



CENTRAL UNIVERSITY OF JHARKHAND
DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT SCIENCES

PLACEMENT
BROCHURE

M.B.A. 2025-27

Contact :

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MESSAGE

MESSAGE FROM THE HON'BLE VICE-CHANCELLOR



Prof. (Dr.) Sarang Medhekar
VICE CHANCELLOR

Dear Recruiter(s),

It gives me immense pleasure to present the M.B.A. (2025–2027) batch of the Central University of Jharkhand for campus placements. Our students are nurtured through a rigorous academic curriculum, experiential learning, industry exposure, and professional development, enabling them to develop the knowledge, adaptability, and managerial capabilities required in today's dynamic business environment. We warmly invite esteemed organizations to engage with our talented pool of future professionals and explore opportunities for meaningful and enduring collaboration with the University.

Dear Recruiter(s),

I am pleased to present the M.B.A. (2025–2027) batch of the Central University of Jharkhand for campus placements. Our programme strives to develop well-rounded management professionals through a blend of academic rigor, practical learning, industry exposure, internships, and skill development. With an emphasis on contemporary business practices and evolving industry requirements, our students are prepared to take on professional responsibilities with competence, integrity, and confidence. We cordially invite esteemed organizations to interact with and recruit our promising young management professionals.



Prof. (Dr.) Bateshwar Singh
Dean, SMS, CUJ



Prof. Subhash Chandra Yadav
Chief-Career Development Cell, CUJ

Dear Recruiter(s),

I am delighted to introduce the M.B.A. (2025–2027) batch of the Central University of Jharkhand to prospective recruiters. Our students have developed a strong foundation in management along with practical exposure, internship experience, analytical abilities, and professional skills relevant to the contemporary workplace. The Department remains committed to aligning learning with industry expectations and preparing students to contribute effectively to organizational growth. We warmly invite your esteemed organization to participate in our campus placement process and explore the potential of our young management professionals.

Greetings from the Central University of Jharkhand!

We are pleased to invite your esteemed organization to participate in the campus placement process for our M.B.A. (2025–2027) batch. Our students bring together academic knowledge, practical exposure, analytical and problem-solving capabilities, and a strong willingness to learn and grow in professional environments. We believe that meaningful engagement between industry and academia creates value for both organizations and aspiring professionals. We look forward to your participation and to building a mutually beneficial and long-term association.



Dr. Nitesh Bhatia
Head, DBA,
Placement Officer, CUJ



FACULTY MEMBER @DBA

Dr. Nitesh Bhatia
HEAD OF DEPARTMENT

Associate Professor

Ph.D., M.B.A.

19 years of academic and industry expertise



Prof. (Dr.) Bhagwan Singh

Professor

Ph.D., M.B.A.

26+ years of academic expertise



Dr. Rachana Jaiswal

Associate Professor

Ph.D., P.G.D.P.M., UGC-NET JRF

15 years of academic expertise



Dr. Nagapavan Chintalapati

Associate Professor

Ph.D., M.B.A., UGC-NET

23 years of academic and industry expertise



Dr. Pragyan Pushpanjali

Assistant Professor

Ph.D., P.G.D.P.M., UGC-NET

18 years of academic expertise



Mr. Namrdeep Kumar Guria

Assistant Professor (Contractual)

M.B.A, M.Phil., M.A

Above 6 years of industry and academic experience



Miss Renu Kumari

Assistant Professor (Contractual)

M.B.A, UGC NET

5 Years of Industry expertise





M.B.A. COURSE STRUCTURE

SEMESTER 1

- Principles of Management
- Managerial Economics
- Accounting for Managers
- Statistics for Managers
- Organizational Behavior
- Marketing Management
- Business Communication
- Basics of Computers and MIS

SEMESTER 2

- Financial Management
- Human Resource Management
- Operations Research for Managers
- Business Environment
- Business Research Methods
- Legal Aspects of Business
- Operations Management
- Strategic Management

SEMESTER 3

- Business Analytics
- Summer Internship Program

Marketing

- Consumer Behavior
- Marketing Research
- Sales and Distribution Management
- Digital and Social Media Marketing
- Integrated Marketing Communications

Human Resource

- HRIS, HR Audit, and HR Accounting
- Organizational Development and Change Management
- Management by Human Values
- Industrial and Labour Laws
- Team Management and Leadership

Operations

- Advanced Manufacturing Systems
- Supply Chain and Logistics Management
- Quality Management
- Project Management
- Inventory and Store Management

Finance

- Investment Analysis and Portfolio Management
- Taxation
- Project Appraisal and Finance
- Corporate Finance and Control
- Mergers, Acquisitions, and Corporate Restructuring

SEMESTER 4

- Entrepreneurship Management
- Dissertation
- Comprehensive Viva-Voce

Marketing

- B2B Marketing
- International Marketing
- Product and Brand Management
- Services Marketing
- Customer Relationship Management
- Retail Management

Human Resource

- Performance Management Systems
- Employee Relations and Grievance Management
- Strategic HRM
- Compensation and Benefits Management
- International HRM and Cross-Cultural Management

Operations

- Operations Strategy
- Sales and Operations Planning
- Managing Service Operations
- Operations Research Applications
- Purchase Management

Finance

- Financial Institutions and Markets
- International Finance
- Financial Markets and Services
- Financial Derivatives and Risk Management
- Advanced Financial Analysis and Reporting



BATCH PROFILE



41

Male



65

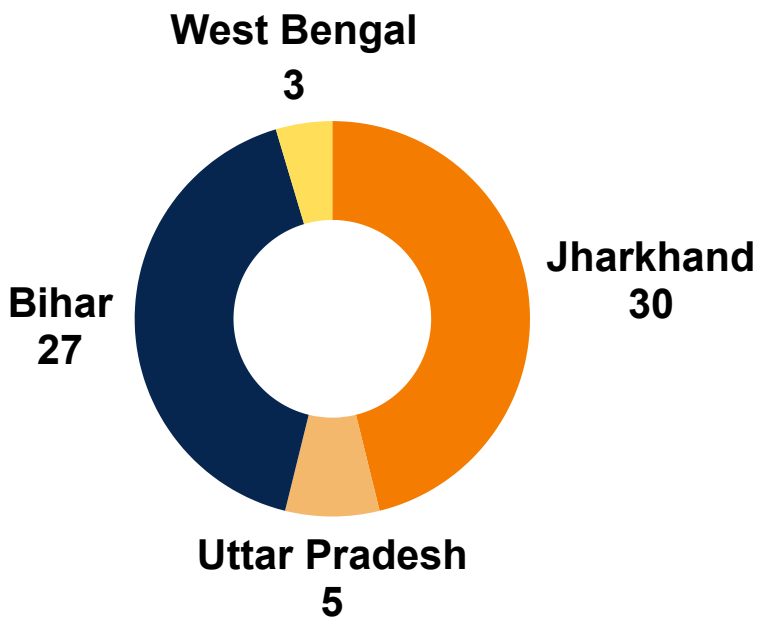
Total Students



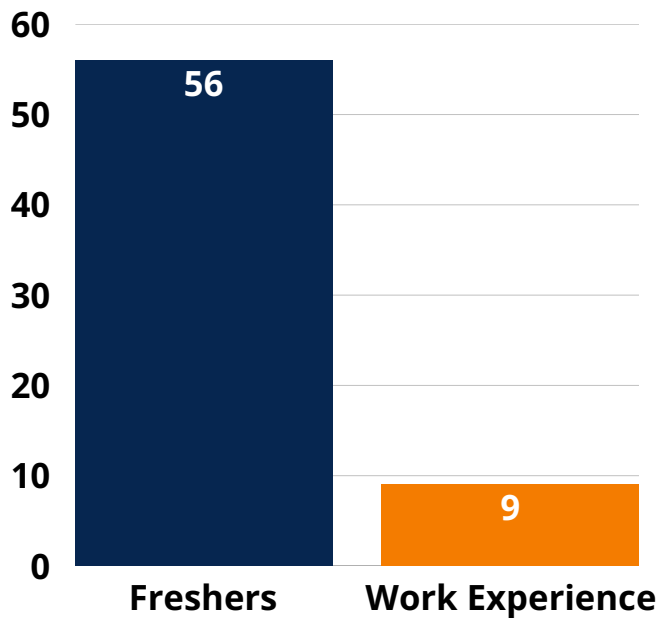
24

Female

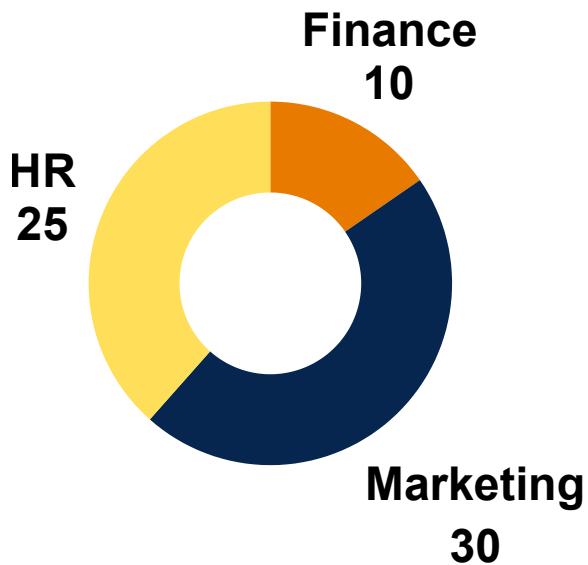
GEOGRAPHIC REPRESENTATION



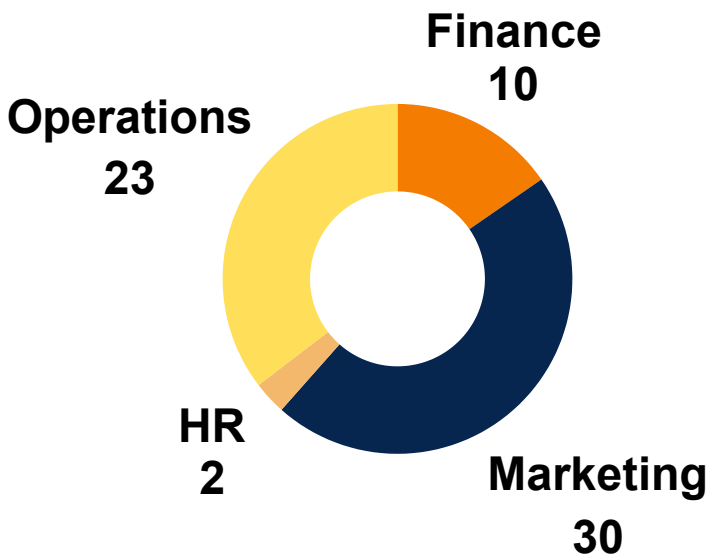
CANDIDATE EXPERIENCE PROFILE



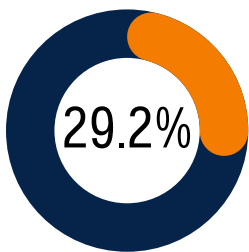
Major Specializations



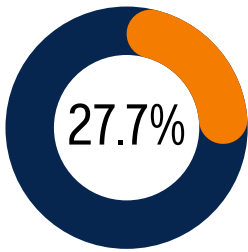
Minor Specializations



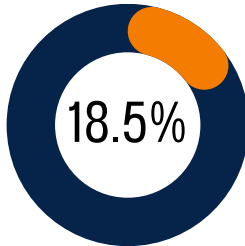
Academic Background



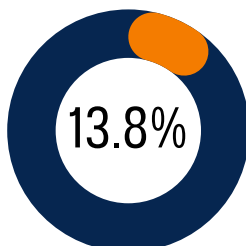
Commerce



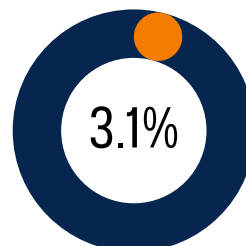
Arts & Humanities



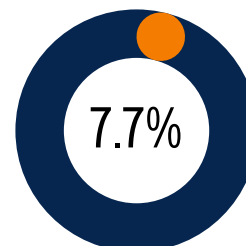
Science



Management



Engineering



Others



PAST RECRUITERS



and Many More.....

SNAP-SHOT OF PLACEMENTS 2024-26 BATCH

MEAN CTC*

₹5.67 LPA

HIGHEST CTC*

₹10.86 LPA



SUMMER INTERNSHIPS - M.B.A. (2025-27)



ALUMNI STRENGTH

Our alumni hold prominent positions across reputed organizations, including Shapoorji Pallonji, PepsiCo., Haldiram's, SBI Funds Management, Mahindra Finance, Pantaloon, HDFC Bank Ltd. , Canara Bank Ltd. , Coal India Limited, SAIL, ONGC, Reliance Jio, Reliance Retail, Aditya Birla Fashion & Retail etc.



DBA ACTIVITIES & NEWS



HOW TO REACH CENTRAL UNIVERSITY OF JHARKHAND

Central University of Jharkhand is well connected to major cities across India by air, rail and road. The nearest airport is Birsa Munda Airport, Ranchi (IXR), located approximately 25–30 km from the University campus.



Air: Birsa Munda Airport, Ranchi, has daily direct connectivity to major cities like New Delhi, Kolkata, Mumbai, Chennai, Bangaluru, Hyderabad, Patna, Bhubaneswar, Pune, Ahmedabad and other locations.



Railway Station: Ranchi Junction (RNC), the nearest Railway Station is located (19.6)km away from Central University of Jharkhand campus. It is the major station and is well-connected with most of the other cities. The other nearby station is Hatia Railway Station.



Road: Ranchi is well-connected to prime locations such as Patna, Bokaro, Daltonganj, Raipur, Kolkata, Chaibasa, Bhubaneswar, and Rourkela via national highways.