

# PLACEMENT BROCHURE

## (2019-2020)



Department of Business Administration  
Central University of Jharkhand



- Integrated MBA (2015-20)
- MBA (2018-20)

# Content



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## Message from Vice Chancellor

### VISION

To develop enlightened citizenship of a knowledge society for a peace and prosperity of individuals, nation and the world, thorough promotion of innovation, creative endeavors and scholarly inquiry.

### MISSION

To serve as a beacon of change, through multidisciplinary learning for creation of knowledge community. by building a strong character and nurturing a value-based transparent work ethics, promoting creative and critical thinking for holistic development and self-sustenance for the people of India.

The University seeks to achieve this objective by cultivating an environment of excellence in teaching, research and innovation in pure and applied areas of learning.

### Dear Friends,

I take this opportunity to present 27 Postgraduates from Integrated MBA batch (2015-2020) and 41 Postgraduates from MBA batch (2018-2020) from the Department of Business Administration of the Central University of Jharkhand for placements in leading organizations in India.

In 2009 the Integrated batch was started and In 2017 the MBA batch was started. Since then, they are giving their best.

The Department of Business Administration seeks to provide the best possible opportunities to its students and it disseminates all the pertinent skills and the right attitude required to produce a successful post graduates in Business Administration.

The Department upgrades its syllabi regularly in order to keep pace with the changing needs of the global business scenario. The current batches of Integrated MBA & MBA students have not only gone through a rigorous academic training program at the Department but also have undergone summer internship in leading firms in different fields. They all are now ready in all respects to enter the corporate arena and contribute to the growth of the institutions they are to join.

As the head of the Institution, I invite your executives to the university to interact with the students and to provide them with an opportunity to work in your organization. I am sure they will prove to be an asset to your firm. We look forward to your limitless support and patronage for recruiting our students of Integrated MBA (2015-2020) & MBA (2018-2020) batches.

**Prof. Nand Kumar Yadav 'Indu'**  
Vice- Chancellor  
Central University of Jharkhand



“We, at Department of Business Administration (CUJ), continuously strive towards creating and building industry partnerships for our students”

## Message from Dean

**Dear Recruiter,**

Greetings from CUJ, Ranchi! I hope your business is doing well.

It is a matter of great pride for me to address you as a potential recruiter and talent seeker from Department of Business Administration, Central University of Jharkhand, Ranchi. I am pleased to convey that our young and vibrant Department has touched appreciable landmarks since its inception in 2009.

And recently in 2017 our dept. has also started Two year MBA programme.

The Five year Integrated MBA as well as Two year MBA programme at CUJ seeks to inculcate the students with the latest knowledge and skills in managing contemporary businesses. In addition, fullest efforts are made to nurture basic human virtues making them good human beings- honest, sincere, dedicated and hardworking.

We, at Department of Business Administration (CUJ), continuously strive towards creating and building industry partnerships for our students.

We are presenting you 68 (27 from Integrated MBA & 41 from MBA batch) of the best minds in the

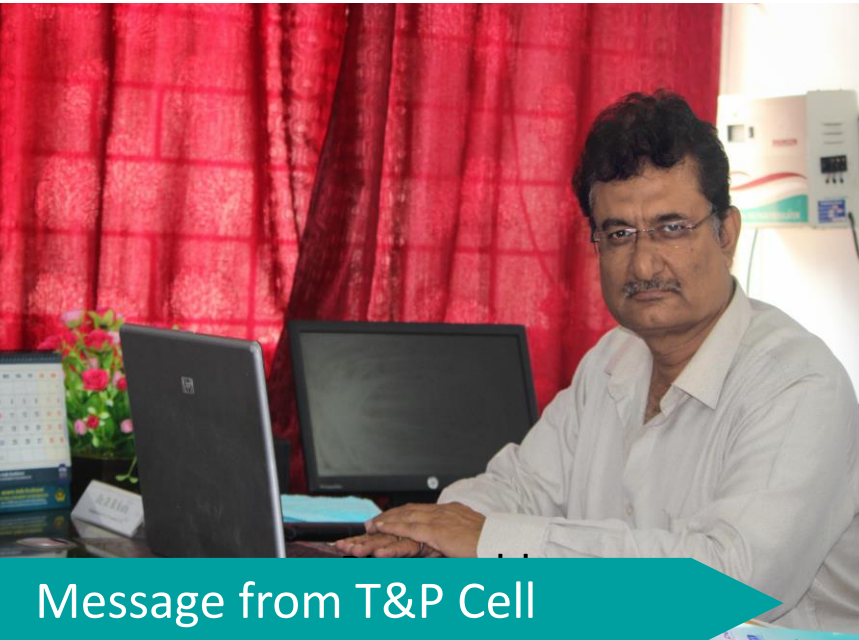
country, who have risen to be thought leaders and take this opportunity to invite you to our university and urge you to interact with our students and faculties to have a first-hand feel about us. We are sure that our students would be able to match your expectations and would contribute their best to achieve the goals of your organization.

I sincerely hope that the association between CUJ and your organization will be taken to greater heights in the current and forthcoming academic years.

**Dr. Ashoke Kumar Sarkar**

Dean, School of Management Sciences &  
Head, Department of Business Administration





“Our students constantly adapt to the dynamics of change and are prepared to take up the role for future change drivers.”

## Message from T&P Cell

Dear Recruiter,

Greetings from Central University of Jharkhand,

I am honored to have this opportunity of inviting you to the placement program for the students of 5-year Integrated MBA program (batch 2015-2020) and 2-year MBA program (2018-2020) of Central University of Jharkhand.

The Curriculum of the program has been dynamically designed keeping in view the on-going trends and requirements of the industry through which the students could not only gain academic knowledge but also develop the analytical and decision making skills to practice the same in the changing world of business.

Besides having a fresh bunch of talented young minds that are ready to enter into the corporate world and face the challenges present there, we are also having an experienced faculty consisting of bright Ph.D.s from the best of the institutions of India. They have always ensured that our students constantly adapt to the dynamics of change and are prepared to take up the role for future change drivers.

The brochure categorizes all the relevant information for your valuable participation in the placement program. We highly value our partnership with the recruiters and alumni of CUJ and are committed to make your recruiting experience productive and positive. I once again extend a hearty invitation to the recruitment organizations to visit our university for placement drive.

**Dr. Devdas B. Lata**  
Co-ordinator - Placement Cell  
Central University Of Jharkhand



## About CUJ

The Central University of Jharkhand was established through the Central University Act, 2009. The University started with a vision to specially focus on relevant present age educational drives with an emphasis on research in cutting edge technologies.

The university came into existence under this act on 1<sup>st</sup> march 2009. Her excellency Shrimati. Pratibha Devi Singh Patil, ex president of India appointed Dr. Dorlando D. Khating, a world renowned scientist and an efficient academic administrator as its first Vice chancellor. The University is open to new ideas in course curricula and research proposals, collaboration, interaction and capacity building programmes. Being located in Jharkhand, the study of culture is the thrust area of the University as manifested in Centre for Indigenous Culture Studies, Centre for Tribal & Customary Law, Centre for Tribal Folklore, Language & Literature and Music & Performing Arts. The students have also won accolades in national level academics and extramural activities.

It located in 45 acres beautiful and vibrant green campus, with classrooms and hostels blending well with the environment. The classroom complex is located inside a mango orchard and the hostels are surrounded by tall Sal trees. In order to preserve the trees, one can find some tree inside the rooms and growing through the roofs.



Three colours of the logo have been chosen with reference to what the ancient Upanishads have to say on colours

**Green:-** Stands for vitality and growth and greenery of the region.

**Maroon/Yellow Ring :** Symbolizes existence and dynamism all around with simplicity and wisdom

**Golden Yellow:** - Knowledge, wisdom and prosperity.

**Wheat Crown:** - Represents the rich agriculture of Jharkhand

**Banyan Tree :** - Represents learning, enlightenment and magnificence





## Department of Business Administration

The Department of Business Administration was among the first departments which started with the establishment of this university in 2009. The department was started with a five year integrated programme in business administration with HR, Finance and Marketing specialization. The course was designed with the national expert.

The Department of Business Administration works to empower people with knowledge and skills and help them to transform that knowledge into wisdom to face the challenges of a changing world. The 5-Year Integrated Curriculum was carefully designed by national experts keeping in mind the backgrounds and youthful aspirations of 10+2 students.

The university introduced Two year MBA programme in 2017 to have more diverse and experienced students in the classroom. The Department of Business Administration has also got Approval for admissions through CAT and AICTE approval for intake of 66 candidates every year. The Business Administration department is the flagship department of Central University of Jharkhand.

The department was the foremost choice of the candidates since its inception.

The department helps the students to get the practical exposures of the corporate world through its summer internship programme in various domains with the renowned companies.

We celebrate our the diversity of our tradition and culture with great enthusiasm be it Karma, Diwali, Onam, 'Eid and Christmas.

**Mission-** “To encourage critical thinking that leads to a deeper understanding of management and develop world leaders whose ideas could change the world”

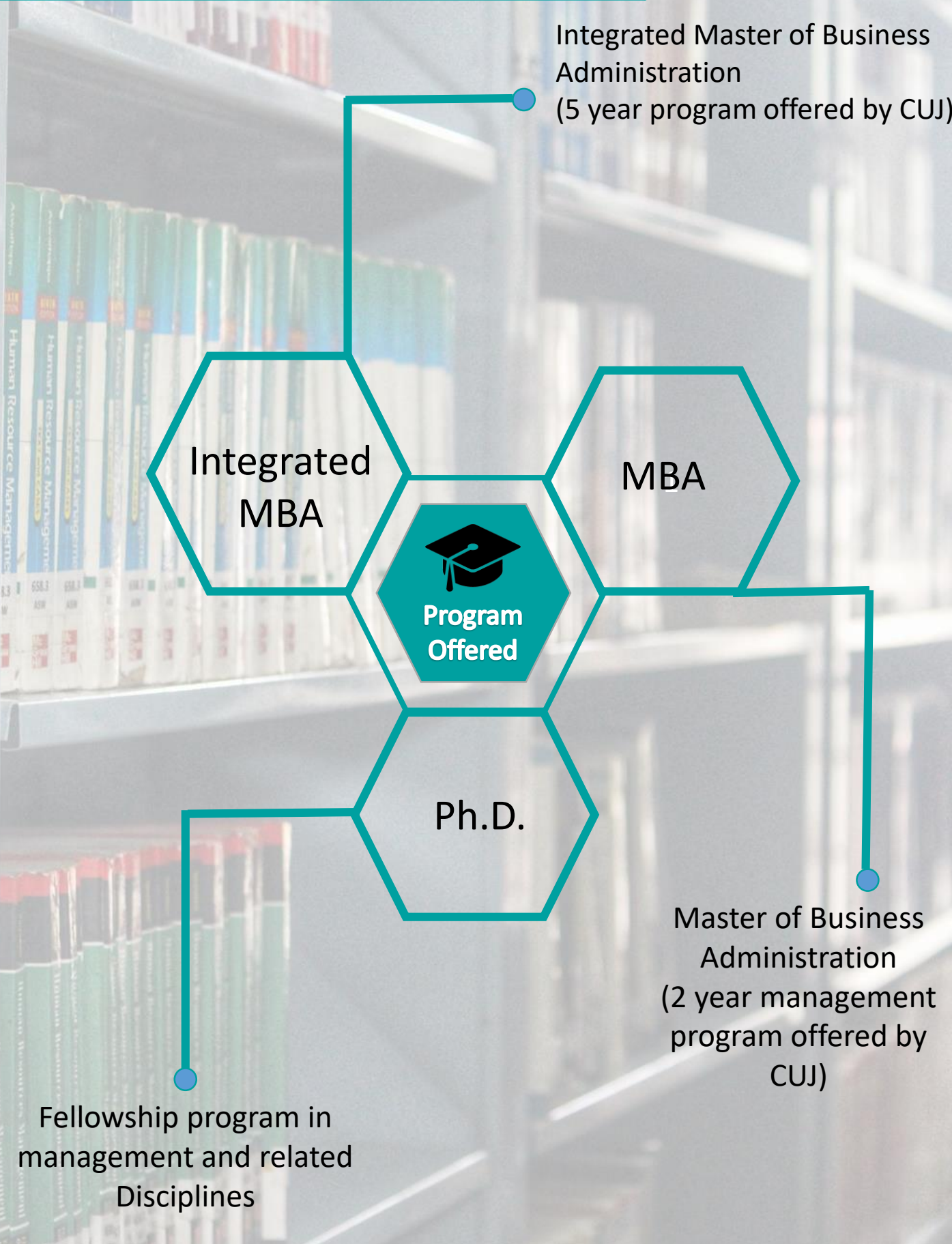


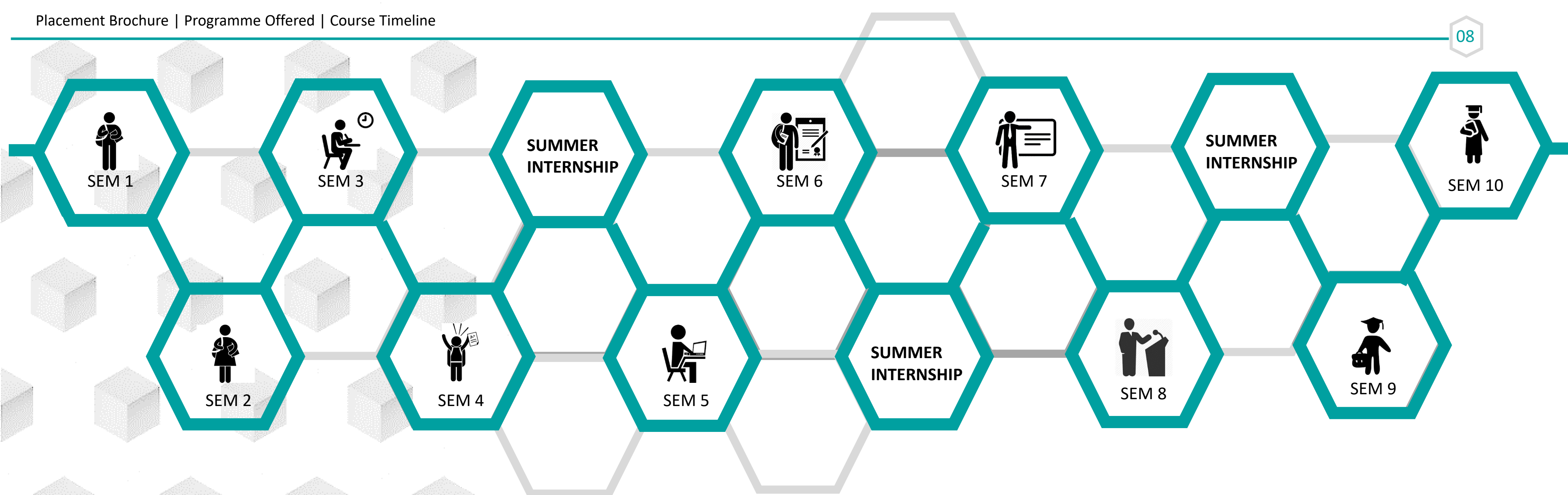
Life @ CUJ



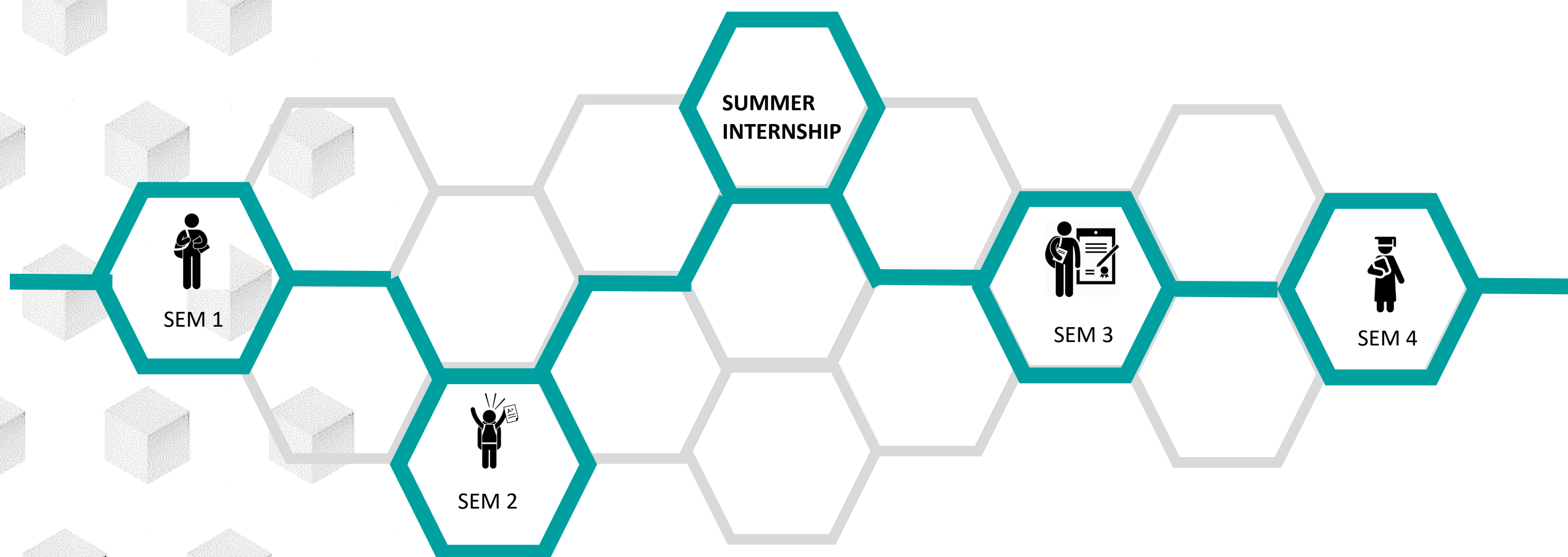


# Programme Offered by CUJ (DBA)





# IMBA | TIMELINE | MBA





**SEM 1**

1. Principles of Management
2. Microeconomics
3. Financial Accounting
4. Fundamentals of Computers
5. Business Mathematics
6. Business Communication
7. Communicative English

**SEM 2**

1. Principles of Marketing I
2. Behavioral Science
3. Statistics for Managers
4. Financial Management
5. Environmental Studies
6. Macroeconomics
7. Personality Growth Lab

**SEM 3**

1. Principles of Marketing II
2. Business Law
3. Quantitative Techniques
4. Organizational Behavior
5. Management Accounting
6. Business Environment
7. Interpersonal Skills and Working in Team

**SEM 4**

1. Production and Operations Management
2. Management Information System
3. Research Methodology
4. Project Management
5. Human Resource Management
6. Consumer Behavior
7. Disaster Management

**SEM 5**

1. Brand Management
2. Cost Accounting
3. Industrial Relations and Labor Laws
4. E- Commerce
5. Service Marketing
6. Summer Project report and Presentation – I
7. Theories of Societies and Culture

(CBCS – Choice Based Credit System offered in this Semester)

**SEM 6**

1. Supply Chain Management
2. Operations Research
3. Entrepreneurship Development
4. Product Management
5. Industry Project
6. Business Ethics
7. Comprehensive Viva-Voce

**SEM 7**

1. Analysis and Decision Making
2. Strategic Management
3. Organization Development and Change
4. Logistics Management
5. Business Process Reengineering
6. Summer Project report and Presentation – II
7. Financial Statement Analysis

**SEM 8**

1. Business Law –II (C)
2. Total Quality Management (C)
3. Research Project (C)
4. Hospitality and Tourism Management (S)
5. Retail Management (E)
6. Sales Management (E)
7. Rural Marketing (E)
8. Advance Labor Laws (E)
9. Compensation Management (E)
10. Strategic HRM (E)
11. Portfolio Management (E)
12. Security Analysis (E)
13. Taxation (E)

**SEM 9**

1. Strategic Marketing Management (C)
2. Korean Language (C)
3. Summer Project Report and Presentation – III (C)
4. International Business (S)
5. Customer Relationship Management (E)
6. B2B Marketing (E)
7. Integrated Marketing Communication (E)
8. HR Information System and HR Audit (E)
9. Global HRM (E)
10. Negotiation and Conflict Management (E)
11. Money Market and Capital Market (E)
12. Derivatives and Risk Management (E)
13. Advance Corporate Finance (E)

**SEM 10**

1. Corporate Governance and Public Policy
2. Enterprise Risk Management
3. Entrepreneurial Business and Management
4. Business Simulations
5. Management by Human Values
6. Comprehensive Viva-Voce
7. Research Project –II

\*(C) – Compulsory Subject

(E) – Functional Elective Subject

(S) – Sectoral Elective

**SEM 1**

1. Principles of Management
2. Accounting for Managers
3. Managerial Economics
4. Statistics for Managers
5. IT for Managers
6. Organizational Behavior
7. Business Communication
8. Business Environment

**SEM 2**

1. Financial Management
2. Research Methodology
3. Human Resource Management
4. Marketing Management
5. Operations Research
6. Operations Management
7. Management Information Systems

**SEM 3**

1. Legal Environment of Business (C)
2. Strategic Management (C)
3. Entrepreneurship Management (C)
4. Summer Internship Project
5. B2B Marketing (E)
6. Integrated Marketing Communication (E)
7. Customer Relationship Management (E)
8. Organizational Development and Change (E)
9. HRIS and HR Audit (E)
10. Labour Laws & Industrial Relations (E)
11. Global HRM (E)
12. Advance Corporate Finance (E)
13. Money Market and Capital Market (E)
14. Derivatives and Risk Management (E)

\* (C) - Compulsory Subjects  
(E) - Functional Elective Subjects

**SEM 4**

1. Business Ethics & Corporate Governance (C)
2. Supply Chain Management (C)
3. Research Project (C)
4. Comprehensive Viva Voce (C)
5. Hospitality & Tourism Management (E)
6. Sales Management (E)
7. Retail Management (E)
8. Rural Marketing (E)
9. Enterprise Risk Management (E)
10. Taxation (E)
11. Security Analysis (E)
12. Portfolio Management (E)
13. Advanced Labor Laws (E)
14. Strategic Human Resource Management (E)
15. Compensation Management (E)
16. Management by Human Values (E)



## Our faculties

### Dr. A.K. Sarkar | Dean School of Management Sciences, Head of Department, Business Administration

#### Qualification:

Ph.D. in Finance, Master of Business Management, FCMA

**Experience:** 37 years

**Specialization:** Finance, Operations Research, Derivates and Risk Management

**Research Area:** Health Care Industries, Entrepreneurship, Financial Inclusion, Deratives and Risk Management



### Dr. Nagapavan Chintalapati | Assistant Professor

#### Qualification:

Ph.D. in Management Studies, PG Diploma in Training and Development, Master of Business Administration

**Experience:** 15 years

**Specialization:** Marketing Management, Social Media, Strategic Management

**Research Area:** Marketing Management, Social Media, Management Education



### Dr. Pragyan Pushpanjali | Assistant Professor

#### Qualification:

Ph.D. in Management, PG Diploma in Personnel Management

**Experience:** 12 years

**Specialization:** Human Resource Management

**Research Area:** Human Resource Accounting, Organizational Behavior, Labor Law & soft skill.



### Dr. Nitesh Bhatia | Assistant Professor

#### Qualification:

Ph.D. in Management

MBA (Human Resource Management and Marketing Dual Specialization)

**Experience:** 12 years

**Specialization:** Human Resource Management, Organizational Behaviour, Organizational Development and Change

**Research Area:** Human Resource Audit, Entrepreneurship and Family Business, Organizational Behavior



### Dr. Mahendra Singh | Assistant Professor



#### Qualification:

Ph.D. in Management  
Master of Business Administration

**Experience:** 8 years

**Specialization:** Marketing Management, Operations Management, Supply Chain Management

**Research Area:** Supply Chain Management, Production and Operations Management, Marketing Management

### Dr. Sanhita Sucharita | Assistant Professor

#### Qualification:

Ph.D. in Economics

M.A. Economics

Post Doc in Economics, Sir Ratan Tata Trust (SRTT) Post Doctoral Fellow

**Experience:** 10 years

**Specialization:** Public Finance, Development Economics, Environmental Economic

**Research Area:** Fiscal policy Rule, Labour Migration, Sustainable Development of Agriculture



### CS Pooja Shukla | Assistant Professor



#### Qualification:

Company Secretaryship

M.com, LLB

PG Diploma in International Business Operations

**Experience:** 10 years

**Specialization:** Finance

**Area of Interest:** Corporate Governance and Finance

### Praveen Kumar | Assistant Professor

#### Qualification:

UGC- NET,

MBA (Marketing)

**Experience:** 10 years

**Specialization:** Marketing Management

**Area of Interest:** Digital Marketing, Strategic Marketing Management, Neuro Marketing, Strategy, Consumer Behaviour





**CS Pragati Kumari | Assistant Professor**

**Qualification:**

Company Secretaryship

M.Com, LLB

PG Diploma in International Business Operations and Management

**Experience:** 06 years

**Specialization:** Finance

**Area of Interest:** Money Market and Capital Market



**Miss Pushpanajali Jha | Assistant Professor**

**Qualification:**

Master of Business Administration

**Experience:** 05 years

**Specialization:** Human Resource Management

**Area of Interest :** Human Resource Management, Global HRM



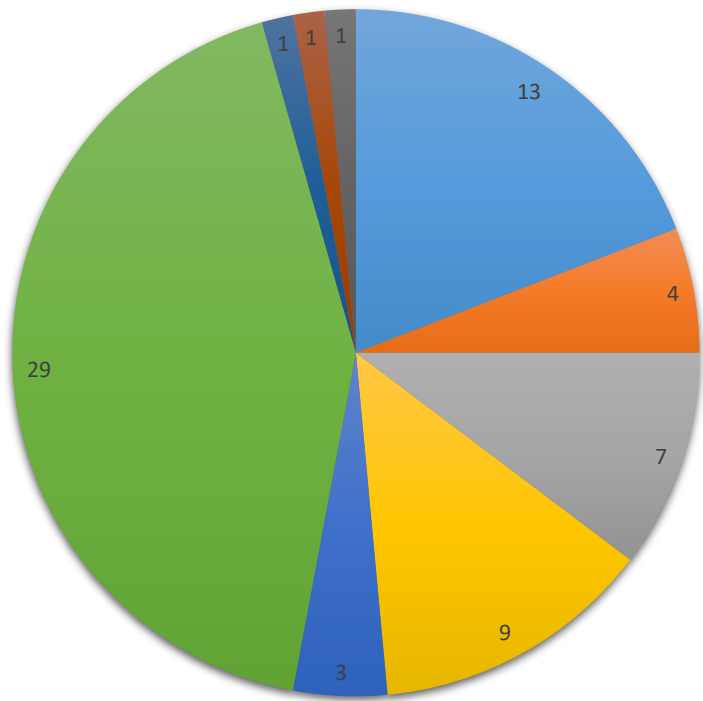
Batch Demographics



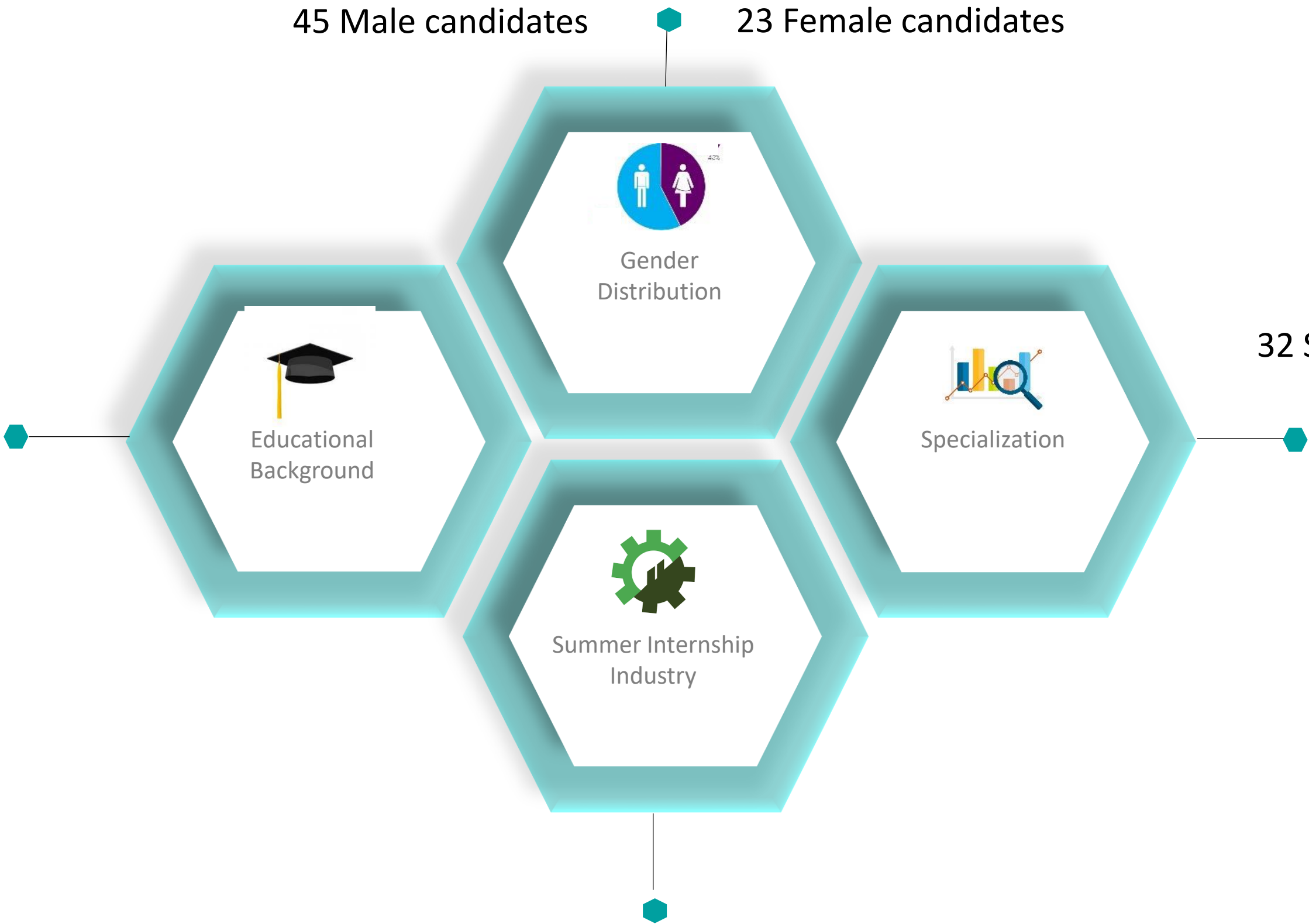
45 Male candidates



23 Female candidates



- B.Com
- B.A
- B.Sc
- B.Tech
- B.A (Korean)
- BBA
- B.Sc (IT)
- B.Sc (CS)
- BCA



32 Students



Marketing

20 Students

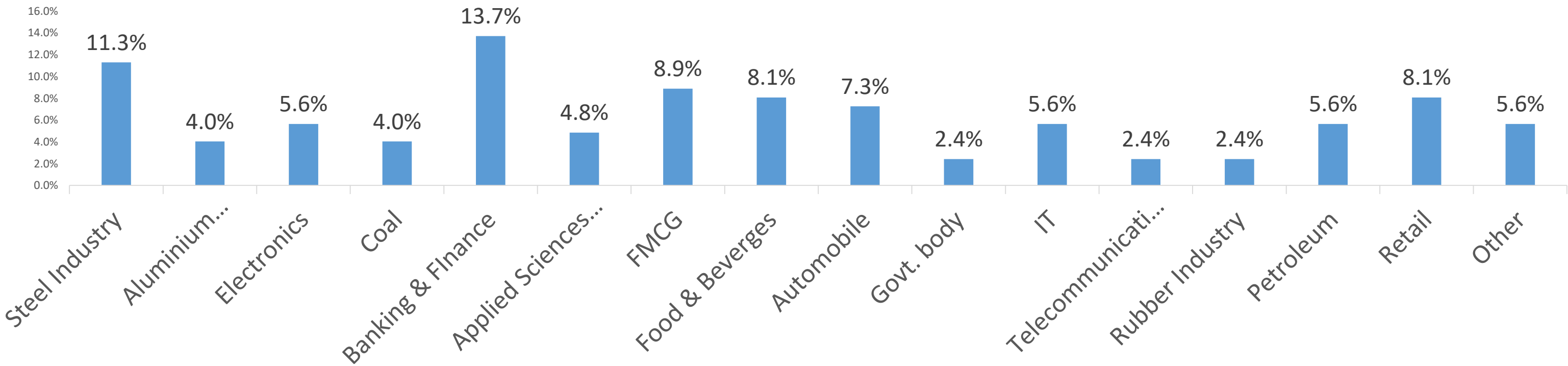


Human Resource

16 Students



Finance







# HUMAN RESOURCE

(20 Students)

*“Take my physical assets leave my people and in 5 years I  
will have it all back”*

*— Alfred P. Sloan*

**ANKIT KUMAR | 21 Years**

**Hometown :** Dhanbad  
**Score Semester VIII :** 8.71 CGPA

**INTERNSHIPS:**

- Radico Khaitan Limited, New Delhi (2019)**
  - A study on effectiveness of training and development at Radico Khaitan Limited, New Delhi
- Electrosteel Steels Limited, Bokaro (2018)**
  - A study on grievance handling system at Electrosteel Steels Limited, Bokaro
- Radico Khaitan Limited, New Delhi (2017)**
  - A study on performance appraisal system at Radico Khaitan Limited, New Delhi

**ANKITA DAS | 21 Years**

**Hometown :** Kharagpur  
**Score Semester VIII :** 8.14 CGPA

**INTERNSHIPS:**

- Indian Oil Corporation Limited, Kolkata (2019)**
  - Analysis of performance management system at IOCL, Kolkata
- Electrosteel Steels Limited, Bokaro (2018)**
  - A study on different verticals in HR department at Electrosteel Steels Limited, Bokaro
- Aditya Birla Fashion and Retail Limited, Ranchi (2017)**
  - Employee motivation at pantaloons, Ranchi

**HARPREET SATAURIA | 21 Years**

**Hometown :** Rewari  
**Score Semester VIII :** 7.43 CGPA

**INTERNSHIPS:**

- Furkawa Minda Electric Pvt. Ltd., Rewari (2019)**
  - Payroll Processing and Grievance Handling
- Parle Biscuits Pvt. Ltd., Neemrana (2018)**
  - Skill Matrix and Value Integration
- Sono Koyo Steerings Systems Limited, Gurugram (2017)**
  - Recruitment and selection

**INDU NATH JHA | 23 Years**

**Hometown :** Patna  
**Score Semester VIII :** 9.00 CGPA

**INTERNSHIPS:**

- Tech Mahindra Limited, Pune (2019)**
  - A study on Recruitment Process and lead time to fill a vacancy at Tech Mahindra, Pune
- Edvizo Media Pvt. Ltd., Patna (2018)**
  - A study of Customer Satisfaction towards Service Quality of Edvizo, at Patna
- Electrosteel Steels Limited, Bokaro (2017)**
  - A study on Employee Retention strategy at ESL, Bokaro

**ISHAN BHATIA | 22 Years**

**Hometown :** Ranchi  
**Score Semester VIII :** 9.29 CGPA

**INTERNSHIPS:**

- Mahindra & Mahindra Financial services Ltd., Ranchi (2019)**
  - A study on Attrition at Mahindra & Mahindra Financial Services Ltd., Ranchi
- Tech Mahindra Limited, Bengaluru (2018)**
  - A study on Lead Time taken to fill a vacancy and the methods to reduce the lead time at Tech Mahindra Ltd., Bangalore
- Sudha Motors Enterprises Pvt. Ltd., Ranchi (2017)**
  - A study of People's Behaviour towards Maruti Suzuki Cars at Ranchi





**MUHAMMED MAKHZOOM V | 23 Year**

**Hometown : Kannur**  
**Score Semester VIII : 8.00 CGPA**

**INTERNSHIPS:**

- Kerala State Rubber Cooperative Ltd., Kannur (2019)**
  - A study of Welfare Measures at RUBCO, Kannur
- Kanhirode Weavers Cooperative Society Ltd., Kanhirode (2018)**
  - A study on H.R. department of Kanhirode Weavers Cooperative society Ltd., Kannur
- Kerala State Rubber Cooperative Ltd., Kannur (2017)**
  - A Study on performance appraisal of employees of RUBCO, Kannur

**PANKAJ SHARMA | 24 Years**

**Hometown : Ranchi**  
**Score Semester VIII : 9.14 CGPA**

**INTERNSHIPS:**

- Dainik Bhaskar, Ranchi (2019)**
  - A study on Employee Engagement at Dainik Bhaskar, Ranchi
- Radisson Blu, Ranchi (2018)**
  - A study on Recruitment and Selection Process at Radisson Blu, Ranchi
- Sudha Motors Enterprises Pvt. Ltd., Ranchi (2017)**
  - A study of People's Perception towards Maruti Suzuki Cars at Ranchi

**POOJA SINGH | 21 Years**

**Hometown : Renukoot**  
**Score Semester VIII : 8.29 CGPA**

**INTERNSHIPS:**

- Hindalco Industries Ltd., Renukoot (2019)**
  - A Study on effectiveness Of Training And Development program adopted By Hindalco Industries
- Aadrika Technology Consultants Pvt. Ltd., Ranchi (2018)**
  - Analysis on IT/ITES Policy, BPO/BPM Policy, Startup Policy under Govt. Of Jharkhand
- Hindalco Industries Ltd., Renukoot (2017)**
  - A study on Employee Absenteeism at Hindalco Industries Ltd.

**RAVI SHANKAR KR. BHARTIYA | 24 Years**

**Hometown : Ranchi**  
**Score Semester VIII : 7.57 CGPA**

**INTERNSHIPS:**

- Sanac India Pvt. Ltd., Neermana (2019)**
  - Awareness and applicability of Contract Labor Act
- Capifuture Solutions Pvt. Ltd., Varanasi(2018)**
  - Risk associated with Investment
- Aditya Birla Fashion and Retail Limited, Ranchi (2017)**
  - Study on Training and Development of employees at ABF&R Ltd. (Pantaloon)

**URVI NIVEDITA | 21 Years**

**Hometown : Daltonganj**  
**Score Semester VIII : 7.43 CGPA**

**INTERNSHIPS:**

- Bharat Electronics Limited, New Delhi (2019)**
  - Welfare, Safety and Health Management
- Central Coalfields Limited, Ranchi (2018)**
  - Organizational Development
- Aditya Birla Fashion and Retail Limited, Patna (2017)**
  - Recruitment and Selection



**ISHAN TUTI | 26 Years****Hometown : Ranchi****Score Semester II: 7.86 CGPA****Qualification and University :****B.Com (Accounts) - St. Xaviers College, Ranchi****Internship:****Tata Steel Ltd., Jamshedpur (2019)**

- Planning for ECBS AND E-learning Courses of employees

**ISHU ANAND | 21 Years****Hometown : Gaya****Score Semester II : 5.57 CGPA****Qualification and University :****B.A (Korean Language) – Central University of Jharkhand, Ranchi****Internship:****Tata Steel Ltd., Jamshedpur (2019)**

- Planning for ECBS AND E-learning Courses of employees

**KAJAL RANI | 22 Years****Hometown : Bokaro Thermal****Score Semester II: 7.14 CGPA****Qualification and University :****B.A (Korean Language) – Central University of Jharkhand, Ranchi****Internship:****Indian Oil Corporation Limited, Kolkata (2019)**

- Study on effectiveness of induction and orientation programme of Po's at IOCL

**KUNDAN KUMAR | 27 Years****Hometown : Deoghar****Score Semester II : 7.71 CGPA****Qualification and University :****B.Tech (ME)– Pratap University Jaipur****Internship:****HDFC Bank Limited (2019)**

- Digital banking and HR Planning - Markov Analysis

**NAGHMA NAAZ | 24 Years****Hometown : Hazaribagh****Score Semester II: 6.69 CGPA****Qualification and University :****BCA– Makhanlal Chaturvedi University, Bhopal****Internship:****Jindal Steel and Power Limited (2019)**

- Recruitment and selection



**PALLAVI JAISWAL | 23 Years**

**Hometown : Patna**  
**Score Semester II: 6 CGPA**

**Qualification and University :**

**Advertising sales promotion and sales management – Patna Women’s College, Patna**

**Internship:**

**Bharat Electronics Limited, Ghaziabad(2019)**  
 • Job satisfaction of employee at BEL

**RAKESH KUMAR | 21 Years**

**Hometown : Nawada**  
**Score Semester II : 7.43 CGPA**

**Qualification and University :**

**B.A (Economics) – Magadh University, Gaya**

**Internship:**

**Bharat Coking Coal Limited, Dhanbad (2019)**  
 • Employee Welfare

**RITIMA TRIVEDI | 24 Years**

**Hometown : Asansol**  
**Score Semester II: 7 CGPA**

**Qualification and University :**

**B.Tech ( Applied Electronics and Instrumentation) – Asansol Engineering College, Asansol**

**Internship:**

**Eastern Coalfields Limited, Asansol (2019)**  
 • Analysis of effectiveness in recruitment process in ECL

**Work experience: Trainee Engineer at Cummins Sales and Services (13 Months)**

**SHREYA SHRISTI | 21 Years**

**Hometown : Patna**  
**Score Semester II : 7.29 CGPA**

**Qualification and University :**

**Industrial Microbiology – Patna Women’s College, Patna**

**Internship:**

**Tata Steel Limited, Jamshedpur (2019)**  
 • Training plans for contract employees

**SUBHASHREE DIPALI MUDULI | 24 Year**

**Hometown : Khurda**  
**Score Semester II: 8.29 CGPA**

**Qualification and University :**

**B.Tech (Mechanical Engineering) – Indira Gandhi Institute of technology Sarang, Odisha**

**Internship:**

**National Aluminum Company Limited, Angul (2019)**  
 • Employee engagement in NALCO





# Finance

(16 Students)

*“Risk comes from not knowing what you are doing”*  
— Warren Buffett



**AKANKSHA KUMARI | 22 Years****Hometown : Ranchi****Score Semester VIII : 8.57 CGPA****INTERNSHIPS:**

- Insurance Regulatory & Development Authority of India (2019)**
  - Analysis on expenses of management of general Insurance Companies
- Aadrika Technology Consultants Pvt. Ltd., Ranchi (2018)**
  - Analysis on IT/ITES Policy, BPO/BPM Policy, Startup Policy under Govt. Of Jharkhand
- Aditya Birla Fashion and Retail Limited, Ranchi (2017)**
  - Employee Engagement

**ALKA KUMARI | 22 Years****Hometown : Ranchi****Score Semester VIII : 7.43 CGPA****INTERNSHIPS:**

- O.P. Jalan & Associates Consultant LLP, Ranchi (2019)**
  - A study on Secretarial Matters of a company at O.P. Jalan & associates consultant LLP, Ranchi
- Narnolia Securities Limited, Ranchi (2018)**
  - A study on Risk And Return Analysis Of Different Mutual Funds
- Aditya Birla Fashion and Retail Limited, Ranchi (2017)**
  - A study on Recruitment and Selection Process at Pantaloons, Ranchi

**ANJALI SINGH | 24 Years****Hometown : Jaunpur****Score Semester VIII : 8.00 CGPA****INTERNSHIPS:**

- Karvy Stock Broking Ltd., Ranchi (2019)**
  - Mutual Fund is the better Investment Plan
- Heavy Water Plant, Kota (2018)**
  - Employee Welfare
- Hindalco Industries Ltd., Renukoot (2017)**
  - Contract Labor facilities and satisfaction

**PRIYA TRIPATHI | 21 Years****Hometown : Prayagraj****Score Semester VIII : 8.43 CGPA****INTERNSHIPS:**

- Patanjali Ayurved Limited, Prayagraj (2019)**
  - Project Vistaar
- Aadrika Technology Consultants Pvt. Ltd., Ranchi (2018)**
  - Smart Solid Waste Management in Jharkhand (an ongoing project under Smart City Mission)
- Bank of Baroda Retail Loan Factory, Prayagraj(2017)**
  - A study on Job Stress and its effect on Employee Performance in selected banks of Allahabad

**SANDEEP KHALKHO | 21 Years****Hometown : Ranchi****Score Semester VIII : 7.71 CGPA****INTERNSHIPS:**

- [Ministry of Highway and Transport], Ranchi (2019)**
  - Indian Road Safety Policy
- Central Coalfield Limited, Ranchi (2018)**
  - A study on Capital Budgeting in CCL
- South Eastern Railway Ranchi Division, Ranchi (2017)**
  - A study on Commercial Department Function and Management Structures



**SANGEETA KUMARI | 24 Years**

**Hometown :** Jamshedpur  
**Score Semester VIII :** 8.71 CGPA

**INTERNSHIPS:**

- O.P. Jalan & Associates Consultant LLP, Ranchi (2019)**
  - A study on Secretarial Matters of a company at O.P. Jalan & associates consultant LLP, Ranchi
- Electrosteel Steels Limited, Bokaro (2018)**
  - A study on ESIC scheme at Electrosteel Steels Limited, Bokaro
- Dena Bank, Jamshedpur (2017)**
  - A study on Banking Scenario at Dena Bank, Jamshedpur

## Student Profile | MBA

**ABHISHEK PRASAD | 23 Years**

**Hometown :** Siwan  
**Score Semester II:** 6.76 CGPA

**Qualification and University :**

**B.Com (Accounts) – Vinobha Bhawe University, Hazaribagh**

**Internship:**

- Tata Steel Ltd., Jamshedpur (2019)**
  - Financial Analysis of top 5 Steel industries in India

**AVINASH KUMAR | 25 Years**

**Hometown :** Nalanda  
**Score Semester II :** 7.5 CGPA

**Qualification and University :**

**Bachelor's in Engineering – Visveseraiya Technical University, Belgaun**

**Internship:**

- Bharat Electronics Limited, Gaziabaad (2019)**
  - GST

**MANISH KUMAR | 25 Years**

**Hometown :** Patna  
**Score Semester II:** 8.57 CGPA

**Qualification and University :**

**B.Com , L.L.B– SGBAU**

**Internship:**

- Bharat Electronics Limited, Gaziabaad (2019)**
  - Organizational communication survey

**Work experience:** Legal Assistant at D. K. Kaushik and Associates( 12 Months)

**RAHUL KUMAR | 24 Years**

**Hometown :** Sonepur  
**Score Semester II :** 8.71 CGPA

**Qualification and University :**

**B.Com (Accounts)– Patna University, Patna**

**Internship:**

- Tata Steel Limited, Jamshedpur (2019)**
  - Financial Analysis of Top Four Steel Industry in India





**RAJ | 23 Years**

 **Hometown :** Kottayam  
 **Score Semester II:** 7.7 CGPA

**Qualification and University :**

 **B.A (Economics) – Mahatma Gandhi University, Kottayam**

**Internship:**


 **Grant Thornton, Kochi (2019)**

- *A study of compliance environment changes in indirect tax practice.*


**SHRISHTI PRIYA | 22 Years**

 **Hometown :** Gaya  
 **Score Semester II :** 8.57 CGPA

**Qualification and University :**

 **B.A (English Hons.) – Gaya College, Gaya**

**Internship:**


 **Bharat Electronics limited, Ghaziabad (2019)**

- *Analyzing the Capital budgeting and budgetary control process at BEL*

**SANJAY KACHHAP | 25 Years**

 **Hometown :** Gajni  
 **Score Semester II:** 6.14 CGPA

**Qualification and University :**

 **B.Com (Accounts) – Marwari College, Ranchi**

**Internship:**


 **Tata Steel Ltd, Jamshedpur (2019)**

- *Financial analysis of top five steel industry in India*


**SHUBHAM MISHRA | 23 Years**

 **Hometown :** Godda  
 **Score Semester II :** 8.14 CGPA

**Qualification and University :**

 **B.Sc (Maths) – Tilkamanji Bhagalpur University, Bhagalpur**

**Internship:**


 **Concare Marine Services Pvt Ltd., Mumbai (2019)**

- *Analysis Of Cash Flow Statement*

**SNEH RAJ | 23 Years**

 **Hometown :** Dhanbad  
 **Score Semester II:** 6.00 CGPA

**Qualification and University :**

 **B.Com (Accounts) – S.S.L.N.T College, Dhanbad**

**Internship:**

 **Bharat Electronics Limited, Ghaziabad (2019)**

- *Preparation Of Inter Unit Stock Transfer Debit Note*







**SWATI KUMARI | 22 Year**

**Hometown :** Ranchi  
 **Score Semester II:** 6.86 CGPA

**Qualification and University :**

**B.Com (Accounts) – Ranchi Women’s College, Ranchi**

**Internship:**

**Tata Steel Ltd., Jamshedpur (2019)**

- Financial analysis on top four steel industry



# Marketing

(32 Students)

*"Marketing is a race without a finishing line"*

*— Philip Kotler*



**AMIT KUMAR | 22 Years**

**Hometown : Ranchi**  
**Score Semester VIII : 7.84 CGPA**

**INTERNSHIPS:**

- Patanjali Ayurved Limited, Ranchi (2019)**
  - *Project Vistaar*
- Savera Infotech, Ranchi (2018)**
  - *A study on awareness of Digital Marketing in Ranchi*
- Usha Martin Ltd., Ranchi (2017)**
  - *Effectiveness of Training and Development at Usha Martin*

**DEEPAK KUMAR RAJAK | 22 Years**

**Hometown : Bokaro**  
**Score Semester VIII : 8.14 CGPA**

**INTERNSHIPS:**

- Patanjali Ayurved Limited, Ranchi (2019)**
  - *Project Vistaar*
- UDHD, Govt. of Jharkhand, Ranchi (2018)**
  - *Usage of Toilets Constructed in Urban areas Under Swachh Bharat Mission within RMC*
- Usha Martin Ltd., Ranchi (2017)**
  - *Training and Development*

**HARSH PRIYADARSHI | 23 Years**

**Hometown : Dhanbad**  
**Score Semester VIII : 8.86 CGPA**

**INTERNSHIPS:**

- KION India Pvt. Ltd., Pune (2019)**
  - *Barcode Implementation at issuance and receipt stage at KION India Pvt. Ltd., Pune*
- MS Logistics, New Delhi (2018)**
  - *A study on scope Of Third Party Logistics At MS Logistics, New Delhi*
- Idea Cellular Ltd., Dhanbad (2017)**
  - *A study on customer retention strategy at Idea Cellular Limited, Dhanbad*

**KUMAR ABHISHEK | 25 Years**

**Hometown : Muzaffarpur**  
**Score Semester VIII : 7.29 CGPA**

**INTERNSHIPS:**

- JP Hyundai, Ranchi (2019)**
  - *A study on sales and marketing functions of Automotive Industry*
- Big Bazaar, Ranchi (2018)**
  - *A study on consumer buying behavior at Big Bazar, Ranchi*
- Central Coalfields Limited, Ranchi (2017)**
  - *A study about the Central Coalfields Limited, Ranchi*

**MAYANK KUMAR | 23 Years**

**Hometown : Muzaffarpur**  
**Score Semester VIII : 9.29 CGPA**

**INTERNSHIPS:**




- KION India Pvt. Ltd., Pune (2019)**
  - *Allocating Material Location for New Plant*
- ARHN Enterprises (BPCL) , Darbhanga (2018)**
  - *A consumer awareness of MAK Lubricants and its Services*
- Lumbini Beverages Pvt. Ltd. (PEPSICO), Patna (2017)**
  - *A comparative analysis of soft drink (PEPSICO) delivery system between pre sale base and ready sale base in the term of satisfaction of retailers at Kankarbagh and Patna Junction (Patna)*



**NISHANT KUMAR | 21 Years**

 **Hometown :** Bhabhua  
 **Score Semester VIII :** 8.29 CGPA

**INTERNSHIPS:**

-  **KION India Pvt. Ltd., Pune (2019)**
  - A study on Logistics Operations at KION India Pvt. Ltd.
-  **Capifuture Solutions Pvt. Ltd., Varanasi (2018)**
  - A study on the factors influencing individual Investment Decision
-  **Sudha Motors Enterprises Pvt. Ltd., Ranchi (2017)**
  - A Study on People's Perception towards Maruti Suzuki Cars at Ranchi

**RAJESH KUMAR CHOUHAN | 23 Years**

 **Hometown :** Bokaro  
 **Score Semester VIII :** 8.43 CGPA

**INTERNSHIPS:**

-  **Patanjali Ayurved Limited, Bokaro (2019)**
  - Project Vistaar
-  **Capifuture Solutions Pvt. Ltd., Varanasi (2018)**
  - A study on Investors Protection and Awareness, Ranchi
-  **Sudha Motors Enterprises Pvt. Ltd., Ranchi (2017)**
  - A study of People's Perception towards Maruti Suzuki Cars at Ranchi

**ROHAN RAJ | 22 Years**

 **Hometown :** Deoghar  
 **Score Semester VIII :** 9.00 CGPA


**INTERNSHIPS:**

-  **HDFC Bank Ltd., Deoghar (2019)**
  - Establishing a strong Digital Footprint
-  **Idea Cellular Ltd. Patna(2018)**
  - A study on the effectiveness of Training and development program employed in the organization
-  **Lumbini Beverages Pvt. Ltd. (PEPSICO), Patna (2017)**
  - A comparative study between PepsiCo and Coca Cola product's market share with special focus on the satisfaction level of retailers with the company

**SHIVENDU SINGH | 21 Years**

 **Hometown :** Pratapgarh  
 **Score Semester VIII :** 8.43 CGPA

**INTERNSHIPS:**

-  **Patanjali Ayurved Limited, Prayagraj (2019)**
  - Project Vistaar
-  **Aadrika Technology and consultants Pvt. Ltd., Ranchi (2018)**
  - The application of RPA (Robotic Process Automation) in business
-  **Mahindra & Mahindra, Patna (2017)**
  - Market analysis of tractor finance and customer's perception about MMFSL

**SUDHANSHU SHEKHAR | 22 Years**

 **Hometown :** Patna  
 **Score Semester VIII :** 9.43 CGPA

**INTERNSHIPS:**

-  **KION India Pvt. Ltd., Pune (2019)**
  - Inventory Management
-  **Bharti Airtel Limited, Patna (2018)**
  - Effectiveness of sales and advertisement of Bharti Airtel Ltd. at Patna, Bihar
-  **Lumbini Beverages Pvt. Ltd. (PEPSICO), Patna (2017)**
  - A study on Distribution channel and market share of PepsiCo at Hajipur, Bihar





**POONAM NAYAK | 23 Years****Hometown : Ramgarh****Score Semester VIII : 7.43 CGPA****INTERNSHIPS:****JP Hyundai, Ranchi (2019)***Sales and Marketing***Central Coalfields Limited, Ranchi (2018)***A study on satisfaction level of e-auction customer in CCL***Aditya Birla Fashion And Retail Limited, Ranchi (2017)***Consumer Behavior*


## Student Profile | MBA

**AMAL SINGH | 25 Years****Hometown : Gadwa****Score Semester II: 6.86 CGPA****Qualification and University :***B.Sc (Information Technology) – Nilambar Pitambar University***Internship:****Big Bazaar (2019)***Increase sales on floor***AMAN SINGH | 23 Years****Hometown : Durg****Score Semester II : 7.29 CGPA****Qualification and University :***B.Tech (Mechanical Engineering) – Chhatrapati Shivaji Institute of Technology (CSVТУ)\_***Internship:****Bharat Aluminium Company Limited, Chhattisgarh (2019)***Research on chhattisgarh customers of BALCO***AMAR KUMAR | 23 Years****Hometown : Dhanbad****Score Semester II: 7.57 CGPA****Qualification and University :***B.Com (Accounts) – St. Xaviers College, Ranchi***Internship:****Patanjali Ayurved Limited (2019)***Project Vistaar***AMBUJA PRASAD | 25 Years****Hometown : Ranchi****Score Semester II : 6.86 CGPA****Qualification and University :***B.Tech – Lovely Professional University***Internship:****Indian Oil Corporation Limited, Kolkata (2019)***Study on customer's attitude and satisfaction towards indane LPG in household, Kolkata*

**AMRIT KANT JHA | 26 Years**

 **Hometown :** Saharsa  
 **Score Semester II:** 8.14 CGPA

**Qualification and University :**

 **B.Tech (Mechanical engineering) – RVSCET, Jamshedpur**

**Internship:**

 **Indian Oil Corporation Limited, Mumbai (2019)**

- A study on customer satisfaction from service provided by INDANE in rural markets



**Work experience :** Engineer at Aarti Steels Limited, Cuttack ( 37 months )


**ANUPRIYA PANDEY | 21 Years**

 **Hometown :** Garhwa  
 **Score Semester II :** 5.86 CGPA

**Qualification and University :**

 **Bachelors in Business Administration – Ranchi University, Ranchi**

**Internship:**


 **Bajaj Finance Limited, Ranchi (2019)**

- Retail of Emi card


**ANKEETA SINGH | 24 Years**

 **Hometown :** Durg  
 **Score Semester II:** 8.71 CGPA

**Qualification and University :**


 **B.Tech (Electronics & Telecommunications Engineering) – Chhatrapati Shivaji Institute of Technology (CSV TU)**

**Internship:**

 **3M India Ltd Bangalore (2019)**

- Preparing sales guide for different segment of TSD

**CHANDAN KUMAR PASWAN | 23 Years**

 **Hometown :** Motihari  
 **Score Semester II:** 6.71 CGPA

**Qualification and University :**

 **B.A ( Korean Language Hons.) – Central University of Jharkhand, Ranchi**

**Internship:**


 **Britannia Industries Limited, New Delhi (2019)**

- Study the biscuit Category and analyze Britannia's current positioning strategy to recommend how to revitalize the brand 'Britannia Biscuits' to extract more from the mother brand and establish itself an icon brand in this category.

**DIWAKAR PRASAD KUSWAHA | 23 Years**

 **Hometown :** Giridih  
 **Score Semester II :** 7.57 CGPA

**Qualification and University :**

 **B.Sc. Computer Application - Gossner College, Ranchi**

**Internship:**

 **Indian Oil Corporation Limited, Mumbai (2019)**

- A Study on Customer Satisfaction from Service Provided by INDANE in Rural Markets





**MD. ZAHIR HASHMI | 25 Years****Hometown :** Darbhanga**Score Semester II:** 8.00 CGPA**Qualification and University :****B.Tech (Electrical and Electronics engineering) – NSHM Durgapur University : MAKAUT****Internship:****Patanjali Ayurved Limited, West Singhbhum (2019)**

- Project Vistar

**NITESH KUMAR | 25 Years****Hometown :** Ranchi**Score Semester II:** 7.00 CGPA**Qualification and University :****B.Sc (Physics Hons.) – Ranchi College, Ranchi (Ranchi University)****Internship:****Tata Motors Limited, Jamshedpur (2019)**

- Identify the List of Segment of SCV Cargo in Jamshedpur and Develop Customer profile of SCV Cargo while also Devise Action Plan Targeting Volume Increment

**RAHUL RANJAN | 25 Years****Hometown :** Patna**Score Semester II :** 8.43 CGPA**Qualification and University :****B.Com (Accounts) – College of Commerce, Patna (Magadh University)****Internship:****Hindustan Coca-Cola Beverages Private Limited (East Zone), Patna (2019)**

- Same Store Growth Of Patna Town Through Loyalty Programmes Khushiyon Ka Bandhan (KKB) and Diner, s Club (DC)

**RISHABH | 25 Years****Hometown :** East Champaran**Score Semester II:** 8.43 CGPA**Qualification and University :****B.A (History) – Anugrah Narayan College (Magadh University, Bodhgaya)****Internship:****Patanjali Ayurved Limited, Patna (2019)**

- Project Vistar

**SHASHANK SHEKHAR | 25 Years****Hometown :** Jehanabad**Score upto Semester II:** 8.00 CGPA**Qualification and University :****B.Sc (Chemistry Hons.) – Magadh University, BodhGaya****Internship:****Patanjali Ayurved Limited, Jehanabad (2019)**

- Project Vistar

**Work experience:** Editor cum auto journalist at Autocar India ( 13 Months )



**SHEKHAR BHARTI | 24 Years****Hometown : Patna****Score Semester II: 8.00 CGPA****Qualification and University :****B.Sc (Chemistry Hons.) – Magardh University, Gaya****Internship:****Britannia industries Ltd, New Delhi (2019)**

- To Study the biscuit category and analyze Britannia's current positioning strategy to recommend how to revitalize the brand 'Britannia Biscuits' to extract more from the mother brand and establish itself as an icon brand in this category

**SAURAV KUMAR | 22 Years****Hometown : Patna****Score Semester II : 7.00 CGPA****Qualification and University :****B.Sc (Maths) – Magadh University, Gaya****Internship:****ITC Limited, Patna (2019)**

- MLCS Launching and driving classic rich & smooth in a given cluster to counter competition

**SHREYA | 23 Years****Hometown : Ranchi****Score Semester II: 8.86 CGPA****Qualification and University :****B.A ( Economics Hons.) – St. Xaviers College, Ranchi****Internship:****Peters Surgical India, New Delhi (2019)**

- New Product launch and identifying training needs for sales team

**Work experience: Digital Marketer at Gult Design Pvt. Ltd. ( 14 Months )****SHIVENDRA PRATAP | 25 Years****Hometown : Gaya****Score Semester II : 7.86 CGPA****Qualification and University :****B.A (English Hons.) – Magadh University, Bodhgaya****Internship:****Indian Oil Corporation Limited, Bihar State Office, Patna (2019)**

- Strategy to increase or maintain the market share of HSD bulk in bihar of IOCL

**SURAJ KUMAR | 24 Years****Hometown : East Champaran****Score Semester II : 7.86 CGPA****Qualification and University :****B.Sc. (Maths) – SNS College, Motihari (BRABU)****Internship:****Britannia industries Ltd, New Delhi (2019)**

- To Study the biscuit category and analyse Britannia's current positioning strategy to recommend how to revitalize the brand 'Britannia Biscuits' to extract more from the mother brand and establish itself as an icon brand in this category







**UTKARSH BHAGAT | 23 Years**

 **Hometown :** Ranchi  
 **Score Semester II:** 6.71 CGPA

**Qualification and University :**

 **B.Com (Accounts) – Ranchi University, Ranchi**


**Internship:**

 **Bharat Electronics Ltd., Ghaziabad (2019)**  
• *Global Market Research On C4I Solutions*

**VIKAS KUMAR | 24 Years**

 **Hometown :** Ranchi  
 **Score Semester II:** 5.71 CGPA

**Qualification and University :**

 **B.Com (Accounts) – Ranchi University, Ranchi**

**Internship:**

 **CEAT Ltd, Nasik (2019)**  
• *Materials Requirement Planning*



“Management course of CUJ is quite learning experience from knowledge point of view. The faculties over here experienced. This course gives good industry exposure as well.”

Suraj Kumar  
(Deputy Manager)  
HDFC Bank Limited

“Central University of Jharkhand is not an institution rather an emotion for me. It had been a lifechanging experience. Coming from a Science background I had a dream of excelling in the field of Business Management, CUJ was the platform which made it happen. Right from lectures to co-curricular and extra-curricular activities, help to shape you in a corporate ready person. In a world full of business schools charging hefty fees, CUJ is a bliss where you find everything in a premium institute minus the hefty fees.”

Om Prakash  
Section Sales Officer (Modern Trade)  
Abudawood Al Saffar, Bahrain

“It has been a memorable journey of three years at CBA, Central University of Jharkhand. The Centre grooms a person to match the expectations of the industry. Personally, I believe the Centre laid the foundation stone of my transition from a naive to a professional. The learnings are still with me guiding my way ahead.”

Apurva Utkarsh  
(Senior Consultant)  
Deloitte

“The Department of Business Administration, CUJ is a place of knowledge and bliss. The MBA program of DBA is so well designed that it shapes the budding managers to become a true trailblazer. Apart from classroom sessions, it offers industry oriented field trainings, industrial tours, etc. to further enhance and strengthen the practical knowledge of students.

Today working with India's leading PSU, I always feel that whatever I learnt during my MBA program be it concepts or soft skill, is really useful in my daily assignments. I will always be thankful to DBA, CUJ and all my professors for what I am today.

I wish my juniors all the best for their future endeavours and WELCOME! Recruiters to the beautiful campus of Central University of Jharkhand.”

Rishi Kumar  
(Operations Officer)  
Indian Oil Corporation Limited

“Studying at CUJ is a different experience altogether. You enter the university as a naïve student and come out as an ambitious and career oriented professional. I am glad I could be a part of this college”

Divya Rai  
(HR Executive)  
Cinepolis India Pvt. Ltd.

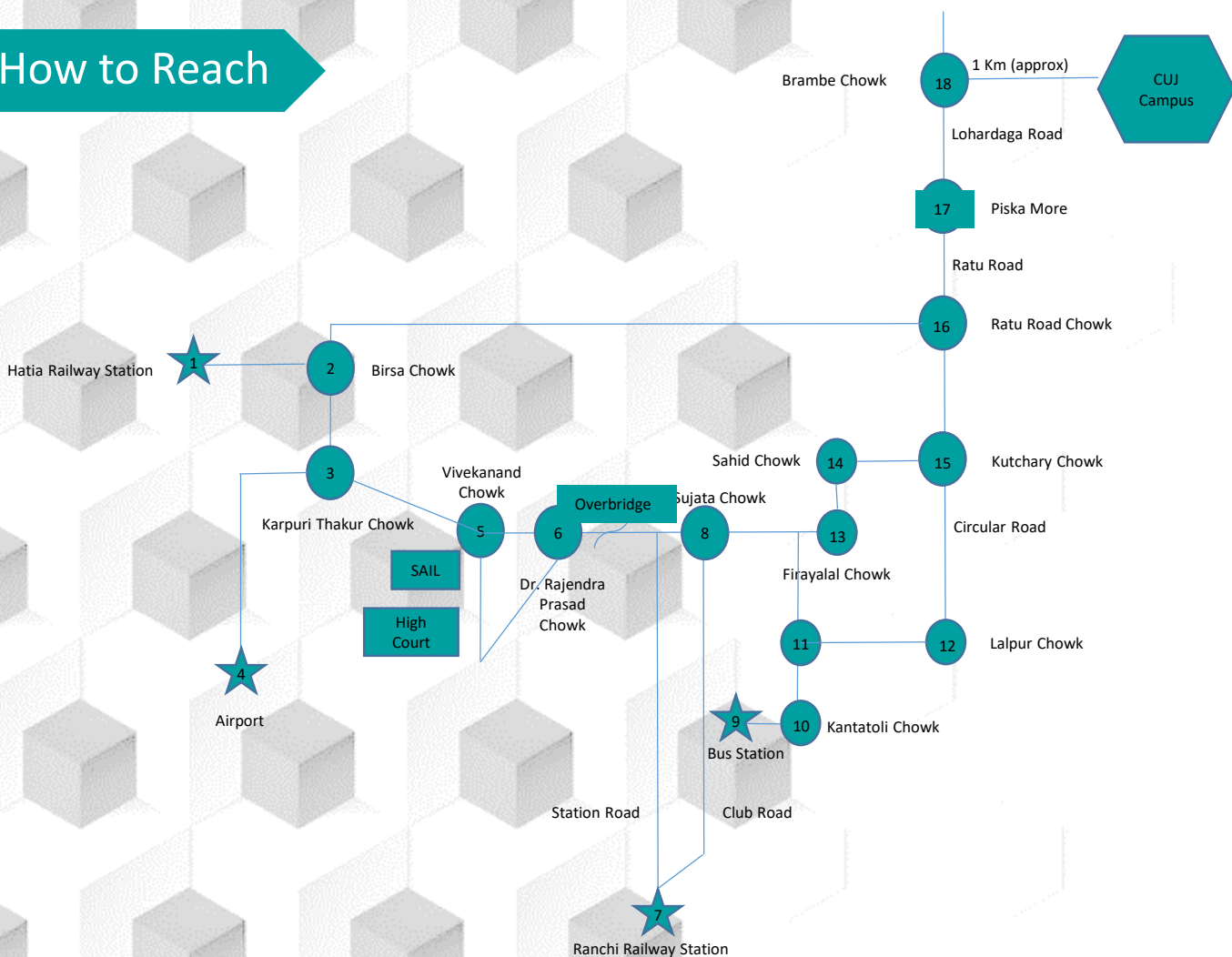




 <p>HDFC BANK</p>	 <p>Peters SURGICAL</p>	 <p>ITC ITC Limited</p>	 <p>airtel</p>	 <p>Grant Thornton</p>
 <p>बैंक ऑफ बड़ौदा Bank of Baroda</p>	 <p>Radico Radico Khaitan Limited</p>	 <p>ELECTROSTEEL</p>	 <p>ADITYA BIRLA HINDALCO</p>	
 <p>KARVY STOCK BROKING</p>	 <p>PEPSICO</p>	 <p>usha martin</p>	 <p>Mahindra FINANCE</p>	 <p>कोयला इण्डिया Coal India</p>
 <p>KION GROUP</p>	 <p>ADITYA BIRLA FASHION &amp; RETAIL</p>	 <p>WILDCRAFT</p>	 <p>sona Driving Tomorrow</p>	
 <p>इंडियनऑयल IndianOil</p>	 <p>Tech Mahindra</p>	 <p>Bharat Petroleum</p>	 <p>vodafone</p>	 <p>PARLE</p>
 <p>!dea</p>	 <p>india</p>	 <p>BRITANNIA Eat Healthy. Think Better</p>	 <p>CEAT</p>	
 <p>पतंजलि</p>	 <p>TATA STEEL</p>	 <p>झारखण्ड सरकार</p>	 <p>भारत इलेक्ट्रॉनिक्स BHARAT ELECTRONICS</p>	 <p>Coca-Cola</p>
 <p>देना बैंक DENA BANK</p>	 <p>3M Science. Applied to Life.™</p>	 <p>TATA MOTORS</p>	 <p>Radisson BLU</p>	



## How to Reach



## Roadmap to Reach CUJ

Ranchi is well connected with road, railways and air transport connects. It is well connected to major cities of India. The National Highway (NH) 60A and NH 2 connect Ranchi with Kolkata and NH 33 and NH 99 connects it with Patna. Ranchi City has two major railway stations 'Ranchi Railway Station' and 'Hatia Railway Station'. The city has also one airport (domestics) 'Birsas Munda Airport' and directly linked with Delhi (Indira Gandhi International Airport) and Kolkata (Netaji Subhas Chandra Bose International Airport). University Transportation Services complement public conveyance for commuting between the city limits and the campus

## Contact Us



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