



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



**2-YEAR**  
**AICTE APPROVED**

# **MBA**

**(AS PER NEP 2020)**

**SCHOOL OF**  
**COMMERCE & MANAGEMENT**



**APPLY FOR**  
**AJUCET 2025**



Join Us  
**ON YOUR JOURNEY**

*To Success!*





## ABOUT

### ARKA JAIN UNIVERSITY

ARKA JAIN University was established in the year 2017 by the Jharkhand State Legislature under "The ARKA JAIN University Act" and is recognized by UGC.

Located in the tribal district Seraikela-Kharsawan, it is the first state private university in the Kolhan region (comprising of three districts) of the state.

**Accredited with NAAC 'A' Grade in the first cycle**, the first state private university in Bihar, Jharkhand and West Bengal to have this distinction.

The University has its root in the prestigious JAIN Group of Institutions, Bengaluru which has 77-plus educational institutions under its fold.

It is mentored by JAIN (Deemed-to-Be-University), Bengaluru, a NAAC A++ and NIRF Top-100 HEI.

The university has the necessary affiliations, recognitions and memberships from such bodies as AICTE, BCI, PCI, OCI, INC, JNRC, AIU, ASCO.

**80th Top Private B-Schools in India as per the Outlook iCare India's Best B School 2025 Ranking.**

**9th Top Private B-School in East Zone as per the Outlook iCare India's Best B School 2025 Ranking.**

1

#### ILLUSTRIOUS LEGACY

ARKA JAIN University is part of the famed JAIN Group of Institutions, Bengaluru and mentored by JAIN (Deemed-to-be-University), Bengaluru

2

#### WHAT EMBODIES OUR IDENTITY

NAAC-A Grade Accreditation, Academic Excellence, Diverse Program Options, Industry-ready Graduates – We have'em All!

3

#### NAAC A GRADE

Accredited with A Grade by NAAC in first cycle with a CGPA Score of 3.15 / 4.0

4

#### 52ND BEST PRIVATE UNIVERSITY IN INDIA

in the latest India Today-MDRA Best Universities 2024 Rankings!

5

#### ISO-CERTIFIED

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

6

#### AIU MEMBER

Member of Association of Indian Universities

7

#### 60+ MOUS

Learn from the best, network with the brightest

8

#### Robust Campus Recruitment Set-up

₹ 23 LPA Highest Package, 2500+ Placements and 500+ Companies visited till date

# How the Year UNFOLDS AT ARKA JAIN UNIVERSITY

1.

Beginning of Odd Semester Classes for the Non-First-Year Students



3.

AARAMBH (Welcome Day Function for First-year Students)

2.

Induction-cum-Orientation Program and Beginning of Classes for First-year Students



4.

ROO-B-ROO (Fresher's Function for First-year Students)

17.

JAIN Premier League (Inter-school Annual T-20 Cricket Tournament)



5.

Mid-Term Examination for the Non-First-Year Students



18.

End-term Examination (First Year)

16.

Beginning of Even Semester Classes (Except First Year)

24.

Mid-Term Examination for the First-Year Students



23.

SAMVAAD – Parent-Teacher Meet



22.

HOLI INVASION (Annual Pre-Holi Bash)



25.

Mentor-Mentee Meeting

26.

Even Semester Feedback to be given by Students



6. Gandhi/ Shastri Jayanti  
-cum-Navotsav Celebration Week



7. Mentor-Mentee Meeting



10. Odd Semester  
Feedback to be given  
by Students



12. Odd Semester  
End-term Examination  
(Except First Year)

8. ROSHNI (Annual  
Celebration of Light)

9. SAMVAAD –  
Parent-Teacher Meet

11. Mid-Term Examination  
for the First-Year Students

15. CARVAAN (Annual Excursion Tour)



13. AAGAAZ (Annual Cultural Fest)



14. RUNBHOOMI (Annual Sports Meet)

21. Mid-Term Examination  
for the Non-First-Year Students



19. SHIKHAR (The Annual  
Entrepreneurial Conclave)

20. Beginning of Even Semester  
Classes (First Year)



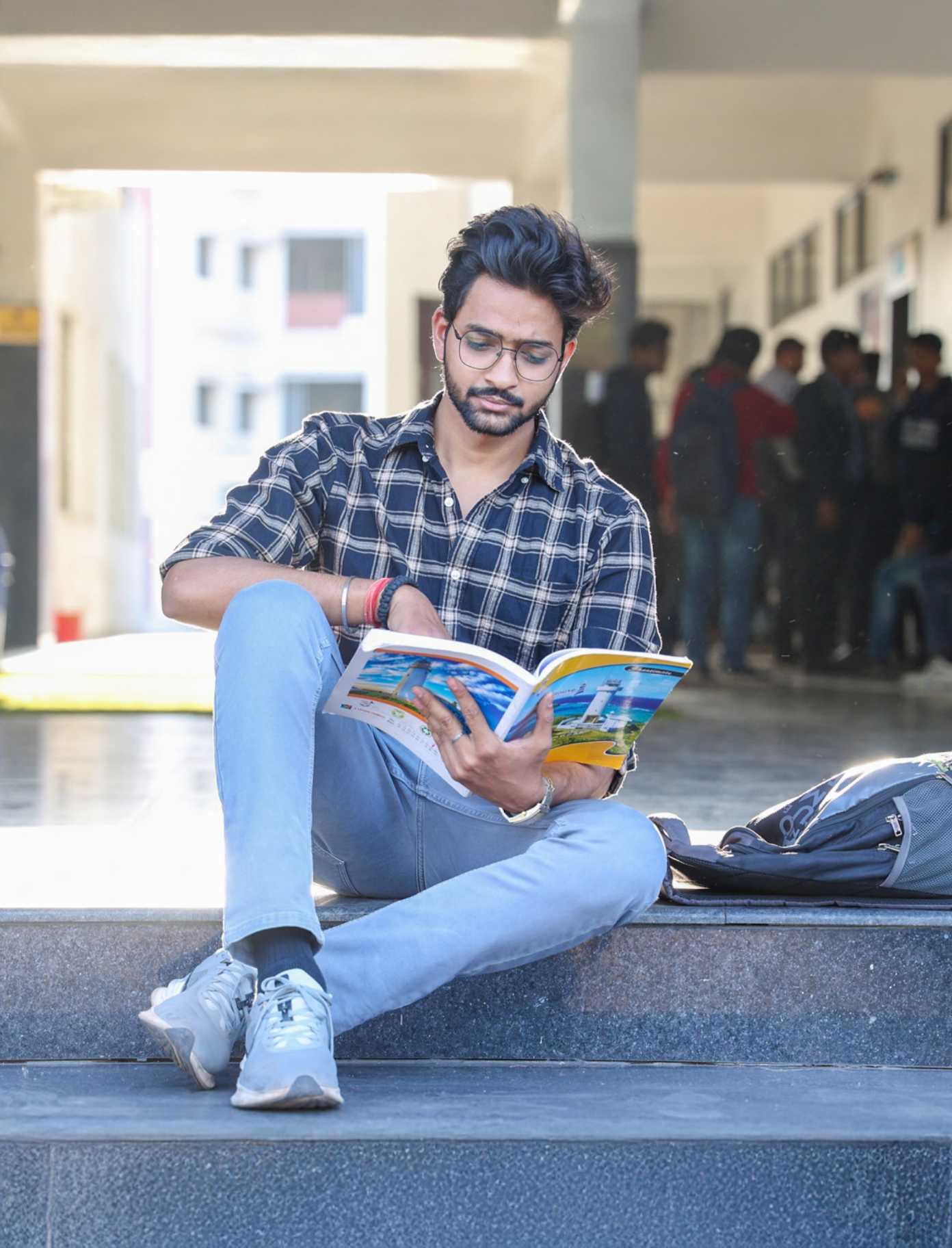
29. Even Semester End-term  
Examination (First Year)

27. RUKHSAT (Farewell to Final  
Year Students)

28. Even Semester End-term  
Examination (Except First Year)

*A Walk Through Time*









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

- 1 First NAAC 'A' Grade Accredited State Private University (in the First Cycle) in Bihar, Jharkhand & West Bengal.
- 2 Part of the JAIN Group of Institutions, Bengaluru; Mentored by NAAC A++ and NIRF-Top 100 JAIN (Deemed-to-be-University), Bengaluru
- 3 Member - Association of Indian Universities (AIU)
- 4 60+ MOUs (International & National) with Corporate and Academic Partners
- 5 ISO 21001:2018 Certified "Educational Organization Management System" University



# AICTE APPROVED MBA

## (AS PER NEP 2020)

Eligible students having FYUGP degree can take admission directly in the second year of the MBA program through lateral entry

## QUICK FACTS:

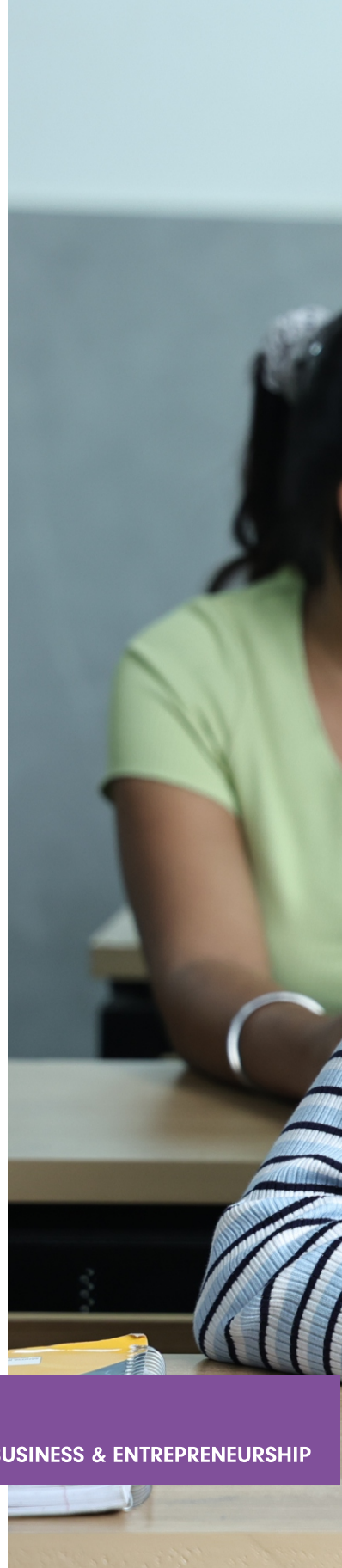
- 2-Year (4 Semesters) full-time **AICTE APPROVED** Master of Business Administration
- **DEGREE AWARDED BY:** ARKA JAIN University, Jharkhand
- **ELIGIBILITY:** (I) Passed Bachelor Degree of minimum 3 years duration. Obtained at least 50% marks (45% marks in case of candidates belonging to reserved 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).

## PROGRAM HIGHLIGHTS

- Our MBA program combines academic excellence, real-world opportunities, and practical experiences to create an immediate and lasting impact on your career trajectory.
- Enhance your skill set and deepen your expertise by pursuing an MBA with specializations tailored to your area of interest.
- Designed for practicality, this program provides hands-on learning experiences and the flexibility to specialize in the field of your choice.
- With a focused curriculum and strong industry connections, our MBA program ensures a high-quality approach to postgraduate managerial education.
- By integrating academic rigor with experiential learning, our program equips you with the knowledge and skills essential for a successful corporate career while enabling you to apply contemporary techniques effectively in real-world scenarios.

## SPECIALIZATIONS OFFERED

MARKETING | FINANCE | HUMAN RESOURCE MANAGEMENT | FAMILY BUSINESS & ENTREPRENEURSHIP









# KEY DIFFERENTIATORS

- Mentored by JAIN (Deemed-to-be University), Bengaluru, a prestigious NAAC A++ and NIRF-Top 100 HEI, ARKA JAIN University offers a **dynamic AICTE-approved 2-year MBA program** designed to propel you towards a successful business career.
- We combine **contemporary academics with industry-relevant skills development** empowering you to become a confident and impactful leader.
- **Technology-Driven Learning**: Master the latest business concepts through a blend of traditional classroom instruction and cutting-edge online platforms like Vskills.com, LinkedIn Learning, and Coursera for Campus thus gaining in-demand digital skills and enhancing your online learning portfolio.
- **Become a Powerful Communicator** : Join Toastmasters International Inc., USA; a world-renowned public speaking club. Hone your communication and presentation skills for success in any business setting.
- **Develop a Global Mindset** : Analyze real-world business, social, and economic issues through our Contemporary Business Review (CBR) sessions.
- Leverage **complimentary copies of The Economic Times newspaper** to stay informed and develop critical thinking skills.
- **Learn from the Best** : Our esteemed faculty members boast of diverse academic and industry experience, ensuring you receive practical guidance and insights from seasoned professionals.
- **Industry Exposure and Mentorship** : Gain invaluable exposure through regular industry interactions and personalized mentoring by senior corporate executives. This program bridges the gap between theory and practice, preparing you for the real world.
- **Comprehensive Mentoring System** : Benefit from a four-tier mentoring approach (faculty, industry professionals, alumni, and peers). This holistic approach ensures that you receive well-rounded support throughout your academic journey.
- **Tech-edge Synergy- Futuristic Learning** : 30% of each course curriculum is delivered through digital content, focusing on industry applications. This approach enhances your applied and experiential learning, equipping you with the skills employers seek.
- **Exceptional Placement Support**: Our dedicated training and placement team provides comprehensive support to help you land your dream job.
- **Campus to Corporate Connect Training, Present Yourself Exercise** : Bridge the gap between academia and industry with expert-led training to refine your professional presence and presentation skills
- **Training & Development Workshops** : Enhance your resume writing, interview skills, and professional presentation to stand out in the competitive job market.

## SCHOLARSHIP

Please refer to the Scholarship Section on our Website for more Information

<https://arkajainuniversity.ac.in/admissions/scholarship/>



\* FREE SUBSCRIPTION TO ET PRIME THROUGHOUT THE PROGRAM DURATION



# SPECIALIZATIONS ON OFFER

- **MARKETING** : The marketing specialization focuses on understanding consumer behavior, developing effective marketing strategies, and building strong brands. Students will learn about such concepts as marketing research, brand management, digital marketing, sales, advertising, and product management. This specialization prepares the students for careers in diverse marketing roles such as Marketing Manager, Brand Manager, Product Manager, Digital Marketing Manager, Market Research Analyst, Sales Manager among others.
- **FINANCE** : The Finance specialization provides a strong foundation in financial principles and applications, preparing students for successful careers in the financial industry. Key focus areas include corporate finance, financial markets, investment banking, financial modeling, portfolio management, risk management, and financial accounting. Graduates of this specialization can pursue careers as Financial Analysts, Investment Bankers, Portfolio Managers, Financial Advisors, and Corporate Finance Managers.
- **HUMAN RESOURCE MANAGEMENT** : The Human Resource Management specialization equips the students with the knowledge and skills to manage an organization's most valuable asset – human capital. This specialization delves into core HR functions such as recruitment and selection, training and development, performance management, compensation and benefits, employee relations, and industrial relations. Students gain a deep understanding of HR analytics and develop the ability to leverage data-driven insights to optimize HR strategies thus resulting in various rewarding careers in HRM, including HR Manager, HR Business Partner, Talent Acquisition Specialist, Learning & Development Manager, and Compensation & Benefits Manager.
- **FAMILY BUSINESS & ENTREPRENEURSHIP** : The Family Business & Entrepreneurship specialization is designed for individuals who aspire to lead and grow their family-owned enterprises. This specialization provides a comprehensive understanding of family businesses' unique challenges and opportunities. Students will delve into family business dynamics, succession planning, governance, strategic management, financial management, and family wealth management. The curriculum emphasizes upon ethical considerations and equips students with the knowledge and skills to navigate complex family relationships while ensuring the long-term sustainability and growth of the family business. Graduates of this specialization are well-positioned to improve and expand their family businesses, ensuring their continued success for future generations.





## ■ 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
- Investment Advisor NISM Series Financial Education NISM Series
- Securities Operations & Risk Management NISM Series

## ■ Global Digital Certification Courses 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
- Data Security
- Functional Analytics ( HR/Marketing/Finance)

## ■ 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
- Growth Marketing
- Digital Product Management

# Technology Driven Learning

e-learning



Access specialized as well as diverse content through renowned e-Learning platforms like VSkills.com, LinkedIn Learning & Coursera for Campus.

AJU offers its students access to these e-learning platforms designed and developed by internationally acclaimed professors, authors and learned professionals of management from various premier institutes such as Harvard Business School, INSEAD, London Business School, Stanford University, IIMs, IITs, which complement class room learning in a very effective manner.



# LEARNING BY DOING

## PROJECT & APPLICATION-BASED LEARNING

Our industry-oriented teaching model bridges the gap between academics and real-world demands. With a focus on research and experiential learning, students gain hands-on exposure to global market practices, preparing them to excel as well-rounded professionals ready to meet industry expectations.



## LEARNEDGE SATURDAYS

Learnedge Saturdays at AJU are dynamic, value-packed extracurricular sessions designed to nurture the mind, body, and spirit. Activities include corporate lectures, tech sessions, debates, cultural programs, and industry interactions, providing students with a holistic blend of knowledge, creativity, and practical insights.

## AARAMBH – STUDENT INDUCTION PROGRAM

Aarambh is the seven-day induction-cum-orientation program designed to welcome and integrate new students into the AJU community within the first month of joining the university. Highlights of Aarambh include interactive sessions with batchmates, faculty members, university leaders, along with motivational talks, yoga and meditation sessions, and guidance from industry veterans. The program concludes with an outbound learning experience featuring interesting games and outdoor activities led by expert trainers.

## LIBRARY

The Central Library and School/Department Libraries at AJU boast of rich collection of the latest books, journals, e-journals, newspapers and magazines made available across diverse disciplines. Equipped with reprography and internet facilities, these libraries serve as resourceful hubs for students from various domains to access physical & digital learning materials.



Case Studies



Group Assignments



Classroom Presentations



Panel Discussions



Industry Visits

## INTEGRATED MODE OF TEACHING & LEARNING

At ARKA JAIN University, our teaching-learning methodology blends traditional and modern approaches to provide a comprehensive educational experience.

**SYNDICATE LEARNING & REAL-WORLD EXPOSURE** - Our approach integrates syndicate learning, case studies, regular assessments, and real-world industry projects, enabling students to deepen their knowledge in specific areas while gaining practical exposure to real-world scenarios.



**WORKSHOPS, SEMINARS & INDUSTRY INTERFACES** - Every semester features workshops, seminars, guest lectures, and industry interfaces with experts from the relevant domains. These regular interactions and planned industry visits ensure students connect theoretical knowledge with practical applications.



**INTERACTIVE ONLINE & OFFLINE SESSIONS** - A mix of online and offline interactive sessions fosters creativity and active participation, enhancing students' engagement and understanding of course material.



**SPEAKER SERIES** - Each semester, eminent speakers from private, public, and educational sectors share their insights on relevant issues thus offering students a broader perspective towards holistic learning and industry insights.



**CASE STUDIES FOR PRACTICAL UNDERSTANDING** - Case studies form a vital part of the course curricula, providing students with real-time examples and current scenarios to analyze and learn. Assignments in creative courses are also based on these case studies to ensure a hands-on understanding of the subject matter.



**EXHIBITS & VISUAL DISPLAYS** - The School/ Departments regularly organize exhibits and displays of student projects, showcasing their academic/creative outcomes both online and offline. These platforms encourage peer learning and foster a culture of appreciation and innovation.



**LEARNING FORUMS** - Monthly learning forums, conducted for students and faculty alike, cover diverse-yet-related topics such as education, health, and motivation. These sessions are designed to address situational needs and promote a holistic learning environment.

This integrated approach ensures that students receive a well-rounded education, equipping them with the knowledge, skills, and real-world readiness to excel in their chosen fields.

## 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



# VALUE ADDED COURSES - VIA



- LinkedIn Learning offers a world of opportunities for young and aspiring professionals, empowering them to acquire new skills and excel in their careers. Through a strategic partnership with LinkedIn, the JAIN Group of Institutions provides students access to a cutting-edge learning platform.
  - With over 23,000 courses curated and delivered by industry experts, LinkedIn Learning equips you with the skills and competencies that are highly valued by enterprises. From language and literature to advanced professional skills, the courses are designed to pave a seamless path for your professional growth.
- The flexible online format enables you to learn at your own pace, whether at home or on campus. Each course concludes
- with competency mapping to assess your learning and awards you a globally recognized certificate, enhancing your career prospects significantly.

## 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 Essential Training
- Develop Your Finance and Accounting Skills
- Financial Accounting Foundations
- Entrepreneurship Foundation



**EARN GLOBALLY  
RELEVANT CERTIFICATIONS**

**ADVANCE YOUR CAREER WITH  
COURSES RECOGNIZED AND  
VALUED BY THE INDUSTRY.**

Empowering you with limitless learning opportunities  
through LinkedIn Learning—unlocking skills  
for a brighter future!

”





Harness your potential with Coursera for Campus -  
your gateway to global education, integrated into  
our university experience!

”



# VALUE ADDED COURSES - VIA

**coursera**  
for campus

- Coursera is a renowned global online learning platform that provides access to a wide range of courses and degree programs from top universities and companies worldwide. Its highly sought-after e-certificates require a significant investment, reflecting their value and credibility in the industry.
- With partnerships spanning over 250 leading organizations and academic institutions, Coursera delivers flexible, job-focused online learning to individuals and organizations globally. The platform features a diverse catalog of nearly 12,000 content offerings, available in various formats and lengths, tailored to meet evolving market demands and skill requirements.
- Coursera's content is categorized into four primary learning types, designed to suit different learning needs and objectives:
- Guided Projects (3,300+) - Hands-on learning (30-60 mins) for real-world skills and tools
- Courses (8,100+) - Develop new skills by learning from a leading institution (university or industry partner) (3-4 weeks)
- Specializations (750+) - Build mastery of a skill via structured pathway (also known as a micro-credential), offered by universities or industry partners (typically 4-5 courses, or 8-12 weeks)
- Professional Certificates (140+) - Get job-ready for an in-demand career in less than a year through an industry micro-credential (typically 6-9 months). Many programs also provide a pathway to an industry-recognized certification.
- In addition, there are Clips (290,000+) Bite-sized content (5-10 mins), sourced from the courses, for just-in-time learning.

## FEW OF THE PROMINENT COURSES ARE DETAILED BELOW TO GIVE YOU A BIRD'S EYE VIEW OF THE ENTIRE SPECTRUM OF COURSES

- Google AI Essentials
- IBM Data Science
- Python for everyone
- Strategic Leadership and Management
- AI for everyone
- Advanced data analytics
- Corporate communication
- Successful Interviewing
- Deep Learning
- Machine Learning
- Creating presentations via Canva
- Finding your professional voice: Confidence & Impact
- From Excel to Power BI
- Computer communication
- Creative thinking: Techniques and tools for success
- Business English Communication Skills
- Successful presentations

### WITH COURSERA FOR CAMPUS, YOU CAN:

- Earn Globally Relevant Certifications
- Map Certifications with your degree at AJU
- Map with your subjects of the program and replace the classroom study with anytime study with Coursera for Campus
- Elevate your career with industry recognized courses



# PLACEMENTS<sup>2025</sup>

At a Glance



**VISHAL S PATEL**

YES TECNO & NARSINGH ISPAT



**ADITI SINGH**  
PLANETSPARK



**SHRUTI KUMARI**  
PLANETSPARK



**ASHMIT KUMAR SINGH**  
PLANETSPARK



**ADITYA GOPE**  
SBI GENERAL  
INSURANCE



**MANISH KUMAR**  
SBI GENERAL  
INSURANCE



**NAYAN KUMAR**  
SBI GENERAL  
INSURANCE



**PUJA KUMARI**  
SBI SECURITIES



**SHALINI KUMARI**  
SBI SECURITIES



**NUPUR DAS**  
NARSINGH ISPAT

**OUR ALUMNI**  
LEADING THE CHARGE, SHAPING THE FUTURE.



**MD KHALID SAIFULLAH**  
**BATCH 2020-22**

Research Associate, Antal  
International



**SANIYA FARHIN**  
**BATCH 2020-22**

Deputy Manager,  
Edureka



**AKANSHA HINDOAR**  
**BATCH 2019-21**

Financial analyst (CRE),  
Mcube financials LLC



**SUBRATA LAIK**  
**BATCH 2018-20**

Asst. Manager  
Union Bank of India



**NEHA SINGH**  
**BATCH 2017-19**

Senior Manager  
(Mass Retail) – Airtel



**DIPIKA KUMARI**  
**BATCH 2017-19**

Relationship officer,  
Kotak Mahindra Bank



**DIVYA TULSHYAN**  
**BATCH 2018-20**

HR - Talent Acquisition  
Associate, Simplilearn



**MUNMUN ANAND**  
**BATCH 2017-19**

Hub operation In-charge,  
Flipkart India Pvt. Ltd.





# PROGRAM STRUCTURE

The MBA Programme consists of 4 semesters, two semesters in each Year.

## SEMESTER I

Financial Reporting- Statements and Analysis
Managerial Skills for Effectiveness
Quantitative Techniques and Marketing Research
Managerial Economics and Indian Economy
Organizational Behavior
Marketing Management
Tech Edge Synergy - I
Business Communication
Computer Applications for Business

## SEMESTER III

Corporate Strategy
Logistics and Supply Chain Management
Tech Edge Synergy - III
Consumer Behaviour
Sales and Distribution Management
Retail Management
Integrated Marketing Communication

## SEMESTER II

Legal and Business Environment
Entrepreneurship Development
Corporate Finance
Human Resource Management
Product and Brand Management
Operations and Project Management
Integrated Taxation and Payroll Management
Tech Edge Synergy - II
CSR & Sustainability
Indian Ethos and Business Ethics

## SEMESTER IV

Organizational Design
Total Quality Management
Tech Edge Synergy – IV
Customer Relationship Management
Service Marketing
Digital and Social Media Marketing

**MARKETING SPECIALIZATION PAPERS ARE INTEGRATED IN SEMESTERS III & IV  
CHOOSE ANY ONE OF THE SPECIALIZATIONS**

## FINANCE

### SEMSTER III

Taxation
Insurance & Risk Management
Managing Banks & Financial Institutions
Investment Banking and Portfolio Management

### SEMSTER IV

Micro Finance
Behavioral Finance
Strategic Financial Management
Investment Banking & Financial Derivatives

## HR

### SEMSTER III

Manpower Planning, Recruitment, and Selection
Strategic Human Resource Management
Employee Relations
Managing Diversity in the Workplace

### SEMSTER IV

Performance Management
Incentives and Compensation Management
Emotional Intelligence and Managerial Effectiveness
HR Analytics

## FAMILY BUSINESS & ENTREPRENEURSHIP

### SEMSTER III

Family Law - I
Social Entrepreneurship
Family Business Taxation
Leading a Family Business

### SEMSTER IV

Family Law – II
Mergers and Acquisitions in Family Business
Innovation and Entrepreneurship



**ENGAGE & EXCEL:  
JOIN OUR MBA  
CLUB COMMUNITY**



**WHERE INDUSTRY MEETS**

**THE NEXT GENERATION**







## SHIKHAR

The Entrepreneurial Conclave Over the years, the University has organized Shikhar – the Entrepreneurial Conclave, the latest being in 2024, wherein stalwarts from Corporate India and doyens of the Start-Up culture of the country have made their presence felt. Department of Management (MBA) spearheads this unique and enterprising initiative.

## CREST

The Annual Management Fest The Department of Management (MBA) hosts a two-day inter-collegiate extravaganza. Students from across the state compete in a variety of events, including business case studies, quizzes, games, cultural performances, and more. This vibrant event celebrates knowledge, talent, and healthy competition



## CHAI PE CHARCHA

The homecoming of our Alumni, this is a pivotal event that fosters professional networking by connecting past graduates with current students. It's an opportunity where alumni share invaluable advice, success strategies, and real-world experiences, equipping students with the tools they need for their future careers.

## KNOWLEDGE MANTHAN SERIES

"Knowledge Manthan Series" features renowned domain experts who share their wisdom with the students. These interactive sessions lead to knowledge sharing, helping students gain valuable insights, and network with fellow knowledge seekers, leading to experiential learning opportunities.





## CARVAAN

The Annual Expedition Tour Every year, students get the opportunity to visit various tourist destinations under the Ek Bharat Shreshtha Bharat initiative of Government of India wherein they & part of the touring party to different parts of the country. In the past, they have been to such places Kullu Manali, Mumbai, Goa, Karnataka, Dehradun, Lonavala, Khandala, Mussoorie, Amritsar, Wagah Border, Rishikesh, Haridwar.

## CHARKHA

Towards a Virtuous Citizenry Guided by Mahatma Gandhi's philosophy, our MBA students engage in village immersion projects. Through interactions with local leaders and community members, they analyze development challenges & propose sustainable solutions. This experiential learning, symbolized by the Charkha - the wheel of progress, fosters responsible citizenship & empowers students to contribute to societal growth



## CONTEMPORARY BUSINESS REVIEW (CBR)

The Edge To keep students abreast of current business trends, the MBA program incorporates regular sessions on contemporary business issues. Students receive daily copies of the Economic Times and engage in discussions, presentations, and debates to analyze the latest market developments.

## HI-TECH CLASSROOMS

State-of-the-art classrooms and advanced computer lab foster an immersive and interactive learning environment. These hi-tech facilities enhance teaching methodologies, enabling students to engage with real-world scenarios through simulations, presentations, and collaborative projects



ENDLESS OPPORTUNITIES



# COMMITTEES, CENTRES, SOCIETIES, STUDENT CHAPTERS/ BRANCHES, CELLS, CLUBS, UNITS, COUNCILS

## 1. CENTRES



## 2.COMMITTEES

- INTERNAL COMPLAINTS COMMITTEE

## 3. CELLS

- INTERNAL QUALITY ASSURANCE CELL
- DISCIPLINE & ANTI RAGGING CELL
- STUDENT GRIEVANCE REDRESSAL CELL
- EQUAL OPPORTUNITY CELL
- ADMISSION FACILITATION CELL
- INDUSTRY INSTITUTE INTERACTION CELL
- TRAINING & PLACEMENT CELL
- RESEARCH AND DEVELOPMENT CELL
- AJU NYAY SAMARTHAN CELL – LEGAL AID & AWARENESS CELL (SCHOOL OF LAW)



## 4.COUNCILS



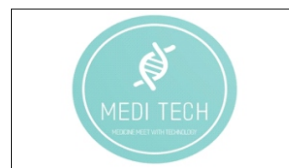
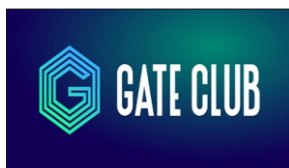
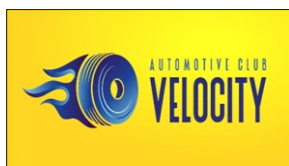
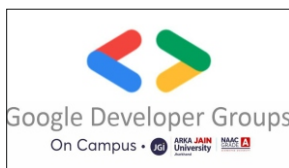
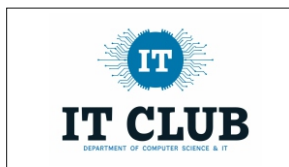
## 5. SOCIETIES



## 6.UNITS



## 7.CLUBS



## 8.STUDENT CHAPTERS/ BRANCHES,





# ADMISSION PROCESS

## OFFLINE MODE

- Collect the Application Form and prospectus In-person by paying Rs. 1000/- (General Category) or Rs. 500/- (SC/ST Category) at the
- **Admission Office** - Address: D-28, Danish Arcade, Opp. Asian Inn Hotel, Dhatkidih, Jamshedpur, Jharkhand, Pin 831001 or **University campus** situated at Opposite to Kerala Public School, Mohanpur, Gamharia, Dist.- Seraikela Kharsawan, Jharkhand, Pin 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 duly 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 first Installment of the fees

## Contact Details:



**Landline Number: 0657-2220285**



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