **Manish Pandey**  
National Cricket Player
- **Karun Nair**  
National Cricket Player
- **Pankaj Advani**  
Int. Billiards Champion
- **Shikha Tandon**  
Int. Swimming Champion

# Student Speak



## C.S RITIKA SINGH

Chief Legal Officer  
Tata Steel

Jain University is a place of learning, fun, culture, lore, literature and many such life preaching activities. Studying at the Jain University brought an added value to my life. It gave me an opportunity to meet different kind of people and learn a number of things.



## KUNAL PATEL

Business Analyst  
HCL

Attending AJU was the wisest choice I made after completing my high school. The professors challenged my academic abilities and I have grown so much because of them. I am proud that AJU is my Alma Mater and because of AJU now I am working with HCL Technologies.



## ANURAG ROY

Financial Analyst  
Wells Fargo India Sol.

This institution has been the turning point of my life where you learn corporate culture with your usual course of curriculum. I did my BBA from Jain college and after that I got placed in Wipro.



## ASHISH BUDHRAJA

Business Development  
OYO Rooms

I have pursued my graduation from AJU. It was a very exciting journey with lot of learning which provided me with some thought-provoking questions for myself. AJU has helped me to put thought into what my core values are.



## SAURABH SHARMA

Senior Analyst  
ADP India Pvt Ltd.

The faculty is amazing, they just don't give you college lessons but also life lessons which not only help you become worthy of employment but also you are being formed into a responsible, driven, and faithful adult in every aspect of your college experience, they will assist you in becoming the best you.



## PRABHA SHARMA

IT professional  
Oracle

An IT professional specialising in Oracle, a corporate trainer in Infosys, won several medals in academic and extra-curricular activities at college and University level, gold medalist in her master's. "I am what I am today and whatever I have achieved is because of our ARKA JAIN University."



## VARTIKA JAISWAL

Tax Consultant  
Deloitte US India Pvt Ltd.

I am very proud to have been a part of AJU where students are not just students but Manager, Strategists, Leaders and Entrepreneur in making. Being a part of this institution makes me stand apart in the crowd and to believe in what I stand for.



## AKANSHA MAHATO

Financial Analyst  
Silver skills Pvt. Ltd

AJU has been a great contributor to the development of my personality. I have established my leadership, time management and team skills and have also been able to advance these skills to the whole new augmented level.