



**ARKA JAIN University**  
**Jharkhand**

Estd.Under Jharkhand State Private University Act



**ARKA JAIN University**  
**Jharkhand** (Jamshedpur)

Recognized by UGC  
Approved by AICTE

# YOU'RE ONE OF A KIND. SO ARE WE.

## WE ARE AVAILABLE FOR YOU.

### ADMISSION OFFICE

ARKA JAIN University,D-28,Danish Arcade,  
Opp. Asian Inn Hotel  
Dhatkidih Jamshedpur Jamshedpur - 831001

### CAMPUS ADDRESS

Mohanpur,  
Opposite. to Kerala Public School,  
Dist- Seraikela-Kharsawan Jamshedpur - 832108

Tollfree: 1800-1200-200 | Landline No.: - 0657-2220285  
[www.arkajainuniversity.ac.in](http://www.arkajainuniversity.ac.in) | [info@arkajainuniversity.ac.in](mailto:info@arkajainuniversity.ac.in)







# OVERVIEW

## ARKA JAIN UNIVERSITY IS AN AICTE APPROVED UNIVERSITY, ESTABLISHED BY THE JHARKHAND STATE LEGISLATURE

under the ARKA JAIN University act. The University is a government-recognized university with the right to confer degrees as per the Sections 2 (f) and 22 (1) of the UGC Act, 1956. The sprawling campus is situated at Gamharia, District Seraikela – Kharsawan, 13kms. from the steel city of India- Jamshedpur. The University offers multi-disciplinary programs, all of which are designed to be industry-relevant and meant to make you globally ready!

## RECOGNITIONS AND APPROVALS

Government of Jharkhand

University Grants Commission (UGC)

Optometry Council of India (OCI)

Pharmacy Council of India (PCI)

Bar Council of India (BCI)\*

Chartered Institute of Management Accounts (CIMA-UK)

\*Applied for





# “ THE WORLD IS WITNESSING CHANGE AT AN UNIMAGINABLE PACE.

Technological advancements, path-breaking innovations and scientific discoveries are making it increasingly important for everyone to stay on top of their games. Be it Data Analytics or the intervention of Artificial Intelligence in the boardrooms of major companies across the world, the new world is seeking new leaders to help them ace the game. The question is- are you preparing yourself for these dynamic changes?

Arka Jain University, a progressive and research-focused university in the state of Jharkhand, India is committed to teaching excellence with a focus on research and tailored courses that makes your education relevant to changing career dynamics. With distinguished faculty from all across country, we have been able to make some formidable industry partnerships to make your higher education even more meaningful.

Welcome to our world!

”

**DR. CHENRAJ ROYCHAND**  
Founder & Chairman  
JGI Group  
Chancellor  
ARKA JAIN University





# “ ARKA JAIN UNIVERSITY’S EDUCATION BRINGS WITH IT A REPUTATION

that has been earned through years of serving the career-needs of the student community. At ARKA JAIN, we are obsessed with academic quality and we keep it at the centre of everything we do. The learning environment here represents a unique blend of distinguished faculty and a diverse student group coming from various parts of the country with varied aspirations and ambitions. And we strongly believe that each of our student is unique! Therefore, the way we deliver our curriculum is also very unique in nature.

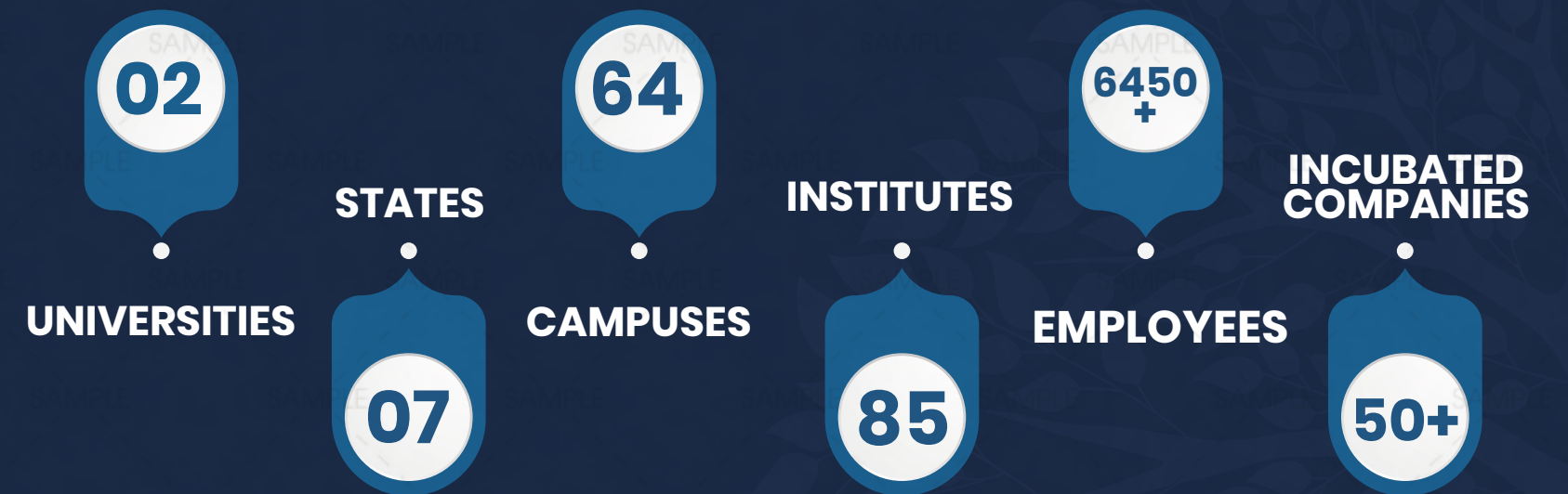
It is my pleasure to welcome you to the magic called ARKA JAIN University!

”

**Prof. Dr. Syed Safdar Razi**  
**Vice Chancellor**  
ARKA JAIN University



# LEGACY



## THE JGI GROUP

known for its legacy in world-class education represents a cluster of 85 vibrant educational establishments across India. In last two and a half decade, JGI Group has grown to over 50,000 students and 6,450 staff members engaged at a P-12, UG and PG level across 53 centres of excellence. Among JGI Groups initiatives are prestigious institutions like Jain College, Bengaluru (considered 1 among the top 25 Best Commerce Colleges, India), Jain University, Bengaluru (considered 1 among the top 5 Pvt. Universities in India), Jain College of Engineering, Bengaluru and Jain International Residential School.





# ADVANTAGE

- An initiative of the JGI Group, Bengaluru; mentored and guided by JAIN University, Bengaluru
- An unmatched infrastructure to facilitate cutting-edge education
- A kaleidoscopic campus with vibrant, young minds
- Renowned faculty and scholars facilitating classroom education
- Immense focus on sports and co-curricular activities
- Excellent placements support (facilitated by the JGI Group, Bengaluru)

## FACULTY

ARKA JAIN University professors are known for their endless commitment and passion towards education. They are distinguished for their knowledge, achievements and enthusiasm. Each one of them are expert researchers and amicable human beings. They bring their extensive experience of industry and academia to the classroom, thereby empowering students to think differently.

“**A master can tell you what he expects of you. A teacher, though, awakens your own expectations.**”

– Patricia Neal





# FACILITIES

- Tech-enabled Classrooms
- Digital Library
- Hi-Tech Labs
- Sports Facilities
- Auditorium
- Clubs and Societies
- Transportation
- Student Care Centers
- Food Court





# INDUSTRY INTERFACE

# BRINGING THE WORLD TO THE CLASSROOM.

Our students get the opportunity to listen from experts of Finance, Marketing, Human Resources, General Management and Entrepreneurship, and varied other sectors throughout the year. The pedagogy is further interspersed with workshops, Live cases, assignments, internships, conclaves, to name a few.



**SPEAKER SERIES**

**CEO TALKS**

**DEBATE FORUMS**

**PANEL DISCUSSIONS**





# OUR HOSTELS ARE BUILT KEEPING OUR STUDENTS' PHYSICAL AND INTELLECTUAL GROWTH IN MIND.

Sunlit, spacious and strategically built, the ARKA JAIN University hostel houses students from various parts of Jharkhand and the country. Equipped with all necessary technologies and amenities, students bond over television sessions, games and meandering chats to forge lifelong friendship in their dorms.





# SET THE STAGE ON FIRE

## CARVAAN

For the curious souls A signature event.

Fun-thrilled. Loaded with excitement. In the discovery of the new. CARVAAN is the annual expedition of ARKA JAIN University.

## AAGAAZ

The annual extravaganza Dance.

Music. Simulations. Competitions. Drama. Debate. And insane excitement! The intercollegiate national level cultural event AAGAZ guarantees an exhilarating experience for all participants.

## HOLI HAI!

The time for colors Gulaal. Mithaai. Music. Energy.

Holi is celebrated at ARKA JAIN University amidst much gusto! With the arrival of spring and end of winter- the campus preps itself for colors, flowers and celebrating friendship.

## FRESHER'S PARTY

A welcome with open arms.

A kickstarter for the amazing life ahead at ARKA JAIN University. A party for welcome celebration for our new joinees.

## AARAMBH

The BIG day.

A celebration of all the hard work to make it through and make a successful story of your own. The day when we dedicate to our passing-out students.





## JAIN PREMIER LEAGUE

Inter College Cricket Tournament.

The exclusive premier cricket league for AJU institutions where colleges compete to take the winner's cup.



## RUNBHOO MI

In the battle of glory.

Sports activities form an integral part of the curriculum at ARKA JAIN University. Every year in December, before winter vacation, RUNBHOO MI, the week long inter college sports meet is organized.

## NAVOTSAV

Celebration of cultures.

The days dedicated to the celebration of “Navaratri Utsav” with all the colourful rangoli, garba, sweets and a lot of fun.



## RUNBHOO MI

In the battle of glory.

Sports activities form an integral part of the curriculum at ARKA JAIN University. Every year in December, before winter vacation, RUNBHOO MI, the week long inter college sports meet is organized.





**FIRE UP  
YOUR  
SPORT**

# THE SPIRIT OF SPORTS MAKE THE STUDENT COMMUNITY OF AJU AN EXCEPTIONAL ONE.

Embedded in the core philosophy of the University, every student at AJU are encouraged to actively participate and gain from the sports facilities on campus.

AJU has sports teams in Athletics, Badminton, Basketball, Cricket, Table Tennis, Volleyball, Football and more. The JGI Group has represented the country at many levels and by many individuals from JGI are accomplished sportsmen:

**Robin Uthappa** – National Cricket Player

**Pankaj Advani** – International Billiards Champion

**Manish Pandey** – National Cricket Player

**Karun Nair** – National Cricket Player

**Shikha Tandon** – International Swimming Champion

**Rohan Bopanna** – Indian Professional Tennis Player

**Varun Aaron** – National Cricket Player

**K. L. Rahul** – National Cricket Player

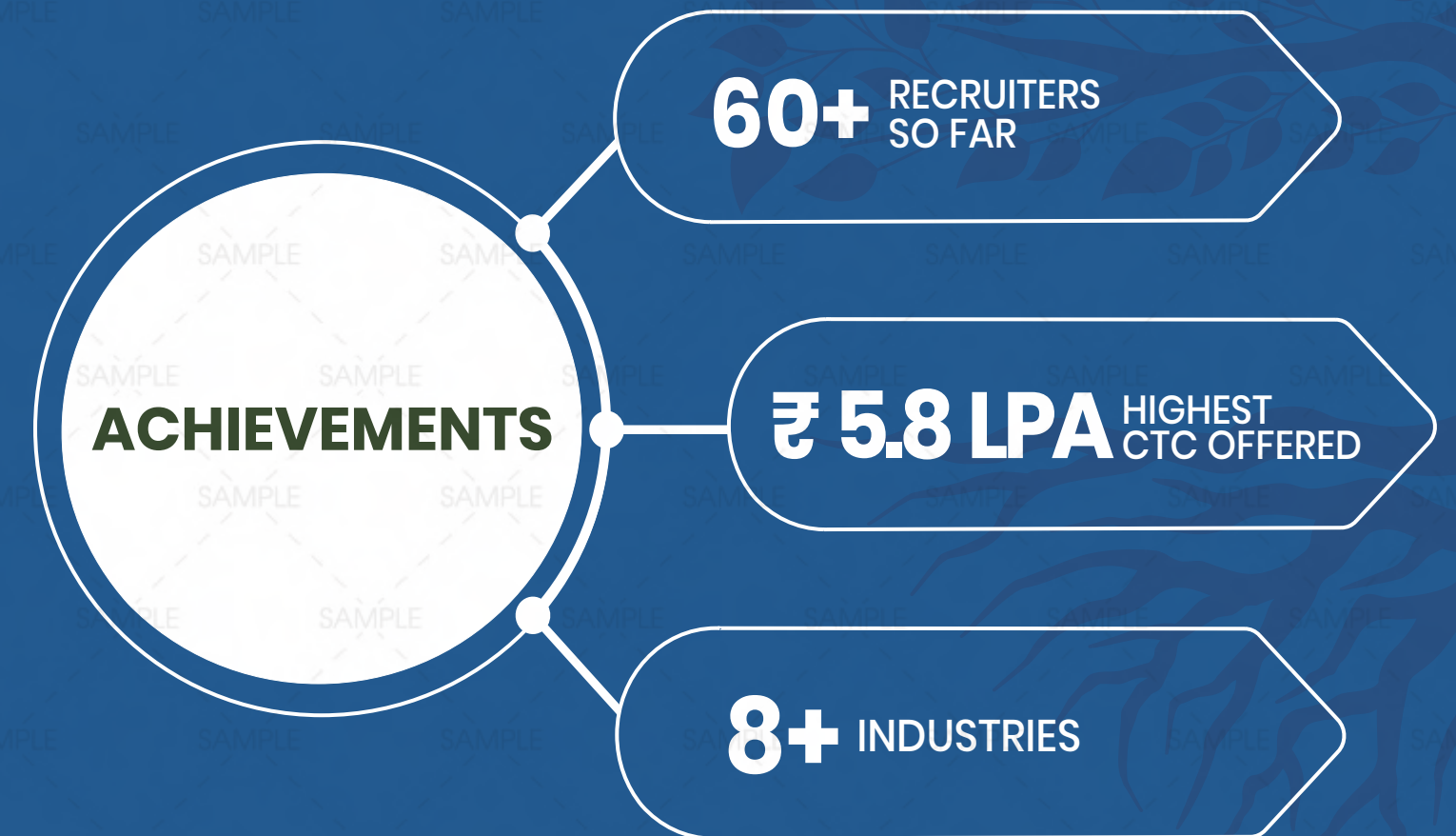




# SKY-HIGH CAREERS

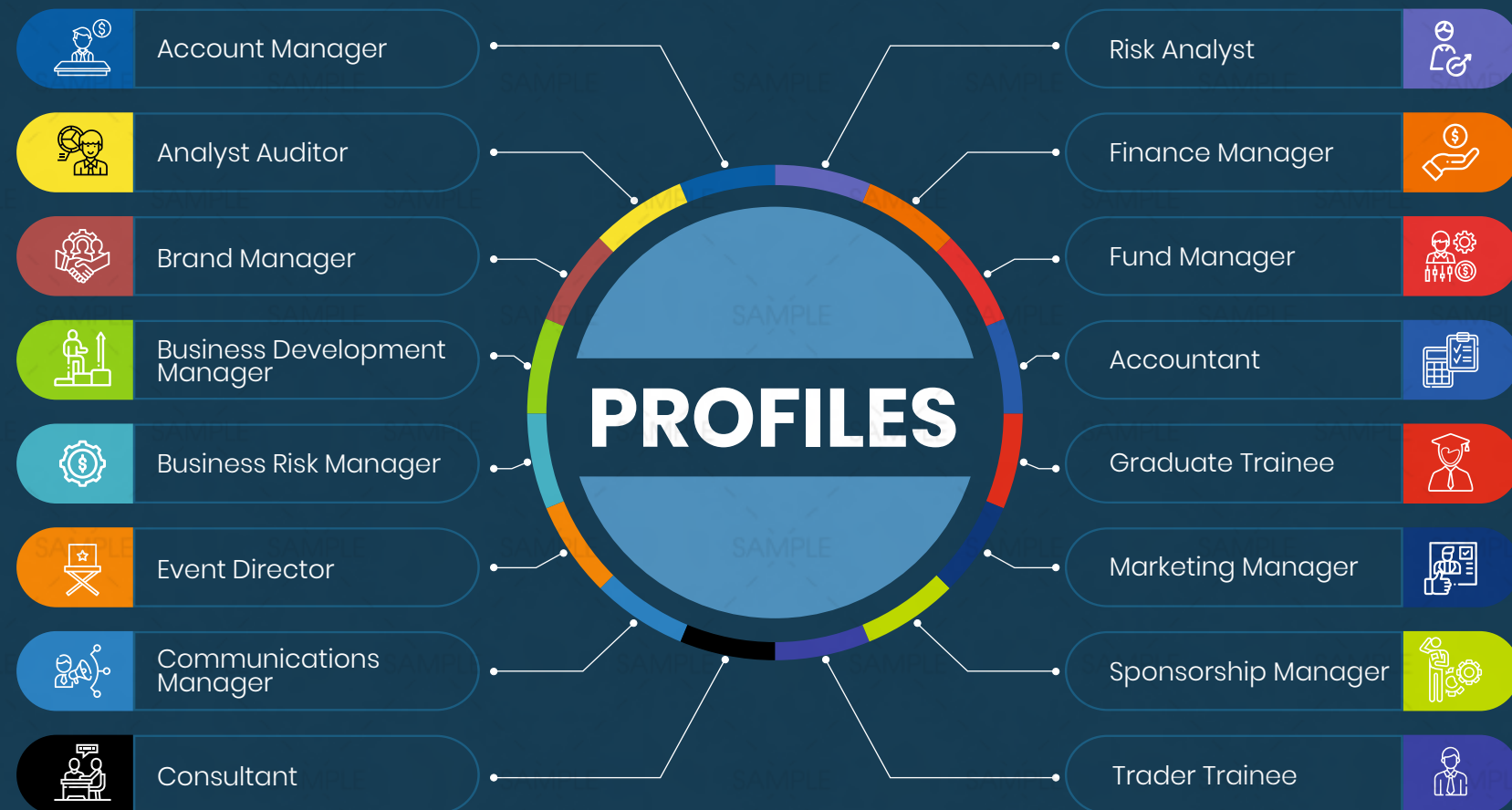
## ARKA JAIN UNIVERSITY'S TRAINING & PLACEMENT

department team has been helping students- go places. From pre-placement support to life-long mentorship, you will find us with you till the end.





# PROFILES OFFERED TO OUR STUDENTS



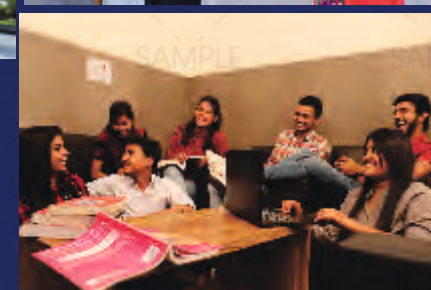
# OUR RECRUITERS







# SCHOOLS AND COURSES





# SCHOOL OF COMMERCE & MANAGEMENT



**BBA**

**MBA**

**BBA Professional (with CIMA, UK)**

**B.Com. (Hons.) Professional (with CIMA, UK)**

**B.Com. (Hons.)**

**M.Com.**

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## SCHOOL OVERVIEW

Industries and businesses have seen major changes in last two decades. AJU's School of Commerce and Management leaves no stone unturned to prepare managers who are ready to lead from the front. Distinguished faculty, state-of-the-art campus, industry relevant curriculum, innovation labs, library, live projects, experiential learning modules and classroom diversity help us create globe-ready managers for the future.





# BBA

The BBA program in partnership with reputed professional bodies offers 3 years degree qualification that not only enables students to attain a professional edge but also assists management graduates in implementing their skills to the needs of business. The program allows students to obtain specialization in a discipline of their choice from a range of options namely, Finance, Marketing, HRM and Entrepreneurship.

## Specializations Offered:

### FINANCE

CAREER PROSPECTS: Banker | Asset Manager | Investment Banker | Trader | Sales Manager

### MARKETING

CAREER PROSPECTS: Product manager | Brand Manager | Marketing Manager | Advertising professional | Market analyst

### HUMAN RESOURCE

CAREER PROSPECTS: HR Manager | Training and Development specialist | Administrator Executive

## Eligibility

- A candidate should have passed Senior Secondary Examination (10 + 2) from any recognized Board with at least overall aggregate of 50% (less 5% in case of SC/ST) marks provided they are pass
- Personal Interview with AJU's selection committee

## Duration

3 Years | 6 Semesters

## Internship

8-10 weeks

## Leadership & Skill Development

6 weeks

## Specialization/Concept based Learning

2 Semesters

## Supplementary Activity

1-2 weeks Each Semester

## Personality Development

1-2 weeks Each Semester

## Degree

ARKA JAIN University, Jharkhand



# 2 Year Full Time AICTE Approved MBA

Combining academic excellence, opportunity and practical real world experiences, our MBA will have an immediate and positive impact on your career. Transform your skill set and build your expertise through our MBA program in your area of specialization. This highly practical program offers hands-on experience and opportunities to specialize in any area you choose. Our focused MBA program design, strong links with industry, recruiters and practitioners means there is no better place for you to study. Our program fuses academic and experiential learning processes, gives you the framework and technical knowledge essential for a career in corporate, along with the context that puts those new skills into action

## Quick facts:

**2 Year full time AICTE Approved Master of Business Administration**

**4 Semester | Degree Awarded by: ARKA JAIN University, Jharkhand**

Eligibility: (i) A candidate should have passed Bachelor's Degree or an equivalent with at least 50% (less 5% in case of SC/ST) marks in aggregate or equivalent CGPA. The Bachelor's Degree or equivalent qualification obtained by the candidate must entail a minimum of 3 years of education after completing higher secondary schooling (10+2) (ii) Candidate have to appear in any of the entrance exam like CAT /MAT /XAT /CMAT/ AJU-MAT and interview.

## MBA DUAL SPECIALIZATION COURSE DETAILS:

AJU offers its flagship MBA programme wherein students can opt for 2 specializations. The traditional specializations include the functional disciplines, that is

**Finance:** MBA in Finance helps the students gain the business and financial skills needed to work in a number of enterprises. Aspiring Students seeking a career in finance can sign up for MBA in Finance for a booming career in the Finance sector

**Marketing:** MBA in Marketing is the most sought after management specialization by professionals globally. Those keen on a career in Marketing and aiming to be managers in their specialized field can sign up for an MBA in Marketing

**Human Resource Management:** MBA in Human Resource Management offers many benefits to a person seeking employment within their business and valuable benefits to individuals who are intent upon working within the human resource industry

## Program Highlights:

- Mentoring and guidance of Jain University, Bangalore, one of the top Private University of India
- Access to TATA STEEL Soft Skill Development Module
- Faculties comes with diverse and rich experience in academics and industry
- Exposed through regular Industry interface and mentoring with Senior Executives
- Option of Dual specializations
- Four tier mentoring programme (faculty/ industry/ alumni/ peers)
- Focus on applied and experiential learning
- Specific preparatory course for placement preparation
- Excellent Placement Support

## SPECIALIZATION I: MARKETING (CHOOSE 2-2 PAPER FOR SEMESTER 3 & 4)

Marketing communication. Digital Marketing & Social Media. Retail Management Sales & Distribution Management. Marketing Strategy. Service Marketing International Marketing. B2B marketing

## SPECIALIZATION II: FINANCE (CHOOSE 2-2 PAPER FOR SEMESTER 3 & 4)

Investment Analysis & Portfolio Management. Financial Market & instruments Finance Strategy. Business Taxation. Management of Financial Services International Finance. Project Finance. Risk & Control Strategy

**SPECIALIZATION III: HUMAN RESOURCE MANAGEMENT (CHOOSE 2-2 PAPER FOR SEMESTER 3 & 4)** Training & Development. Recruitment & Selection. Industrial Relations & Labor Law Compensation & Benefits. International HRM Organization Development & Change Management Learning Organization & Performance Management Human Resource Development Strategies and Systems Strategic Human Resource Management.

## MARKETING & FINANCE

### CAREER PROSPECTS:

Accounting Manager | Financial Analyst | Corporate Controllers | Investment Bankers | Financial Officers | Manager Consultants

### MARKETING & HR

### CAREER PROSPECTS:

HR Manager | Technical Recruiter | Employee Relations Manager | Market research | Brand manager | Marketing manager



# BBA Professional (with CIMA, UK)

Bachelor of Business Administration (BBA) Professional with Chartered Institute of Management Accountants (CIMA) is a three-year course providing extensive knowledge of business functions along with Accounts Management. CIMA is the largest professional centre of Management Accountants across the globe. Its qualification is accepted word-wide by more than 4500 firms. This course provides an additional advanced Diploma within the span of 3 years, in addition to the degree.

The curriculum integrates both business management components along with in-depth concepts Management Accountants. The framework is well-knit to give holistic picture of business accounts management blending financial accounting and business-centered subjects.

### Career Prospects

- Business analyst
- Research analyst
- Banker
- Accounts executive
- Finance executive

### Eligibility

- A candidate should have passed Senior Secondary Examination (10 + 2) from any recognized Board with at least overall aggregate of 50% (45% in case of SC/ST) marks.
- Personal Interview by AJU selection committee

**Duration:** 3 Years | 6 Semesters

**Degree awarded by:** ARKA JAIN University, Jharkhand

# B.Com. (Hons.) Professional (with CIMA, UK)

The Bachelor of Commerce (Hons.) Global Professional with CIMA-UK offered by ARKA JAIN University is a tailor-made program enabling students to meet the needs of industry and commerce. The course aims to equip the students to become exceptional thinkers and get superior grasp of business. B.Com. with Chartered Institute of Management Accounts Program explores the possibility of grooming students for areas such as- Management, Marketing, Finance, HR and Entrepreneurship.

### Career Prospects

- Business analyst
- Research analyst
- Banker
- Accounts executive
- Finance executive

### Eligibility

A candidate should have passed Senior Secondary Examination (10 + 2) with Science / Commerce from any recognized Board with at least overall aggregate of 50% (45% in case of SC/ST) marks.

**Duration:** 3 Years | 6 Semesters

**Degree awarded by:** ARKA JAIN University, Jharkhand

### About CIMA-UK

CIMA is the world’s largest and leading professional body of management accountants with more than 227,000 members and students in 179 countries.

- CIMA grants 10 paper exemptions (out of a total of 17) for students of B.Com.(Hons.) Global Professional of ARKA JAIN University
- Curriculum from the exempted and rest of the non- exempted papers are integrated and embedded into the syllabus
- AJU provides in-house assistance for CIMA non-exempted papers and case studies by CIMA trained faculty members
- Employability skill enhancement courses like Advanced Excel, Six Sigma and Portfolio Management taught in classrooms
- Academic and practicing professional faculty members (CA, CS) enable easier and comprehensive coverage of the curriculum
- Certificates from CIMA on completion of the course





# B.Com. (Hons.)

The Bachelor of Commerce (B. Com) offered by ARKA JAIN University is particularly tailor-made program to meet the needs of industry and commerce. This course is designed to prepare students for the challenges in the global business environment and to provide them with a wide range of managerial skills while at the same time building competence in a particular area. In this program, one will study foundation areas of accounting, economics, business law, management, marketing, technology and many more.

## QUICK FACTS

**Eligibility:** A candidate should have passed Senior Secondary Examination (10 + 2) with Science / Commerce from CBSE / ISC / State Board or an equivalent examination by any recognized Board.

**Duration: 3 years | Degree awarded by: ARKA JAIN University, Jharkhand**

**Scheme of study: CBCS System**

## Program Highlights:

### Professional Mentoring

As a part of the curriculum, students are monitored and mentored continuously. Inculcation of good practices, ethics, values, moral, motivation and personal grooming are the key objectives of a mentor. With this initiative, coupled with the deliverables as mentioned in the previous sections, this institution believes that global leaders could be created here.

### Career Counseling

The career counseling service provides unbiased information, advice and guidance to help students understand themselves and the employment market. Later they are supported to plan and prepare for their future by developing suitable career related skills & knowledge.

### Workshop / Seminars / Guest Lectures / Industry Interface

Each semester there will be regular interface with industry facilitators and experts in the areas of Finance, Marketing, Human Resource, General Management, Entrepreneurship etc. Latest trends including Crisis Management, Live Cases are a part of the program. The program also includes management games and knowledge games.

## Career Enhancement Program:

- National Stock Exchange Certification Program on Financial Market
- Certifying Body: National Stock Exchange
- Certification Program on Financial Accounting & GST\*

## In association with DANSPARK & Co

- Toastmaster International, USA\*

## For enhancement of public Speaking Skill

\*at extra cost

# 2 year full time M.Com.

The M. Com. course offers an opportunity for graduates to acquire theoretical as well as practical inputs in commerce. A Graduate in commerce has the advantage of entering a career either in academics, research or alternatively in other professional areas of commerce and finance such as taxation, consultancy and financial services. On the successful completion of the M.Com. Course, students will acquire strong subject-matter expertise in their area of specialization. They will also develop advanced theoretical knowledge and research capabilities in their preparation for academic and research focused careers. The M.Com program will also equip one with first-class communication, teamwork and leadership skills and cross-cultural understanding.

## QUICK FACTS

**Duration: 2 years | Four (4) Semester**

**Degree awarded by: ARKA JAIN University**

**Eligibility:** A candidate should have passed Bachelor's Degree of minimum 3 years duration in B.COM or BBA.







# SCHOOL OF ENGINEERING & TECHNOLOGY

**BCA**

**MCA**

**Bachelor of Technology**

**B.Sc. IT**

**Diploma in Engineering**

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## SCHOOL OVERVIEW

Keeping technology in the core of all our programs at School of Engineering & Technology of AJU, our degree programs help you stay ahead of time. We do not just prepare you to follow and understand technology, but also create wonders with technology in itself.





# 3 Year Full Time BCA

Bachelor of Computer Applications is a 3-year undergraduate programme. It is extended over six semesters. The primary objective of our BCA program is to provide a foundation of computing principles and business practices for effectively using/managing information systems and enterprise software. This program aids the students to get a sound understanding on computer applications which can give them a perfect start for a challenging career in the field of Information Technology. This program prepares students with the necessary skills to build successful careers in the information sector. The curriculum is truly tuned for the holistic development of the students and aims at nurturing them as proficient programmers and computer professionals. The course curriculum of BCA is designed keeping in view the academic as well as industry requirements of the students. After successful completion of the course, one will have complete knowledge on how to utilize computer applications to gratify the user's need using different programming languages such as C, C++, Python, Java and many more. With sound academic knowledge of Computer Applications, one can easily get a job in large IT companies as Software Engineers at various positions at Multi-National Companies, IT Industries, BPO & KPO.

**Quick Facts: Duration: 3 Years | 6 (Six) Semesters**

**BCA Degree Awarded by: ARKA JAIN University**

**Eligibility:** A candidate should have passed Senior Secondary Examination (10 + 2) from CBSE / ISC / JAC Board or an equivalent examination by any recognized Board

**Program Highlights:**

- Provides a substantial understanding of concepts in key areas of computer science
- Teaches professional competence in developing software and in its design and implementation
- Explains the analysis and synthesis involved in computer systems, information systems and computer applications
- Provides practical skills to address problems in computer systems and applications
- Teaches sound presentation and communication skills needed in the IT industries

**Career Options:**

- Students can pursue higher studies in reputed Universities in India and abroad
- Career options as Developer, Network Administrator, Web Designer at leading companies like Accenture, HCL , Wipro Technologies, Cognizant, TCS, LG Soft, Tech Mahindra, Infosys etc

# MCA

Master of Computer Applications (MCA) is a 3-year post graduate degree course that teaches various aspects of computer applications. This program caters to the foundation of computing principles and business practices and to train the students to analyze problems in a wide range of applications. This program provides exposure to the students to enterprise software management methodologies.

**Career Prospects**

- Software Developer
- Computer System Analyst
- Software Engineer or Programmer
- Database Administrator
- Software Publisher
- Software Application Architect
- Software Consultant
- Web Designer/Web Developer
- Senior Technical Consultant
- Project Manager

**Eligibility**

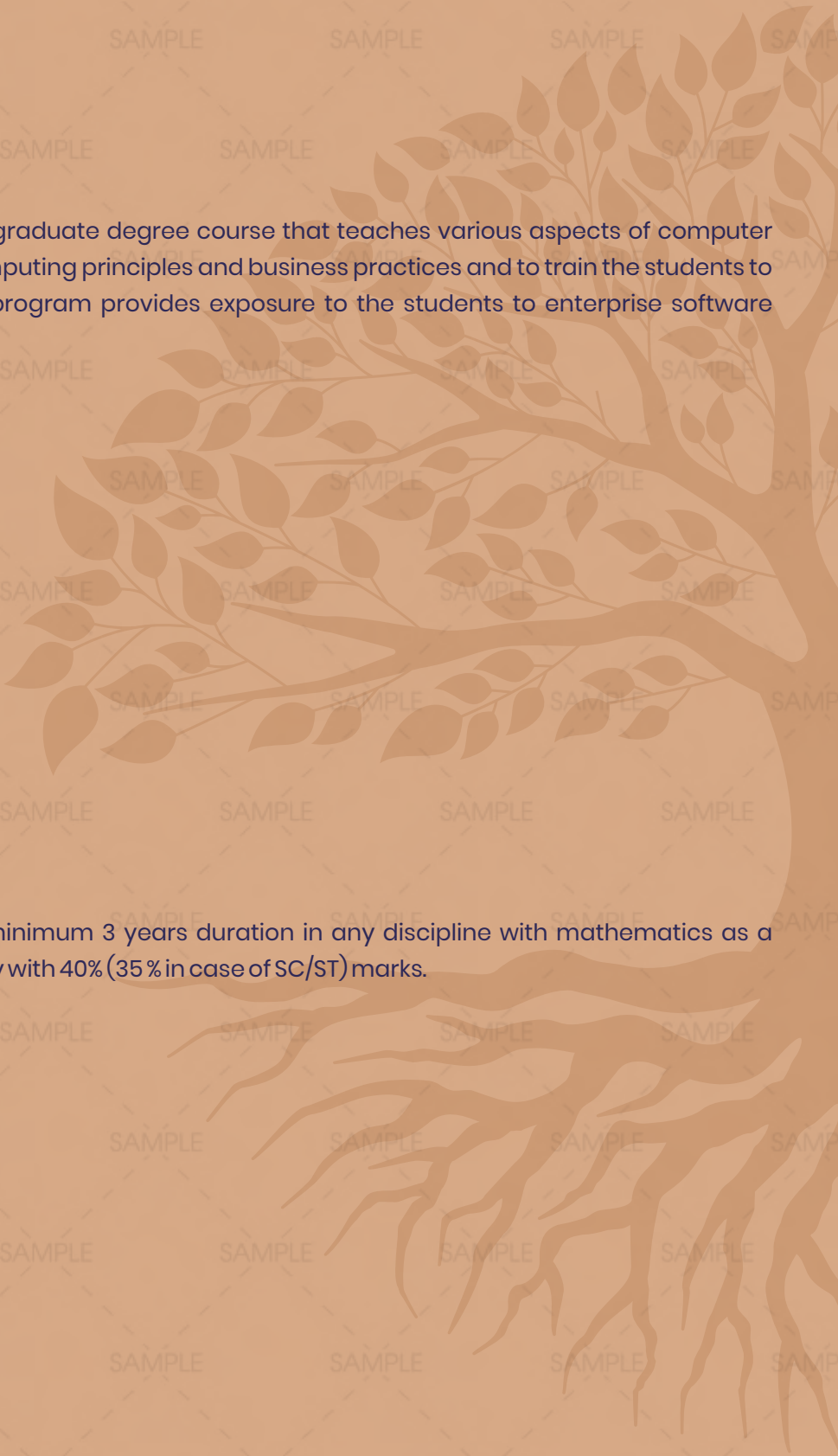
A candidate should have passed Bachelor's Degree of minimum 3 years duration in any discipline with mathematics as a subject at 10+2 or a Graduation from a recognized University with 40% (35 % in case of SC/ST) marks.

**Duration**

3 Years | 6 Semesters

**Degree awarded by**

ARKA JAIN University, Jharkhand





# BACHELOR OF TECHNOLOGY

AJU's Bachelor of Technology is an AICTE approved professional Engineering degree offered in 5 disciplines. Our B.Tech. program offers specialization programs that involve theoretical and practical learning in equal measures. The university is committed to provide excellent academic curriculum, laboratory facilities, workshops, seminars, assignments, industrial visits, opportunities for path-breaking research and placement support to the aspirants.

## SPECIALIZATIONS OFFERED

### MECHANICAL

#### Career Opportunities:

Mechanical Engineer | Power Engineer | Design and Research Engineer | Energy Conversation Engineer | Heating and Ventilation Engineer | Diesel Engineer – Design and Research | Mechanical Power Engineer

### COMPUTER SCIENCE

#### Career Opportunities:

Artificial Intelligence Professional | Computer Architect | Computer Design and Engineer | Information Technology Expert | Software Developer | System Administrator | Software Engineer

#### Eligibility

A candidate should have passed Senior Secondary Examination (10 + 2) with Physics, Chemistry and Mathematics from any recognized Board with at least overall aggregate of 40% (35% in case of SC/ST) marks.

Should have a valid score card of any national level entrance test or should appear for AJU – CET.

**Duration:** 4 Years | 8 Semesters

**Degree awarded by:** ARKA JAIN University, Jharkhand, approved by AICTE, New Delhi.

### ELECTRICAL & ELECTRONICS (EEE)

#### Career Opportunities:

Telecommunication Engineer | Software Engineer | Project Manager | Engineering consultant  
Electronic/Electrical Engineer

### Electronics & Communication (EC)

#### Career Opportunities:

Electronics Engineer | Circuit Designer | Electric Design Engineer | Test Engineer/Designer  
System Integrator/Designer

### CIVIL ENGINEERING

#### Career Opportunities:

Civil Engineer | Structural Engineer | Architectural Planner | Construction Consultant | Structural Investigator

## 3 Year Full Time B.Sc. IT

B.Sc IT is a 3-year undergraduate programme. It is extended over six semesters. The B.Sc. IT program of AJU is designed to provide basic inputs for a broad understanding of IT and its interfaces. Our primary focus is on “Information Technology and Management of IT”. Today, smart, successful businesses use IT to give them an extra-edge to stay ahead of competition. IT is soon becoming a ‘driver’ rather than an ‘Enabler’ of business. It is used for processes like Office–Automation, Management Information Systems for fast decision making, R&D, re-engineering and organizational transformation. The program takes the students beyond computer skills to Telecommunication systems and Networking to e-commerce, Internet Security and Enterprise Resource Planning. This program will give a strategic advantage to the future Indian Manager. Information Technology stream offers a lot of job opportunities for the graduates. With tremendous developments made in the field of Information Technology, the need for trained professionals has also increased over the years. Various companies require professionals who can manage their sensitive data in a secure way. This course covers all the technical aspects such as software, database, networking etc.

**Quick Facts: Duration: 3 Years | 6 (Six) Semesters**

**B.Sc IT Degree Awarded by: ARKA JAIN University**

**Eligibility:** A candidate should have passed Senior Secondary Examination (10 + 2) with science from CBSE / ISC / State Board or an equivalent examination by any recognized Board

#### Program Highlights:

- Program cover curricula of a range of IT certifications
- Application-oriented, hands-on learning and two-month internship
- Technology-enabled learning with learning management system and e-learning
- Career opportunities in fast-growing industry segments
- Technical seminars, workshop and guest lectures by experts from industry and academia is a regular feature of the department.
- Special attention is given on their personality development and communication skills to make the students capable to meet the current need of the IT industry

#### Career Options:

Students can pursue higher studies in reputed universities in India and abroad

Career options as Developer, Network Administrator, Web Designer at leading companies like Accenture, HCL , Wipro Technologies, Cognizant, TCS, LG Soft, Tech Mahindra, Infosys etc.,



# 3 Year Diploma in Engineering

# POLYTECHNIC

ARKA JAIN University, School of Engineering and Information Technology offers 3 year Full Time Regular Diploma Program which is of High –quality, job focused Technical Education after Class X/XII & ITI. All our programs come with mandatory industry internship and are offered with 100% placement assistance.

Mechanical Engineering (ME)	It is a discipline of Engineering that provides in depth knowledge of Mathematics, Science and engineering principles in areas of Thermal Science & etc.,
Electrical & Electronics Engineering (EEE)	It is a field of engineering that deals with the study and application of electricity, electronics automation and embedded systems etc.,
Computer Science & Engineering (CSE)	This stream provides an ability to design and develop hardware and software technology related to cloud computing & other technologies
Civil Engineering (CE)	This Curriculum imparts knowledge in designing, constructions, supervision and maintenance of infrastructure projects

### Quick Facts:

#### Eligibility

Passed 10th Standard / SSC Exam from a Recognized Board

Mode of Admission: DIRECT

Eligibility for Lateral Entry in the 2nd Year

- (1) 10+2 with Physics & Maths
- (2) 2 Year ITI in relevant stream

### Salient Features:

**Projects:** Seminar & Project driven courses are designed to enhance Technical and Presentation Skills

**Professional Enrichment:** In addition to core curricular, course offers subjects like communication, analytical and soft skills to enhance Personality and Employability

**Industrial Visits:** Encourage students to have maximum Industrial exposure through visits for problem identification and emerging technologies

**Software Skills:** Curriculum is equipped with 21st Century Digital Technologies

Innovative Pedagogy: Usage of simulations in addition to animation, audio-visual adds, demonstration to provide interactive teaching methodology

### Advantage:

**“It is not the type of tool but the Workmen’s skills that matters”**

Excellent Lab Infrastructure · Job Oriented Course · Comparatively Low Expense · Direct Admission to second year of Engineering · Subjects studied in Polytechnic makes much easier for B.Tech. · Practical and Application Oriented classes help seek quick jobs.





# SCHOOL OF HEALTH & ALLIED SCIENCE

**B.Optomtry**  
**B.Pharma.**  
**B.Sc. Biotechnology**

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## SCHOOL OVERVIEW

With a potential growth in national and international healthcare industry, there's a major boom expected in the Healthcare industry. Optometry is ranked amongst top 10 medical professions, while Pharmaceutical industry is also growing at an amazing 22.4% year-to-year Cumulative Growth Rate. Biotechnology is leading the research sector and have infinite possibilities ahead. AJU's School of Health and Research aims to yield all these growth opportunities and help aspirants to take their careers to meaningful highs.



# B. OPTOMETRY

Optometry is a health care profession that is autonomous and concerned especially with examining the eye for defects and faults of refraction, with prescribing correctional lenses, prisms, eye exercises and/or visual rehabilitation care for visually impaired, with diagnosing diseases of the eye, and with treating such diseases or referring (specialty) them for treatment. Optometry as a profession has the primary public health responsibility for eliminating uncorrected refractive error (the leading cause of vision impairment globally). As primary eye care practitioner, optometrists have a vital role in detecting potentially serious eye diseases such as cataract, glaucoma and Diabetic retinopathy, age-related maculopathy, as well as general health conditions such as hypertension, diabetes, Thyroid etc which means optometrists can also help to alleviate the burden of other causes of blindness and diseases through diagnosis & referral.

Optometry is a dynamic, challenging and personally rewarding career that provides prestige, financial security, independence, instant jobs, satisfaction and recognition in the community

- Optometry is also rated among the top ten professions of the world
- Being the first and nearest college in Jharkhand providing the latest equipments with ultra modern teaching methodology best and the latest collection of books in the library
- Latest Laboratory and Clinical Equipments
- Industry Internship Program

**Duration: 4 years | Semester: 8 (Eight)**

**Degree awarded by: ARKA JAIN University**

**Eligibility:** A candidate should have passed Senior Secondary Examination (10 + 2) with Science from CBSE / ISC / JAC Board or an equivalent examination by any recognized Board

**DIFFERENT SPECIALITIES:** The job sectors for optometrist can be divided into the following areas: (In India & Abroad)

- Contact Lens
- Low vision
- Binocular Vision & Orthoptics
- Ocular Prosthesis
- Occupational & Sports Vision
- Public Health & Community Optometry

**The job sectors for optometrist can be divided into the following areas: (In India & Abroad):**

- Corporate sector
- Private practice
- Work for an optical chain or under an optical store
- Public health Industries/companies
- Eye care hospitals & institutions
- Education sector
- Scientific research

**MOUs for Guaranteed Internship & Placement Support:**

- Jamshedpur Eye Hospital
- Purnima Netralay

# B. Pharma.

The Unique model of integrating Pharmacy with Allied Life Sciences at ARKA JAIN University is interesting. It has been designed with the vision a visionary to optimize the pharmacy protocols in the field of Life Sciences creating a broad platform to enhance academic research and scientific development in the sector of health and medicine. The School is committed to producing pharmacists for the 21st century with significant responsibility for managing drug therapy, counseling patients on proper use of medications, monitoring drug therapy outcomes and to be involved with new developments.

**Career Prospect in Pharmacy**

- Production & Manufacturing Professional
- Research & Development Scientist
- Quality control/ Quality Assurance Officer
- Hospital Pharmacist
- Forensic Pharmacist
- Medical Writer

**Approved By**

Pharmacy Council of India, New Delhi

**Eligibility**

A candidate should have passed Senior Secondary Examination (10 + 2) with Physics, Chemistry and Mathematics or Biology from any recognized Board with at least overall aggregate of 50% (35% in case of SC/ST) marks.

**Duration**

4 Years | 8 Semesters

**Degree awarded by**

ARKA JAIN University, Jharkhand





A career in health and Allied Science opens a numerous career opportunities. The Indian healthcare sector is expected to reach US\$ 372 billion by 2020 with an impressive CAGR of 22%. The sector is expected to generate 40 million jobs in india by 2030.100,000 jobs are expected to be created from Ayushman Bharat singularly.

# 3 Year Full Time B.Sc. BIOTECHNOLOGY

ARKA JAIN University offers Bachelor of Science in Biotechnology course that designed to equip the students with all the tools and techniques both in theory and practical session of Modern Biology for application in Industry and Research fields. Biotechnology draws upon the sciences of biology, chemistry, physics, engineering, computer and information technology that help in preparing scientific breakthrough for betterment of human being. The highlights of the program is that it provides multidisciplinary courses which enables the Graduates to take up challenges in the latest required research in Bio-Science (Health, Agriculture, Biophysics, Bioengineering and System biology). Aspiring candidates having scientific aptitude and keen interest in biological science are ideal for the course. Graduates with this course develop the problem-solving skill, analysis power and proficiency with the use of computers.

#### **AJU Advantage:**

- Latest equipment in labs with latest teaching methodology
- Well designed curriculum to equip the students, in theory and practical session of Biotechnology for application in Industry, Health care, Agriculture and Research
- Full time dedicated faculty with rich experience
- The latest Laboratory setup for practical
- Latest collection of Books and eBooks in library
- Job oriented course
- Guest classes, Conferences and Workshops
- Industrial Exposure

**Quick Facts Duration: 3 Years/Semester: Six (two semesters per year)**

**Degree awarded by: ARKA JAIN UNIVERSITY**

**Eligibility:** A candidate should have passed Senior Secondary Examination (10 + 2) with Science from CBSE / ISC / State Board or an equivalent examination by any recognized Board

#### **CAREER PROSPECTS**

- Eligible to pursue higher studies (Post Graduate) in India and Abroad
- A graduate in Biotechnology have scope of employment in government and public sector companies in the areas of Pharmaceuticals Company, Agriculture Companies, Aquaculture & Bioprocessing Companies etc.
- A graduate may find work as research scientist/ project assistant in the university, research institute or private centers Ĳ National and International NGO's in different projects



# SCHOOL OF HUMANITIES



## SCHOOL OVERVIEW

Poets. Writers. Liberals. Thinkers. Rebels. Innovators. Scientists. Explorers. AJU's School of Humanities is for the curious minds who dare to think beyond the ordinary. If you have a soul that refuses to settle and is always in search for more, join the AJU classroom to build careers that have the ability to move the world forward.



# B.A. (Hons.) ECONOMICS

The Three –year full-time program in Economics is designed to meet the growing need for an analytical and quantitative approach to problem solving in the changing corporate world by the application of the latest techniques evolved in the fields of Economics and Management. Overall educational aim of the BA (Hons) in Applied Economics is to equip students with the knowledge, understanding and skills required to deal with the complexities of an economic system and to contribute to understand problems of production and distribution of scarce resources and applying the principles of economics in optimal utilization of resources.

## Learning Outcomes:

- To provide students with a basic theoretical knowledge and understanding of the structure of an economy, its governance process and the environment in which it operates.
- To provide students with first-hand experience of how an economic system operates in practice.
- To provide students with an integrated understanding of the important functions within an economy – production, distribution and consumption – and the way in which they interact.
- To develop students' capacity in critical analysis of and reaction upon economic issues and their ability to undertake applied research in selected areas.
- To prepare students for a career in economic analysis and related fields and develop their capability to contribute to society at large.
- To enhance students' lifelong learning skills, communication skills and personal development

## Duration: 3 Years I Six (6) Semester

**Eligibility:** A candidate should have passed Senior Secondary Examination (10 + 2) from CBSE / ISC/ JAC Board or an equivalent examination by any recognized board

## Highlights

- Experienced and qualified faculty
- Industry compatible curriculum
- NCFM Module Certification from National Stock Exchange– Name of the module : Macro Economics for Financial Market
- Training on Statistical Tools : SPSS/SAS
- Students are encouraged to visit for practical's at different Institutions such as Banks, Factories, Business houses, Stock Exchange, other Financial Institutions etc

## Employability & Career Options:

Economics is considered as ever green subject due to its high utility and huge demand in the job markets. Economics is a very important discipline both for career as well as job point of view.

The significance of economics has greatly increased post reforms era. Job opportunities have increased manifolds post liberalization, privatization and globalization (LPG), and after merging of world economy. Well-trained economists are in huge demand not only in India but also across the world for rapidly globalizing economic scenario. The career prospects for economics graduates are many. Numerous fields are waiting for economic graduates both in the public as well as the private sectors. Some of those are listed here:

**Investment Banking | Business Analysis | Policy Analysis | Indian Economic Services | jobs in Reserve Bank of India | PSUs and other Public Sector Banks | Banking and Insurance**

# B.A. (Hons.) ENGLISH

The department aims at creating an intellectual community with strong human values, discerning social awareness and excellent communicative competence. It strives to impart an appreciation of the finer aspects of life through a clear understanding of the nuances of Language and the aesthetics of Literature in a globalized world.

## Quick facts:

**Duration: 3 Years I Six (6) Semester**

**Eligibility:** A candidate should have passed Senior Secondary Examination (10 + 2) from CBSE / ISC/ JAC Board or an equivalent examination by any recognized board

## Why Literature Program @ AJU?

- To gain a sound theoretical knowledge both in Literature and allied fields
- To prepare for UGC – NET examinations
- To take up research in current topics
- To take up faculty positions in universities
- To help aspiring journalists and critics
- To gain a multicultural exposure
- To thrive and learn in a competitive environment

## Job Opportunities for Literature Students

- Media and Journalism
- Publishing Industry
- Teaching & Research
- Advertising & Marketing
- HR/ Administration jobs in public and private sector
- Hospitality Industry
- Translators
- Technical Writers

The programme offered at our university provides a deep insight into the world of literatures and enables the student to critically appreciate the major literary works introduces the student to the political, social, cultural, economical and intellectual background of the various periods in literary history, thereby enabling him/her to acquire an understanding of life helps to strengthen the linguistic capabilities of the student through theory and practical sessions includes electives that helps the student to identify his/her area of specialization.

**Faculty:** A team of well qualified and experienced faculty members have been teaching English language and literature courses for the students of Literature and other Arts and Sciences and Engineering Programmes. They are also certified trainers and examiners who help students take up International Language tests like BEC, IELTS, TOEFL, etc.,

**Activities:** The literary club provides a platform to showcase the literary aspirations and talents of the students. It is an excellent forum for self expression and cultural aspirations of the students. Poetry-reading sessions, debates, extempore speeches, quizzes, cross-word games, book reviews, play enactments and classical movie screenings are showcased at the forum.



# B.A. (Hons.) FASHION DESIGN

Fashion is a highly visual form of personal expression and it's through wearing fashionable garments or owning fashion products, individuals can express their values, interest and identity. The relationship of people with fashion is significant as it enhances independence and importance. Fashion is ever evolving and has come a long way from the designer clothes worn by the royalty of the ancient world to the Haute Couture which are high fashion customized products of the present. Like everything, fashion too has been under the influence of the changing social and cultural attitudes and the whole perception towards fashion and designing has evolved over time and place, especially in India, where in the current scenario it has emerged as a booming industry, with lots of youngsters opting for careers in fashion in order to enjoy the great prospects attached to it. The scale of its scope and opportunities never drops down, since the fashion industry is an ever growing field of economy and its growth is the proof of the ever expanding opportunities it offers.

Students who love to be inspired and have flair for creativity, style and originality and want to have a career in fashion, the BA in Fashion Design course provided by AJU is tailor made for them. It is structured to provide students with creative, technical and business skills required to excel as designers and as well assume various other prospective roles in the fashion industry.

Duration: 3 years (6 semesters) Eligibility : A candidate should have passed Senior Secondary Examination (10 + 2) from CBSE / ISC / JAC Board or an equivalent examination by any recognized Board with at least overall aggregate of 40% (less 5% in case of SC/ST).

## Curriculum Highlights

- Conceptual Enhancements: High focus on inculcating and developing design thinking through subjects like Elements of Design as well as Concept Based Design Projects – product and garment range developments and insight into fashion and design through study of History of Costumes.
- Skill Developments: Skill development and enhancement through subjects like Visualization and Representation Techniques, Fashion Illustration, Pattern Making, Draping, Garment Construction to name a few.
- Software Skills Training : Imparting computer software knowledge and skills through in- depth training in basic soft wares like Microsoft Office as well as Design Soft wares like Photoshop and Corel Draw, providing students with additional designing tools.
- Professional Enhancements: Training in Marketing and Management and Business Communication along with Personality Development inputs to make the students industry ready.
- Industry Experience: To provide an on floor practical glimpse and experience of the functioning of the garment and fashion industry, the college facilitates internships for students in existing fashion and garment enterprises.
- Portfolio development Garment Range Development: Guiding and mentoring students to develop their portfolio and to develop a range of garments as the graduating project right from design ideation to actual creation of the garments which display their point of view as designers and their thorough understanding of design technicalities and expertise.

## Faculty:

A team of creative well qualified faculty member bring together their training acquired in institutes like NIFT and NID and the experience gained by them over the years of working in the garment industry to provide focused, interactive, practical and creative design learning to the students, empowering them to be design entrepreneurs as well as be qualified to assume all possible prospective roles in the fashion industry.

## Progressive teaching Aid:

- Training through Practical Demonstrations
- Workshops by Professional Experts
- Industrial visits / education Trips
- Research Based Assignments
- Socially Relevant Projects
- Training in Market research
- Internships in Fashion / Garment Industry Enterprises
- Entrepreneurship Development Programs
- Craft Development Projects
- Audio Visual Interactive Training
- Computer Labs for Software Training
- Pattern Making and Garment Construction Labs for Practical Training
- Library – Resource center for Design Thinking and Research References
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## Career Opportunities available to the Graduating Designers:

- Fashion Trend Forecaster
- Apparel and Accessory Designer
- Costume Designer
- Textile Designers
- Fashion Merchandisers and Sampling/Production Coordinators
- Embroidery and Print Designers
- Stylists
- Illustrator
- Fashion marketing and Brand Managers
- Fashion Journalist
- Freelancing
- Technology driven careers options in Fashion



# BA JOURNALISM & MASS COMMUNICATION:

The BA – Journalism and Mass Communication Program offers contemporary training and hands on experience with the industry in all major media genres. Professional training and excellent internships make students ready for successful careers across the field of print and broadcast journalism, media management, content management, digital media etc. This media program offer students focus and flexibility across multiple platforms making them ready for the future.

All programs are built on strong theoretical foundations supported by applied research into the dynamics of communication and the creative industries together with professional expertise. The University has built close links with national and regional media companies and boasts of an excellent employment and research record.



## Quick Facts:

**Duration:** 3 Years | Six (6) Semester

**Eligibility:** A candidate should have passed Senior Secondary Examination (10 + 2) from CBSE / ISC/ JAC Board or an equivalent examination by any recognized board.

## Why Choose BA – Journalism & Mass Communication @AJU

- Contemporary tailor made media programs meeting industry requirements constantly
- Enthusiastic well qualified faculty
- State of the art Apple IMAC Video Editing Studio
- Micro seminars with Media Professionals
- Regular Industry Interface
- Placement support for successful students

## Value Added Programs

- Photography
- Practical Training in Print & Broadcast Journalism
- Television News Production Training
- Special Programs in Advertising & PR





# SCHOOL OF LEGAL STUDIES



**B.Com. (Hons.) L.L.B. Integrated**  
**BBA (Hons.) L.L.B. Integrated**

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## SCHOOL OVERVIEW

Law as a transforming and reforming force has defined modern democracies as a hope to millions of inhabitants of the world. The making of the legal system is an ongoing process, refining constantly and overcoming the challenges to establish the concept of 'Rule of Law' and 'Equality before Law'. AJU's School of Legal Studies is a knowledge space not only to acquire a professional degree but also to shape the compassionate individual under the professional robe.





# B.Com. (Hons.) L.L.B. Integrated

B.B.A. (Hons.) LL.B. is an integrated five-year undergraduate program focusing on the study of Commerce & Business Administration along with the in-depth study of law & legislature. The program is structured in a way to train students for the business world with expertise in corporate laws and regulatory affairs. Students will gain valuable insights in the business functions like Finance International Business Marketing Human Resource Management and understanding of corporate laws in the fields of Investment Banking Competition Corporate Governance Insurance and Mergers and Acquisitions.

## Career Prospects

- Lawyer
- Advocate
- Legal Advisor
- Corporate Lawyer
- Law Officer
- Assistant Officer
- Law Reporter

**Approved By:** Bar Council of India

## Eligibility

A candidate should have passed Senior Secondary Examination (10 + 2) from any recognized Board with at least overall aggregate of 50% (45% in case of SC/ST) marks.

**Duration:** 5 Years | 10 Semesters

**Degree awarded by:** ARKA JAIN University, Jharkhand

# BBA (Hons.) L.L.B. Integrated

B.B.A. (Hons.) LL.B. is an integrated five-year undergraduate program focusing on the study of Commerce & Business Administration along with the in-depth study of law & legislature. The program is structured in a way to train students for the business world with expertise in corporate laws and regulatory affairs. Students will gain valuable insights in the business functions like Finance International Business Marketing Human Resource Management and understanding of corporate laws in the fields of Investment Banking Competition Corporate Governance Insurance and Mergers and Acquisitions.

## Career Prospects

- Business Consultant
- Corporate Lawyer
- Attorney General
- Deputy Legal Advisor
- Law Reporter
- Legal Advisor
- Notary

**Approved By:** Bar Council of India

## Eligibility

A candidate should have passed Senior Secondary Examination (10 + 2) from any recognized Board with at least overall aggregate of 50% (45% in case of SC/ST) marks.

## Duration

5 Years | 10 Semesters

## Degree awarded by

ARKA JAIN University, Jharkhand



# CENTRE OF RESEARCH



# DOCTOR OF PHILOSOPHY IS THE HIGHEST DEGREE AWARDED BY THE UNIVERSITY.

It is a distinctive training given on research. The Program aims to train prospective Scholars to become highly skilled and innovative researchers in their respective field of study. A Research Scholar needs to complete their Coursework, Thesis/ Dissertation, Complete Examination and Viva Voice to qualify for the degree. ARKA JAIN University, Jharkhand offers Ph.D. programs and regulates these through its academic Council, and are in compliance with UGC (Minimum Standards and Procedure for award of M.Phil./Ph.D. Degrees) Regulations, 2016.

## Ph.D. in Commerce and Management Ph.D. in Economics | Ph.D. in English

Duration: 3+ Years

Eligibility

- Master's Degree / Post Graduation (2 years) / M.Phil with minimum 55% marks of equivalent for General Category and 50% marks for SC / ST Category Candidates
- Should obtain no objection certificate from his/her organization
- No Candidate shall be eligible to register for the Ph.D. programme if he/she is already registered for any full time programme of study in any University/Institution





# ADMISSIONS GUIDELINES

## OFFLINE MODE

- Collect the application form and prospectus in person by paying Rs. 600/- at the admission office.  
(Address: D-28, Danish Arcade, Opp Asian Inn Hotel, Dhatkidih, Jamshedpur, State – Jharkhand, Pin – 831001 or University campus situated at opp. to Kerala Public school, Mohanpur, Gamharia, Dist.-Seraikela Kharsawan – 832108)  
Phone- 2220285 or Toll Free no.- 1800-1200-200

- Submit the duly filled form along with 1st installment of your fees through demand draft or by card swipe at our POS machine (all cards accepted).

## ONLINE MODE

- Log in to our website [www.arkajainuniversity.ac.in](http://www.arkajainuniversity.ac.in) and fill in an online application form along with a payment of Rs. 600/-.
- Download the duly filled application form and visit our admission office or university campus at the earliest.
- Once the documents are verified by university admission officer, pay the 1st Installment of fees through demand draft or by card swipe at our POS machine (all cards accepted).





# SCHOLARSHIPS

At AJU, we celebrate bright, brilliant and deserving students with our scholarships. Reviewed and approved by the AJU's Scholarship Committee (AJUSC), it completely lies under the authority of the committee to introduce new scholarships or to cease the award of existing scholarships at any time.

## SCHOLARSHIP CATEGORY

- **Academics:** Polytechnic, all under Graduate courses, all Post Graduate courses
- **Outstanding Achievement in Sports:** Polytechnic, all Under Graduate courses, all Post Graduate courses
- **Performance at National level Entrance Test/AJUMAT:** MBA
- **Early Decision Benefit (EDB):** Master of Business Administration (MBA)
- **Alumni:** Polytechnic, all under Graduate courses, all Post Graduate courses