



**AFTER  
10<sup>TH</sup>**

# Diploma in Commerce

**(5- YEAR INTEGRATED DIPLOMA  
+B.COM/BBA/BCA PROGRAMME)**



**LJ University**  
University with a Difference



SSC

The diagram features a central blue circle with 'SSC' in white. A dashed line forms a large circle around it. Two lines branch out from the right side of the 'SSC' circle. The top line leads to a red circle containing a lightbulb icon, which is part of a red rounded rectangle containing the text '11<sup>th</sup> + 12<sup>th</sup>'. The bottom line leads to a green circle containing a graduation cap icon, which is part of a green rounded rectangle containing the text 'Diploma in Commerce' and '3 Years Diploma + 2 Years Bachelor Course in BBA/B.Com/BCA'. The word 'OR' is placed between the two paths. The background is a light brown world map.

11<sup>th</sup> + 12<sup>th</sup>

OR

**Diploma in Commerce**

3 Years Diploma  
+ 2 Years Bachelor Course  
in BBA/B.Com/BCA



## About LJ University

A photograph of the LJ University building, a modern multi-story structure with a glass facade and a sign that reads 'LJ INSTITUTE OF MANAGEMENT STUDIES'. The building is surrounded by a green lawn and some trees. The photo is framed in a dark blue, irregular shape.

LJ University was created as a part of consolidation strategy of LJK Trust, where in 32 existing Institutions run by the Trust were brought under one umbrella. The LJK Trust was established in 1980 by a team of eminent educationists led by Prof. B.M. Peerzada, Padma Bhushan Lord Meghnad Desai, Prof. Gautam Appa and other noted academicians.

The University offers various courses in Engineering, Management, Computer Applications, Pharmacy, Architecture, Commerce, Applied Sciences, Law, Physiotherapy, Media and Communications and many more. It plans to launch a few other courses like Developmental Studies, Liberal Arts, Performing Arts, etc shortly.

LJU is a Research and Technology driven teaching University led by 1000 academically oriented, well qualified and experienced faculty. It has been mentoring over 20,000 students year after year. It has so far shaped the future of over 60,000+ students by providing Quality Education at an affordable fee. Continuous innovation and learning pedagogies are its core.

It is an Interdisciplinary and Collaborative University which runs a distinctive Department of Happiness. It makes students socially more sensitive. The Research and Technology driven University is committed to create a culture of learning that promotes wide ranging initiatives, so that students can find expression to their creativity.



## Key features of Diploma in Commerce

- ➔ Removal of 12th board
- ➔ Less financial burden
- ➔ Application based learning programme
- ➔ Direct entry after successful completion of 10th board
- ➔ Opportunity to interact with the Industry experts
- ➔ Skill-based courses
- ➔ Global exposure through Student exchange programme

## What after 10th Std?

Five Year Graduate Degree in Integrated BBA/B.com/BCA(First 3 Years Diploma+2 Years B.com/BBA/BCA)

## About the programme

The program we offer is most fitting for the 10th pass aspirant. We at LJ University believe in the new age diploma courses which will bridge the gap between 10th standard and higher studies for creating lucrative careers.

## Course structure

Skill based programme of 5 years with 3 years Diploma plus 2 years specialisation in BBA/B.Com/BCA



# Teaching Pedagogy

The Pedagogy has been designed to generate the Output of the Integrated B. Com/BBA/B.C.A in terms of right theory knowledge, Aptitude, Skills and Perspectives in the future professionals.



Chalk & talk lectures



Project work



Interactive activities with experts



MOOCs



Industry Internships



Learning through Presentation & Viva



Video Lectures



Learning Via Digital experience



## Extra-Curricular Activities



Social Media Marketing workshop



Digital Marketing workshop



Graphics & Illustrator workshop



Sports Activities



Photo Lens workshop



Dance workshop



Voice over workshop



### Contact Us:

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