



**LJ University**  
University with a Difference

# LJ CAMPUS

A UNIQUE PROGRAMME FOR COMMERCE  
ASPIRANTS

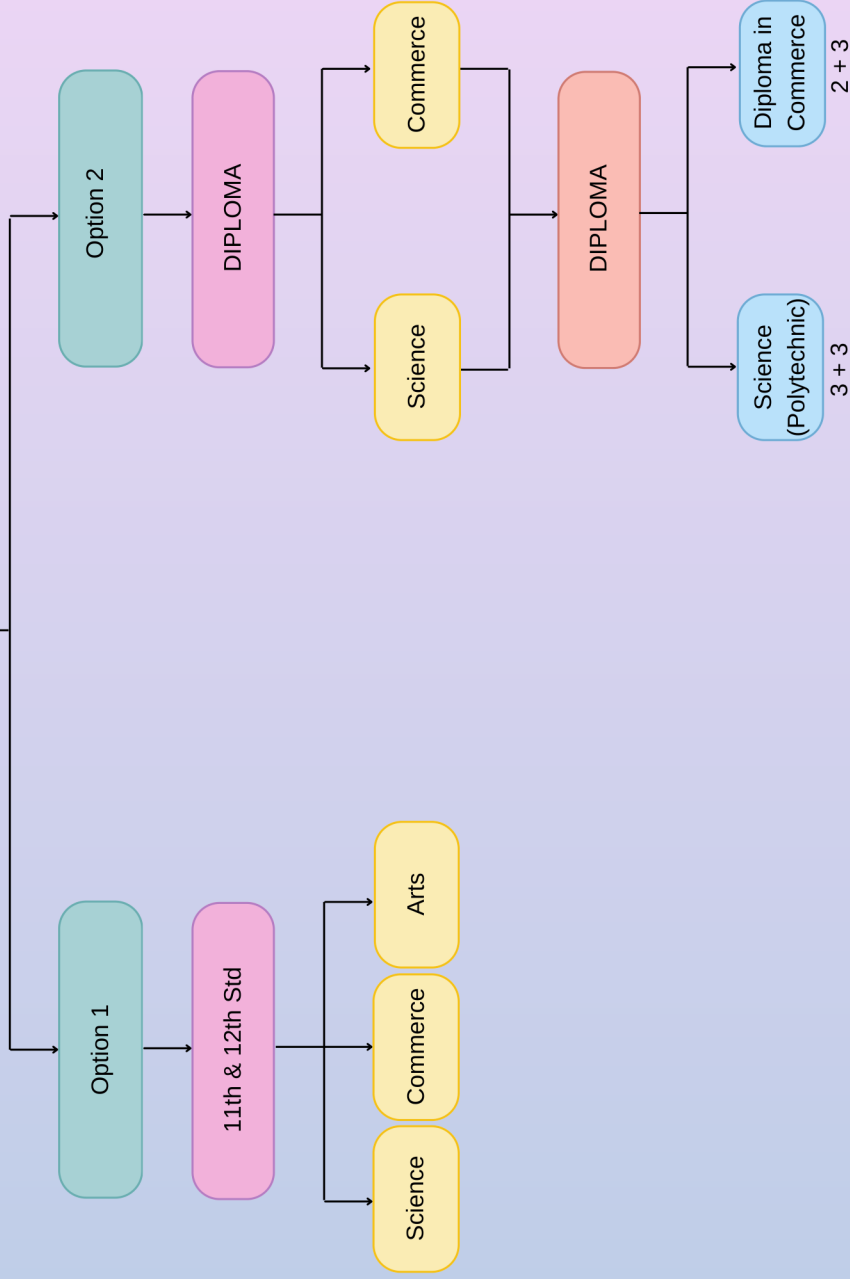
*After 10th Class*



## **DEPARTMENT OF COMMERCE**

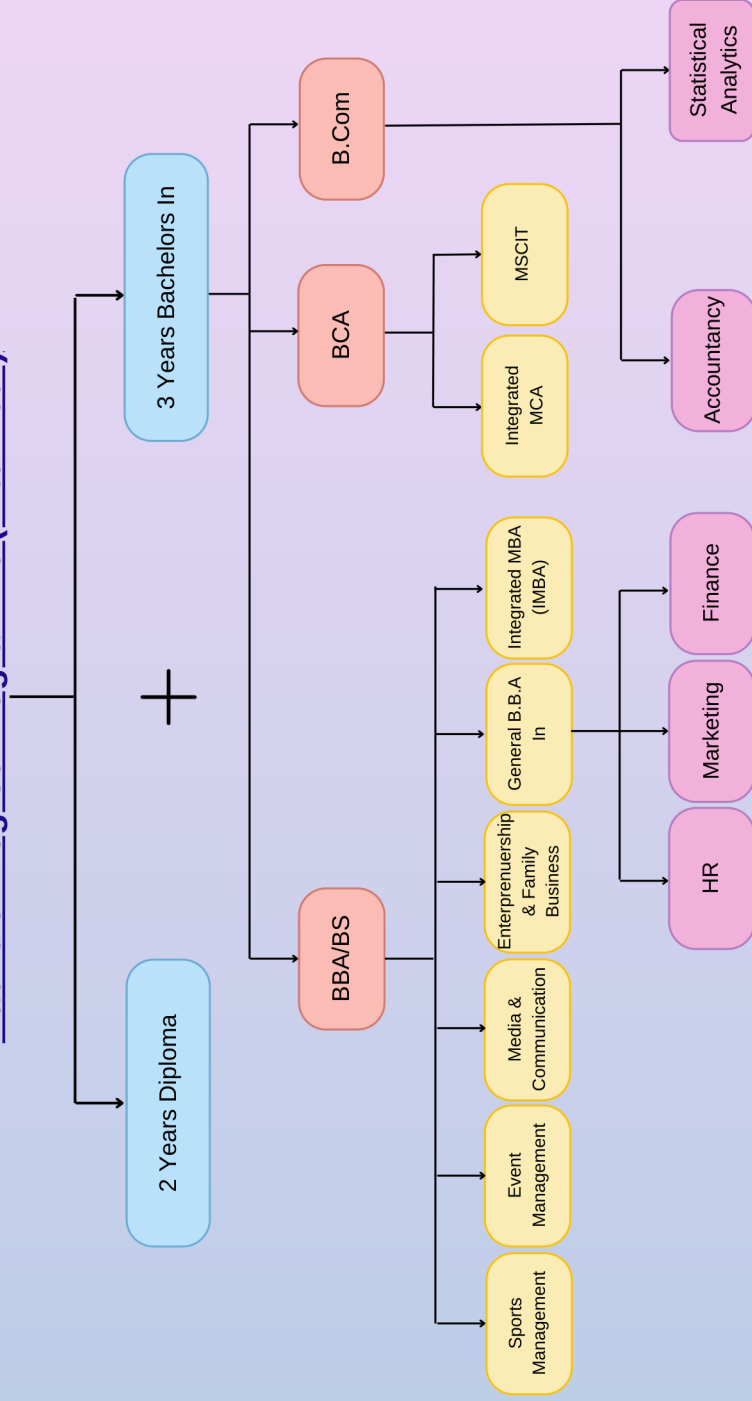
*(5-Year Integrated Bachelor Degree  
Programme after 10th)  
2 years Diploma + 3 years Bachelors in  
BBA/B.Com/BCA*

## Scope / Career Options after 10th Std.



# What we offer here at L.J in 5 Year Integrated

## Bachelor Degree Programme (After 10th)



# LJ University at a Glance

Lok Jagruti Kendra University was established in the year 1980 by eminent academicians. It is a public charitable trust with 32 institutions, 70+ courses, 21k+ students, 1k+ faculty members and 3 campuses in Ahmedabad, Gujarat.

LJ University came into existence in the year 2019 and within short span of 4 years this university has created its impact amongst various students and parents.

## Exploring Options Beyond 10th Grade

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

## Unveiling the Programme: A Comprehensive Overview

The 5 year Bachelor Degree Programme (After 10th) is a unique way of learning commerce, management, computer and much more. With less burden of classroom teaching and more focus on practical learning, this unique program is gaining its popularity. The Indian Education system is focused on exam oriented learning which gives immense pressure to students for clearing their 12th boards, while this bachelor program focuses more on industry related learning. Therefore, our course curriculum is decided from the best content of various boards of India, that includes CBSE, ISC, IB, AP and much more.

# Distinguishing Features

1. No 12th Board Exam.
2. Financially Viable.
3. A specific application-based programme.
4. Direct entry after successful completion of 10th board Exams.
5. Opportunity to interact with the experts in industry.
6. Skill-based courses.
7. Global exposure through student exchange programme.

*Fun at LJ!*



# Activities at LJ campus!

## Workshops



## Orientation



## Deeprang Fest



## Skill Enhancement



## ESCAPYPE - Annual Cultural Fest



# Teaching Pedagogy

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



Chalk & Talk Lectures



Project Work



Industry Internships



MOOCs



Video Lectures



Interactive Activities  
with Experts



Learning via Digital  
Experience



Learning through Presentation & Viva

# Diverse Opportunities

## for Ambitious Individuals

**Placement Cell:** We have our placement cell to place our students with good career opportunities. As the University has excellent linkages with the corporate sector, it will also facilitate students to get engaged with organisations for their projects and internships through the placement cell.

**Incubation Center:** LJ University houses two incubators, one social techno incubator and the other Biotech incubator. The students will have the opportunity to get incubated, should they plan to set up some innovative social venture. We have strong linkages with investors too. Further, there are government supported schemes to sponsor student start-ups through our incubation cell.

### **Department of Happiness (From Meals to Skills):**

A social initiative to spread happiness through imparting meals to skills who are in need. Students can be a part of this social initiative for the experience as a volunteer.

**Foreign Internship:** The Foreign Internship is an opportunity for qualified foreign college and university students enrolled full time and pursuing studies at accredited academic institutions to gain international exposure through living and working in the United States for up to four months. The foreign internship Program has been designed by the U. S. Department of State under the name of “Summer work and Travel program” and is part of the J-1 Exchange Visitor Visa Program, which create platforms for international students to share their culture and ideas with people of America.



# ANTRAPRENEUR: The Business Incubator

Established in 2013 under the LJ Knowledge Foundation (LJKF) Ahmedabad, Antrapreneur was founded with the primary goal of facilitating incubation and ecosystem development to support emerging entrepreneurs.



## LJ Innovation Village:

LJ Innovation Village serves as a platform to exhibit the ingenuity of innovators through innovative projects, products, and start-ups. This initiative not only provides innovators with a chance to engage with students, faculty, industry experts, and investors but also brings forth the hidden creativity of students, fostering skill enhancement and overall innovative development.



## Software Factory:

Software Factory is a centralized training and development cell across the L. J. Group of Institutes. The Objective of the Software Factory is to reduce the gap between Industry expectations (Practice) and Academic offerings (Theory) by direct involvement of industry oriented software developmental to attain symbiosis.



# Engaging in Extracurricular Pursuits



**Digital Marketing Workshops**



**Sports Activities**



**Photo Lens Workshops**



**Graphics & Illustrator Workshops**



**Curtain - Raiser Workshops**



**Voice Over Workshops**



**Social Media Marketing Workshops**

**Contact Us:**

LJ Campus, Opp. Divya Bhaskar,  
S G Road, Ahmedabad - 382210

**CALL: 905 4878 893**