



ARKA Jain University

NAAC A, UGC-Entitled, India Academia Rankings 'Titanium+ Band'

MBA - WLP

Type

Pg Program

Mode

Work-Linked

Duration

2 Years

Total fees

₹ 77,500

ARKA Jain University

ARKA JAIN University is a multidisciplinary institution committed to academic excellence, innovation and inclusive education. The University offers diverse programs across management, commerce, engineering, technology, humanities, sciences and other professional disciplines. With an emphasis on industry-aligned learning, practical exposure and skill development, it prepares students for evolving career opportunities. Its experienced faculty and modern academic resources support research, entrepreneurship and holistic development. Through campus-based and open and distance learning, ARKA JAIN University makes quality higher education accessible to learners from varied backgrounds.

MBA - WLP

Highlights

- ◆ A work-linked format that makes business administration and management more applied through digital study and practical exposure.

- ◆ Learners engage with Financial Services and Insurance, management principles, business communication, and organizational behaviour, with emphasis on concepts that can be seen in professional settings.

- ◆ Company-linked or internship exposure helps students understand workplace expectations and role discipline.

- ◆ Flexible structure allows learners to continue academic progress while gaining practical awareness.

- ◆ Builds a more rounded profile by combining knowledge, application, and employability-focused skills, with added focus on domain curiosity.

Learning outcomes

- ◆ Within MBA - WLP from Arka JAIN (Deemed-to-be University), map important concepts in business administration and management to real or case-based situations involving business situations, customer needs, and organisational priorities.
- ◆ Apply analytical thinking to manage planning, coordination, and decision-making challenges in a disciplined way.
- ◆ Evaluate information before making conclusions about management choices across teams, markets, and operations.
- ◆ Design or present business presentations, project plans, and structured reports that show both knowledge and practical relevance.
- ◆ Observe how Financial Services and Insurance, management principles, business communication, and organizational behaviour appear in practical settings and use that exposure to build employability awareness, while strengthening domain curiosity.

Eligibility Criteria

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.

Curriculum Overview

Semester I (6 subjects)

- ◆ Business Economics
- ◆ Sustainability and Ethics
- ◆ Financial Reporting and Corporate Finance
- ◆ Organizational Behavior and Human Resources Management
- ◆ Quantitative Techniques for Business Decisions
- ◆ Generative AI for Online Learners

Semester II (6 subjects)

- ◆ Entrepreneurship
- ◆ Marketing Management
- ◆ Banking
- ◆ Financial Services and Insurance
- ◆ Corporate Law
- ◆ Business Analytics



Curriculum Overview (continued)

Semester III (25 subjects)

- ◆ Business Research Methods
- ◆ Operations Management
- ◆ Marketing : Consumer Behavior
- ◆ Marketing : Integrated Marketing Communications
- ◆ Marketing : Sales and Distribution Management
- ◆ Finance : Direct and Indirect Taxes
- ◆ Finance : Investment Analysis and Portfolio Mgmt.
- ◆ Finance : Fintech - Foundations & Applications
- ◆ Human Resource Management : Talent Acquisition and Management
- ◆ Human Resource Management : Learning and Development
- ◆ Human Resource Management : Industrial Relations and Labor Laws
- ◆ Data Analytics & AI : Business Analytics for Decision Making
- ◆ Data Analytics & AI : Artificial Intelligence for Managers
- ◆ Data Analytics & AI : Data Visualisation and Business Intelligence
- ◆ Operations & Supply Chain Management : Supply Chain Management
- ◆ Operations & Supply Chain Management : Operations Strategy and Process Management
- ◆ Operations & Supply Chain Management : Lean Systems and Quality Management
- ◆ Project Management : Fundamentals of Project Management
- ◆ Project Management : Agile & Scrum Project Management
- ◆ Project Management : Project Risk and Quality Management
- ◆ Health Care Management : Healthcare Systems & Hospital Administration
- ◆ Health Care Management : Healthcare Quality & Patient Safety
- ◆ Health Care Management : Healthcare Laws & Ethics & Regulations
- ◆ Health Care Management : Healthcare Operations & Supply Chain
- ◆ Open Elective Course (Select one paper from Open Elective Course*)



Curriculum Overview (continued)

Semester IV (30 subjects)

- ♦ Marketing : B2B Marketing
- ♦ Marketing : Retail Marketing & Service Management
- ♦ Marketing : Digital Marketing & Brand Management
- ♦ Marketing : Global Marketing
- ♦ Finance : Indian Financial System and Financial Markets
- ♦ Finance : Wealth Management
- ♦ Finance : International Finance and Investment Banking
- ♦ Finance : Risk Management and Behavioural Finance
- ♦ Human Resource Management : International Human Resource Management
- ♦ Human Resource Management : Performance Management System
- ♦ Human Resource Management : Employee Compensation & Benefits Management
- ♦ Human Resource Management : Organizational Development & Change Management
- ♦ Data Analytics & AI : Machine Learning Applications in Business
- ♦ Data Analytics & AI : Web and Social Media Analytics
- ♦ Data Analytics & AI : AI-Driven Strategic Management
- ♦ Data Analytics & AI : Big Data & Cloud Analytics
- ♦ Operations & Supply Chain Management : Logistics and Transportation Management
- ♦ Operations & Supply Chain Management : Sustainable Operations and Green Supply Chain
- ♦ Operations & Supply Chain Management : Service Operations Management
- ♦ Operations & Supply Chain Management : Managing Risk for LSCM
- ♦ Project Management : Project Procurement and Contract Management
- ♦ Project Management : Strategic Project Management
- ♦ Project Management : Project Analytics and Digital Tools
- ♦ Project Management : Project Risk Management
- ♦ Health Care Management : Healthcare Analytics and Information Systems
- ♦ Health Care Management : Healthcare Finance and Insurance Management
- ♦ Health Care Management : Pharmaceutical and Healthcare Marketing
- ♦ Health Care Management : Healthcare Laws
- ♦ Cross-Functional Elective Course (Select one Paper from Cross Courses**)
- ♦ Master Thesis / Project

Fee Structure

Fee heads	Year 1	Year 2	Total
Registration Fees	₹ 500	—	₹ 500
Exam Fees	₹ 3,000	₹ 3,000	₹ 6,000
Internship Fees	₹ 5,000	₹ 5,000	₹ 10,000
Course Fees	₹ 30,000	₹ 30,000	₹ 60,000
Convocation Fees	—	₹ 1,000	₹ 1,000
Total	₹ 38,500	₹ 39,000	₹ 77,500