



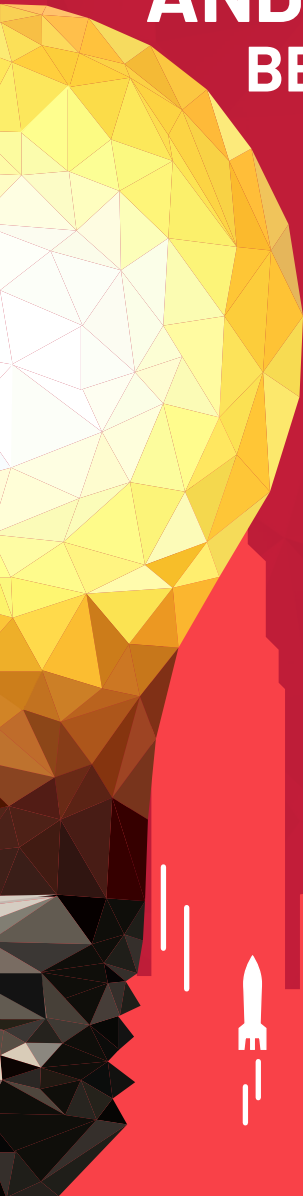
LJ University
University with a Difference

LJ INSTITUTE OF ENTREPRENEURSHIP AND FAMILY BUSINESS

BBA-BBA (Hons)- MBA

(As per NEP 2020)

**Nurturing Entrepreneurs &
Creating Business Legacy**



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 late 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
PER STARTUP

2.2 Cr.
FUND
RELEASED
FOR
PROTOTYPE

SEED FUNDING
FOR STARTUP
40 LAC

300+
IDEAS

INCUBATED **33+**
STARTUPS

2100 DIRECT & INDIRECT
EMPLOYMENT GENERATED

OVER **17 CR.** COLLECTIVE
REVENUE GENERATION

OVER **18 CR.**
FUND RAISED

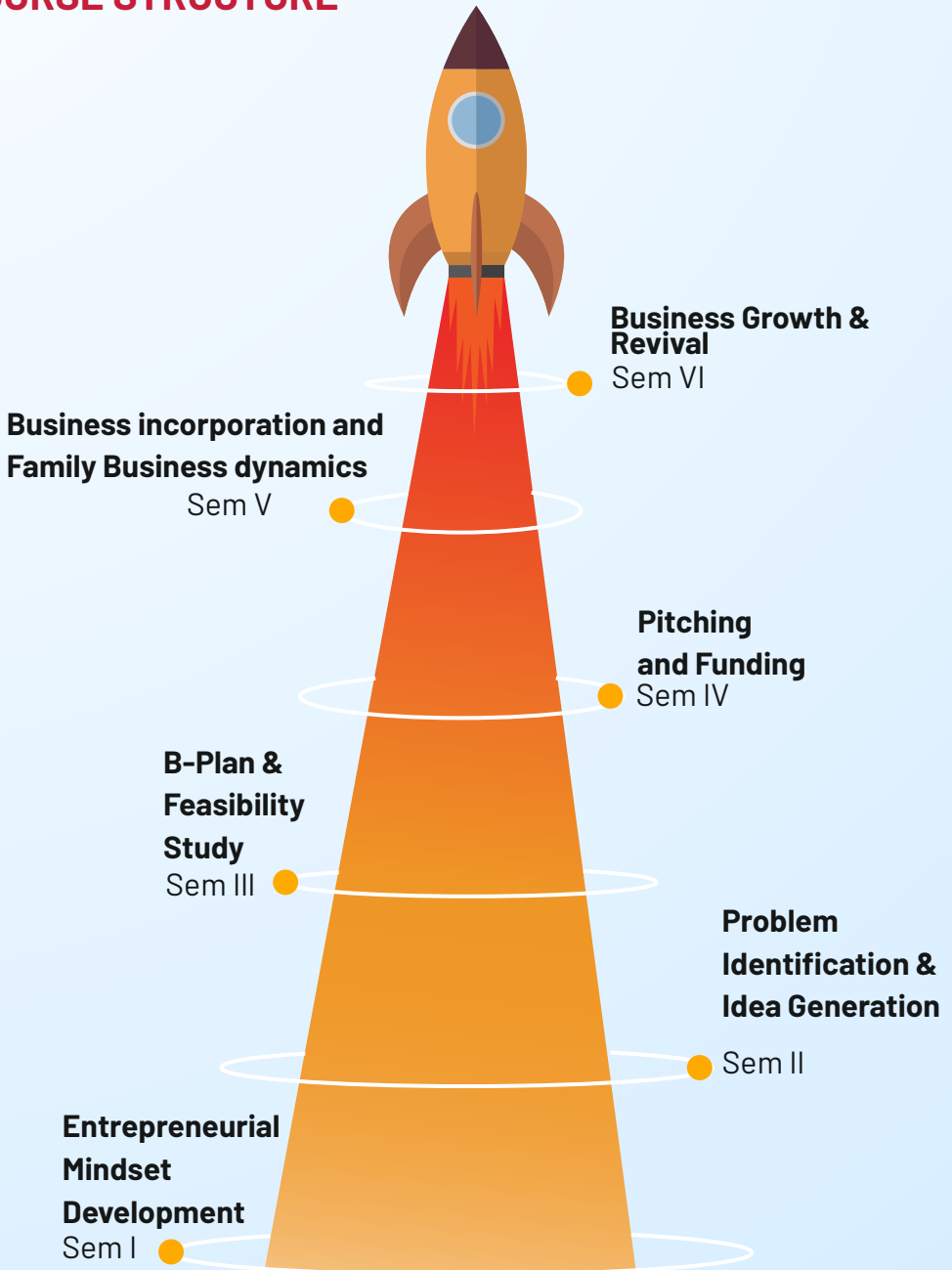
IMPACT
10K+ LIVES

15000 ENTREPRENEURS
SANSITIZED

300 MENTORS



I COURSE STRUCTURE



OUR

PITCHING & FUNDING

Diverse funding pitch training, the course equips students to secure investments and navigate the startup funding landscape confidently.



FOCUSES ON FAMILY BUSINESS DYNAMICS

Our approach is to empower students with essential skills to navigate and excel in the unique challenges and opportunities of family-run enterprises



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

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



How we assist in your Family Business Growth?

Peer-group Learning

Intensive International Exposure

Succession Planning

Family Business Dynamics

Communication And Conflict Management

Financial & Non-Financial Aspects of Family Business





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.



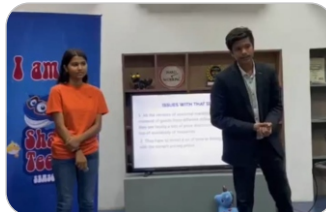
Faculty Exchange Program: LJ Entrepreneurship and Family Business, in collaboration with LJ Department of International Affairs, proudly welcomed Prof. Kostadin Kolarov and Prof. Silviya Georgieva from the University of National and World Economics (Bulgaria) for a transformative faculty exchange program.



Campus Activity



Sharkteens Series & Women Investing In Women



OUR FACULTIES AND EXPERTS



Dr. Viral Shah

Founder & Director, LJ E & FB

Experience: 24 Years

Area of Specialization:

Entrepreneurship, Finance and
Accounting



Mr. Chandramauli Pathak

Honorary Directors and Practicing Professor

Experience : 35 Years

Area of Specialization:

Entrepreneurship and Family
Business



Asst. Prof. Yash Shah (CA)

Experience: 7 Years

Area of Specialization: Accounting,
Tax and Finance



Asst. Prof. Shivali Thakar

Experience: 11 Years

Area of Specialization:
Entrepreneurship, Finance and
Economics



Asst. Prof. Misba Desai

Experience: 6 Years

Area of Specialization:
Entrepreneurship, and Financial
Management



Asst. Prof. Dhvani. H Pandya

Experience: 3 Years

Area of Specialization:
Business Research and
Statistics



Mr. Francis Lobo

Experience: 30 Years

Business expertise: Freelance
Trainer and Consultant (AMA)



Mr. Girish Pillai

Experience: 25 Years

Business expertise: Skill Trainer
and Consultant



Ms. Shailfali Bajaj

Experience: 23 Years

Business expertise: HR and
Consultant to MSME and SME.



Mr. Devang Patel

Experience: 23 Years

Business expertise: Coach and
Mentor, Family Business



CS. Priyanka Oza

Experience: 12 Years

Business expertise: Company Secretary (CS)



Ms. Mumta langalia

Experience: 14 Years

Business expertise: IT Skills and Software Specialist



Dr. Apoorva Agarwal

Experience: 25 Years

Business expertise: Accounting and Finance



Mr. Samrendra Srivastava

Experience: 22 Years

Business expertise: International Business and Marketing experts



Mr. Kartik Chawada

Experience: 18 Years

Business expertise: Product design and Developer



CA Devanshi Shah

Experience: 11 Years

Business expertise: Practicing CA

I BUSINESS MENTORS



Mr. Jigar Jiwani

Startup investment and incubation expert



Mr. Anay Mashruwala

4th Generation Family Business Owner & Global Entrepreneurship Specialist



Ms. Brinda Pandya

Startup business and Pitching mentor



Debopriya Chakroborty

CEO at Antrapreneur The Business Incubator, Startup Growth expert



Bhushan Mehta

Project Manager at Antrapreneur The Business Incubator, Innovation and technology solutionist

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



Jainam Sheth

**SnehShip Startup fest 2023
Startup Conclave 2023**



Jahan Shah

**Recognised startup under
Startup India 2023**



**Rushya Shah and Jiya Patel
Awarded Rs. 10,000 for best
Business Plan**



**Dhruv Vagasia and Bhavesh Labana
Awarded Rs. 7,000 for best Business Idea**



**Anant Delvadiya and Aryan Shah
Awarded Rs. 3,000 for best Pitch**



FOR ADMISSION SCAN



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LJ CAMPUS, SG ROAD, AHMEDABAD