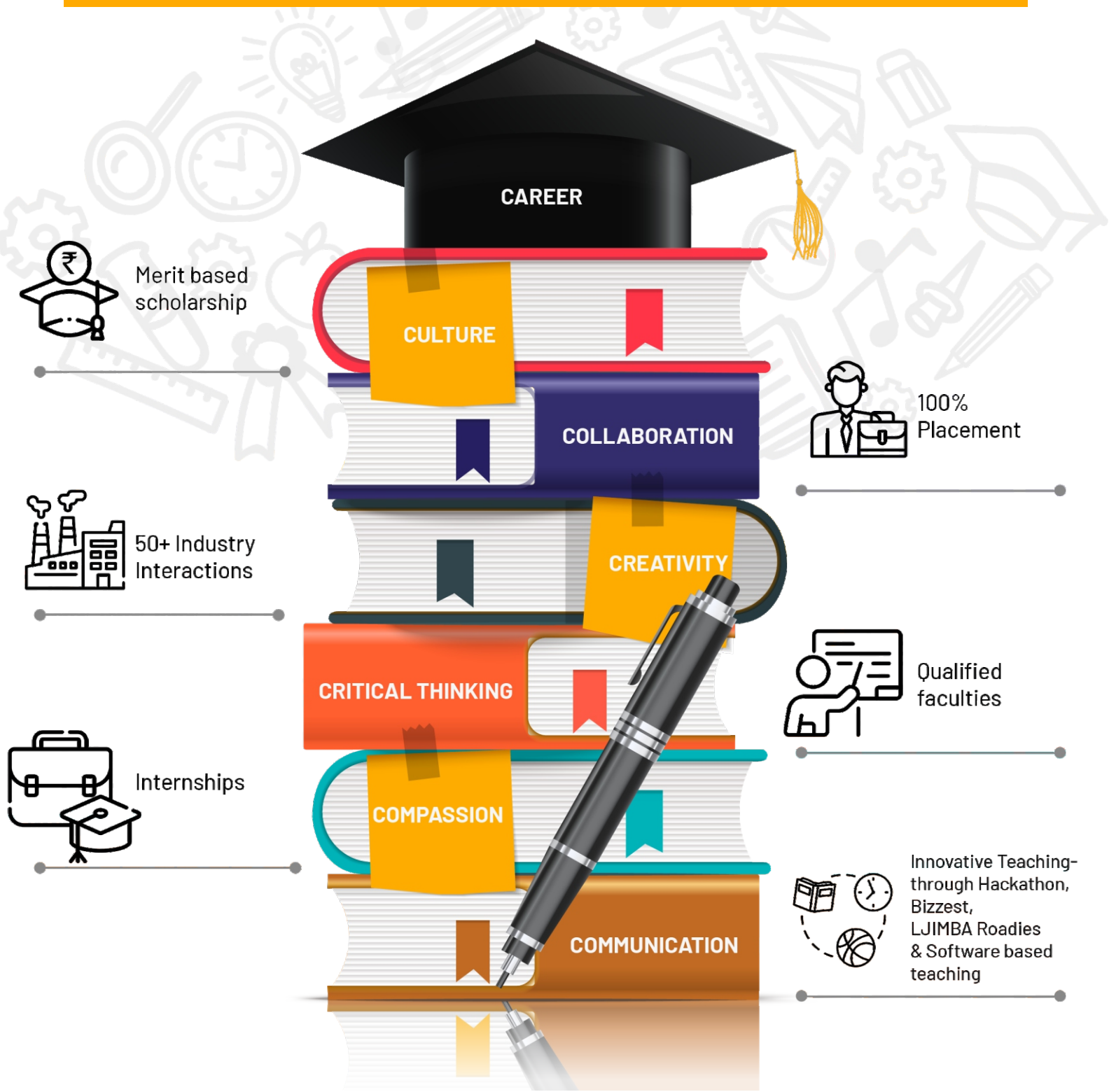


# LJIMBA-5 Year Program

*(School of Management Studies)*

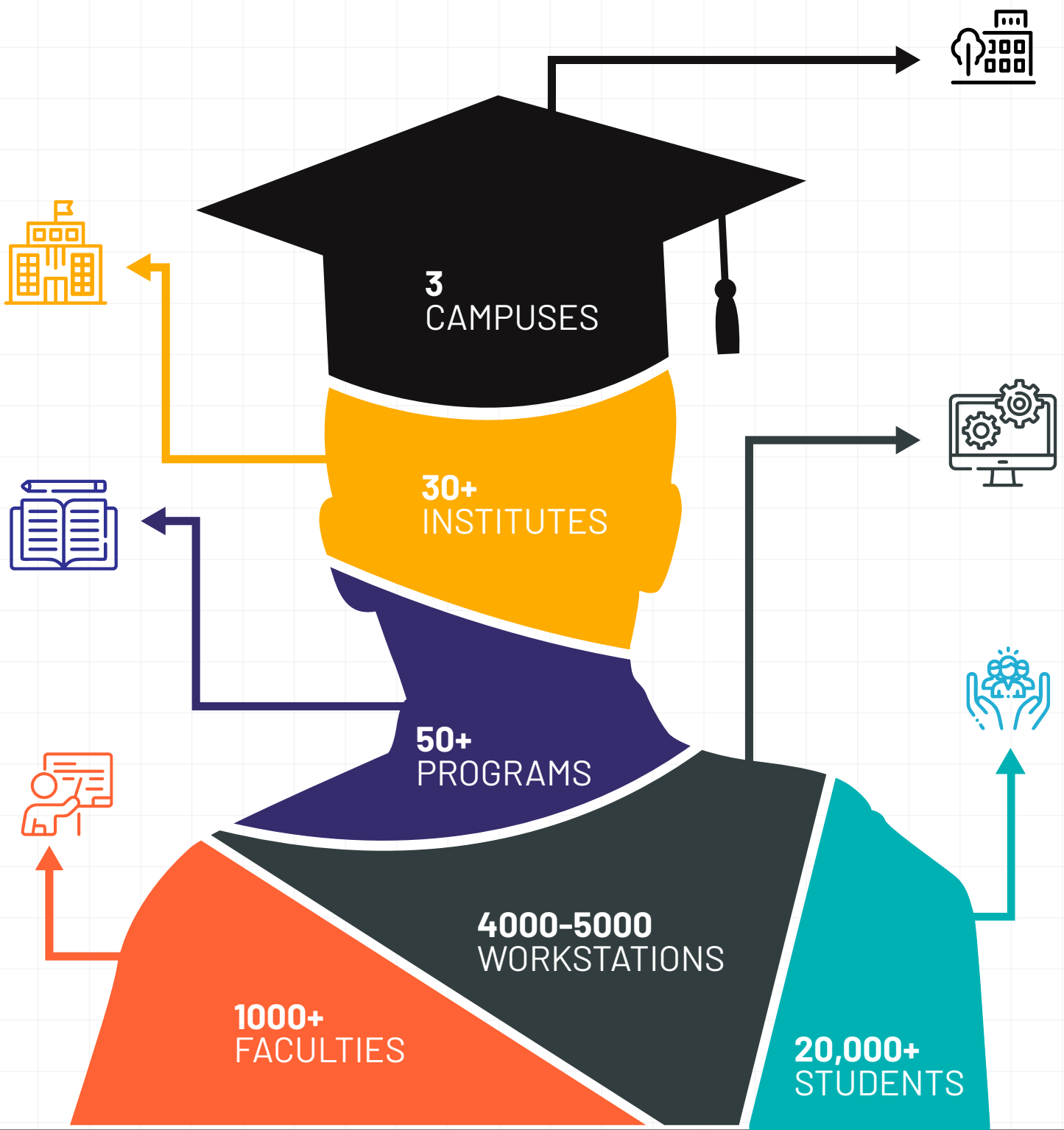
**ADMISSION AFTER 12TH STD  
(ANY STREAM)**



# About LJ University

LJ University is a university with a difference in terms of visualization, delivery strategies, and assessment of programs through collaboration, innovation, and excellence.

LJ University is established in the year 2019 as a part of a consolidation strategy of LJK Trust established in the year 1980 by a group of academicians led by Prof. B M Peerzada, Former Dean, of the School of Commerce and Management, Gujarat University, The university currently is under the leadership of President Dr. Manish Shah and Vice-Chancellor Dr. Dinesh Awasthi.



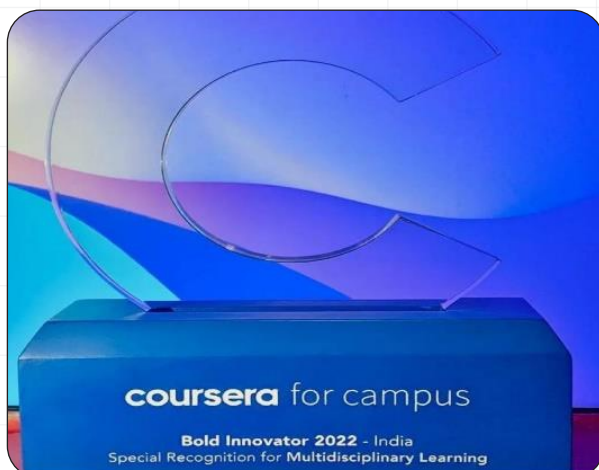
## MEMORANDUM OF UNDERSTANDING



## CONVOCATION



## COURSERA AWARD



# About LJ IMBA-5 Year Program

*(School of Management Studies)*

LJ Integrated MBA -5 Year Program (*School of Management Studies*) is considered Gujarat's topmost Integrated MBA institute because of the team of experienced and expert faculties training the students. LJ Integrated MBA's teaching pedagogy concentrates on providing practical exposure and industrial experience to the students. Its vision is to expand the industrial knowledge and skills of the students to make them Industry-ready.

At LJ Integrated MBA, we focus on developing students holistically, as it is our responsibility towards society, students, and the community at large. We empower students with the skills, knowledge, and experience required to lead in their careers. Here, students are involved in the learning process of their life.

## Vision

LJ Integrated MBA is dedicated to innovation and excellence in the service of our country. We aim at producing worthy citizens of our country aiding in the overall progress of humanity with our motto of 'Make in India, develop India'.

## Mission

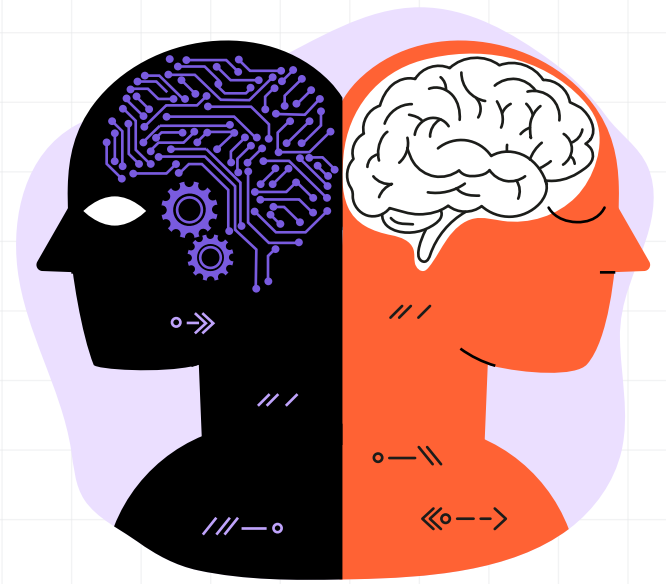
The primary mission of LJ Integrated MBA is to shape a better future for mankind by developing effective and socially responsible individuals and organizations. LJ IMBA believes in the overall development of students.

# Course structure

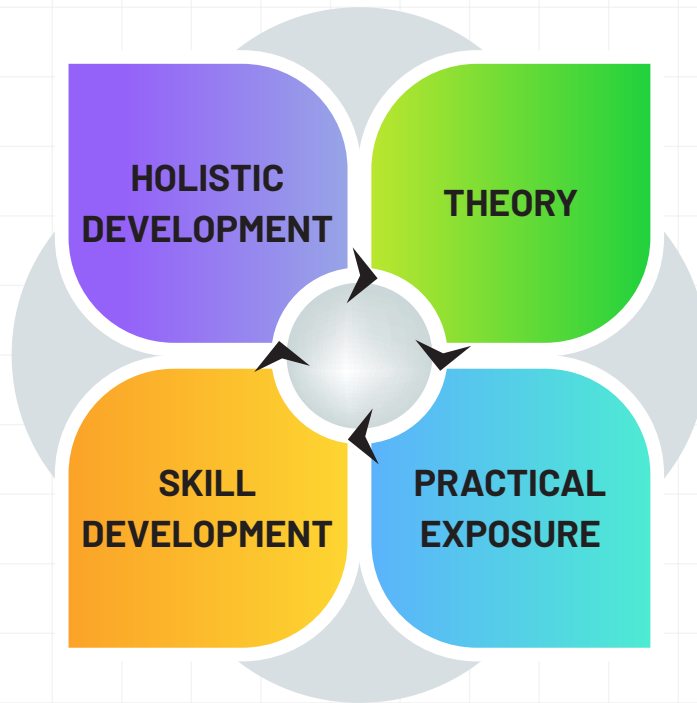




Giving equal importance to **Life Data** analysis in the era of **Big Data Analysis**



Giving equal importance to **Mind Learning** in the era of **Machine Learning**



Giving equal importance to **Realtime Intelligence** in the era of **Artificial Intelligence**

Giving equal importance to **Industry Universe** along with **Academic Universe**



# Faculty Profile



## **Dr. Viral Shah (Campus Director)**

Qualification : M.com, Ph.D.

Experience : 24 Years



## **Dr. Richa Mandan ( Director I/C )**

Qualification : MA (Economics), Ph.D (Development Economics)

Experience : 17 Years

## **(Asst. Prof.) Divya Shetlur (PG Head)**

Qualification : PhD. Pursuing (GTU), MBA (H.R & IT)

Experience : 11 Years

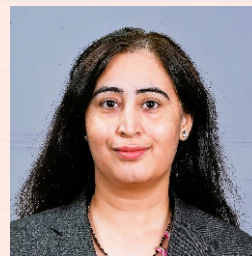


(Asst. Prof.)

## **Dr. Susmita Suggala HOD - Marketing Dept.**

Qualification : Ph.D, MBA (Marketing), MPhil.

Experience : 16 Years



(Asst. Prof.)

## **Dr. Sonam Arora HOD - Finance Dept.**

Qualification : Ph.D , NET-JRF, MBA (Finance)

Experience : 8 Years 6 Months



(Asst. Prof.)

## **Parita Thakkar HOD - HR Dept.**

Qualification : PhD. (Pursuing), MBA (H.R)

Experience : 10 Years



(Asst. Prof.)

## **Dr. Abhigna Vaishnav HOD-General Management**

Qualification : PhD., MBA in Marketing (Gold Medalist), DCA

Experience : 9 Years



**Yash Shah (Asst. Prof.)**

Qualification : Ph.D. (Pursuing),  
CA, M.com  
Experience : 8 Years



**Shivali Thakar (Asst. Prof.)**

Qualification : Ph.D. (Pursuing), MA  
(Economics) and MBA (Finance)  
Experience : 11 Years



**Uday Acharya (Asst. Prof.)**

Qualification : MBA (Finance),  
UGC NET (Management), Ph.D  
(Pursuing)  
Experience: 9 Years in  
Academics, 3 years in Industry



**Misba Desai (Asst. Prof.)**

Qualification : Ph.D. (Pursuing)  
MBA (Finance) Experience : 6  
Years



**Heli Shah (Asst. Prof.)**

Qualification : Ph.D. (Pursuing)  
and MBA (HR & Intellectual  
Property)  
Experience : 7 Years



**Dr. Krupa Kapadia (Asst. Prof.)**

Qualification : Ph.D, MBA (H.R.)  
Experience : 7 Years



**Sweta Agrawal (Asst. Prof.)**

Qualification : M.Com, B.Com  
GSET  
Experience: 5 Years



**Dhwani H Pandya (Asst. Prof)**

Qualification : M.Sc Statistics  
Experience : 2.5 Years



**Neha Kaku (Asst. Prof.)**

Qualification : M.Com, B.Com  
Experience: 1 Year



**Ms. Shailja Bhatt  
Corporate Trainer and Placement Coordinator**

Qualification : Global MBA (Luxury Brand  
Management), MBA (Marketing)  
Experience : 4 Years

# Faculty Development



**INTELLECTUS**  
(FACULTY DEVELOPMENT  
PROGRAMME)

PRESENTS

Workshop On  
**QUALITATIVE DATA  
ANALYSIS**

**Dr. Priya Shah**  
DOR, LJ University





# Student Achievement

Academics

Semester 9

Batch 2019-24

**GTU**  
**1st Rank**



Manali Panchmatiya

**GTU**  
**2nd Rank**



Ritika Panchmatiya

Semester 5

Batch 2021-26

**1st Rank**



Himanshi Bhadouriya

**2nd Rank**



Mahima Agarwal

**3rd Rank**



Jay Patel

Semester 3

Batch 2022-27

**1st Rank**



Shivani Panchmatiya

**2nd Rank**



Janavi Thakkar

**3rd Rank**



Vansh Patel

# Skill development

Giving equal importance to

## REAL-TIME INTELLIGENCE IN THE ERA OF ARTIFICIAL INTELLIGENCE



MOOC Courses- MOOC' stands for Massive Open Online Course. It refers to short university-level courses across the world offered online via distance learning. It is believed that MOOCs help millions of individuals to improve their quality of life.

Coursera certificate courses and Guided Projects

National Institute of Securities Market Certificate for Finance stream students covering various levels like Risk Management, Equity trading, Merchant banking and investment advisory

**LJ University** **LJ IMBA**  
PROWESS\_2023  
Pace to Perform

**Communication in the Professional World**

 20 September  
8:30 to 11:00 am

**Dr. Viraj Vora**  
Diploma In T&D  
Soft Skills & English  
Language Trainer

[www.ljku.edu.in](http://www.ljku.edu.in)

**LJ University** **LJ IMBA**  
PROWESS\_2023  
Pace to Perform

**Dimension of Personality (HR)**

 25-26 September  
8:00 to 11:00 am

**Shefali Bajaj**  
Corporate Trainer,  
HR Consultant and  
Counsellor

[www.ljku.edu.in](http://www.ljku.edu.in)

**LJ University** **LJ IMBA**  
PROWESS\_2023  
Pace to Perform

**Fundamental Analysis for Systematic Investing**

 21-22 September  
9:00 to 11:00 am

**Divyesh Vora**  
AGM, ICICI BANK

[www.ljku.edu.in](http://www.ljku.edu.in)

**LJ University** **LJ IMBA**

**SEMINAR ON YOUNG INDIA**

 **SAURAV SINHA**  
FOUNDER AND CEO AT HOMVERSTY

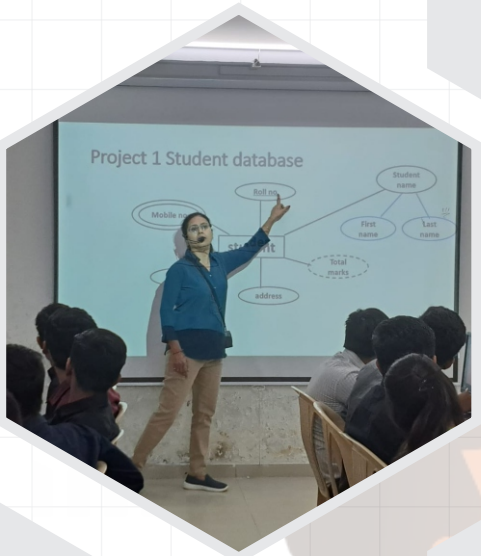
August 28, 2023  
11:00AM-1:00PM  
Architecture Auditorium



# Software based teaching

# Incipience

# Elective Workshops



# Practical Exposure

Giving equal importance to  
**INDUSTRY UNIVERSE ALONG WITH ACADEMIC UNIVERSE**



# Hackathon 2.0

It is a platform given to the future managers to find rapid solutions of interesting business problems and real-world challenges.

A ▶



To enable students to apply their learnings

B ▶



To enhance their practical problem-solving skills

C



To develop a good analytical skill

## Recycle Green







# Media Coverage

## LJ marks Earth Day with art



Students of the LJ Integrated MBA course conducted an exhibition to showcase the creative art work done by students on the themes of International Day of Forest, Earth Day and One Earth: Share and Care. More than 60 submissions were displayed at the exhibition, with five students being awarded letters of recognition.

ભાસ્કર

અમદાવાદ-સિટીભાસ્કર 20-09-2023

## 12-19 વર્ષના સ્ટુડન્ટ્સને શાર્ક ટીનમાં 4.25 લાખનું ફંડિંગ મળ્યું



અમદાવાદ : એલ.જે. યુનિવર્સિટીના ઈન્ક્યુબેશન સેન્ટરના અધિકારીઓએ 12-19 વર્ષના સ્ટુડન્ટ્સને શાર્ક ટીનમાં 4.25 લાખનું ફંડિંગ મળ્યું છે. આ ટીનમાં 15થી 17 વર્ષના સ્ટુડન્ટ્સને શાર્ક ટીનમાં 4.25 લાખનું ફંડિંગ મળ્યું છે. આ ટીનમાં 15થી 17 વર્ષના સ્ટુડન્ટ્સને શાર્ક ટીનમાં 4.25 લાખનું ફંડિંગ મળ્યું છે.

## MBAનો 5લ્ચરલ ફેસ્ટિવલ કલવર-23 યોજાયે



LJ ઈન્ક્યુબેટર MBA દ્વારા કલવરલ ફેસ્ટિવલ 'એકેડમી'ની લોન્ચિંગ ઈવેન્ટ યોજાયેલી હતી. આ લોન્ચિંગ ઈવેન્ટમાં વિદ્યાર્થીઓએ 5 દિવસના કલવરલ ફેસ્ટિવલનું આયોજન કરવામાં આવ્યું હતું. આમાંથી 15થી 17 વર્ષના સ્ટુડન્ટ્સને શાર્ક ટીનમાં 4.25 લાખનું ફંડિંગ મળ્યું છે.

## CAMPUS FEST 15થી 17 ફૂબારાઓમાં યોજાનાર 'અરુણ' ફેસ્ટની લોન્ચિંગ ઈવેન્ટ યોજાયે

## એલજે યુનિવર્સિટીના કલવરલ ફેસ્ટની લોન્ચિંગ ઈવેન્ટમાં સ્ટુડન્ટ્સે સ્પેશિયલ ટેલેન્ટ શો કેસ કર્યા



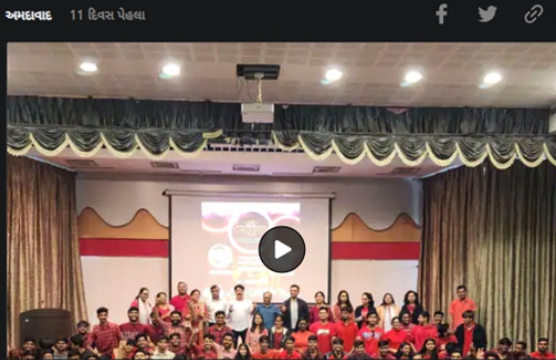
અમદાવાદ : એલ.જે. યુનિવર્સિટીના કલવરલ ફેસ્ટિવલ 'એકેડમી'ની લોન્ચિંગ ઈવેન્ટ યોજાયેલી હતી. આ લોન્ચિંગ ઈવેન્ટમાં વિદ્યાર્થીઓએ 5 દિવસના કલવરલ ફેસ્ટિવલનું આયોજન કરવામાં આવ્યું હતું. આમાંથી 15થી 17 વર્ષના સ્ટુડન્ટ્સને શાર્ક ટીનમાં 4.25 લાખનું ફંડિંગ મળ્યું છે.

## દિવ્ય ભાસ્કર

- મારું શહેર
- બજેટ 2024
- મારું ગુજરાત
- ભાસ્કર ખાસ
- ઓરિજિનલ
- રામ મંદિર વિશેષ
- ક્રિકેટ
- એન્ટરટેઇનમેન્ટ
- ઈસ્ટિયા

## સ્પોર્ટ્સ ઈવેન્ટનું આયોજન: એલ. જે. આઈ. એમ. બી. એ - સીકીઝ ઈવેન્ટ ઈનોવેશન 'કમઠાણ' ગુજરાતી ક્લિબ કલાકારોની ઉપસ્થિતિમાં કરવામાં આવ્યું

અમદાવાદ 11 દિવસ પહેલા



## એલ.જે. યુનિ. બ્લોકચેન આધારિત મૂલ્યાંકન અને માર્કશીટ વેરિફિકેશન કરનારી ભારતની પ્રથમ યુનિ.બની



નવગુપ્તરાત સમય > અમદાવાદ સાથે ચેડા કરવા સામે અવિશ્વસનીય કવચની ખાતરી આપે છે. તે બનાવટી પ્રમાણપત્રની શક્યતાને દૂર કરીને યુનિ.ની પ્રતિષ્ઠાને સુરક્ષિત કરશે. એલ.જે. યુનિવર્સિટીના વાઈસ ચાન્સેલર પ્રો. દિનેશ અવસ્થીએ જણાવ્યું કે 'અનર્થક વિપત્તિ, મૂલ્યાંકન અને પરિણામ માટે CertOnOnce બ્લોકચેન આધારિત સોલ્યુશનને અપનાવનાર ભારતની પ્રથમ યુનિ. હોવાનો આનંદ છે. આ ભાગીદારી અમારા વિદ્યાર્થીઓને પ્રમાણપત્રો ચકાસવા માટે વિશ્વસનીય અને વૈધિકરણને માન્યતા પ્રાપ્ત ટેકનોલોજી પ્રદાન કરવાની અમારી પ્રતિબદ્ધતાને વધુ મજબૂત બનાવે છે. એલ.જે. યુનિ.ના વાઈસ પ્રેસિડન્ટ પ્રો. મનપ્રેમ શાહે જણાવ્યું હતું કે 'CertOnOnceની બ્લોકચેન ટેકનોલોજીનો અમલ એ યુનિ.માટે સૌમાન્યરૂપે છે. અમારા ડિજિટલ માર્કશીટની અધિકૃતતા અને ચેડા-મુક પ્રક્રિયા શરૂ કરીને અમારી સંસ્થાની વિશ્વસનીયતામાં વધારો જ નથી કરતાં પરંતુ અમારા વિદ્યાર્થીઓને વિશ્વસને સચકત કરીએ છીએ.

## G20 summit research competition at LJIMBA



The LJ Integrated MBA College conducted a presentation competition titled "Research Analysis on G20" summit where students presented research papers on countries of last six years of G20 Presidency and learned practical aspects of what policy decisions and reforms are undertaken in G20 summit for presidency nation and at global scenario. Students were made aware of the G20 working committees and more. The two top teams were awarded certificates and cash prizes.

દિવ્ય ભાસ્કર

અમદાવાદ-સિટીભાસ્કર 10-01-2023



## LJ ઈન્ક્યુબેશન સેન્ટર LJ ઈન્ક્યુબેશન સેન્ટરનો 70 ટકા સક્સેસ રેશિયો છે

એલ.જે. ઈન્ક્યુબેશન સેન્ટર ઈન્સ્ટ્રીમાં આવતા ગેપને શોષતા આઈડીઆ લઈને આવતા સ્ટુડન્ટ્સને એલ.જે. સપોર્ટ કરે છે અને તેમાંથી 70 ટકાનો સક્સેસ રેશિયો છે. ફંડિંગ આપવામાં ત્રણ પાઈલાઈનને ફોલો કરવામાં આવે છે જેમાં પ્રોટોટાઇપ, સીડ અને ગ્રોથ પર કામ કરવામાં આવે છે. વિરલ શાહ, CEO, એલ.જે. ઈન્ક્યુબેશન સેન્ટર

વર્ષ	સ્ટાર્ટઅપ
2021	137
2022	187

સ્ટાર્ટઅપને 16.5 ક્લોનું ફંડ સપોર્ટ મળ્યું છે.

## ભાવાત્મક અને રાજકીય વ્યંગાત્મક રમૂજ સાથે નાટકોની પ્રસ્તુતિ

ગુજરાત અભ્યાસક્રમ દરમિયાન એલ.જી. યુનિ.ના ઈન્ક્યુબેશન સેન્ટર દ્વારા ગુજરાતી એકાદમી દ્વારા 2022-23ની આરંભિક કાર્યક્રમમાં ભાવાત્મક અને રાજકીય વ્યંગાત્મક રમૂજ સાથે નાટકોની પ્રસ્તુતિ કરવામાં આવી હતી. આ નાટકોમાં ભાવાત્મક અને રાજકીય વ્યંગાત્મક રમૂજ સાથે નાટકોની પ્રસ્તુતિ કરવામાં આવી હતી.

આ નાટકોમાં ભાવાત્મક અને રાજકીય વ્યંગાત્મક રમૂજ સાથે નાટકોની પ્રસ્તુતિ કરવામાં આવી હતી. આ નાટકોમાં ભાવાત્મક અને રાજકીય વ્યંગાત્મક રમૂજ સાથે નાટકોની પ્રસ્તુતિ કરવામાં આવી હતી.

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# ICCricket World Cup 2023 special program by Doordarshan





# Student Achievement

IMAGE Participation



Mr and Ms LJ Participation



Debate competition at LJ School of Law



# Cocurricular Activities

LJIMBA Roadies



## Clubs- "Cultural Kaleidoscope"

Discover the vibrant tapestry of talent at LJIMBA with our Cultural Kaleidoscope clubs. From the dazzling runway of **Fashion Forum** to the captivating strokes of **Art and Craft**, the stage dramas of **Theater** to the melodious harmonies of **Music**, and the rhythmic movements of **Dance** – our student-run clubs offer a dynamic platform for showcasing talents and skills.



## Teachers' day Celebration

Teachers day celebrations have always been customary by IMBA department every year. This year also, Teacher's day was celebrated by the students of IMBA department on 5th September 2023, to express their gratitude for the immense contribution put forth by their teachers toward their development.



## Alumini talk

As a part of the orientation of a new batch, inducting students with the value system and structure of the institute from the student's perspective, Alumini Talk provides platform for interaction.



## Aapde

LJIMBA provides Education along with Cognitive, Emotional and Compassionate Empathy, henceforth supporting the initiative of the Department of Happiness, a social initiative of LJU, which accentuates the empathy quotient of students and develops an overall personality. A purposive direction by the Department of Happiness addressing social issues and providing food to the less fortunate fragment of the society.



## Rotract

Rotract Club and LJIMBA students organise various social events and volunteer. This develops students into responsible citizens. Students distribute food, masks, and sanitary products to the underprivileged in awareness initiatives.



## G20

The G20 is a key platform for global economic cooperation and governance. LJIMBA hosted this year's event, featuring seminars, debates, and competitions. Activities included quizzes, poster making, essay writing, and discussion forums.



Bizzest, gave a platform to the students to showcase their ideas and how they plan to put it into action if given a chance. Not only did the event help students in brainstorming business ideas, designing their ideas, and presenting them, but they also learned communication skills, marketing skills, and bargaining skills, among various other learnings.



# Placement & Internships

## Internship

Behind every successful placement, stands concrete training. Students at LJIMBA, under-go core Internship based on their specialization i.e. Finance, HR, Marketing, and International Business. Students at LJIMBA mandatorily undergo internships before their final job offer as we strongly believe Internships serve as a spinal cord to the final placements.

## Placement

Placements at LJIMBA, is very much into the understanding of students' expectation from their careers, which in the first place is giving an adequate amount of counseling in order to help them establish their long-term goals. Students at LJIMBA are resting assured as we have already made our permanent marks of 100% placements.



# Profiles

## MARKETING

E-Commerce & Digital Marketing

Business Development

Customer Delight

International sales and Trading

Supply chain & Logistics

## FINANCE

Finance Associate

Credit Analyst

Relationship Manager

Equity and Derivatives

Data Analyst/ Manager

## HR

HR Recruiter

HR Generalist

Payroll Executive

HR Corporate Relationship

HR Executive

## Our Recruiters



## Take Notes

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# Infrastructure



# ACTIVITIES AT LJ UNIVERSITY

## WOMEN INVESTING IN WOMEN

A platform that brought together women entrepreneurs at different stages (ideation, prototype, seed fund seekers) in three event formats: mentor mixer, demo day, and pitch for money. In conjunction with Ficci Flo-Startup Cell, antrapreneur the business incubator opened a skill development and training center.

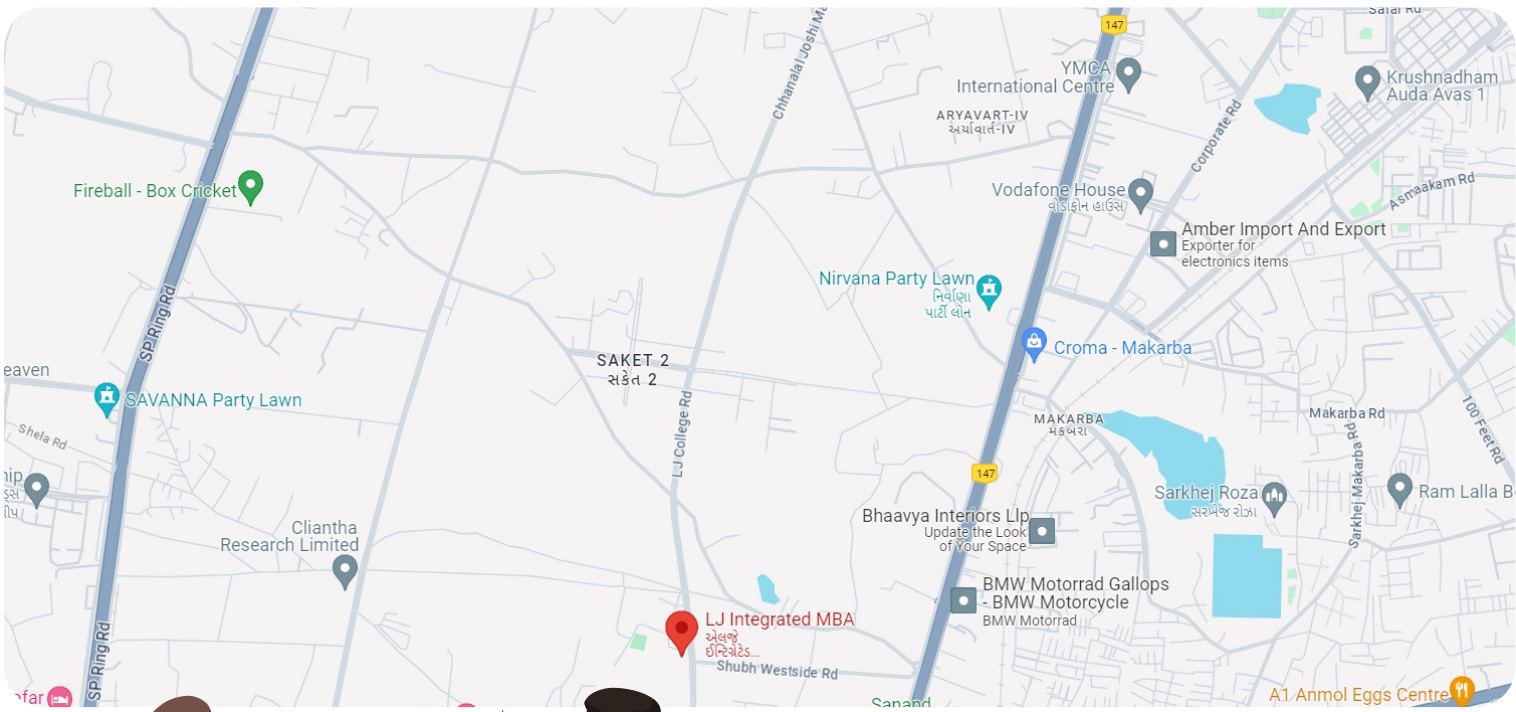


## LJ INNOVATION VILLAGE



## LJ NO SANEDO





**Scan for Location**

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**Scan for Admission**

