



OF EXCELLENCE

Recognised by **UGC/AICTE**



**ARKA JAIN**  
**University**  
Jharkhand

DEVELOPMENT

BRANDS

STRATEGY

MARKETING

# MBA

2-YEAR FULL-TIME AICTE APPROVED MBA

**SCHOOL OF COMMERCE &  
MANAGEMENT**



# ABOUT JGI GROUP

Jain Group is an established education provider and leading entrepreneurship incubator in India.

Headquartered in Bengaluru, The JGI represents a cluster of 65+ vibrant educational establishments. With an illustrious history spanning over more than 32 years, the Group has grown to serve over 75,000 students and 10,000 faculty & staff members are engaged at various levels, P-12 (Pre-School to Grade 12), diploma, undergraduate, postgraduate, doctoral levels across 64 campuses throughout the nation which include prestigious institutions like Jain College, Bengaluru (Among the top 25 best commerce colleges in India\*); JAIN (Deemed-to-be-University), Bengaluru (Among the top 5 private universities of India\*); Jain College of Engineering, Bangalore; Jain Public Schools, Jain Heritage Schools, Jain Toddlers and Jain International (Residential) Schools.

\*As per India Today - Nielsen survey.

AMONG  
**TOP**  
EDUCATIONAL  
INSTITUTIONS IN INDIA

JGI's ALUMNI INCLUDE  
**OVER 10+**

Arjuna, Rajiv Gandhi Khel Ratna, Padma Shri, & Padma Bhushan Awardees, & 300+ Sports persons of International & National Repute.

**08**  
STATES

**02**  
UNIVERSITIES

**77**  
EDUCATIONAL  
INSTITUTIONS

**75K**  
STUDENTS

**64**  
CAMPUSES

**10K**  
EMPLOYEES

**50**  
INCUBATED  
COMPANIES

# ABOUT ARKA JAIN UNIVERSITY

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 offering 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 high 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!**

5k+  
STUDENTS

07+  
SCHOOLS

30+  
PROGRAMMES

175+  
FACULTY MEMBERS



## RECOGNITIONS & AFFILIATIONS



Government of Jharkhand



Pharmacy Council of India  
(PCI)



University Grants Commission  
(UGC)



Bar Council of India  
(BCI)



Association of Chartered Certified  
Accountant (ACCA, UK)



Optometry Council of India  
(OCI)



All India Council for Technical  
Education (AICTE)



Jharkhand Nursing Registration  
Council (JNRC)

# TOP 10 REASONS

## TO BE A PART OF ARKA JAIN UNIVERSITY

- 1 Part of the JGI, Bengaluru. Mentored by JAIN (Deemed-to-Be-University), Bengaluru (Among the top 5 private universities of India as per India Today - Nielsen survey)
- 2 An ISO 21001:2018 Certified "Educational Organization Management System" University
- 3 Interactive, engaging and enriched Course Curricula
- 4 Multi and Inter-disciplinary approach towards the teaching-learning process
- 5 MoUs with renowned players from the Corporate and Academe
- 6 State-of-the-art infrastructural amenities
- 7 Credible placement record
- 8 Platform for fostering the entrepreneurial spirit among the students
- 9 Sensible approach towards community engagement through NSS, NCC, Rotaract, etc.
- 10 Commendable opportunities to students in such aspects as sports, exposure, beyond academic pursuits







**AARAMBH**  
Induction & Orientation



**NAVOTSAV**  
Gandhi Jayanti cum Navratri Celebration



**RUKSAT**  
Farewell Function



**ROO-B-ROO**  
Fresher's day - Ice Breaker For New Students



**AAGAAZ**  
An Annual Cultural Fest



**CARVAAN**  
An Annual Expedition of AJU



## PREMIER LEAGUE

0-20 Red Ball Cricket



## HOLI INVASION

A message of Unity & Brotherhood



## ROSHNI

Celebration of Lights



## SARASWATI PUJA

Devotion to Goddess of Knowledge



## YUVA

University Youth Festival



## RUNBHOOMI

Annual Sports Meet - Battle For Glory

# CARNIVALS@AJU







# MBA

2-Year Full-Time AICTE Approved MBA

## **Master of Business Administration**

Combining academic excellence, opportunity and real-world experiences, our MBA program 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 ensure quality approach towards managerial education at post graduate level. Our program incorporates academic and experiential learning processes, thus providing you with the framework and managerial knowledge essential for a career in corporate, along with the context that puts those contemporary skills into action.

# MBA ( QUICK FACTS )

2-Year full-time AICTE Approved Master of Business Administration

4 Semesters | **Degree Awarded by:** ARKA JAIN University, Jharkhand

**Eligibility:** (i) Passed Bachelor Degree of minimum 3 years duration. Obtained at least 50% marks (45% marks in case of candidates belonging to reserved category) in the qualifying examination.  
(ii) Candidate should have a valid score card of any of the entrance exam like CAT /MAT / XAT / CMAT or AJU -Combined Entrance Test ( AJUCET )

## Program Highlights

- Mentored by JAIN (Deemed-to-be-University), Bengaluru; A NAAC A++ and NIRF Top-100 HEI
- Technology Driven Learning through TATA Steel E Learning & LinkedIn Learning
- Opportunity to be a part of Toastmasters International Inc., USA; a public Speaking club
- Current Business Review (CBR) sessions for analysing Business, Social and Economic affairs based on complimentary copies of "The Economic Times" newspaper provided to the students
- Faculty members have diverse and rich academic & industrial experience
- Exposure through regular industry interface and mentoring by Senior Corporate 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 by the T&P Cell







# 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 the specialized areas like Consumer Behaviour, Service Marketing, Sales & Distribution Management, International Marketing, Brand Management that will enhance your skills for developing strategies in business decision making through innovative marketing techniques.

**Finance:** Keeping in mind the growing and diverse needs of financial market & development across all sectors of the economy, AJU offers curriculum in finance which gives you in-depth knowledge in Managerial Accounting, Capital Market, Security Analysis & Investment Management, Corporate Finance and Working of International Financial Markets.

**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.

**LinkedIn** LEARNING

WITH LINKEDIN LEARNING, YOU CAN:

**Earn Globally  
Relevant Certifications**

- Digital Marketing
- Entrepreneurship
- Business Analytics
- Financial Modelling
- Investment Analysis







# you have an edge with...

## Case Study Based Learning

We follow an extensive Case Study based teaching model for facilitating analytical & critical thinking to analyze chosen topic through the lens of established businesses. Students get first hand experience on strategies adopted by acclaimed brands in terms of communication, marketing, social responsibility, financial outcomes, positioning in the global market place, etc.

## Aarambh - Student Induction Program

A 7-Day program meant for new students, Aarambh is interspersed with introductory session with their batch mates, faculty members and senior management of the university including Dean, Vice-Chancellor, Registrar, Director etc. Student also get the opportunity to attend motivational sessions by renowned speakers, yoga & meditation sessions, etc. Industry veterans visit the campus and guide the new students as they share different perspectives of management domain and their experience with students. Aarambh ends with 2 days of outbound learning program , where student learn about the basics of management through outdoor activities and management games under the supervision of external expert trainers.

## 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 class room learning.

**Tech-Enabled  
Classroom**

01



**Digital  
Library**

02



**Hi-Tech  
Labs**

03



**Sports  
Facilities**

04



**Auditorium**

05



**Club &  
Gymnasium**

06



**Transportation**

07



**Food  
Court Area**

08

# Learn from the Best, Accomplish Further



**RANKED 5**

**AMONG TOP 15  
EMERGING UNIVERSITY  
CATEGORY**



**Outlook**  
**ICARE RANKING**  
**2022**



**TOP 100**

HIGHER EDUCATION  
REVIEW MAGAZINE  
SURVEY 2022

ARKA JAIN University  
**Ranked Overall 14th** in the  
Top-100 Engineering Survey 2022 by  
Higher Education Review Magazine.



**TOP 100**

HIGHER EDUCATION  
REVIEW MAGAZINE  
SURVEY 2022

ARKA JAIN University  
**Ranked Overall 15th** in the  
Top-100 Beyond IIMs B-School Survey 2022  
by Higher Education Review Magazine.



**OUTLOOK**

ICARE INDIA  
MBA RANKINGS  
2023

ARKA JAIN University  
**Ranked 10th** (Top Private MBA  
Institutions - East Zone Category) in the  
OUTLOOK- ICARE India MBA Rankings 2023



**OUTLOOK**

ICARE INDIA  
MBA RANKINGS  
2023

ARKA JAIN University **Ranked 36th**  
(Private University - Constituent  
Colleges Category) in the  
OUTLOOK- ICARE India MBA Rankings 2023



**OUTLOOK**

ICARE INDIA  
MBA RANKINGS  
2023

ARKA JAIN University  
**Ranked 87th** (Top Private MBA  
Institutions Category) in the  
OUTLOOK- ICARE India MBA Rankings 2023



**CERTIFICATION**

ISO 21001:2018  
CERTIFIED  
UNIVERSITY

An ISO 21001:2018 Certified  
**"Educational Organization  
Management System"** University

# VIBRANT CAMPUS LIFE@AJU







There's always something amazing happening at AJU. Whether it's on campus or around the country, our students, faculty & staff members and alumni are out seizing the day.



# Integrated Mode of Teaching & Learning

Our teaching-learning 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 scenarios.



**Workshops, 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, Entrepreneurship etc. Latest trends like Crisis Management, Live Cases etc. are a part of the program. The program also includes management games and knowledge-based games. Industry visits are organised every semester.



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



**CBR** - Current Business Review Session - Every week, CBR sessions are organized to discuss the recent happenings in the corporate world. Student go through The Economic Times news paper or business magazines and present & discuss the news and analyze important corporate events.



**Debate Forum** - The debate forum allows students to debate issues being faced in the society and the ability to learn different perspectives that are brought to the fore by students with different areas of expertise.

## MOUs with organizations for training & placement support



## Learning By Doing

### Project & Application-based Learning:

We offer decent career prospects to the students of MBA. The exceptional teaching and program outcomes help to bridge the gap between the industry needs and academics. Companies from the fields of Finance, Marketing, Human Resources, General Management, Entrepreneurship etc. prefer MBA graduates in their respective specialisations. This professional program provides practical knowledge in the field of managerial education.



**Case  
Studies**



**Group  
Assignments**



**Classroom  
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, business, cultural and theatre related activities are organized on continuous basis every saturday. Corporate lectures, business scan sessions, debate forums, industry interaction, etc. are organised.

## LIBRARY

The Central Library of the University has a wide range of latest edition books for different subjects of Technology, Management, different fields of Science, including Journals, e-journals, magazines. Central library is also equipped with reprography facility, internet facility with systems for the students to access study material from e-learning sources.





# 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 allow you to learn at your own pace from the comfort of your home or university campus. More over, the courses conclude with competency mapping to test your acquired competency and provide you a globally recognized certificate.

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

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

### Various Trainings organized by the Training & Placement Cell

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

### 4 विद्यार्थियों को 8-8 लाख का पैकेज

#### अरका जैन विवि

जमशेदपुर | संवाददाता

अरका जैन यूनिवर्सिटी में जानी-मानी टेक कंपनी अप्पेइ ने प्लेसमेंट ड्राइव का आयोजन किया। अप्पेइ एक ऑनलाइन एजुकेशन प्लेटफॉर्म है, जहाँ इंटरनेट रिलेवेंट प्रोग्राम विद्यार्थियों को ऑफर किए जाते हैं, जैसे डाटा साइंस, मशीन लर्निंग, प्रोडक्ट मैनेजमेंट, डिजिटल मार्केटिंग और इंटरप्रोन्नोर्शिप। इस प्लेसमेंट ड्राइव में कुल 51 विद्यार्थियों ने भाग लिया। अंतिम रूप से 4 का चयन हुआ।

इन्हें तीन चरणों के इंटरव्यू से गुजरना पड़ा। पहले चरण में रिज्यूमे की शॉर्ट लिस्टिंग हुई। दूसरे चरण में एचआर



मुस्कान गौतम।



आकाश कुमार पांडेय



शिखा।

राउंड हुआ, जो टेलीफोनिक था और तीसरा चरण बिजनेस राउंड के नाम से हुआ, जिसमें वीडियो कॉलिंग से इंटरव्यू लिया गया।

इस प्लेसमेंट ड्राइव में एमबीए, बीबीए एवं बीकॉम के विद्यार्थी शामिल हुए। जो चयनित हुए हैं, उन्हें सेल्स ट्रेनी का प्रोफाइल दिया गया है। चयनित विद्यार्थियों में मुस्कान, गौतम, आकाश कुमार पांडेय, शिखा शामिल हैं।

सभी को ज्वाइनिंग लेटर दिया गया। वर्क लोकेशन नोएडा और बेंगलुरु दिया गया है। इन्हें आठ लाख रुपये सलाना ऑफर किया गया है।

प्लेसमेंट ऑफिसर राहुल रेज ने बताया कि आने वाले समय में कई नामचीन कंपनियां आएंगी और बच्चों को अच्छे अवसर मिलेंगे। विवि के कुलपति डॉ. एसएस रजी ने विद्यार्थियों को सफलता के लिए बधाई दी।

### अरका जैन विवि के पांच छात्र 4.30 लाख के पैकेज पर लॉक



जमशेदपुर. अरका जैन यूनिवर्सिटी में प्रसिद्ध कंपनी अप्पेइ माबर्स एजुकेशन इंडिया प्राइवेट लिमिटेड ने कैपस प्लेसमेंट ड्राइव आयोजित किया। जिसमें यूनिवर्सिटी के कुल 55 छात्रों ने हिस्सा लिया। इस दौरान कंपनी के प्रतिनिधियों ने विद्यार्थियों को अलग-अलग चैनलों पर परखा, जिसके बाद अंतिम रूप से 5 विद्यार्थियों का चयन किया गया। चयनित विद्यार्थियों को कंपनी ने बिजनेस डेवलपमेंट ऑफिसर के प्रोफाइल के तौर पर चयन किया है। चयनित विद्यार्थियों की ज्वाइनिंग डेट 16 सितंबर है, जबकि लोकेशन जमशेदपुर एवं रांची दिया गया है। यूनिवर्सिटी प्रबंधन-ज्वे. और से बताया गया कि चयनित

विद्यार्थियों को 4.30 लाख रुपये का ऑफर दिया गया है। इस सफलता से विद्यार्थियों में हर्ष है वहीं यूनिवर्सिटी के कुलपति डॉ. एसएस रजी ने भी इस पर उत्साह जताया।

#### तीन राउंड से गुजरना पड़ा

इस कैपस ड्राइव में छात्रों को कठिन सेलेक्शन प्रोसेस से गुजरना पड़ा, जिसमें सबसे पहले छात्रों को लिखित परीक्षा से गुजरना पड़ा। दूसरे राउंड में ग्रुप डिस्कशन के बाद 10 छात्रों का चयन फाइनल इंटरव्यू के लिए किया गया, अंतिम रूप से छहों का चयन (बीबीए), विककी सिंह (बीबीए), रिचा शर्मा (बीकॉम), निधि (बीकॉम) और मोहित कुमार (बीकॉम) का चयन किया गया।

## GET SPORTSPERSONIFIED!

ARKA JAIN University is at the forefront with regard to encouraging its students to participate in sports events, both in the University and outside. For this, the university provides every possible support. The students have made us proud by participating and winning many inter-university sports competitions at state and even national levels. Some of them have represented the state of Jharkhand in such categories as U-19 table tennis and cricket, that too in the female category.

The University offers scholarships during admission based on performance in sports as well as helps athletes who compete at state, national or international levels.

Runbhoomi, the annual sports meet witnesses outstanding performances from all the Schools of the university in various indoor and outdoor sporting events. Runbhoomi 2022 was organized as per the Fit India initiative of Government of India.



## Notable Alumni of the JGI Group



**K. L. RAHUL**

NATIONAL CRICKET PLAYER



**MANISH PANDEY**

NATIONAL CRICKET PLAYER



**ROBIN UTHAPPA**

NATIONAL CRICKET PLAYER



**KARUN NAIR**

NATIONAL CRICKET PLAYER



**VARUN AARON**

NATIONAL CRICKET PLAYER



**PANKAJ ADVANI**

INT. BILLIARDS CHAMPION



**ROHAN BOPANNA**

INDIAN TENNIS PLAYER



**SHIKHA TANDON**

INT. SWIMMING CHAMPION

# MAKE TACTICAL CAREER MOVES

With us

PG (MBA)  
HIGHEST PACKAGE

**9 LPA**

PG (MCA)  
HIGHEST PACKAGE

**4 LPA**

UG(BBA/BCOM/BCA/BA)  
HIGHEST PACKAGE

**10 LPA**

B.TECH  
HIGHEST PACKAGE

**5.58 LPA**

B.OPTOMETRY  
HIGHEST PACKAGE

**3 LPA**

DIPLOMA  
HIGHEST PACKAGE

**4.8 LPA**

HIGHEST PACKAGE

**10 LPA**

AVERAGE PACKAGE

**4.5 LPA**



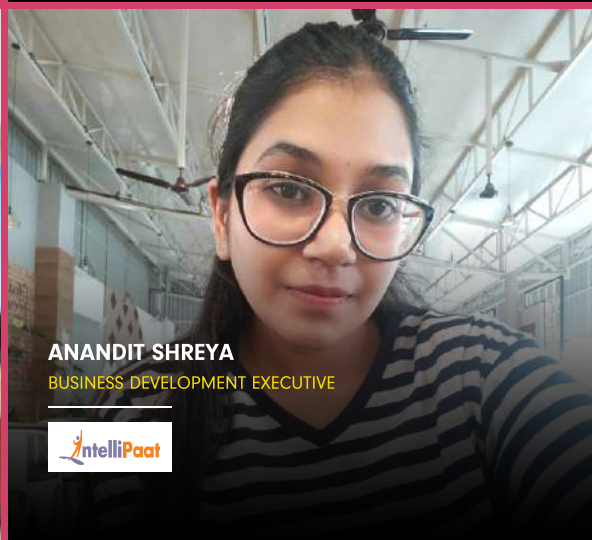
**HARSHIT KUMAR SHARMA**

SYSTEM ASSOCIATE



**ANKIT PRASAD**

INDUSTRIAL ENGINEER



**ANANDIT SHREYA**

BUSINESS DEVELOPMENT EXECUTIVE



**ABHISHEK TIRUNAGRI**

ASSOCIATE







SCAN FOR WEBSITE



# Admission Process

## OFFLINE MODE

- Collect the Application Form and prospectus In-person by paying (General Category: Rs. 1000/-) & (SC/ST Category: Rs. 500/-) 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
- 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 (General Category: Rs. 1000/-) & (SC/ST Category: Rs. 500/-) 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

## Contact Details:

 **Landline Number: 0657-2220285**

 **Toll Free Number: 1800 -1200-200**

 **Whatsapp Number: 8406800562**

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

 **Email: [admission@arkajainuniversity.ac.in](mailto:admission@arkajainuniversity.ac.in)**

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

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