



**OPJU**

**UNIVERSITY OF STEEL TECHNOLOGY  
AND MANAGEMENT**



## **School of Management (SoM)**

### **Programs Offered**

**MBA** with Dual Specialization  
(Marketing | Finance | HR | Operations)

**E-MBA** with Dual Specialization  
(Marketing | Finance | HR | Operations)

**BBA** (Marketing | HR | Finance | Family Business Management)

**B. Com. (H)** (Accountancy & Finance | Banking & Insurance)

**Ph. D.**



### **Celebrating Transformations**

## **Information Brochure 2022-23**

**OP JINDAL UNIVERSITY**

(Recognized by UGC & Approved by AICTE )

OP Jindal Knowledge Park, Punjipathra,  
Raigarh, Chhattisgarh-496109

# SoM @ OPJU at a glance

## Vision

OPJU aims to build a globally recognised institution where students learn by doing, where the real world challenges find practical solutions and innovation happens by design and not by default.

## Mission

- To adopt experiential pedagogy across its program, to make students understand the concept and give them ability to solve real world problems
- To develop programs aligned to new-age technologies to make the students industry ready
- To harness global collaborations to create partnerships to enhance research, teaching, and institution building
- To embed liberal education to develop well rounded professionals who can work at multiple levels of responsibilities
- To create an "Industry Focused" environment to foster research to solve real world problems

## About OPJU

OP Jindal University (OPJU) is a private university located in Raigarh, Chhattisgarh, India. It was established by an Act of Legislature in the state assembly of Chhattisgarh in 2014. Founded by the Jindal Education and Welfare Society, OPJU was set up to bring high quality education to its students based on a world class curriculum, the latest teaching methodology and committed faculty members. The multidisciplinary university aims to develop young professionals and future leaders who will not only power growth and development in the state, but also make a mark globally. The OPJU has UGC and AICTE affiliation. This is the only University dedicated to Steel Technology and Management.



“ The School of Management (SoM), is heading towards excellence on the academic horizon through consistent hard work and commitment. The school is having highly qualified faculty with industry exposure who are committed to premium quality and holistic education. Benchmarked with institutions of repute, our curriculum is extremely contemporary, industry-linked, and is a result of brainstorming efforts of great think-tanks: a large number of faculty members and experts from industry. I strongly believe that the School of Management of OPJU is marching ahead in the right direction, providing holistic education to the future generation and playing a positive role in nation building. ”

**Dr. R D Patidar**  
Vice Chancellor

“ Management Education is all about the application of the learning to solve real world problems. Through various creative and innovative pedagogy like activity based learning, case based learning and many more. Our focus is always to expand the thinking faculty in the minds of the students to find creative and innovative solutions to real-life problems. We make them explore things to see not the way they are but what they can be. This opens up a lot of possibilities for them, making them true leaders in their domain of studies. ”

**Dr. Shesadev Nayak**  
Dean, School of Management



“ School of Management programs are designed to develop managers and leaders for both the local and global markets. It is taught by a combination of our full-time academics and faculty and suitably qualified industry practitioners. The programme is multidisciplinary and is focused on integrating key areas of management, enhancing leadership potential and developing the critical skills required to succeed in the fast paced and dynamic business environment. ”

**Dr. Saket Jeswani**  
Asst. Dean, Professor & Head, School of Management

## Highlights of SoM

**Dual Specialization with Industry Relevant Curriculum**

**Well-Qualified and Experienced Faculty Members**

**World Class Infrastructure**

**Learning by Doing, Supported by Integrated Internships**

**Industry Visits & Excursion Tours**

**Case Based Method of Teaching**

# Courses @ SoM

## Master of Business Administration [MBA]

The flagship two-year full time MBA programme under the School of Management follows a semester pattern. Keeping in view of the brand mantra of "Learning by Doing", the course is interspersed with industry visits, case studies, projects, management games, role plays, corporate interactions, activities and so on. In addition to academics, adequate emphasis is given on building the leadership skill in the students enabling them to be ready for Industry 4.0.

**Specialization Offered** : Marketing | Finance | Human Resource | Operations

**Eligibility** : Bachelor's degree or equivalent in any discipline with minimum 50% aggregate marks.

Selection is done on the basis of a valid score card of CAT/ CMAT/ XAT/ MAT/ ATMA/ OPJU-MAT.

## Executive Master of Business Administration [E-MBA]

Professional education received the prime importance after India set its journey of globalization. The demand for competitive performance built further pressure on various sectors to introduce executive education programs. Pandemic situations also seconded this movement to pursue virtual and online studies than in the regular modes. Barring a few, industries also preferred to groom their executives in sync with their profession. Thus contexts of shifting choices, slowly transformed to one of the forced requirements.

OP Jindal University (OPJU) introduced its two-years online EMBA program run by the School of Management (SoM). In addition to the core courses, an executive enrolled in this program, enjoys the freedom of selecting a dual specialization to meet his functional responsibilities and interests in the organization. The features of EMBA like the summer internship program, mini-dissertation, case-studies, and field-projects boosts the industry, institute and the professionals in a mutually energizing win-win manner. The program aims at sharpening all kinds of managerial knowledge, skills and techniques of the executives who transform themselves for bigger roles.

**Specialization Offered** : Marketing | Finance | Human Resource | Operations

**Eligibility** : Bachelors with 50% marks and 3 years of work experience as an executive or entrepreneur are eligible to join this program with sponsorship or NOC.

Selection is done on the basis of a valid MAT, CAT, GMAT, GRE score (not older than 3 years) or OPJU-MAT. Additional screening is done through GD/PI and also testing the academic knowledge and experience.

## Bachelor of Business Administration [BBA]

The BBA programme is a three-year full-time course, intended as the first degree which helps students develop a well-rounded skill set to enter the world of business. Students study a diverse set of subjects covering the fundamentals of business management and gain an understanding of major areas of global business. With this foundation, students are well positioned to go for further specialization in disciplines such as Finance, HRM, Marketing, Family Business Management or pursue a more general management oriented path at work or study. Specially designed elective courses will help students who wish to join family businesses.

**Eligibility** : At least 50% marks in class XII or equivalent in any discipline

## Bachelor of Commerce with Honors [B.Com.(H)]

B.Com. is a 3-year undergraduate course that deals with the study of financial accounting, corporate tax, economics, company law, auditing, business management, etc. The main aim of the course is to train the students both in theoretical and practical aspects related to the writing and interpretation of books of accounts, financial and economic environment and to help them acquire the management skills required to manage an organization. B.Com. graduates have umpteen number of job opportunities as chartered accountant and in the financial sector.

**Eligibility** : At least 50% marks in class XII or equivalent in any discipline

## Doctor of Philosophy in Management [Ph.D.]

The Ph.D. programme at SoM, is designed to provide the researchers with research skills and knowledge in various domains of management. This programs caters to the needs of the regular full-time scholars and working executives. Students with good teaching and research acumen can be absorbed as resident scholar with stipend during their full-time Ph.D.

**Eligibility** : Masters with minimum 55% marks and performance in Doctoral Entrance Test.

# Internships and Placements

The philosophy of SoM has always been Learning by Doing. To ensure that, we put a lot of emphasis on corporate connects and internships whereby the students get hands-on experience by getting themselves involved in the live projects offered to them, as if they are regular employees of the organizations. This helps them hone their skills and makes them ready for final placements. Most of them get placement offers from the same organizations where they do their internships. There are plenty of opportunities for students who are regular in classes, possess a winning attitude and get involved in the activities, events and projects offered to them. Each student get opportunity to sit in as many as five-six campus placement drives.

## Our Top Recruiters



## Resources @ SoM



## Core-faculty

**Dr. Shesadev Nayak**, Dean & Professor, MBA, Ph.D.  
**Dr. Saket Jeswani**, Asst. Dean, Professor & Head, MBA, Ph.D.  
**Dr. Biranchi Prasad Panda**, Professor, MBA, Ph.D.  
**Dr. Jaya Prakash Rath**, Associate Professor, MBA, Ph.D.  
**Dr. Sukanta Kumar Sahoo**, Associate Professor, MBA, Ph.D.  
**Dr. Rekha Sharma**, Associate Professor, M.Com, Ph.D.  
**Dr. Vikash Kumar**, Sr. Assistant Professor, MBA, Ph.D.  
**Dr. Adil Khan**, Sr. Assistant Professor, MBA, Ph.D.  
**Dr. Himanshu Vaishnav**, Assistant Professor, MBA, Ph.D.  
**Dr. Saurabh Gupta**, Assistant Professor, MBA, Ph.D.  
**Dr. Sudipta Kumar Nanda**, Assistant Professor, MBA, Ph.D.  
**Prof. Bhupendra Tripathi**, Assistant Professor, MBA, Ph.D.(P)  
**CS Ankit Singh**, Assistant professor, M.Com., LL.B, CS, CA(PCE), Ph.D.(P)  
**Prof. Sujata Panda**, Assistant Professor, MBA, Ph.D.(P)

## Visiting faculty

**Dr. Anil Bajpai**, PGDM (IIM, Ahmedabad), Ph.D  
**Dr. Priti Ranjan Sahoo**, Associate Professor, KIIT University  
**Mr. Dilip Kumar Mohanty**, President- HR Jayaswal Neco Industries Ltd., Raipur  
**Dr. Satya Narayan Mishra**, Dean, School of Management KIIT University, INDIA  
**Dr. Sumeet Gupta**, Professor, IIM Raipur  
**Dr. Santosh Prusty**, Associate Professor, XIMB, Bhubneshwar

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