



ARKA JAIN
University
Jharkhand



AICTE APPROVED

BBA | BBA (HONS. / HONOURS WITH RESEARCH)

(AS PER NEP 2020)

**SCHOOL OF
COMMERCE & MANAGEMENT**



RAVINDER KAUR

BATCH 2021-24

₹ 23 LPA PACKAGE

Associate

At D E Shaw & Co. HYDERABAD

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AJUCET 2025

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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.

RUKHSAT (Farewell to Final Year 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)



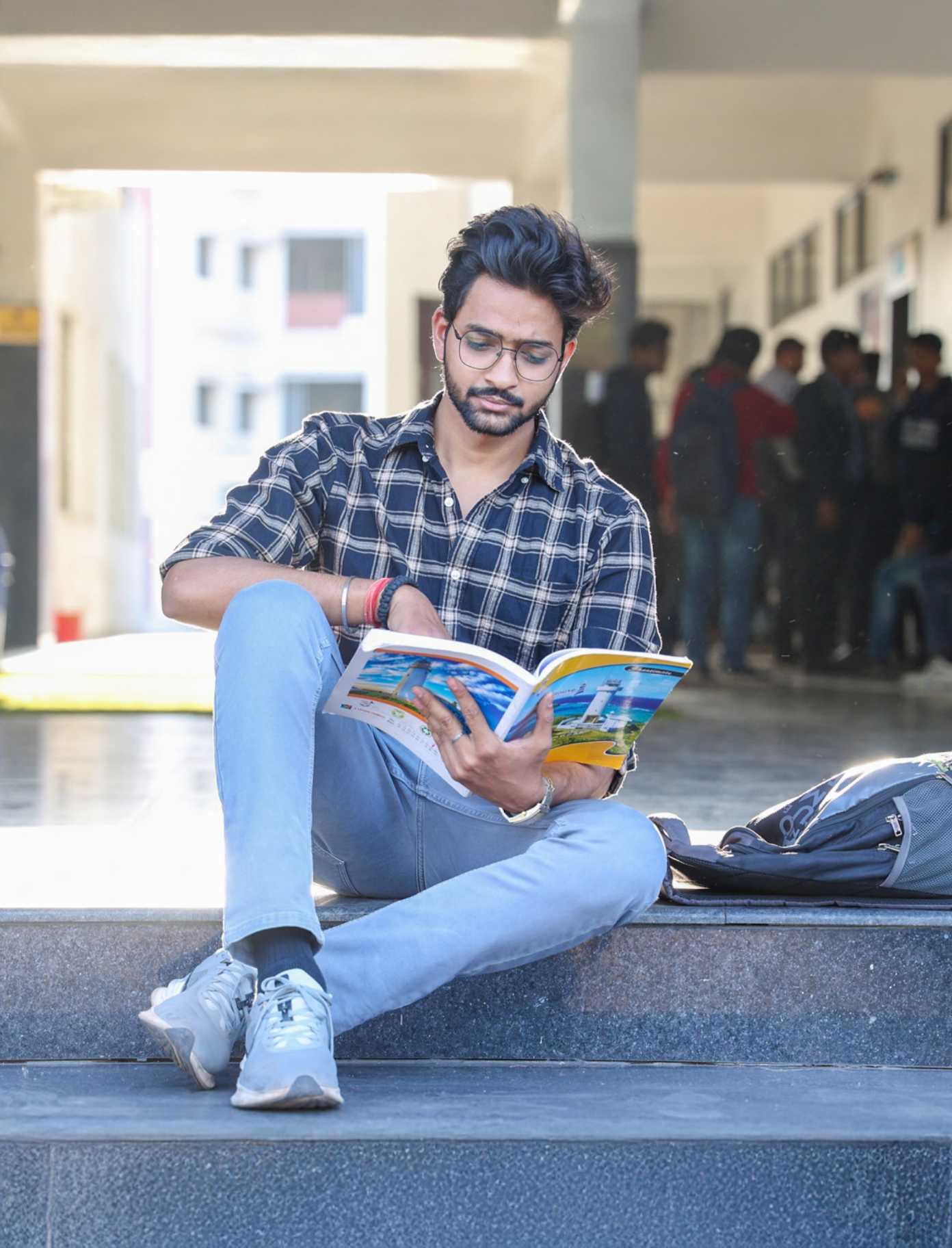
20. Beginning of Even Semester
Classes (First Year)



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

28. Even Semester End-term
Examination (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

BBA | BBA (HONS. / HONOURS WITH RESEARCH)

(AS PER NEP 2020)

- Designed in alignment with the Four-Year Undergraduate Program (FYUGP) framework as outlined in the National Education Policy (NEP) 2020.
- Tailor your academic experience over 3+1 years while acquiring essential business skills and knowledge.

At the end of second year, students can choose from the following specializations:

FINANCE	HR	MARKETING
INTERNATIONAL BUSINESS	SUPPLY CHAIN MANAGEMENT	

- Students can exit after 3 years with a BBA / BBA (Hons.) Degree
- 4th Year is optional, leading to BBA (Honours with Research) Degree
- After 4 years, students may go for One-year Master's Degree Program (Lateral Entry)

INTRODUCTION

The Bachelor of Business Administration (BBA) program at ARKA JAIN University is a dynamic and industry-oriented program designed to prepare students for leadership roles in the business world. The curriculum integrates theoretical knowledge with practical applications, fostering critical thinking, innovation, and ethical decision-making. With a focus on holistic development, this program equips students with the skills needed to navigate complex business challenges in a globalized economy.

The program follows the Choice-Based Credit System (CBCS), allowing students to specialize in their areas of interest while gaining a strong foundation in business practices.

QUICK FACTS:

- **ELIGIBILITY :** Candidate should have passed Senior Secondary Examination (10+2) from any recognized Board and should have a valid score card of the entrance exam conducted by the university, AJU-Combined Entrance Test (AJUCET) or Common University Entrance Test (CUET) by National Testing Agency (NTA).
- **DURATION :** 3+1 Years Full-time (6+2 Semesters)
- **CURRICULUM COMPONENTS :** Core Subjects, Electives, Ability Enhancement Courses, Skill Enhancement Courses, Projects and Internships.

CAREER-FOCUSED CURRICULUM : A well-balanced mix of core commerce as well as business courses and industry-relevant specializations





BEST PRACTICES

- **360-DEGREE DEVELOPMENT THROUGH LEARNEDGE SATURDAYS**

Management games, guest lectures and team-building exercises Pre-placement training (CRiT), Workshops & Value Added Courses.

- **RENOWNED CERTIFICATION OPPORTUNITY**

Preparation for NCFM Certification Courses

- **ASSOCIATION WITH GLOBAL PROFESSIONAL BODIES**

Collaborations with globally recognized financial institutions

- **GUIDANCE FOR COMPETITIVE EXAMINATIONS**

Preparation support for CFA/CMA/ CA/ Banking/ CAT/ XAT/ UPSC/ JPSC, RBI-related exams and other government services

PROGRAM TAKEAWAYS

Upon completion of the program, students will:

- Gain a solid foundation in core business disciplines like marketing, finance, human resource and operations.
 - Develop strong analytical, communication, and leadership skills.
 - Master the application of modern tools and techniques in decision-making processes.
 - Be equipped to handle real-world business scenarios with strategic and innovative solutions.
-

HIGHLIGHTS OF THE PROGRAM

- Industry-oriented curriculum with a blend of theory and practice.
- Internships and live projects to enhance hands-on learning.
- Collaboration with corporate partners for guest lectures and workshops.
- State-of-the-art campus facilities, including digital labs and libraries.
- Emphasis on personality development through leadership and team-building activities.

CAREER OPPORTUNITIES

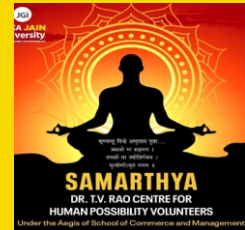
- Accountant
- Portfolio Manager
- Stock Broker
- Tax Consultant
- Investment Analyst
- Financial Analyst
- Credit Analyst
- Banker
- Financial Planner
- Auditor

& many more

MOUS UNLOCK EXCLUSIVE OPPORTUNITIES FOR OUR STUDENTS



CLUBS AND SOCIETIES



SMART CLASSROOM



PROGRAM STRUCTURE

- The BBA (Honours with Research) Program consists of 6+2* Semesters.
- Student has the option to graduate with BBA / BBA (Hons.) degree after Six Semesters
- A student needs to opt for two specializations during Fifth and Sixth Semesters from the Five available Specializations (Marketing, Finance, HRM, International Business, Supply Chain Management). S/he would study three papers for each of the two specializations in both the semesters.
- *7th and 8th Semesters are optional, leading to BBA (Honours with Research) Degree.
- During the 7th and 8th Semesters, students would go for research project and rigorous internship along with dedicated courses (details would be shared subsequently).

SEMESTER I

Management Principles & Applications
Business Accounting -I
Managerial Economics
Business Organization & Communication
Behavioral Science and Human Values
Case Study Analysis and Writing
Understanding India

SEMESTER II

Business Accounting-II
Macro Economics
Organizational Behavior
Environment and Sustainable Development
Business Awareness and Environment
Hindi
Desk Project

SEMESTER III

Marketing Management
Managerial Accounting
Statistics in Business Decisions
Human Resource Management
Financial Management
Business Information System

SEMESTER IV

Strategic Management
Retail Management
Research Methodology
Company Law
Taxation
Essentials of E- Commerce

SEMESTER V

Production and Operations Management
Entrepreneurship Development
International Economics
Summer Internship

SEMESTER VI

Business Ethics & Corporate Social Responsibility
Goods & Service Tax
Research Project



CHOOSE FROM THE BELOW SPECIALIZATIONS

MARKETING

SEMESTER V

Consumer Behavior
Advertising and Sales Promotion
Service Marketing

SEMESTER VI

Retail Management
Sales and Distribution Management
Rural and International Marketing

FINANCE

SEMESTER V

Principles of Investment Management
International Finance
Financial Market & Institutions

SEMESTER VI

Banking Concepts and Practices
Company Accounts and Audit
Financial Statement Analysis.

HRM

SEMESTER V

Recruitment and Selection
Employee Relations
Knowledge Management

SEMESTER VI

Training and Development
Performance Management and Appraisal System
Change Management and Organization Development

INTERNATIONAL BUSINESS

SEMESTER V

International Marketing
Cross – cultural Management
International Human Resource Management

SEMESTER VI

International Business Law and Ethics
International Business Operations Management
International Business Finance

SUPPLY CHAIN MANAGEMENT

SEMESTER V

Introduction to logistic Management
Supply Chain Analytics
Sustainable Supply chain

SEMESTER VI

Procurement and supply operations
Supply Chain Strategy and Leadership
Quality Management in Supply Chain

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BACHELOR OF BUSINESS ADMINISTRATION CAPITAL MARKET

(HONOURS / HONOURS WITH RESEARCH)

with Stock Market Institute, Bengaluru



INVEST IN YOUR FUTURE: BBA CAPITAL MARKET(HONOURS WITH RESEARCH) – REIMAGINED FOR THE EVOLVING ECONOMY

- Designed in alignment with the Four-Year Undergraduate Program (FYUGP) framework as outlined in the National Education Policy (NEP) 2020.
- Tailor your academic experience over 3+1 years while acquiring essential business skills and knowledge.
- Students can exit after 3 years with a BBA Digital Marketing (Hons.) Degree
- 4th Year is optional, leading to BBA Capital Market (Honours with Research) Degree
- After 4 years, students may go for One-year Master's Degree Program (Lateral Entry)

INTRODUCTION

The BBA Capital Market program at ARKA JAIN University is a professionally crafted undergraduate degree that prepares students to navigate the complexities of financial systems, stock markets, and investment strategies, offered in association with Stock Market Institute, Bengaluru. With a strong emphasis on market operations, risk assessment, financial instruments, and portfolio management, the program blends academic rigour with practical exposure. Students engage with real-time trading platforms, financial tools, and research-based learning to develop analytical thinking and strategic decision-making skills. Designed to meet the growing demand for skilled finance professionals, this program opens pathways to careers in stock broking, wealth management, investment advisory, and financial services

QUICK FACTS:

- **ELIGIBILITY :** Candidate should have passed Senior Secondary Examination (10+2) from any recognized Board and should have a valid score card of the entrance exam conducted by the university, AJU-Combined Entrance Test (AJUCET) or Common University Entrance Test (CUET) by National Testing Agency (NTA).
- **DURATION :** 3+1 Years Full-time (6+2 Semesters)
- **CURRICULUM COMPONENTS :** Core Subjects, Electives, Ability Enhancement Courses, Skill Enhancement Courses, Projects and Internships.



JGi ARKA JAIN
University



PROGRAM DIFFERENTIATORS

- Industry-aligned curriculum in collaboration with Stock Market Institute, Bengaluru
- Hands-on learning with real-world financial simulations
- Experiential learning through industrial visits and trading platforms
- Skill development & professional guidance for global financial careers
- Industry certifications, including NCFM and regulatory training

BEST PRACTICES

- **LIVE TRADING**
Real-time trading experience on BSE/NSE through Stockbyte App
- **360-DEGREE DEVELOPMENT WITH LEARNEDGE SATURDAYS**
Management games, guest lectures and team-building exercises
Pre-placement training (CRIT), workshops & Value Added Courses.
- **RENOWNED CERTIFICATION OPPORTUNITY**
Preparation for NCFM Certification Courses
- **ASSOCIATION WITH GLOBAL PROFESSIONAL BODIES**
Collaborations with globally recognized financial institutions
- **GUIDANCE FOR COMPETITIVE EXAMINATIONS**
Preparation support for CFA/CMA/ CA/ Banking/ CAT/ XAT/UPSC/JPSC, RBI-related exams and other government service

PROGRAM TAKEAWAYS

Upon completion of the program, students will:

- Gain a solid foundation in core business disciplines like marketing, finance, and operations along with capital market.
- Develop strong analytical, communication, and leadership skills.
- Master the application of modern tools and techniques in decision-making processes.
- Be equipped to handle real-world business scenarios with strategic and innovative solutions.

CAREER OPPORTUNITIES

- | | | | |
|------------------|---------------------|---------------------|----------------------|
| ■ Credit Analyst | ■ Risk Manager | ■ Financial Analyst | ■ Financial Planner |
| ■ Underwriter | ■ Portfolio Manager | ■ Tax Consultant | ■ Investment Analyst |



KEY COURSES

- **Semester I** : MS Excel & Statistics for Financial Markets, Merchant Banking, Business Law
- **Semester II** : Secondary Market Operations, Financial Accounting for Stock Market, Principles of Auditing
- **Semester III** : Fixed Income Securities & Bond Valuation, Fundamental Analysis & Portfolio Management, Technical Analysis
- **Semester IV** : Mutual Funds Product Positioning, Research Methodology, Business Ethics
- **Semester V** : Entrepreneurship in Financial Advisory, Indirect Tax, Risk Management
- **Semester VI** : Commodities & Currency Derivatives, Equity Sales & Advisory, Management Accounting

HIGHLIGHTS OF THE PROGRAM

- Industry-aligned curriculum and expert faculty
- High placement success scenario in finance and investment sectors
- Exposure to global financial markets and fintech applications
- Internships and live projects to enhance hands-on learning
- State-of-the-art campus facilities, including digital labs and libraries
- Emphasis on personal development through leadership and team-building activities

PROGRAM STRUCTURE

- The BBA Capital Market (Honours with Research) Program consists of 6+2* Semesters.
- Student has the option to graduate with BBA Capital Market (Hons.) degree after Six Semesters
- *7th and 8th Semesters are optional, leading to BBA Capital Market (Honours with Research) Degree.
- During the 7th and 8th Semester, students would go for research project and rigorous internship along with dedicated courses (details would be shared subsequently).

SEMESTER I

Management Principles and Applications
MS Excel and Statistics for Financial Markets
Managerial Economics
Business Organization and Communication
Start-up Ecosystem and Valuations
Merchant Banking
Understanding India

SEMESTER II

Secondary Market Operations
Macro Economics
Organizational Behavior
Environment and Sustainable Development
Financial Accounting for Stock Market
Hindi
Desk Project

SEMESTER III

Marketing Management
Fixed Income Securities and Bond Valuation
Technical Analysis
Human Resource Management
Fundamental Analysis and Portfolio Management
Business Information System

SEMESTER IV

Strategic Management
Mutual Fund Product Positioning
Research Methodology
Company Law
Taxation
Essentials of e-Commerce

SEMESTER V

Production and Operations Management
Entrepreneurship Development
International Economics
Commodities and Currency Derivatives
Equity Sales and Advisory
Summer Internship

SEMESTER VI

Business Ethics & Corporate Social Responsibility
Goods & Service Tax
Banking Concepts and Practices
Entrepreneurship in Financial advisory
Research Project (in Capital Market topics)

AT THE END OF THE PROGRAM, THE STUDENT WILL GET –

- BBA Capital Market (Honours) Degree (after 3 Years) / BBA Capital Market (Honours with Research) Degree (after 4 Years) from the University
- Diploma in Capital Market from Stock Market Institute, Bengaluru



AICTE APPROVED

BACHELOR OF BUSINESS ADMINISTRATION DIGITAL MARKETING

(HONOURS | HONOURS WITH RESEARCH)

with ISDC

- Designed in alignment with the Four-Year Undergraduate Program (FYUGP) framework as outlined in the National Education Policy (NEP) 2020.
- Tailor your academic experience over 3+1 years while acquiring essential business skills and knowledge.
- Students can exit after 3 years with a BBA Digital Marketing (Hons.) Degree
- 4th Year is optional, leading to BBA Digital Marketing (Honours with Research) Degree
- After 4 years, students may go for One-year Master's Degree Program (Lateral Entry)

INTRODUCTION

The Bachelor of Business Administration –Digital Marketing program at ARKA JAIN University is a future-focused, industry-aligned undergraduate program that blends core business principles with the evolving world of digital media and marketing strategy. Designed to nurture analytical thinkers and creative problem-solvers, the program equips students with in-demand skills in SEO, content marketing, social media strategy, performance analytics, and digital campaign management. With an emphasis on research, innovation, and data-driven decision-making, students are prepared to lead in today's dynamic digital economy.

Following the Choice-Based Credit System (CBCS), the program offers academic flexibility, encouraging students to explore the vast domain of digital marketing while building a solid foundation in business management.

QUICK FACTS:

- **ELIGIBILITY :** Candidate should have passed Senior Secondary Examination (10+2) from any recognized Board and should have a valid score card of the entrance exam conducted by the university, AJU-Combined Entrance Test (AJUCET) or Common University Entrance Test (CUET) by National Testing Agency (NTA).
- **DURATION :** 3+1 Years Full-time (6+2 Semesters)
- **CURRICULUM COMPONENTS :** Core Subjects, Electives, Ability Enhancement Courses, Skill Enhancement Courses, Projects and Internships.
- **CAREER-FOCUSED CURRICULUM :** A well-structured blend of core business courses and industry-relevant digital marketing subjects





PROGRAM TAKEAWAYS

Upon successful completion of the program, students will:

- Build a strong foundation in essential business areas including marketing, finance, human resources, along with digital marketing.
- Develop critical thinking, communication, and leadership abilities tailored to dynamic digital environments.
- Gain hands-on expertise in using modern digital tools such as Web & Social Media Analytics and Marketing Analytics, platforms, and analytics for data-driven decision-making.
- Be prepared to design and implement strategic, innovative solutions for real-world marketing and business challenges.
- Mastery of Search Engine Optimization (SEO), Social Media Marketing (SMM), Content Marketing, Email Marketing, and Paid Advertising.

CAREER OPPORTUNITIES:

- **Digital Marketing Careers** : Digital Marketing Manager, SEO Specialist, Social Media Manager, Content Marketer, Email Marketing Specialist
- **Performance & Growth Marketing** : PPC (Pay-Per-Click) Specialist, Growth Marketer, Affiliate Marketing Manager.
- **E-Commerce & Online Business Roles** : E-Commerce Manager, Amazon & Marketplace Specialist, Digital Product Manager
- **Web & Marketing Analytics** : Marketing Analyst, Web & Social Media Analyst
- **Entrepreneurship & Freelancing** : Startup Founder, Freelance Digital Marketer, Consultant
- **Corporate & Management Roles** : Brand Manager, Public Relations (PR) Manager, Customer Relationship Manager (CRM)

KEY HIGHLIGHTS:

- Industry-Oriented Curriculum with a Focus on Digital Knowledge
- Hands-On Contemporary Learning and Practical Exposure
- Strong Focus on Career, Self-employment and Industry Readiness
- Exposure to Emerging Trends & Technologies of the Digital World
- Well-Structured Evaluation and Holistic Learning Approach

KEY DIGITAL MARKETING SUBJECTS

- | | |
|---|---|
| ■ Introduction to Digital Marketing | ■ Digital Product Management |
| ■ Inbound Marketing | ■ Growth Marketing |
| ■ Outbound Marketing | ■ Web & Social Media Analytics |
| ■ Digital Marketing Professionals and Regulatory Requirements | ■ Marketing Analytics |
| | ■ Research Project in Digital Marketing |

PROGRAM STRUCTURE

- The BBA Digital Marketing (Honours with Research) Program consists of 6+2* Semesters.
- Student has the option to graduate with BBA Digital Marketing (Honours) degree after Six Semesters
- *7th and 8th Semesters are optional, leading to BBA Digital Marketing (Honours with Research) Degree.
- During the 7th and 8th Semester, students would go for research project and rigorous internship along with dedicated courses (details would be shared subsequently).

SEMESTER I

Management Principles & Applications
Business Accounting -I
Managerial Economics
Business Organization & Communication
Behavioral Science and Human Values
Understanding India
Introduction to Digital Marketing

SEMESTER II

Secondary Market Operations
Macro Economics
Organizational Behavior
Environment and Sustainable Development
Inbound Marketing
Hindi
Desk Project

SEMESTER III

Marketing Management
Managerial Accounting
Statistics in Business Decisions
Human Resource Management
Financial Management
Outbound Marketing

SEMESTER IV

Strategic Management
Retail Management
Research Methodology
Company Law
Taxation
Digital Marketing Professionals & Regulatory Requirements

SEMESTER V

Consumer Behaviour
Entrepreneurship Development
International Economics
Digital Product Management
Growth Marketing
Summer Internship

SEMESTER VI

Business Ethics & Corporate Social Responsibility
Brand Management
Web and Social Media Analytics
Marketing Analytics
Research Project (Digital Marketing Project)

AT THE END OF THE PROGRAM, THE STUDENT WILL GET –

- BBA in Digital Marketing (Honours) Degree (after 3 Years) / BBA in Digital Marketing (Honours with Research) Degree (after 4 Years) from the University
- Diploma in Digital Marketing from ISDC

- 
- **80 to 90 per cent of world trade relies on trade finance**

Source - https://www.wto.org/english/thewto_e/coher_e/tr_finance_e.htm

- **The global financial services market is expected to reach USD 28,529.29 billion by the year 2025**

Source - <https://shuftipro.com/blog/20-facts-and-statistics-about-the-global-finance-sector/>

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Start Your
Career in
finance with

ACCA

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BBA / B. COM (H) WITH INTERNATIONAL FINANCE

WITH ACCA, UK



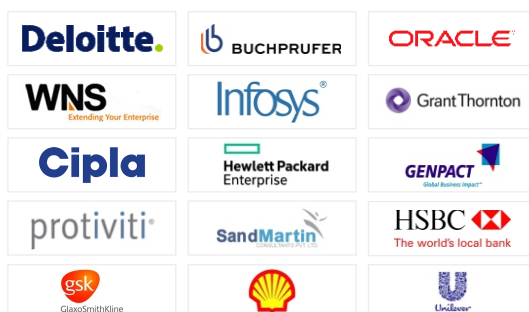
- BBA / B. Com (H) International Finance and Accounting program at ARKA JAIN University is a 3-year undergraduate program and has been designed in collaboration with the Association of Certified Chartered Accountants (ACCA), UK, and International Skill Development Corporation (ISDC), UK.
- The curriculum of ACCA has been completely integrated. Hence, the students get a unique opportunity to pursue ACCA qualification in tandem with their 3-year undergraduate program.
- ACCA (the Association of Chartered Certified Accountants) is the Global Body for Professional Accountants. ACCA offers business-relevant, first-choice qualifications to people of application, ability, and ambition around the world who seek a rewarding career in accountancy, finance, and management.
- The ACCA Qualification is the world-leading accountancy qualification for aspiring financial professionals - providing students with the skills, knowledge, and values to have successful careers and lead the organizations they work with into the future. ACCA's values are aligned to the needs of employers in all sectors and ensure that, through their qualifications, the finance professionals are prepared to meet the growing business needs of the corporate world.
- When you join ACCA, you become a part of the diverse body of more than 2,19,000 members and 5,27,000 students in 181 countries.

PROGRAM HIGHLIGHTS:

- In-depth knowledge of specialized finance/accounting subjects
- Students are entitled to get 6 papers Exemptions in ACCA out of 13 papers.
- Students get an opportunity to gain multiple qualifications along the way. Upon clearing 3 Fundamental Papers of ACCA, students get an Advance Diploma in Accounting and Business from ACCA, UK
- Students also stand a chance to get Certificate in IFRS (International Financial Reporting Standards) upon clearing IFRS exam.
- Provides blended learning.
- Enhanced career opportunities in India and abroad.
- ACCA qualification is recognized in 180+ countries globally including India.
- The program is Cost-Effective and Flexible.
- Students can apply for over 500 Jobs with reputed companies at a minimum package of 4-6 lakhs per annum

GRADUATES CAN GET PLACED IN ORGANISATIONS SUCH AS:-

The program provides a platform for work opportunities in a range of financial services, banking, business industry, management, entrepreneurial venture, and government services as well.



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.

VALUE ADDED COURSES - VIA

LinkedIn  LEARNING

- 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

LinkedIn  LEARNING

**EARN GLOBALLY
RELEVANT CERTIFICATIONS**

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

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

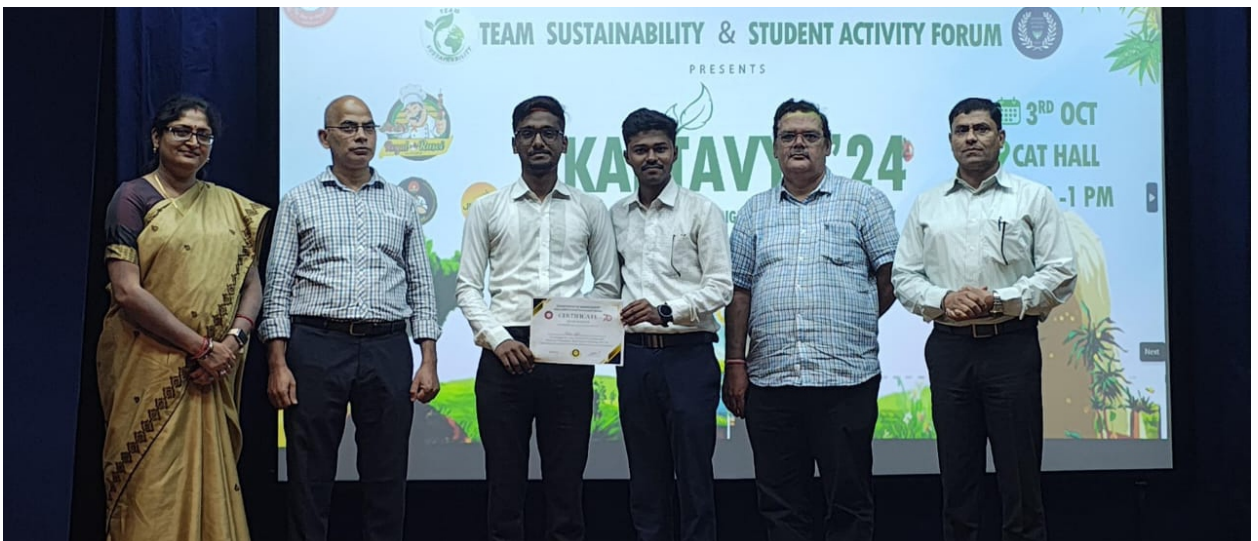
ALUMNI & STUDENTS' ACHIEVEMENTS

Our alumni and students have carved a niche for themselves, both in India and abroad; be it in terms of campus placements, extraordinary achievements in sports, extra curriculars, management Olympiads, talent competitions, thus bringing laurels.



SNEHA KUMARI
ALISHA ARAY
BATCH 2022-25

- Bagged the GOLD POSITION in the Case Study Competition on "Influencer Marketing and its Effectiveness in Brand Building"
- Alisha Aray was also conferred the title of Miss Olympiad in a special question round!



ANKIT KUMAR
KRIKA KUMARI,
BATCH 2022-25

along with another Team member from the School, secured the first position in Kartavya 2024 -research-based case study competition hosted by Department of Management, BIT Mesra, Ranchi, competing against 116 teams from top institutions like IIM Ahmedabad and NMIMS Pune.



ANAMIKA BANERJEE

BATCH 2022-25

Runner-up - Panel Discussion MA
Management Olympiad 2023-24



ALISHA ARAY & P. RITESH

BATCH 2022-25

Second runner-up in First National Business Plan Making
Competition, "Vyappar: The Ultimate Pitch Battle,"
organized by Chanakya National Law University, Patna
in collaboration with Startup Bihar and the Developed
India Mission.



Students from various batches of BBA making a
mark during National Conference organized by
KMPPM Vocational College



Runners-up – Machayenge (Dance
Competition) held at XLRI, Jamshedpur



**TEAM BBA - WINNERS IN IDEA
PITCH COMPETITION,**

Organized by ALAAP and powered by
Utkrisht Bharat at Russi Mody Centre
of Excellence



RAVINDER KAUR

BATCH 2021-24

Associate, Placed with 23 LPA Package,
D E Shaw & Co., Hyderabad



KRITIKA KUMARI - BATCH 2022-25

■ Internship at D E Shaw & Co., Hyderabad ■ Stipend - 30k per Month



PRIYA MAHATO

BATCH 2018-21

Sr. Banking Operations Analyst
ANZ, Bengaluru



MRINAL GHOSH

BATCH 2017-20

HR Professional
Aditya Birla Chemicals, Gujarat



AYUSHI DEB

BATCH 2017-20

Guest Relations Executive
Hyatt Centric Hebbal Bengaluru



EJAZ AHMED

BATCH 2017-20

Supervisor, Tim Hortons, MBA –
Lambton College, Ontario, Canada



HAYAT ALI

BATCH 2017-20

Officer Senior Team Member
Bank of America, Gandhinagar



PUJA RANI SINGH

BATCH 2021-24

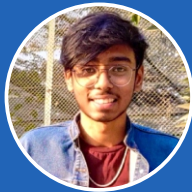
AR Specialist, Placed in PwC
India, Hyderabad



SHUBHAM KUMAR SINGH

BATCH 2019-22

HR Apprentice
Morgan Stanley, Mumbai



RENE SHOME

BATCH 2021-24

Placed in Larsen & Toubro



ANIKET GUPTA

BATCH 2017-20

Brand Marketing & Video Producer
Melonleaf Consulting, Gurugram



HARSHITA

BATCH 2021-24

Packaged App Development
Associate Accenture



ANAMIKA BANERJEE

BATCH 2022-25

PLACED IN STANDARD CHARTERED

PLACED IN

accenture

BATCH
(2022-25)



ANKITA KUMARI GOPE



HARNEET BHADESAR



SAGNIK MANDAL



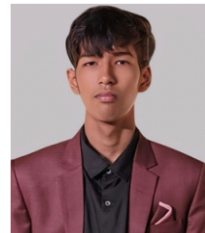
SHUBHAM SHARMA



PRAGYA SHANDILYA



DEEPAK KUMAR



NIKHIL NATH PRASAD

RIMJHIM KUMARI BATCH 2024-27

PLAYER - INTERNATIONAL HANDBALL FEDERATION

- Captain - Jharkhand Team in 53rd Senior Women's National Handball Championship
- Felicitated by the Government of Jharkhand for her exceptional performances:
- Bronze Medal: IHF Trophy Continental Phase-Asia (Uzbekistan)
- Certificate of Appreciation: 17th Asian Women's Junior Handball Championship (Hong Kong)



ANU SWETA HEMBROM

BATCH 2021-24

PLAYER - TABLE TENNIS FEDERATION OF INDIA

- Part of Jharkhand U-19 Girls' Team
- 84th Junior & Youth National & Interstate Table Tennis Championship 2022, Chennai



PRATIK BHAKAT

BATCH 2020-23

PLAYER - INTERNATIONAL HANDBALL FEDERATION

- Player - Jharkhand State Cricket Association



AKASH P. J. MANKI

BATCH 2021-24

- Pursuing M Sc in Hospitality & Tourism Management from Ulster University, UK





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



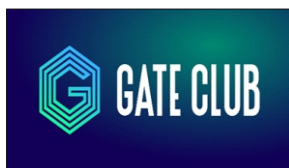
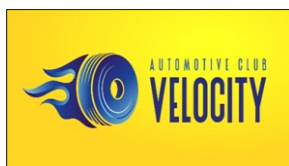
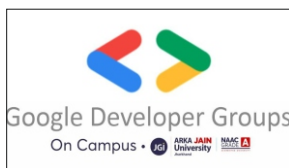
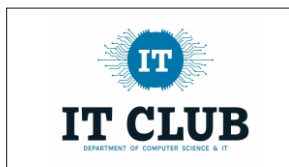
5. SOCIETIES



6.UNITS



7.CLUBS



8.STUDENT CHAPTERS/ BRANCHES





MAN-E-FEST

Man-E-Fest is the flagship annual management fest organized by the Department of Management (BBA). This vibrant event serves as a platform for students from various institutions to showcase their talents and skills through a series of intellectually stimulating competitions, including case studies, business simulations, quizzes, and presentations. Designed to push participants beyond academic theory, the fest encourages them to apply their knowledge to real-world challenges, promoting creativity, critical thinking, and teamwork.

In addition to competitive events, Man-E-Fest offers invaluable networking opportunities, enabling students to connect with industry professionals, faculty, and peers, gaining insights and building relationships that enhance their professional growth. The fest often includes guest speakers and panel discussions, providing a broader understanding of the latest business trends and challenges.

Man-E-Fest also celebrates cultural diversity with performances of music, dance, and art, creating a lively and engaging atmosphere. The combination of competition and celebration makes it a holistic experience where learning, collaboration, and enjoyment come together. Year after year, Man-E-Fest continues to be a symbol of academic excellence, leadership, and the spirit of competition, making it one of the most eagerly awaited events in the university's calendar.



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, Dhatkidi, 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 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



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, Dhatkidi, Jamshedpur - 831001



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

SCAN FOR WEBSITE

