



ARKA JAIN
University
Jharkhand

NAAC
GRADE **A**
ACCREDITED UNIVERSITY



MASTER OF BUSINESS ADMINISTRATION (WITH INTERNSHIP)

ABOUT ARKA JAIN UNIVERSITY (AJU)

ARKA JAIN University (AJU), located in Jamshedpur, Jharkhand, is a premier institution of higher learning and part of the renowned JAIN Group, which has over three decades of educational excellence across India. The University is committed to nurturing industry-ready professionals through its innovative programs that blend academic rigor with practical exposure.

Recognized by UGC and accredited with NAAC A, AJU emphasizes employability, leadership development, and entrepreneurship. With a strong legacy of 30+ years, AJU has built a reputation for delivering quality education through modern learning resources, industry collaborations, and global perspectives.



WHY CHOOSE US?

**NAAC
'A'**

Grade
Accredited
University


NEP 2020
& UGC
Compliant

Government
Recognized &
Globally
Accepted


Part of the
Reputed
JAIN Group
(30+ Years of Legacy)

Flexible
Work-Linked
Learning
with
Real-World
Exposure

ODL DEGREE = REGULAR DEGREE



प्रो. रजनीश जैन
सचिव
Prof. Rajnish Jain
Secretary



सत्यमेव जयते

विश्वविद्यालय अनुदान आयोग
University Grants Commission
(निसा मंत्रालय, भारत सरकार)
(Ministry of Education, Govt. of India)
बहादुरशाह जफर मार्ग, नई दिल्ली-110002
Bahadur Shah Zafar Marg, New Delhi-110002
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F. No.3-5/2022(DEB-III)

PUBLIC NOTICE

August, 2022
02 SEP 2022

Equivalence of degree obtained through ODL and Online mode with degree obtained through conventional mode

The Regulation 22 of the University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 stipulates as under;

"Equivalence of qualification acquired through Conventional or Open and Distance Learning and Online modes.- Degrees at undergraduate and postgraduate level in conformity with UGC notification on Specification of Degrees, 2014 and post graduate diplomas awarded through Open and Distance Learning mode and/or Online mode by Higher Educational Institutions, recognised by the Commission under these regulations, shall be treated as equivalent to the corresponding awards of the Degrees at undergraduate and postgraduate level and post graduate diplomas offered through conventional mode."

This is for information of the general public, students and other stakeholders.



(Rajnish Jain)

As per UGC Regulations 2020 (Reg. 22), ODL degrees hold the same academic value as traditional, regular degrees.

MASTER OF BUSINESS ADMINISTRATION (WITH INTERNSHIP)



Duration

02 YEARS



Mode of Learning

ODL+ INTERNSHIP-BASED LEARNING

ELIGIBILITY

The minimum qualification required to be eligible for admission is a Bachelor's Degree from a recognized university with a minimum 3 years duration (10+2+3 Pattern) obtained at least 50% marks (45% marks in case of candidate belonging to reserved category) in the qualifying exam.

COURSE DESCRIPTION

The Master of Business Administration with Internship program at AJU is designed for graduates and professionals seeking to advance their careers in management, leadership, and entrepreneurship. Offering specializations in Marketing, Finance, HR, and Operations, the program emphasizes practical knowledge and strategic business insights, seamlessly integrating academic learning with workplace application.

COURSE STRUCTURE

SEMESTER I

COURSE CODE	COURSE NAME	CREDITS
MBA-OD-101	Business Economics	4
MBA-OD-102	Managerial Effectiveness and Ethics	4
MBA-OD-103	Accounting and Finance	4
MBA-OD-104	Organizational Behaviour and Human Resources Management	4
MBA-OD-105	Quantitative Techniques and Analytics	4

SEMESTER 2

COURSE CODE	COURSE NAME	CREDITS
MBA-OD-201	Entrepreneurship	4
MBA-OD-202	Marketing Management	4
MBA-OD-203	Banking, Financial Services and Insurance	4
MBA-OD-204	Corporate Law	4
MBA-OD-205	Business Analytics	4

SEMESTER 3

COURSE CODE	COURSE NAME	CREDITS
MBA-OD-301	Business Environment and Strategy	4
MBA-OD-302	Operations Management	4
Specialization : Marketing		
MBA-OD-306	Consumer Behavior	4
MBA-OD-307	Integrated Marketing Communications	4
MBA-OD-308	Sales and Distribution Management	4
Specialization : Human Resource Management		
MBA-OD-315	Talent Acquisition and Management	4
MBA-OD-316	Learning and Development	4
MBA-OD-317	Industrial Relations and Labor Laws	4
Specialization : Finance		
MBA-OD-318	Direct and Indirect Taxes	4
MBA-OD-319	Investment Analysis and Portfolio Management	4
MBA-OD-320	Fintech - Foundations and Applications	4
MBA-OD-349	Open Elective Course	4

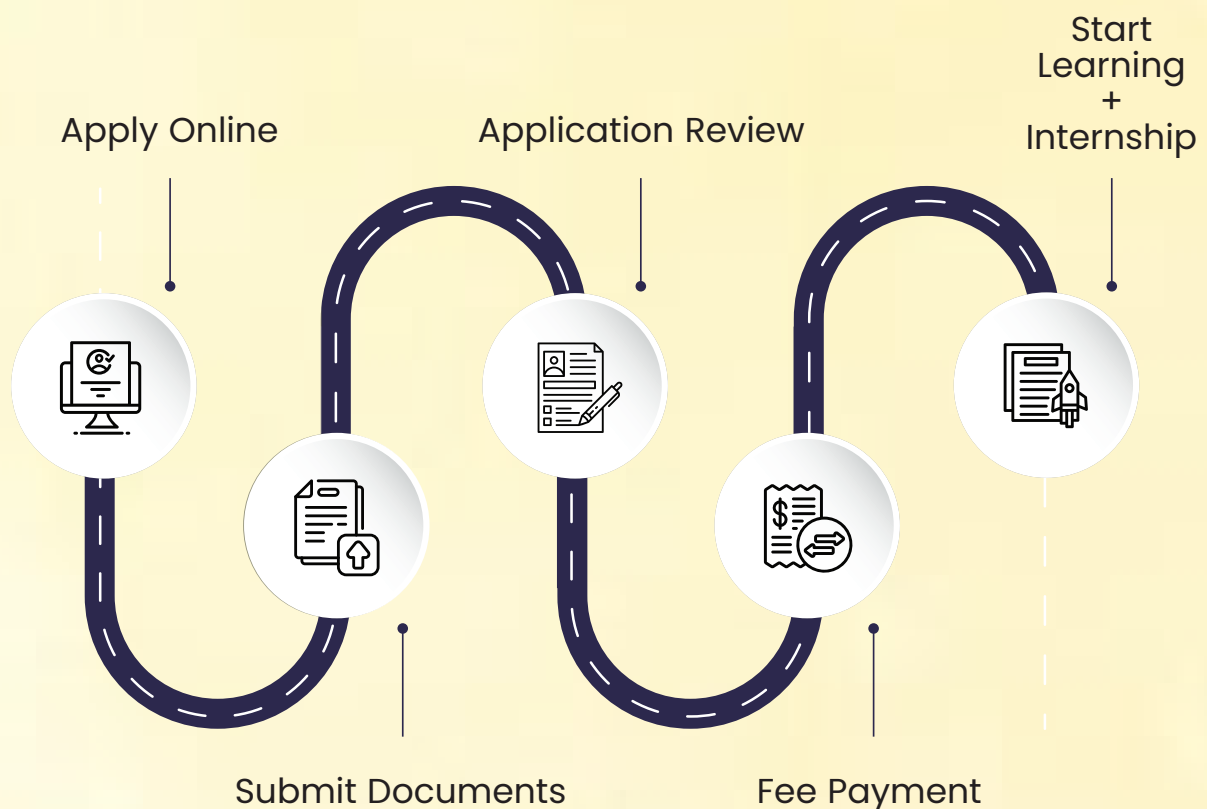
SEMESTER 4

COURSE CODE	COURSE NAME	CREDITS
Specialization : Marketing		
MBA-OD-401	Performance Management System	4
MBA-OD-405	B2B Marketing	4
MBA-OD-406	Retail Marketing and Service Management	4
MBA-OD-407	Digital Marketing and Brand Management	4
Specialization : Human Resource Management		
MBA-OD-401	Performance Management System	4
MBA-OD-415	International Human Resource Management	4
MBA-OD-416	Strategic Human Resource Management	4
MBA-OD-417	Organization Development and Change Management	4
Specialization : Finance		
MBA-OD-401	Performance Management System	4
MBA-OD-402	Fixed Income Securities and Derivatives	4
MBA-OD-403	Valuation and Investment Banking	4
MBA-OD-404	International Finance	4
MBA-OD-451	Cross-Functional Elective Course	4
MBA-OD-452	Master Thesis / Project	6

FEE STRUCTURE

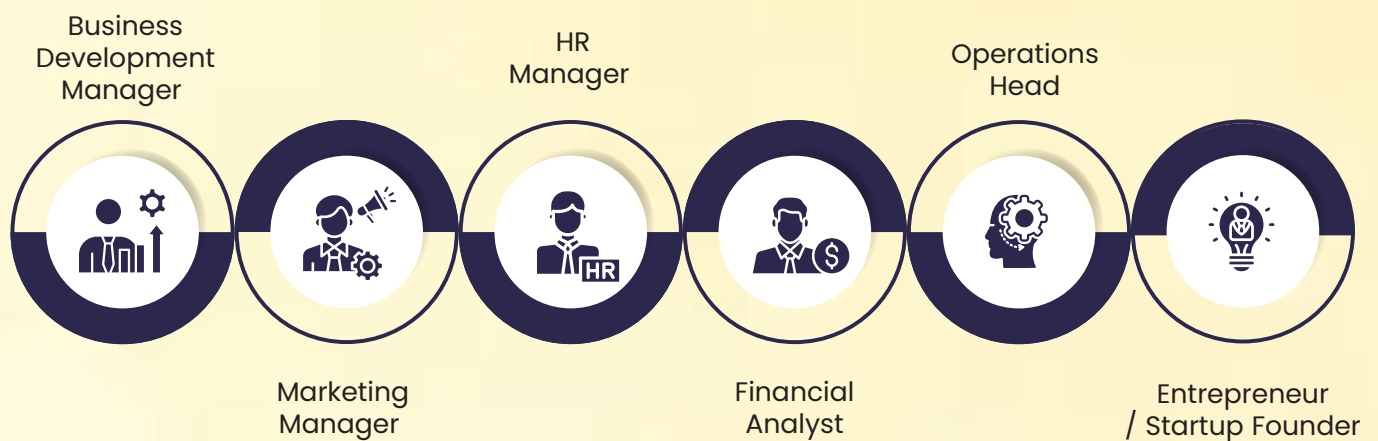
MBA COURSE	YEAR 1	YEAR 2
Registration Fees (Payable at the time of admission)	Rs. 500	—
Exam Fees	Rs. 3,000	Rs. 3,000
Internship Fees	Rs. 5,000	Rs. 5,000
Course Fees	Rs. 30,000	Rs. 30,000
Convocation Fees	—	Rs. 1,000
Total	Rs. 38,500	Rs. 39,000
Total Program Fees	Rs. 77,500	

ADMISSION PROCESS





CAREER OPPORTUNITIES AFTER MBA





START YOUR JOURNEY WITH AJU



For more information contact:



07314850221