



ARKA JAIN
University
NAAC GRADE A ACCREDITED UNIVERSITY

**CENTRE FOR
DISTANCE AND
ONLINE EDUCATION**



**UGC-DEB
APPROVED**

**OPEN AND
DISTANCE LEARNING**

BBA
(3 YEARS)

MBA
(2 YEARS)



ARKA JAIN UNIVERSITY



APPLY NOW

WEBSITE : www.odlaju.ac.in

EMAIL : info@ajucde.ac.in



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 and only state private university in Bihar, Jharkhand and West Bengal to have this distinction.

The University has its root in the prestigious JAIN Group, 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.

1

ILLUSTRIOUS LEGACY

ARKA JAIN University is part of the famed JAIN Group, 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

VISION



To Develop Human Capital by creating spirited learning environment by empowering the students with knowledge, skills and instil social responsibility towards holistic development

MISSION



- To impart multidisciplinary and a holistic education in order to ensure the unity and integrity of all knowledge
- To create academic impact through a combination of age-old tradition with modern scientific knowledge
- To create a lifelong learning environment that nurtures intellectual inquisitiveness, holistic & critical thinking, ethics and human values, equity and inclusion, and life skills, and thus making students responsible citizens and nation builder
- To augment the employability aspect of students as per global requirements
- To provide ideal environment for research, innovation, consultancy and entrepreneurship for larger and wider socio-economic and humanistic progress
- To endow the faculty and staff members with necessary means so that they can deliver on the stated lines
- To create a global tribe of technocrats, managers, entrepreneurs, scientists, biologists, pharmacists, artists and other professionals
- To engage with industry, and society at large, in productive manner
- To promote respect for diversity and respect for the local context in all curriculum, pedagogy, and policy

QUALITY POLICY



- To make sure that the academic programmes meet the accepted norms as per the stakeholder's requirements
- To ensure effective functioning of processes, systems and policies pertaining to quality standards at various levels
- To foster quality enhancement to realise academic excellence
- To empower students with knowledge, skills, attitudes by imparting quality education

CORE VALUES



- Ethics and integrity
- Environmental consciousness & sustainable development
- Promotion of Indian culture & heritage
- Active citizenry
- Intellectual and Moral Uprightness
- Service to society and contribution towards national development

OUR COMMITMENT TO QUALITY EDUCATION:



- **The Centre for Distance and Online Education** – ARKA JAIN University is dedicated to provide high-quality, flexible, and accessible education to learners from different walks of life who are looking for a credible higher education platform without going through the rigour of a full-time degree.
- The Open and Distance Learning programmes at ARKA JAIN University are specifically designed for members of the working class, industry professionals, business executives at various government positions, academicians looking to enhance their credentials, (hospital and business owners/ Entrepreneurs, women/home makers).
- Through these programmes, the remote student is provided with an opportunity to participate in the university's distance learning programmes meant for such individuals who can't devote the time and resources required to attend regular classes and pursue a regular degree programme.
- Our programmes are designed to meet the evolving needs of today's learners, offering a seamless blend of academic thoroughness and practical application.

SALIENT FEATURES OF AJU ODL PROGRAMS

- > **MEDIUM OF INSTRUCTION** : The medium of instructions and examination in **ENGLISH** only.
- > **CONTACT CLASSES AND ATTENDANCE** : Contact Classes will take place on **Weekends and Holidays** (as applicable). A minimum of **75% attendance** is mandatory in the contact classes.
- > **EQUIVALENCE TO CONVENTIONAL DEGREE** : Degree obtained through ODL Mode is equivalent to degree obtained through conventional mode. UGC notification in this regard can be accessed at https://deb.ugc.ac.in/Uploads/Notices_Upload/UGC_20220906101709_1.pdf
- > **LEARNING MATERIAL** : Learning material has been prepared for the programs by teams of experts Faculty Members.
- > **FACULTY AND SUPPORT STAFF** : The University has the requisite faculty and support staff members.
- > **INSTRUCTIONAL DESIGN** : The course content is designed with a learner-centric approach, creative study pattern and suitable examples to provide experiential learning.
- > **INSTRUCTIONAL DELIVERY MECHANISM** : ICT (Information & Communication Technology) enabled approach for instruction is how the content related to the ODL programs is delivered.
- > **STUDENT SUPPORT SYSTEM** : To ensure a hassle-free and seamless learning experience to the learners, the University has established the necessary support services.
- > **LEARNING RESOURCES** : The University library fosters advanced learning and discovery by providing access to a wide range of resources for study, research and creative work to ensure and promote a vibrant exchange of ideas in the quest for knowledge.

Double your learning potential with the UGC provision for pursuing dual academic programs - study one on-campus and one ODL, or pursue two ODL programs simultaneously!



WHY CHOOSE US ?

- **Quality Assurance** : Accredited, Recognized and Approved by recognized regulatory bodies.
- **Global Recognition** : Our degrees are valued worldwide.
- **Affordable Fees** : Flexible payment options as per your financial cycle.
- **Career Opportunities** : Gain the skills and knowledge to succeed in your chosen field.



BBA

EMPOWER YOUR FUTURE

Our innovative BBA (ODL) program offers a flexible and comprehensive learning experience, designed to cater to working professionals and aspiring managers.

The BBA (ODL) program offered by ARKA JAIN University caters to the needs of diverse groups of new-age learners from numerous disciplines living in the varied regions and from diverse social structures. These students include those from low-income backgrounds, those who live in rural areas, women, and minorities who have limited access to traditional higher education institutions.

ELIGIBILITY

The minimum qualification required to apply is a pass in the 10+2 examination from any recognized Board.

KEY FEATURES:

- Flexible Learning** : Study at your own pace, from anywhere.
- > **Industry-Relevant Curriculum** : Gain practical knowledge and skills.
- > **Experienced Faculty** : Learn from seasoned academicians and industry experts.
- > **Interactive Learning** : Engage in online discussions and collaborative projects.

SPECIALIZATIONS ON OFFER –

 **Marketing** |  **Finance** |  **Human Resource**

REGISTRATION FEE : 5000/-
(one time, at the time of admission):

PROGRAM FEE : ₹12,500/- per sem (for 6 sem)

EXAM FEE : ₹1,000/- per semester

CHARGES TOWARDS HARD COPY OF SELF-LEARNING MATERIAL (SLM) :

₹ 3000 per semester (Optional)
No charge for Soft Copy of SLM.

“
**ENROL NOW
AND SHAPE YOUR
FUTURE!**
”

SHAPE YOUR FUTURE AS A BUSINESS LEADER WITH OUR BBA (ODL) PROGRAM

- > **Empower Your Potential** : Our BBA (ODL) program is designed to nurture the leaders of tomorrow. You'll gain a comprehensive understanding of key business areas, including international business, e-commerce, digital business trends, finance, and commerce.
- > **Learn by Doing** : We go beyond theory. Our program incorporates hands-on projects, simulations, and real-world case studies to prepare you to hit the ground running after graduation.
- > **Become Job-Ready** : Graduate with the skills and knowledge employers seek. Our BBA (ODL) program equips you for success in today's competitive job market.
- > **A Well-Rounded Education** : Gain not only the fundamentals of business administration but also delve into the intricacies of business operations and management.

PROGRAM HIGHLIGHTS

- > **Learn the Fundamentals** : Gain a solid foundation in business management principles through core courses.
- > **Develop In-Demand Skills** : Go beyond traditional courses and embrace professional skills like Digital Fluency, Financial Modelling and Brand Management.
- > **Become a Critical Thinker** : Our sound methodological approach equips you to analyze problems and make informed decisions.
- > **Think Globally, Act Locally** : Our curriculum leverages the global business practices, preparing you for success in any market.
- > **Sharpen Your Competitive Edge** : Enhance your skillset with a variety of specialized courses alongside core curriculum.
- > **Apply & Learn** : Apply your knowledge through project-centric learning, thus gaining real-world experience.

CAREER PROSPECTS

BECOME A MARKETING MANAGER:

- > **Contribute to Company's Growth** : Lead creative teams, launch innovative campaigns, and directly impact the company's profitability.
- > **Comprehend Customer Requirements** : Understand customer needs to build brand awareness so as to cultivate customer loyalty

BECOME A FINANCIAL ANALYST:

- > **Uncover Business Insights** : Analyze financial data to guide strategic investments and overall financial health.
- > **Shape Business Decisions** : Use your expertise to help businesses make informed choices for future success.

THRIVE AS A BUSINESS ANALYST:

- > **Understand Market Dynamics** : Conduct in-depth market analyses to assess product performance and business profitability.
- > **Drive Growth and Efficiency** : Identify areas for improvement and strategize for a stronger bottom line.

LAUNCH YOUR CAREER IN BUSINESS DEVELOPMENT:

- > **Discover New Markets** : Conduct market research and identify potential clients to expand the company's reach.
- > **Build Lasting Partnerships** : Cultivate strong relationships with new and existing clients for long-term success.

LEAD THE HR TEAM AS AN HR MANAGER:

- > **Oversee HR Operations** : Manage team of HR professionals responsible for key tasks like recruitment, training, payroll, administration, etc.
- > **Ensure HR Efficiency** : Streamline processes and maintain accurate HR records.

EXCEL AS A CORPORATE CONTROLLER:

- > **Shape Financial Strategy** : Establish and implement financial policies to guide the company's direction.
- > **Manage Financial Risk** : Conduct risk assessments to ensure the company's financial health and stability.
- > **Forecast Future Success** : Prepare annual budgets and forecasts to navigate the future with confidence.

PROGRAM STRUCTURE

The BBA Programme consists of 6 semesters, two semesters in each Year.

SEMESTER I

English

HRM and Organizational Behaviour

Financial Accounting

Modern Business Environment

Digital Fluency and Financial Modelling

Financial Literacy and Planning

SEMESTER III

Managerial Finance

Marketing Management

Business Ethics and negotiation skills

Personality Development & Leadership skills

Research Methodology

Environmental Science

SEMESTER V

Direct Tax

Cost and Management Accounting

Digital Marketing and E-Commerce

Financial Analytics

Investment Analysis & Portfolio Management

Compensation & Compliance Management

Strategic HR

Services Marketing

Retail Marketing

Introduction to Business Analytics

SEMESTER II

Business Regulatory Framework

Financial Markets and Instruments

Business Management

Business Economics

Communicative English

Indian Knowledge System - I

SEMESTER IV

Entrepreneurship

Operations Management

Advanced Financial Management

Behavioral Finance

Training & Development

Workforce Planning

Consumer Behavior

Advertising and Sales Promotion

Quantitative Techniques for Business

Indian Knowledge System - II

SEMESTER VI

Strategic Management

Business Tax

International Financial Management

Financial Technologies

HR Analytics

International HR

International Marketing

Brand Management

Artificial Intelligence

Research Project

After enrolling in the BBA (ODL) Program at ARKA JAIN University, the learner will exhibit understanding in areas such as critical thinking, effective communication and develop traits such as problem solving, analytical temperament with the right set of ethics and a responsible outlook towards the environment and sustainability.

Upon completing the BBA (ODL) program, graduates will be well-prepared to contribute significantly to various business functions.





MBA

EMPOWER YOUR FUTURE

- > **Lead with Confidence:** Develop the strategic thinking and leadership skills needed to excel as a business leader.
- > **Learn on Your Terms:** Earn your MBA (ODL) degree while managing your work and personal commitments through our convenient distance learning format.
- > **Advance Your Expertise:** Deepen your understanding of key business areas like finance, marketing, and human resources, thus making you a valuable asset for any organization.
- > **Learn to Multi-task:** Learn how to facilitate organizational decisions, investment plans, forecast economic trends, balance risk and profitability and maximize profits
- > **Predict Market Trends:** Gain the ability to forecast economic trends, allowing you to make informed business decisions and navigate a dynamic market.
- > **Network & Grow:** Connect with a diverse cohort of experienced professionals and build a network that will propel your career forward.

ELIGIBILITY

- > Candidate should have passed Bachelor Degree of minimum 3 years duration (10+2+3 Pattern).
- > Obtained at least 50% marks (45% marks in case of candidates belonging to reserved category) in the qualifying examination.

SPECIALIZATIONS ON OFFER –

 **Marketing** |  **Finance** |  **Human Resource**

REGISTRATION FEE : ₹ 5000/-
(one time, at the time of admission):

PROGRAM FEE : ₹17,500/- per sem (for 4 sem)

EXAM FEE : ₹1,000/- per semester

CHARGES TOWARDS HARD COPY OF SELF-LEARNING MATERIAL (SLM) :

₹ 3000 per semester (Optional)
No charge for Soft Copy of SLM.

“
**INVEST
IN YOURSELF,
ENROLL NOW**
”

PROGRAM HIGHLIGHTS

- > Our MBA (ODL) program provides a comprehensive understanding of all critical business functions, equipping you with the knowledge needed to excel in any industry.
- > Through a diverse set of courses, you'll gain a thorough understanding of business operations, from marketing and finance to strategy and human resources.
- > This program is designed to develop the core competencies and strategic thinking required to thrive as a successful General Manager.
- > Our industry-aligned curriculum blends technical knowledge with practical skills for real world problem solving
- > Go beyond the basics with a variety of specialized courses that allow you to tailor your learning to attain your career goals.
- > Enhance your core skills with a host of skill-building courses designed to boost your professional abilities.
- > Apply your knowledge through hands-on projects and project-centric learning, thus gaining valuable real-world experience.

KEY FEATURES:

- > **Flexible Learning** : Study at your own pace and convenience.
- > **Industry-Relevant Curriculum** : Learn from experienced faculty & industry experts.
- > **Interactive Learning** : Engage with fellow learners through discussions & collaborative projects.
- > **Global Perspective** : Gain insights into international business practices.
- > **Career Advancement** : Enhance your career prospects and leadership skills.

CAREER PROSPECTS

CREDIT MANAGER:

- > **Safeguard Financial Assets** : Oversee the credit process, ensuring financial responsibility through creditworthiness assessments and ongoing customer reviews.

ACCOUNTING MANAGER:

- > **Ensure Financial Accuracy** : Lead a team of accounting professionals to deliver accurate financial reporting, manage billing and collections, process payroll, and prepare budgets.

CORPORATE CONTROLLER:

- > **Drive Financial Health** : Shape financial strategy, manage risks, prepare annual budgets and forecasts, and guide the company's financial well-being.

HUMAN RESOURCE MANAGER:

- > **Build a Winning Team** : Develop and implement HR strategies that attract, retain, and develop top talent, aligning with the overall business goals.

EMPLOYEE RELATIONS MANAGER:

- > **Foster a Positive Work Environment** : Ensure the company fosters a culture of respect and fairness, aligning employee treatment with core values and business objectives.

MARKETING MANAGER:

- > **Drive Growth & Brand Awareness** : Develop and execute marketing campaigns that boost brand reputation, attract qualified leads, and achieve marketing goals.

REGIONAL SALES MANAGER:

- > **Exceed Sales Targets** : Lead a sales team to achieve and exceed sales goals by building and expanding customer relationships.

SOCIAL MEDIA MANAGER:

- > **Amplify Brand Voice** : Craft engaging social media campaigns, manage content across platforms, and connect with customers and followers to build brand awareness.

PROGRAM STRUCTURE

THE MBA PROGRAMME CONSISTS OF 4 SEMESTERS,
TWO SEMESTERS IN EACH YEAR.

SEMESTER I

Principles of Economics and Markets
Managerial Effectiveness and Ethics
Accounting and Finance
Organizational Behaviour and Human Resources Management
Quantitative Techniques and Analytics

SEMESTER III

Business Environment and Strategy
Operations Management
SPECIALIZATION : MARKETING
Consumer Behavior
Integrated Marketing Communications
Sales and Distribution Management
SPECIALIZATION : HUMAN RESOURCE MANAGEMENT
Talent Acquisition and Management
Learning and Development
Industrial Relations and Labor Laws
SPECIALIZATION : FINANCE
Direct and Indirect Taxes
Investment Analysis & Portfolio Management
Fintech - Foundations and Applications

SEMESTER II

Entrepreneurship
Marketing Management and Research
Banking, Financial Services and Insurance
Corporate Law
Business Analytics

SEMESTER IV

SPECIALIZATION : MARKETING

Performance Management System
B2B Marketing
Retail Marketing and Service Management
Digital Marketing and Brand Management

SPECIALIZATION : HUMAN RESOURCE MANAGEMENT

Performance Management System
International Human Resource Management
Strategic Human Resource Management
Organization Development & Change Management

SPECIALIZATION : FINANCE

Performance Management System
Fixed Income Securities and Derivatives
Valuation and Investment Banking
International Finance



EXAMINATION INSTRUCTIONS

- > Examination will be conducted after the completion of classes/ semester on the dates notified by the Centre for Distance and Online Education (CDOE).
- > **The written and the practical examinations for all the Programs will be held only in the University.**
- > **Backlogs, promotion to next semester and other examination-related aspects are governed by the individual program regulations.**
- > The Application Forms for examination will be invited through Notifications on the Website of CDOE. Candidates are requested to visit the website and notice boards on a regular basis in this regard.
- > The students will be allowed for the examination if he/she fills the examination registration form. For appearing in the Examination, every student has to submit an examination form on-line along with examination fee before the due date.
- > **Registration for Examination:** The candidates have to compulsorily register for examination for all the papers in the regular / current papers. Fee for the Examination, Revaluation, Marks Statement, Provisional Certificate and Degree Certificate should be paid online only. Details in this regard would be made available on the website.
- > **Exam Application Forms** should be downloaded from the Website, filled-up carefully and along with fee payment receipt (paid on or before the last date), be sent to The Director, Centre for Distance and Online Education, ARKA JAIN University, 312/A, Opp. Kerala Public School, Mohanpur, Gamharia, Dist. Seraikela Kharsawan, Jharkhand-832108.
- > **TIME TABLE:** The examination time-table will be displayed on the Website of CDOE
- > **HALL TICKETS:** Hall tickets should be downloaded from the Website of CDOE before the commencement of examinations.
- > **EVALUATION:**
 - a. **Continuous evaluation in the form of assignments (Weightage 30%)**

This component carries the weightage of 30% in the form of Projects /Assignments / Activities.
 - b. **End-term Examination (Weightage 70%)**

End-term examination will be conducted twice in a year (odd semester and even semester).



ADMISSION PROCEDURE

- The Candidate can apply for an ODL program by
Collecting the application form from the university admission office or city office and submitting the filled-in form along with the necessary documents and applicable fees (mentioned in the brochure and on the website).
 - OR
 - Downloading the application form from the website and submitting the filled-in form at the university admission office or city office along with the necessary documents and applicable fees (mentioned in brochure and on website).
 - OR
 - Applying online for the respective program through the website by filling the form available on our website and depositing the fee and other charges online.
 - Upon selection, the offer of admission letter shall be sent to the students with instructions to pay fees online/ DD.
 - Spot admission process facility is available. Candidates may avail spot admission.
 - Once admission is confirmed, enrolment number and Identity Card will be issued.
- Note:** Admission to any program offered in the ODL mode will be confirmed after personal verification of Original Marksheets and Certificates brought by the Candidates in person (Original certificates will be given back to candidates on the same day after verification), ensuring the eligibility fulfilment and payment of applicable fees.
- Despite all precautions taken at the time of admission, if any candidate is found not eligible for the respective program even while pursuing the program, his/her admission for the program will summarily be cancelled.
 - Application purchased or created in the name of one candidate cannot be changed / exchanged with another candidate.

IMPORTANT INSTRUCTIONS

- **Students must provide working mobile number (with WhatsApp) to ensure timely communication**
- **Proper and correct current address should be provided for dispatching hard copy of SLMs and other official communication**
- **Correct and functional email id should be provided for sending soft copy of SLMs and other official communication**
- The method of instruction is through 1) Self Learning Material 2) Videos and 3) Contact Classes on Weekends and Holidays (As applicable)
- Hard copy of the Self-Learning Material (SLM) would be made available on payment basis every semester through post. Soft copy of the same would be made available to the students without any charge on the e-mail id provided by the candidate.
- Intimation regarding Classes, Exam Schedule, Last date for tuition fee and Exam fee would be notified on the CDOE website and on the email-id provided by the student.
- In the classes, doubts of the students would be cleared by domain experts. These classes will be organized on Weekends and other holidays (as applicable). Candidates are advised to attend the classes regularly for effective learning.
- The study materials given by the CDOE are only supporting material. Students are advised to refer to the prescribed Textbooks and reference books for a detailed study.
- Centre for Distance and Online Education, ARKA JAIN University, Jharkhand reserves the right to amend any changes, from time to time, in the norms/guidelines mentioned in the Prospectus/ Website and also not to conduct any or more programs without notice.





2 BATCHES EVERY
YEAR

- JANUARY / FEBRUARY

- OCTOBER / NOVEMBER



 **1800-1200-200** | **0657-2220285** |  **8406800562**

ADMISSION OFFICE : D-28, DANISH ARCADE, OPPOSITE ASIAN INN HOTEL, DHATKIDIH, JAMSHEDPUR - 831001

CAMPUS ADDRESS : 312/A, OPP. KERALA PUBLIC SCHOOL, MOHANPUR , BLOCK - GAMHARIA, DISTRICT - SERAIKELA KHARSAWAN, JHARKHAND - 832108