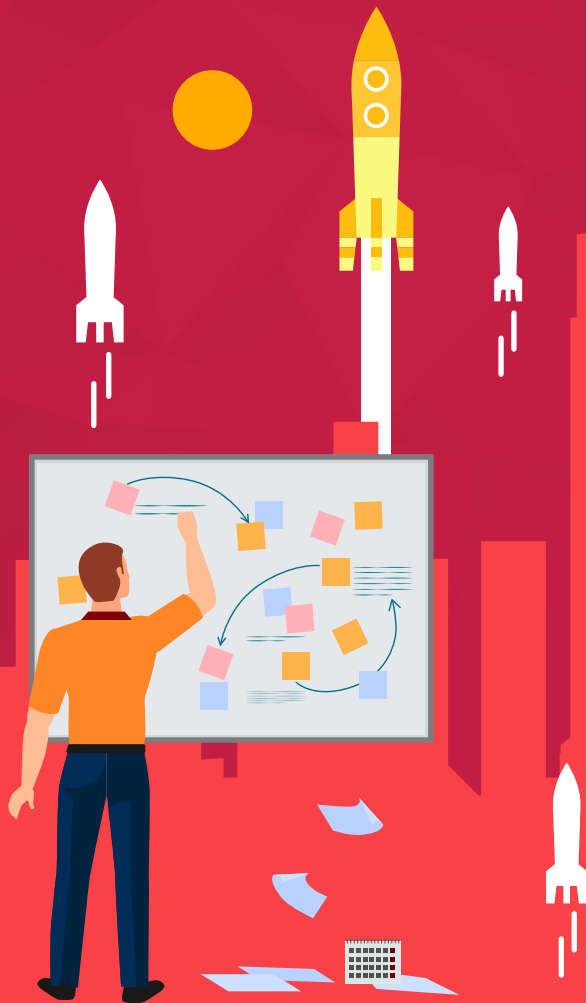




**LJ University**  
University with a Difference

# LJ INSTITUTE OF ENTREPRENEURSHIP AND FAMILY BUSINESS

(BBA+MBA As per NEP 2020)



# ABOUT LJ UNIVERSITY

LJ University is a place where the mind is free and learn how to learn, how to frame the right questions, and how to find out-of-the-box, creative solutions. LJ University was set up in 2019, group of academic since led by prof. BM Peerzada, Former Dean, School of Commerce and Management, Gujarat University, as an umbrella organization for its 32 constituent institutes offering courses in various discipline like Engineering, Management, Pharmacy, Computer Applications, Architecture, Physiotherapy, Law, Planning, Commerce, etc., operational since 1980. Thus, while the university is of recent origin, its constituent Institutes have a sparkling history of over 40 years. The University, along with its 32 constituent institutes, operates from a well-developed environment-friendly campus, having excellent infrastructure facilities. Technology enable classrooms, Laboratories, workshop, seminar halls, auditoriums, open air theatre, library and computer centres connected with optical fibre and a network of over 2000+ workstations, ensure the most updated learning pedagogy and mechanisms. The LJ University hosts 1000+ qualified and academically rich faculties shaping the future of over 20000+ Students by engaging in teaching learning Research and extension activities.

## OUR UNIQUE METHODOLOGY INVOLVES:



Zero to 1 Lab  
(z1 Lab)



Pitching  
Funding



Industry mentor  
interaction



B-Plan creation



Incubation and  
acceleration  
Facilities



Entrepreneurial  
Networking Hub  
(ENH)

# LJ INSTITUTE OF ENTREPRENEURSHIP AND FAMILY BUSINESS

LJ Entrepreneurship and Family Business program focuses on experiential learning through real-time venture creation. It's all about immersing students in hands-on experiences that empower them to develop the entrepreneurial mindset needed to identify opportunities where others see challenges and obstacles. Whether starting their own ventures or continuing their family's business legacy, the program equips students with the skills and confidence to thrive in the dynamic world of entrepreneurship



Special Workshops  
for Developing  
Entrepreneurial  
Mindset



Simulation  
Games



Case Study



Participation in  
start-up events  
and trade shows



Learning through  
Business Movies  
and Series



Sectoral  
Research  
Analysis

# I AFFILIATION & ESTABLISHMENT



**ANTRAPRENEUR**  
THE BUSINESS INCUBATOR

LJ Knowledge Foundation is supported by Department of Science & Technology at Central and State level with schemes like NewGen IDEC & IT/ITeS, Student Startup & Innovation Policy (SSIP), and Gujarat State Biotechnology Mission (GSBTM). It is also benchmarked as a Nodal Institute under the Govt. of Gujarat startup schemes for Innovators /Entrepreneurs Industries Commissionerate(IC)&IT/ITeS(DST).

**2.5 LAC**  
SUPPORT FOR  
PROTOTYPE

**1 Cr.**  
FUND  
RELEASED  
FOR  
PROTOTYPE

SEED FUNDING  
FOR STARTUP  
**40 LAC**

**120+**  
IDEAS

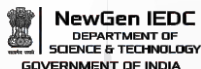
INCUBATED **33+**  
**STARTUPS**

**620+** DIRECT & INDIRECT  
**JOBS GENERATED**

OVER **17 CR. COLLECTIVE**  
**REVENUE GENERATION**

OVER **18 CR.**  
**FUND RAISED**

**IMPACT**  
**10K+ LIVES**



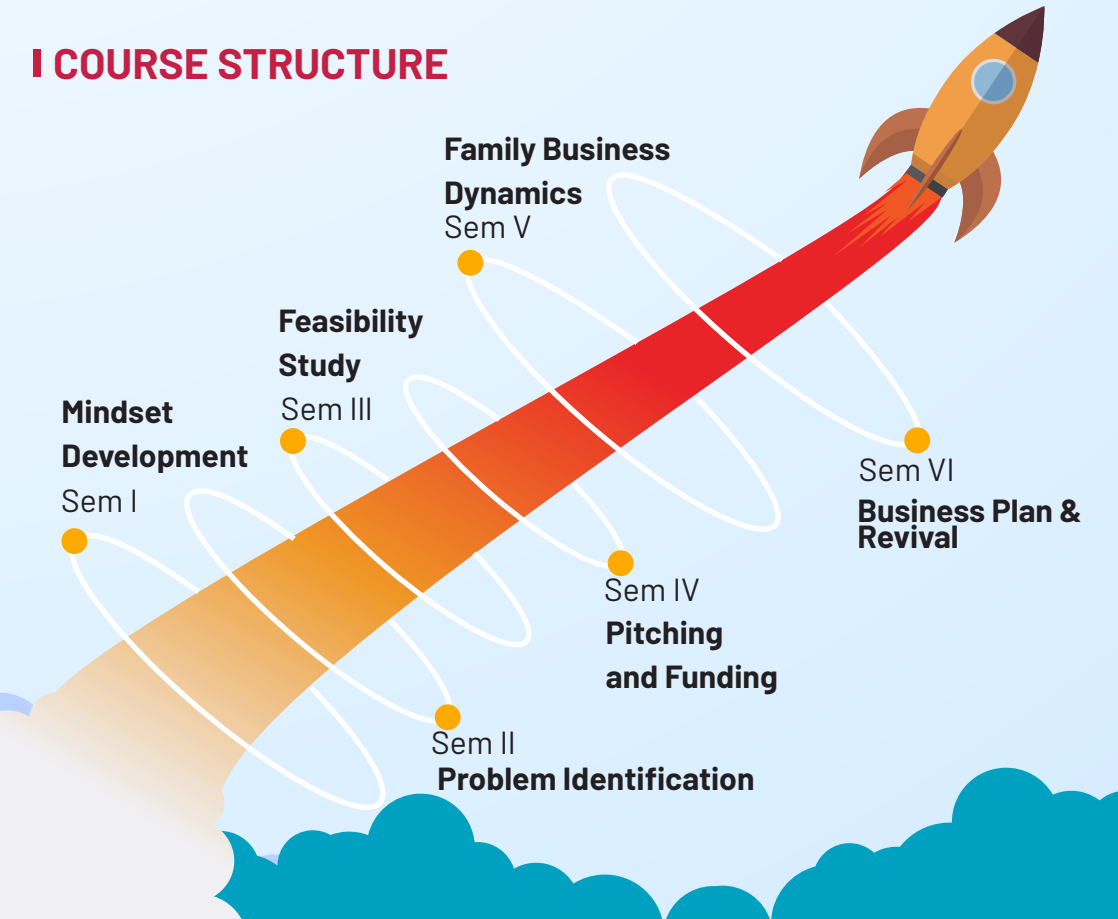
# I SHARKTEENS SERIES



# I WOMEN INVESTING IN WOMEN



# I COURSE STRUCTURE



# OUR

## HOLISTIC APPROACH

Our approach seamlessly integrates mindset, skills, and attitude of students. our overall approach prioritizes entrepreneurial mindset and skill development, effectively addressing contemporary needs in the business landscape.

## FOCUSES ON FAMILY BUSINESS DYNAMICS

Our approach seamlessly integrates mindset, skills, and attitude of students. our overall approach prioritizes entrepreneurial mindset and skill development, effectively addressing contemporary needs in the business landscape.

## EXPERT FACULTY AND MENTORS

Access expert faculty and mentors for industry insights and guidance. Our personalized mentorship program aids students in their entrepreneurial journey and transition to family business roles.



# USP



## **GLOBAL PERSPECTIVE**

Through our faculty exchange program and collaborations with international universities, students gain invaluable global exposure and cross-cultural insights



## **REAL-WORLD PROJECTS ENHANCE THEORETICAL LEARNING**

Collaboration with industry partners and startups in working on tackling contemporary challenges and working on exciting business revivals offer students hand on experience of real world.



## **NETWORKING WITH ENTREPRENEURS AND FAMILY BUSINESS SUCCESSORS**

Enriching experiences broaden perspectives and foster valuable connections in the business world, enhancing students' professional growth and networks

# OUR FACULTIES AND EXPERTS



**Dr. Viral Shah**

(I/C) Director, LJE & FB

**Qualification:** M.com, PhD

**Experience:** 23 Years

**Area of Specialization:**

Entrepreneurship, Finance and  
Accounting



**Mr. Chandramauli Pathak**

**Honorary Directors**

Entrepreneurship Trainer, Motivator  
and Facilitator

**Experience :** 35 Years



**Asst. Prof. Yash Shah**

**Qualification:** Ph.D Pursuing  
(GTU), CA, M.com

**Experience:** 6 Years

**Area of Specialization:** Finance

**Company:** BizEasy Advisory



**Asst. Prof. Shivali Thakar**

**Qualification:** Pursing Ph.D  
(MU) MA (Economics) and MBA  
(Finance)

**Experience:** 11 Years

**Area of Specialization:**

Economics, Finance



**Asst. Prof. Misba Desai**

**Qualification:** Pursing Ph.D  
(International Finance, M.S.U.  
Baroda), MBA (Finance)

**Experience:** 6 Years

**Area of Specialization:**

Financial Management



**Asst. Prof. Dhvani. H Pandya**

**Qualification:** M.Sc., B.Sc.

**Area of Specialization:**

Statistics



**Mr. Francis Lobo**

Freelance Trainer and  
Consultant, Ahmedabad  
Management Association



**Mr. Girish Pillai**

Skill Trainer and Consultant

**Experience :** 25 years





**Ms. Shailfali Bajaj**  
HR and Training Consultant to  
MSME and SME  
**Experience:** 25 years



**Mr. Devang Patel**  
Coach and Mentor, Family  
Business  
**Experience :** 23 years



**Ms. Priyanka Oza**  
Company Secretary (CS)  
**Experience:** 12 years



**Ms. Mumta Langalia**  
IT skills and Software Trainer  
**Experience :** 14 years



**Mr. Apoorva Agarwal**  
Accounting Expert  
**Experience:** 25 years



**Mr. Samrendra Srivastava**  
International Business and  
Marketing expert  
**Experience :** 22 years



**Mr. Kartik Chawada**  
Product Design and  
Development  
**Experience:** 18 years

## I BUSINESS MENTORS



**Debopriya Chakroborty**  
**Qualification:** M.Tech  
(Biotechnology, Specialised in  
Food Technology & Nutrition)  
**Experience:** 9 Years  
**Area of Specialization:**  
Entrepreneurship, Sustainable  
Venture Creation & Scale up



**Bhushan Mehta**  
**Qualification:** ME Mech.  
**Experience:** 8.5 Years  
**Area of Specialization:**  
Masters of Engineering in  
Mechanical Engineering (ME.  
Mech.)

# LEARNING AT GLANCE

## How we nurture your start-up?



Idea Generation  
Start with a right  
reason



Brainstorming  
with industry  
mentors



Prototype  
Development



Feasibility study  
(Test the market)



Business  
Model  
Canvas



Funding and  
Bootstrapping



Industry  
visits



Participation in  
trade shows and  
startup events like  
Vibrant Gujarat  
Summit



Building a  
great team



# Next-Gen Family Business Owners

Peer-group Learning

Intensive International Exposure

Government Policy Analysis

Family Business Dynamics

Communication And Conflict Management

Product Designing And Re-designing





# OUR LEARNING PEDAGOGY

## Co-working Space

Specially designed workstations for collaborative growth among aspiring entrepreneurs.

## Zero to 1 Lab

A community center fostering innovation with physical and virtual spaces, expert support, and guidance from idea to action.

## Expert Sessions

Insights from industry professionals enhancing understanding of real-world business dynamics.

## Community-Based Business

Opportunities for students to launch small ventures within the LJ Campus community.

## Case Study Analysis

In-depth discussions on real-life business scenarios to develop problem-solving skills.

## Technical, Legal, and Operational Support

Comprehensive assistance for students in navigating business complexities.

## Workshop Series

Skill development sessions covering various aspects of startups and business ventures.

**Tol Mol ke Bol**

**Business Etiquette**

**"IdeaLaunch" Business Plan**

**Idea Generation and Optimization workshops**

**Business Model canvas and Empathy Mapping**

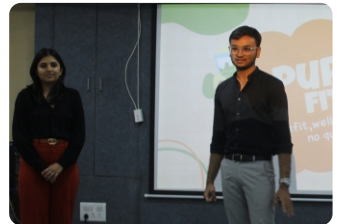
# STUDENT VENTURE SPARK

## IGNITE | PITCH | FUND

**The Pitching Show – “Spark Your Idea”:** The event provided students with a platform to showcase their business ideas to a panel of esteemed judges, fostering an entrepreneurial spirit and highlighting LJ University's support for the next generation of business leaders.



**Idealaunch: Validation of Business Idea :** The event celebrates student business ideas validated by our expert mentors, offering cash prizes for the top Business Plan, Idea, and Pitch, aiming to inspire and support students in launching their businesses.



# LEARNING FROM BUSINESS OWNERS

**Sneh Shilp Start-up Fest 2023:** LJEFB students played key roles at Startup Fest Gujarat, gaining hands-on experience in event management. The event featured Mr. Ashneer Grover, enriching students' entrepreneurial aspirations.



**LegacyX - Navigating Succession Journey Oct 2023:** Empowering second-generation family business members, LegacyX addresses challenges like Role Transition, Tradition versus Modernization, Communication, Leadership, and Long-Term Legacies.



**Start-up Conclave 2023:** LJEFB students interacted with industry leaders at the Startup Conclave 2023, gaining insights and inspiration for their entrepreneurial journey.



**Vibrant Gujarat 2024 visit:** LJEFB students explored Gujarat's business landscape at Vibrant Gujarat 2024, engaging with experts and stakeholders to nurture their entrepreneurial ambitions.



**Startups Voices from the Field:** LJ hosted a panel discussion on entrepreneurial challenges, bridging theory with real-world insights for students.



**National Startup Day:** LJ University's National Startup Day celebration offered an informal networking experience with a Gujarati Dinner, attended by notable figures from the entrepreneurship community, fostering lasting connections.



**Ent Talk :** The Ent. Talk Series is a guest lecture series featuring startups at various stages of their business growth journeys. It's designed to provide students with invaluable insights, inspiration, and strategies to fuel their entrepreneurial aspirations.



**iCreate Visit:** The icreate visit provided students with real-world insights, inspiring future business leaders and bridging the gap between theory and practice in entrepreneurship.





**Faculty Exchange Program:** LJ Entrepreneurship and Family Business, in collaboration with LJ Department of International Affairs, proudly welcomed Prof. Kostadin Kolarov and Prof. Silviya Georgieva from the University of National and World Economics (Bulgaria) for a transformative faculty exchange program.



## Campus Activity



# BUILDING BLOCKS OF ENTREPRENEURSHIP

## WORKSHOP SERIES OVER THREE YEARS



Year 1

Idea Generation and Optimisation



Year 2

Business Plan and IdeaLaunch



Year 3

Pitching and Funding

## OUR ENTREPRENEURIAL STARS







**FOR ADMISSION SCAN**



**Contact Details**

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