



ARKA JAIN
University
Jharkhand

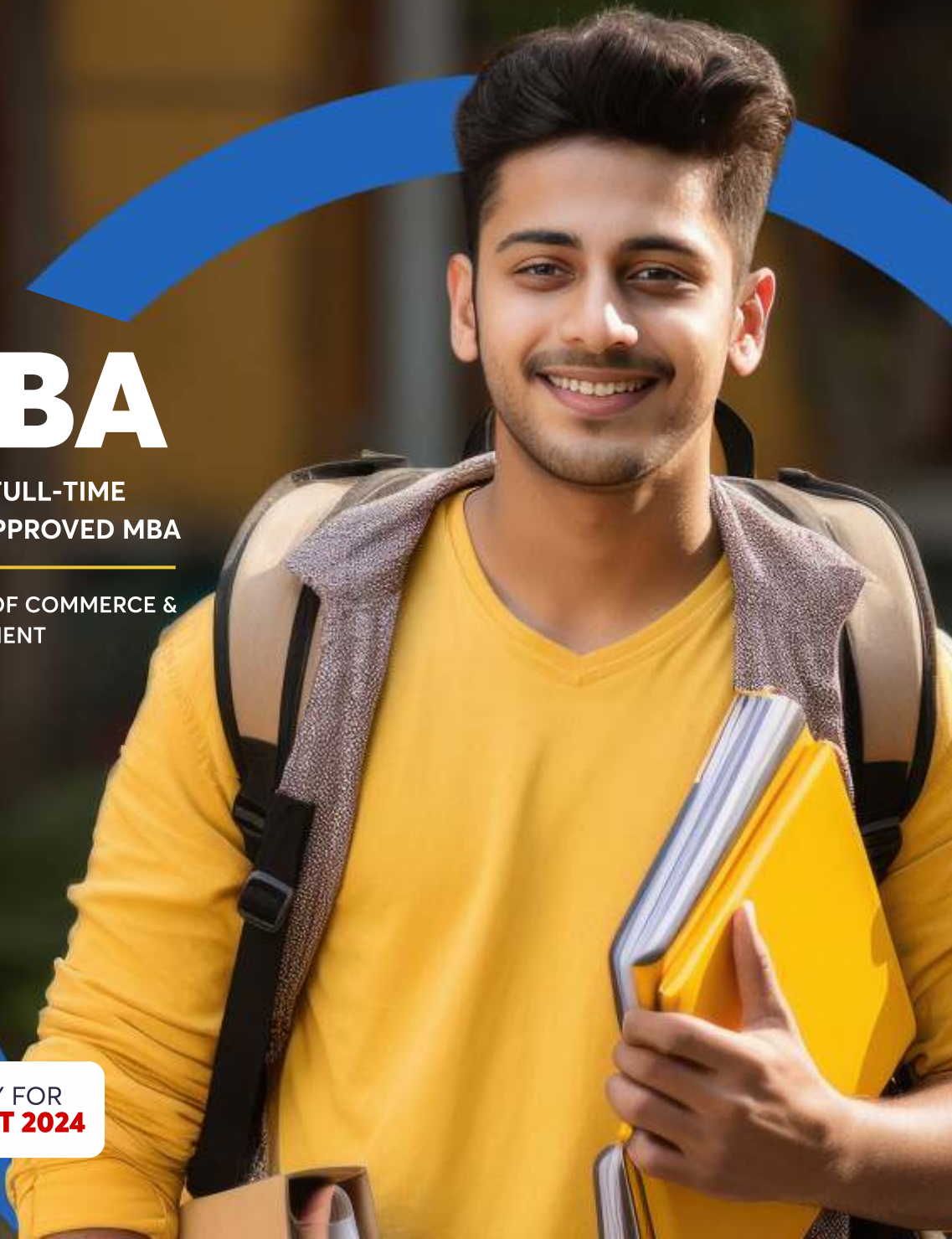


MBA

2-YEAR FULL-TIME
AICTE APPROVED MBA

SCHOOL OF COMMERCE &
MANAGEMENT

APPLY FOR
AJUCET 2024



ABOUT JAIN GROUP

JAIN Group, Bengaluru is an established education provider and leading entrepreneurship incubator in India. JGI represents a cluster of 77+ educational establishments with 75,000-plus students and 10,000-plus employees engaged at various levels, P-12 (Pre-School to Grade 12), diploma, undergraduate, postgraduate, doctoral levels across 64 campuses pan India. 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.The 30-plus Years JAIN Legacy is synonymous with NIRF, QS World University Rankings, NAAC A++ Grade, NBA.

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.

08
STATES

02
UNIVERSITIES

77
EDUCATIONAL
INSTITUTIONS

75K
STUDENTS

64
CAMPUSES

10K
EMPLOYEES

50
INCUBATED
COMPANIES

About

ARKA JAIN UNIVERSITY

ARKA JAIN University was established in the year 2017 by the Jharkhand State Legislature under "The ARKA JAIN University Act" & is recognized by UGC. It is the first state private university in the Kolhan region (comprising of three districts) of the state.

AJU has been accredited with 'A' Grade by NAAC in the first cycle, the first state private university in Bihar, Jharkhand and West Bengal to get this distinction. The university has the necessary affiliations, recognitions and memberships from such bodies as AICTE, BCI, PCI, OCI, JNRC, INC, AIU, ASCO. AJU is an ISO-certified "Educational Organization Management System" University. It has been ranked 3rd in the "Top-15 Emerging Private Universities in India" category in the prestigious Outlook iCare University Ranking 2023.

RECOGNITION, AFFILIATION & MEMBERSHIPS



University Grants Commission (UGC)



All India Council for Technical Education (AICTE)



International Organization for Standardization



Association of Indian Universities

5000+ STUDENTS

07 SCHOOLS

30+ PROGRAMS

175+ FACULTY MEMBERS



TOP 5

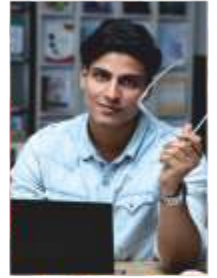
REASONS TO BE A PART OF **ARKA JAIN UNIVERSITY**

- 1 Accredited with NAAC 'A' Grade in First Cycle, only State Private University in Bihar, Jharkhand & West Bengal to achieve this feat
- 2 Part of the JAIN Group, Bengaluru: Mentored & Guided by JAIN (Deemed-to-be-University), Bengaluru
- 3 Member - Association of Indian Universities (AIU)
- 4 50+ MOUs (International & National) with Corporate and Academic Partners
- 5 ISO Certified "Educational Organizations Management System" University



Explore The
VIVACIOUS AND EFFERVESCENT CAMPUS





Thriving classrooms, vibrant communities.
A world of possibilities awaits.



And fresh
AGGI®
able Here





MBA

Master of Business Administration

AICTE APPROVED

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) or Common University Entrance Test (CUET) by National Testing Agency (NTA).

SPECIALIZATIONS OFFERED

MARKETING | FINANCE | HUMAN RESOURCE MANAGEMENT | DIGITAL MARKETING



- 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 interest through the available specializations,
- 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 contemporary skills into action.

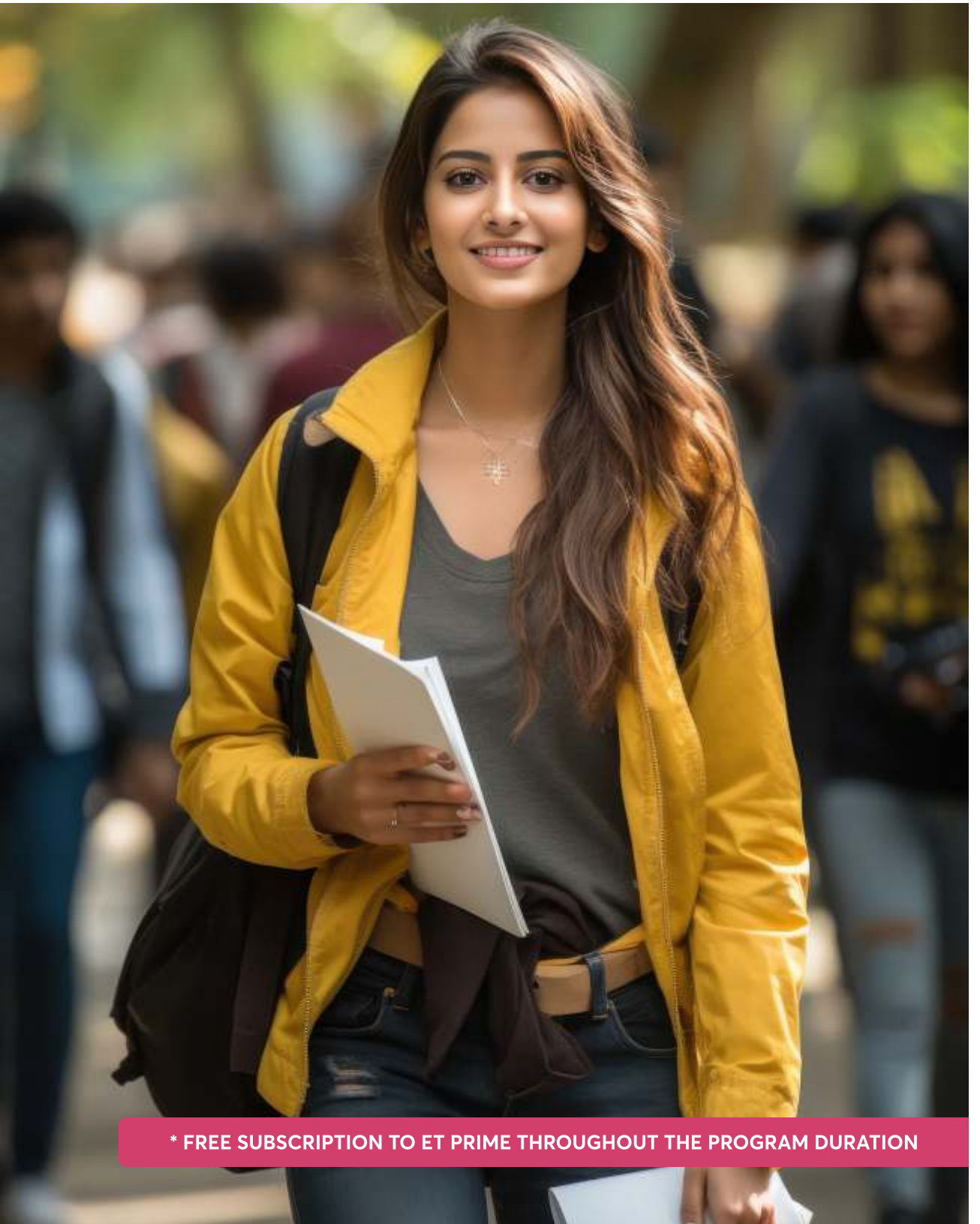
PROGRAM HIGHLIGHTS

- Mentored by JAIN (Deemed-to-be-University), Bengaluru; A NAAC A++ and NIRF Top-100 HEI
- Technology Driven Learning through e-Learning platforms like VSkills.com, LinkedIn Learning & Coursera
- Opportunity to be a part of Toastmasters International Inc., USA; 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 provided to the students
Faculty members have diverse and rich academic & industrial experience
- Exposure through regular industry interface and mentoring by Senior Corporate Executives
Dual Specialization - Increasing employment potential
- Four--tier mentoring programme (Faculty / Industry / Alumni / Peers)
- Tech Edge Synergy - 30% of each course covered through digital content to create industry application knowledge and improving applied and experiential learning for employability enhancement
- Excellent Placement support through
Campus to Corporate Training
Present yourself Exercise
Interview focused training provided to students round the year



SCHOLARSHIP

Please refer to scholarship section on our website



* FREE SUBSCRIPTION TO ET PRIME THROUGHOUT THE PROGRAM DURATION

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.



@AJU you have an edge with...

■ National Institute of Securities Markets (NISM) Certified Courses recognised by all Indian Banking and Financial Bodies & Institutions



NISM certified courses for finance and Non finance specialisation students to improve employability. Integrated in the curriculum, students are provided course material from NISM .

- Mutual Fund Distributor NISM Series
- Securities Operations & Risk Management NISM Series
- Investment Advisor NISM Series
- Financial Education NISM Series

■ Global Digital Certification through IBM in Business Analytics



Value Added Courses and certifications through IBM enhancing industry required skill & knowledge in Data Analytics. Subjects taught as per the industry demand. Live projects through IBM for hands-on experience

- Data Science
- Functional Analytics (HR/Marketing/Finance)
- Data Security

■ Digital Marketing courses through International Skill Development Corporation



Certificate courses in Digital marketing. at par with the digital skills required by the industry. Courses directly impacting employability in the local as well as pan-India market.

- Web & Social Media Analytics
- Digital Product Management
- Growth Marketing

Technology Driven Learning

e-learning



Access to Specialized as well as diverse content through e-Learning platforms like VSkills.com, LinkedIn Learning & Coursera.

AJU offers its students access to e-learning platforms 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.

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.



Case Studies



Group Assignments



Classroom Presentations



Panel Discussions



Industry Visits

LEARNEDGE SATURDAYS

AJU offers extracurricular activities of high intensity and value which develop mind, body and spirit. Notable among them are the Learnedge Saturdays, where a combination of technology, business, cultural and theatre related activities are organized on continuous basis every saturday. Corporate lectures, Tech scan sessions, debate forums, industry interaction, etc. are organised.



AARAMBH – 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 sessions by renowned speakers, yoga & meditation session and Industry veterans also visit the campus and guide new students and share different perspectives of management. Aarambh ends with 2 days of Outbound Learning Program generally conducted at a nearby resort, where basics of management are learned through outdoor activities and management games under the supervision of external expert trainer.

Value Added Courses

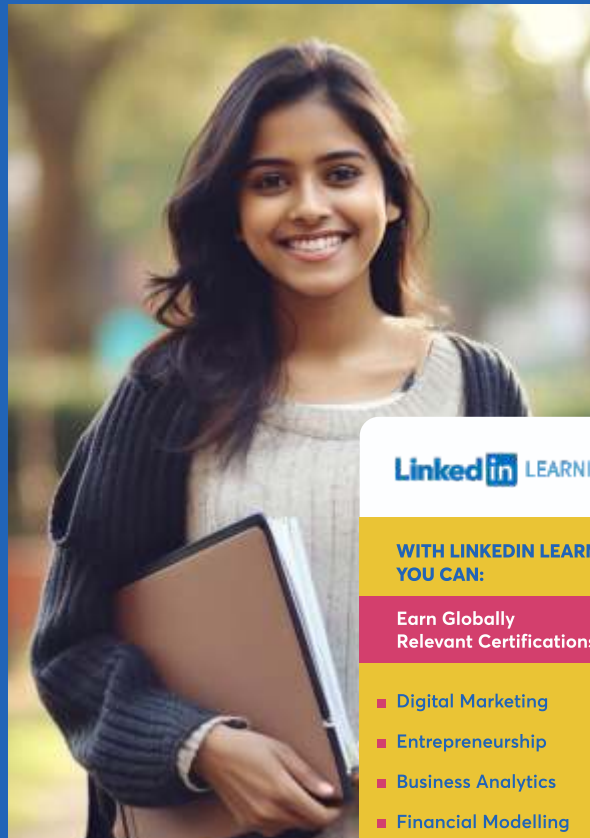
VIA LINKEDIN LEARNING



- 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 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



**WITH LINKEDIN LEARNING,
YOU CAN:**

**Earn Globally
Relevant Certifications**

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

CARNIVALS @ AJU



Holi Invasion

A vibrant explosion of colors and joyous revelry!



Carvaan

Annual expedition tour to discover uncharted territories



Navotsav

Celebrating Legends of Gandhi-Shastri & Sparkle of Navratri





Aagaaz

The 3-day annual flagship cultural extravaganza



Runbhoomi

Three-Day Flagship Annual Sports Extravaganza

Aarambh

Gateway to a vibrant & enriching experience!



NIKHITA GANDHI
Leading Bollywood Playback Singer performing at AAGAAZ

EPR
Runner-up / Judge of MTV Skatte performing at AAGAAZ

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.



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 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 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 - Contemporary Business Review Session - Every week CBR 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 over issues being faced in the society and the ability to learn different perspectives that are brought to the table by students with different areas of expertise.



Learnedge Saturdays- Extracurricular activities of high intensity and value which develop mind & body are organized under the banner of Learnedge 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 Partnerships powering the future of higher education in management



V-SKILLS CERTIFIED

Online government-recognised certifications, access to recruiters, support for interviews and much more



RESEARCH FOUNDATION OF INDIA

For deep learning and research related work



HOSTEL FACILITY

The University provides well-furnished spacious accommodation for female students through two of its hostels situated in the heart of the city, namely, Adityapur locality in Jamshedpur. Both the hostels have air-conditioned (A/C) and non A/C rooms. Each room has bed, almirah, study table and chair.

CAFETERIA FACILITY

Enjoy a diverse menu of delicious options at AJU cafeteria, perfect for fueling your academic journey. Whether you're grabbing a quick bite between classes or catching up with friends over lunch, our welcoming atmosphere makes the cafeteria a hub for both sustenance and socialization. Unwind and socialize with friends in a relaxed atmosphere, making memories that last a lifetime.



TRANSPORT FACILITY

The University provides bus facilities for the students who opt for availing the transport facility. A fleet of buses ply between university and various locations of Jamshedpur to pick and drop the students and faculty members.

GYM FACILITY

The University has a dedicated gym facility which the University fraternity utilizes as per their convenience. Various types of gym equipment are made available to those interested in utilizing the same.



DE Shaw offers record-breaking placement &
INTERNSHIP OPPORTUNITIES TO OUR STUDENTS

DE Shaw & Co



₹ 23 LPA

RAVINDER KAUR

CLASS OF 2021-24



MONTHLY STIPEND

₹ 30,000

KRITIKA KUMARI

CLASS OF 2022-25

OUR ALUMNI: LEADING THE CHARGE, SHAPING THE FUTURE.



PRADUMNA PRADHAN
(MBA 2021-2023)

Boston Ivy Healthcare
Solutions Pvt Ltd



SUJATA KUMARI
(MBA 2021-2023)

PO,
Bank of Baroda



DISHA SARAIWALA
(MBA 2021-2023)

Boston Ivy Healthcare
Solutions Pvt Ltd



DIKSHA VARSHNEY
(MBA 2021-2023)

Sbicap Securities
Pvt. Ltd.



ANCHALA KUMARI
(MBA 2021-2023)

Star Union Dai-Ichi Life
Insurance Co.Pvt.Ltd.



OMM SHANKAR MAHAPATRA
(MBA 2021-2023)

Global Garner Sales
Services Limited.

Get **SPORTSPERSONIFIED!**

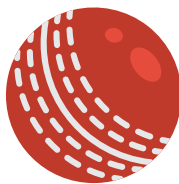
ARKA JAIN University is at the forefront with regard to encouraging its students to participate in sports events, both in the University and outside. For this, the university provides every possible support. The students have made us proud by participating and winning many inter-university sports competitions 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 2023 was organized as per the Fit India initiative of Government of India.



Notable Alumni of the **THE JAIN GROUP**



K. L. RAHUL

INTERNATIONAL CRICKET PLAYER



MANISH PANDEY

INTERNATIONAL CRICKET PLAYER



ROBIN UTHAPPA

INTERNATIONAL CRICKET PLAYER



KARUN NAIR

INTERNATIONAL CRICKET PLAYER



VARUN AARON

INTERNATIONAL CRICKET PLAYER



PANKAJ ADVANI

INTERNATIONAL BILLIARDS CHAMPION



ROHAN BOPANNA

INDIAN TENNIS PLAYER



SHIKHA TANDON

INTERNATIONAL SWIMMING CHAMPION

LEARN FROM THE BEST,

Accomplish Further



Outlook ICARE Rankings 2023,
India's Best Colleges



Higher Education Review Magazine
Survey 2022



Higher Education Review Magazine
Survey 2022



Outlook ICARE Rankings 2024,
India's Best Colleges



Outlook ICARE Rankings 2023,
India's Best Colleges



Outlook ICARE Rankings 2023,
India's Best Colleges

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 opposite 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 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

 **Email:** admission@arkajainuniversity.ac.in

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

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

SCAN FOR WEBSITE

