



ARKA JAIN
University
Jharkhand

NAAC
GRADE A
ACCREDITED UNIVERSITY



MASTER OF BUSINESS ADMINISTRATION (ODL MODE)

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**

**UGC
Compliant**

**Government
Recognized
&
Globally
Accepted**

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

ODL DEGREE = REGULAR DEGREE



प्रो. रजनीश जैन
सचिव
Prof. Rajnish Jain
Secretary



विश्वविद्यालय अनुदान आयोग
University Grants Commission
(मिनिस्ट्री ऑफ एज्युकेशन, भारत सरकार)
(Ministry of Education, Govt. of India)
बाहुदूर शाह जफर मार्ग, नई दिल्ली-110002
Bahadur Shah Zafar Marg, New Delhi-110002
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F. No.3-5/2022(DEB-II)

PUBLIC NOTICE

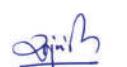
August, 2022
02 SEP 2022

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

OPEN AND DISTANCE 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 MBA in ODL mode at AJU is crafted for graduates and professionals seeking to advance their careers in management, leadership, and entrepreneurship. With specializations in Marketing, Finance, Human Resources, and Operations, the program equips learners with practical knowledge, strategic business insights, and decision-making skills while providing the flexibility to balance professional and personal commitments.

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

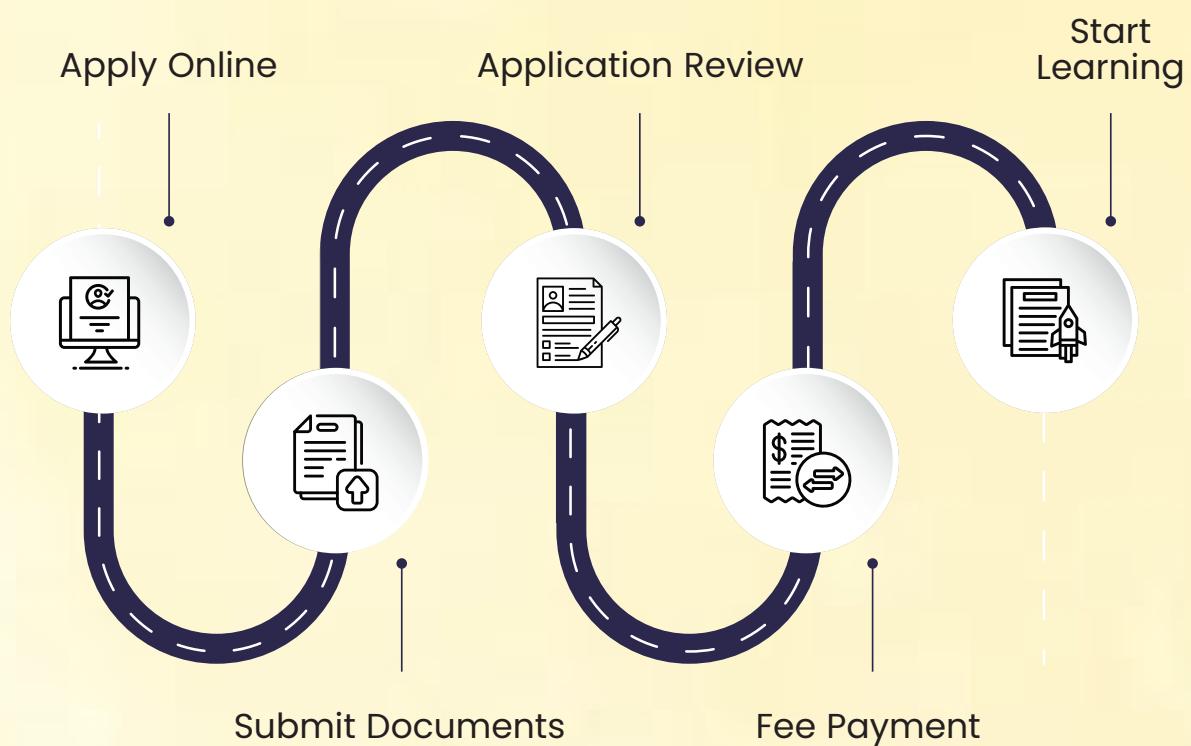
SEMESTER 4

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
Course Fees	Rs. 30,000	Rs. 30,000
Convocation Fees	—	Rs. 1,000
Total	Rs. 33,500	Rs. 34,000
Total Program Fees	Rs. 67,500	

ADMISSION PROCESS

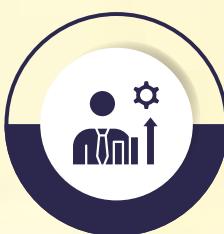




CAREER OPPORTUNITIES AFTER MBA

GRADUATES OF ODL MBA CAN PURSUE CAREERS AS:

Business
Development
Manager



HR
Manager



Operations
Head



Marketing
Manager

Financial
Analyst

Entrepreneur
/ Startup Founder



**START YOUR JOURNEY
WITH AJU**



For more information contact:



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