



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.

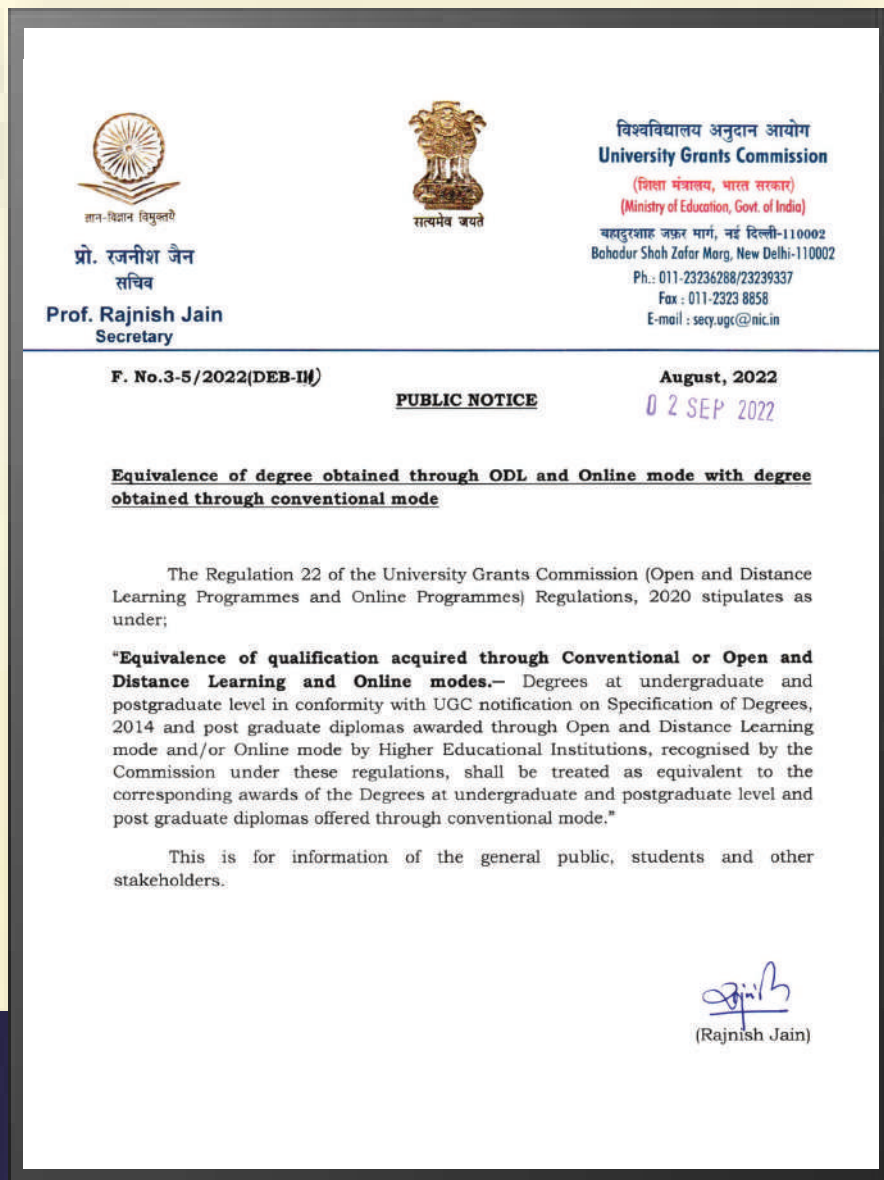
Recognized by UGC and accredited with NAAC A, AJU emphasizes employability, leadership development, and entrepreneurship. With a strong legacy of 30+ years, AJU has built a reputation for delivering quality education through modern learning resources, industry collaborations, and global perspectives.



WHY CHOOSE US?



ODL DEGREE = REGULAR DEGREE



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

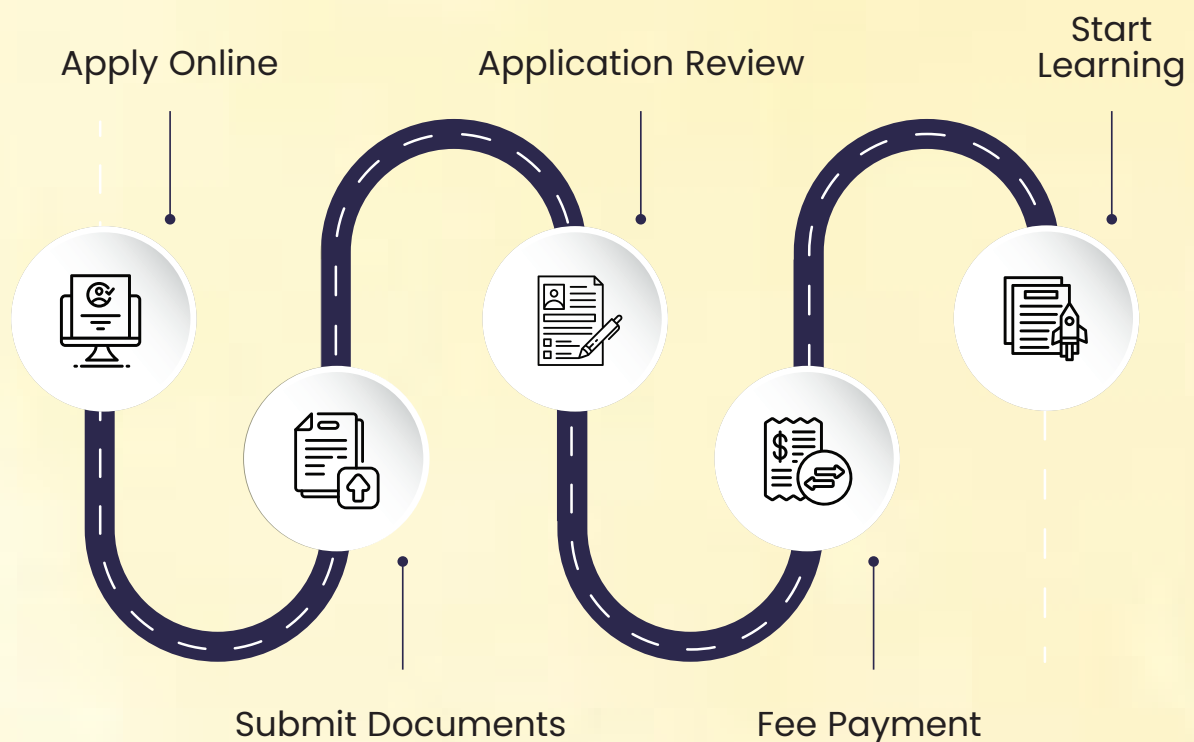
SEMESTER 4

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

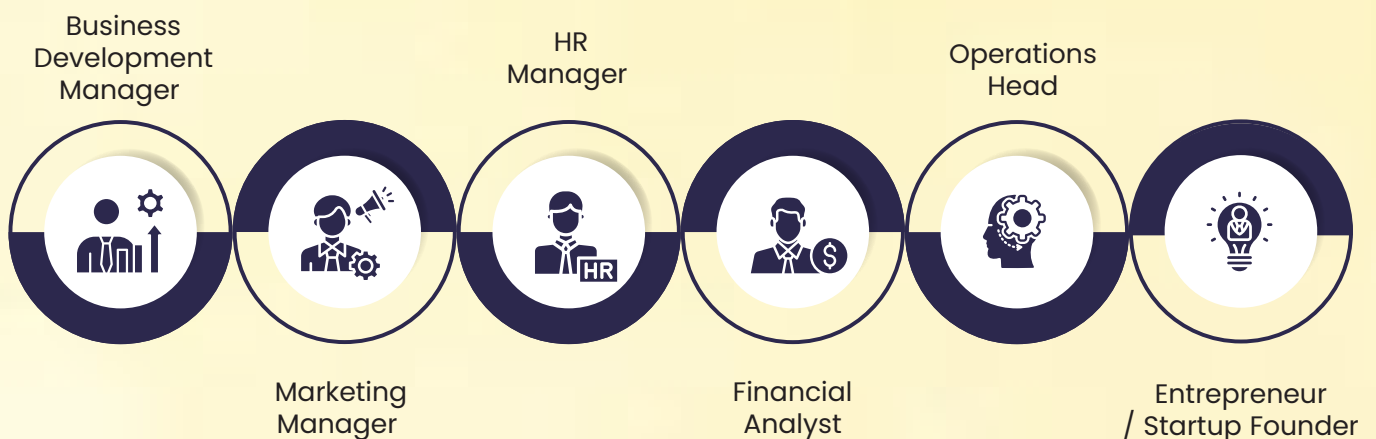
MBA COURSE	YEAR 1	YEAR 2
Registration Fees (Payable at the time of admission)	Rs. 500	—
Exam Fees	Rs. 3,000	Rs. 3,000
Course Fees	Rs. 30,000	Rs. 30,000
Convocation Fees	—	Rs. 1,000
Total	Rs. 33,500	Rs. 34,000
Total Program Fees	Rs. 67,500	

ADMISSION PROCESS



CAREER OPPORTUNITIES AFTER MBA

GRADUATES OF ODL MBA CAN PURSUE CAREERS AS:





START YOUR JOURNEY WITH AJU



For more information contact:



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