



LJ University
University with a Difference



By GSIRF - 2023, Govt. of Gujarat
Under the Management Institute
Category



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L J INSTITUTE OF MANAGEMENT STUDIES



About LJ University

LJ University was set up in 2019 as an umbrella organization for its 15 constituent institutes offering courses in various disciplines like engineering, management, pharmacy, computer applications, etc. since 1980. The University, along with its 15 constituent institutions, operates from a well-developed environment-friendly campus having excellent infrastructure facilities. Technology-enabled classrooms, laboratories, workshops, 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. LJ University hosts 700 plus well-qualified and academically rich faculty, shaping the future of over 18,000 students by engaging in teaching-learning, research, and extension activities.

About LJIMS

LJ Institute of Management Studies (LJIMS) was established in the year 2001 by Lok Jagruti Kendra Trust and is a constituent institute of LJ University as School of Management Studies. Admissions are open for the 24th batch of 2024-26.

LJIMS Graduate Attribute

LJIMS strives to develop the following attributes in its graduates



- Ethically and Socially Responsible
- Strong Communication and Interpersonal skills
- Collaboration and Team Work
- Academic, Research-oriented, Digital and Information literate
- Fast Learner, Quick Adapter and Solution Oriented
- Innovative, Entrepreneurial and Open to new things
- Integrity and Discipline

Courses Offered

The Institute offers a two-year full-time Masters in Business Administration (MBA) with specialization in the following areas.

Major Specializations

Marketing

Finance

Human Resource
Management

Entrepreneurship

Business Analytics

International
Business

Minor Specializations

Marketing

Finance

Human Resource
Management

Entrepreneurship

Business Analytics

Operations
Management

International
Business

Features of LJIMS

Academic Processes

The academic processes consist of the latest curriculum, skill-oriented pedagogies, and a rigorous evaluation system. The pedagogy is case study method that focuses on problem-based learning with theoretical concepts. The evaluation scheme consists of two parts - theoretical understanding and experiential learning (practical). Experiential learning happens through hackathons, boot camps, immersions, internships, live projects, case study discussions, and field visits.

Faculty

The Institute has more than 55 resource persons consisting of full time faculty members, visiting professors and industry experts

Infrastructure

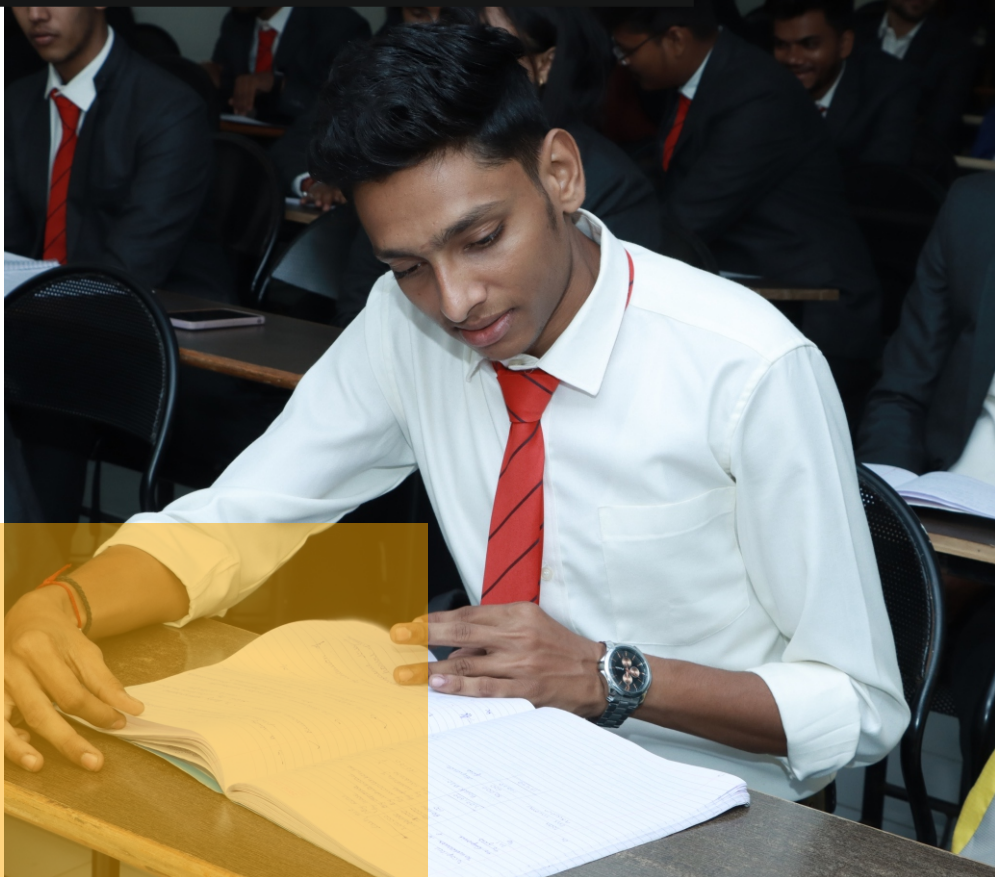
The Institute has excellent infrastructure like well-equipped classrooms with audio- visual facilities, a rich library having more than 20,000 books of different themes, a Training and Placement cell, state of art computer labs with broadband facilities, auditoriums, sports facilities, and canteen.



Experiential Learning at LJIMS.

LJIMS believes in achieving academic and professional excellence by **imparting knowledge, inculcating skills, developing values, nurturing attitude and promoting discipline.**

In order to achieve the above, the students are made to learn through the experience of undertaking an activity or task. A host of academic and student activities are conducted to boost **experiential learning** among the students.



Academic Activities

AAGMAN

A unique orientation & induction program where students are inducted to the institutes through lectures, team activities, presentations and industrial visits and field visits.

AAROGYAM

A unique initiative where students attend different workshops on keeping themselves healthy. They also work on tasks involving creating awareness in the society on issues linked to mental health, healthy eating, stress management, lowering of mobile phone usage, general health awareness and management.

ANVESHAN

A treasure hunt conducted by LJMB library in order to make students aware about library and its resources in a game-based format.

ANTARANG-ALUMNI ASSOCIATION

The 10,000 strong alumni association is a registered body that undertakes activities like sessions, interactions, meetings and placement activities to strengthen bonds between alumni and the institute.

ARCHETYPE

A management model competition where students prepare business models & plans which are presented to experts & investors.

BOOT CAMPS

A hands-on training program where students are provided basic training on a subject and then are sent to work on that domain for a certain duration of time. Boot camps are organised in the area of retailing, digital marketing, sales management and HR functions.

BRAHMASTRA

A marketing hackathon - markeathon where companies give marketing tasks to student groups who solve the problems and win cash prizes sponsored by the companies.



CRADLE

Capability Recognition And Development Lessons in Entrepreneurship: (Awarded GTU pedagogical award) It provides interactive sessions & workshops with first generation entrepreneurs.

ECPD - EXECUTIVE

PERSONALITY

DEVELOPMENT

PROGRAM

A training program to prepare students for final placements. It consists of activities linked to resume building, group discussions, interviews and grooming.

EXCELLENCE SERIES

(Marketing Excellence Series) It is to promote marketing skills among students through a series of interactions with successful marketing professionals from the industry & academia followed by immersion in companies.

FINEX

FINEX (Finance Excellence Series) intends to expose students to financial markets and services through lecture series & immersions.

HR EUREKA

It is an initiative to bring industry, academia, researchers and students together. It intends to expose HR students to industry for enhancing the soft skills and HR skills which can help them for their final placements. It involves inviting HR professionals to train

HR students and sending HR students for short immersions of fifteen to twenty days to work on different HR roles in companies.

HRX

HRX (HR Excellence Series) intends to expose students to the dynamics of the HR field through lecture series and immersions.

INDUSTRIAL TRIPS

An initiative where students are sent to different companies every year to understand their functioning.

KATHIKA

It is a literary festival conducted four times in a year by LJ MBA library. Students present their original work like poems, short stories, essays, thoughts and other literary work. The best literary work gets prizes. ps with first generation entrepreneurs.

ALS - Peer Assisted

Learning Sessions

An initiative where final year students already placed in companies share their experiences and learning with first year students in order to mentor them for their careers.

PRASHIKSHAN

A unique skill development activity where students work on live projects in companies.

SPEAKATHON

An Annual public speaking competition where students are given topics on the spot and they compete against the best speakers in the institute and speak before an expert jury and a crowd of students.

STATATHON

A boot camp cum hackathon where students learn statistical software packages. They are made to work on practical business problems where they apply the statistical tools learnt.

UBUNTU

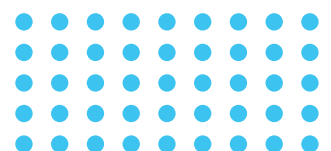
UBUNTU is an international business hackathon that focuses on exploring export opportunities in the African continent for companies exporting to African countries.

VIKALP

A unique initiative where faculty and students visit companies and write case studies on them for better understanding of business processes.

VITTA

A financial hackathon where students of finance are given finance based problems online and they are supposed to be providing solutions to companies.



ARCHETYPE

"The Business Mod

Student Activities



ADVENTURE

A Cultural Carnival that includes dances, performances, fashion shows and other cultural activities.

BUSINESS BAAZIGAR

Students set up business for a day and sell any product or service on campus. The one with the highest profits wins the competition.

ENVISAGE -THE POSTER MAKING COMPETITION

This initiative provide students with an outlet for their creativity.

KHELSANGRAM

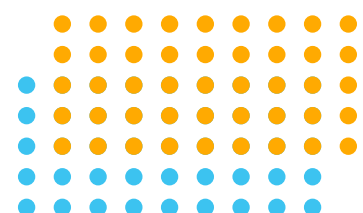
The inter-class sports tournament that consists of cricket, volleyball, kabaddi, kho-kho, table tennis, athletics and chess.

MANVENTURE

It is the Annual Cultural day where several fun based events are conducted and enjoyed by students.

MINDSTEIN -THE QUIZ COMPETITION

It is a quiz competition to cultivate student knowledge.





PARIVARTAN -THE EXTENSION ACTIVITY

An initiative where the students undertake extension activities like imparting knowledge to underprivileged children, conducting blood donation camps, food distribution among poor, donating clothes to destitute people and working for old people at old age homes.

REINCARNATION - THE ROLE PLAY

This initiative enhances the understanding of business situations among the students through role play.

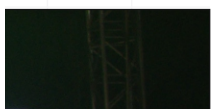
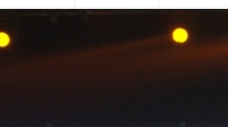
VIMARSH-GROUP DISCUSSION FORUM

It is a platform for students to participate in group discussions & debates.

KSHITIJ-WALL MAGAZINE

It is a wall magazine where students are encouraged to express their creativity in terms of paintings, sketches, thoughts, graffiti and photographs.

Life at LJIMS





Selected Recruiters




Year	Highest Package	Average Package	Lowest Package
2023-24	8.17 LPA	3.94 LPA	2.4 LPA

For Admission Contact

 90990 63329 / 8849982279 / 9824029413

 70960 00729

 admission_ljmba@ljku.edu.in

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