



Lok Jagruti Kendra University
University with a Difference

DEPARTMENT OF COMMERCE

(5 - Year Integrated Bachelor Degree
Programme after 10th)



A UNIQUE PROGRAMME FOR
COMMERCE / MANAGEMENT
ASPIRANTS

AFTER 10TH CLASS





ABOUT LOK JAGRUTI KENDRA UNIVERSITY

Lok Jagruti Kendra, established in 1980, gradually expanded its educational offerings in commerce, management, engineering, media, architecture, law, pharmacy, computer applications, applied sciences, and other fields. To further its mission of providing quality and affordable education, it established LJ University in 2019, bringing 15 well-established institutes under one umbrella.

Spread over a lush green 14-acre campus near S.G. Road , Ahmedabad's prime business hub, LJ University provides students with diverse academic programs, strong industry collaborations, and unique internship opportunities. The university emphasizes holistic development through excellent sports facilities, including volleyball, basketball, pickleball, cricket, football, and indoor games, along with vibrant cultural and extracurricular activities.

With an alumni network of over 60,000, LJ University fosters a dynamic learning ecosystem. It established the Antrapreneur Business Incubator in 2014 to promote innovation and entrepreneurship, and the Start-up Gujarat, Stand-up Gujarat initiative was launched from its campus by the then Education Minister. The campus is fully connected with optical fiber and houses a network of over 6,000 workstations to facilitate hands-on learning. By integrating blockchain for evaluation and artificial intelligence in teaching pedagogy, LJ University ensures an innovative, technology-driven, and future-ready educational environment.



VISION & MISSION

Vision



“LJKU is a ‘Research-Driven Teaching University’ with a difference in terms of visualization, delivery, and assessment of programs through collaboration, innovation, and excellence to create a cadre of well-trained and socially responsible professionals.”

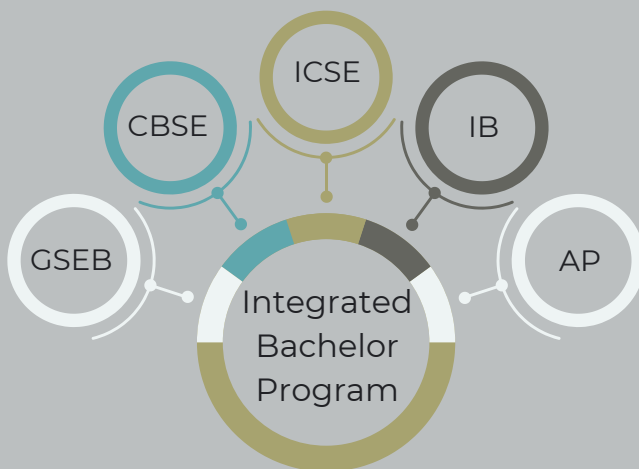
Mission



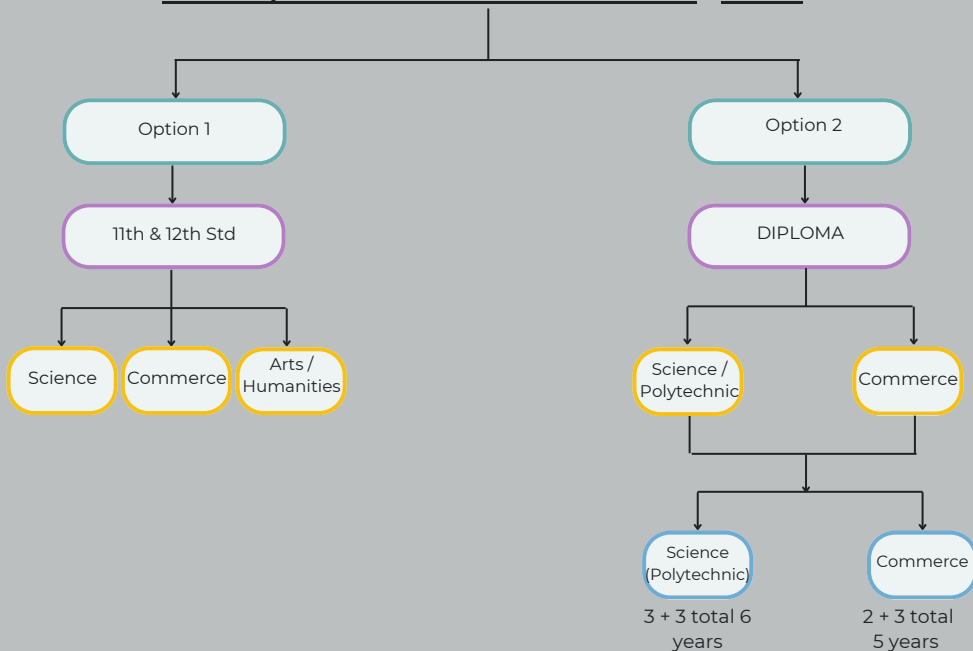
LJKU's Mission is to:

- i. create cutting-edge academic programs with an intensive interface with technology to fulfill its vision.
- ii. develop premier infrastructure and cultivate a vibrant ecosystem for teaching, learning, research, consultancy, entrepreneurship, innovation and array of extra-curricular activities.
- iii. collaborate with academic institutions of excellence and network with industry, to contribute to the nation's contemporary and futuristic human capital needs.

UNIFIED CURRICULUM APPROACH

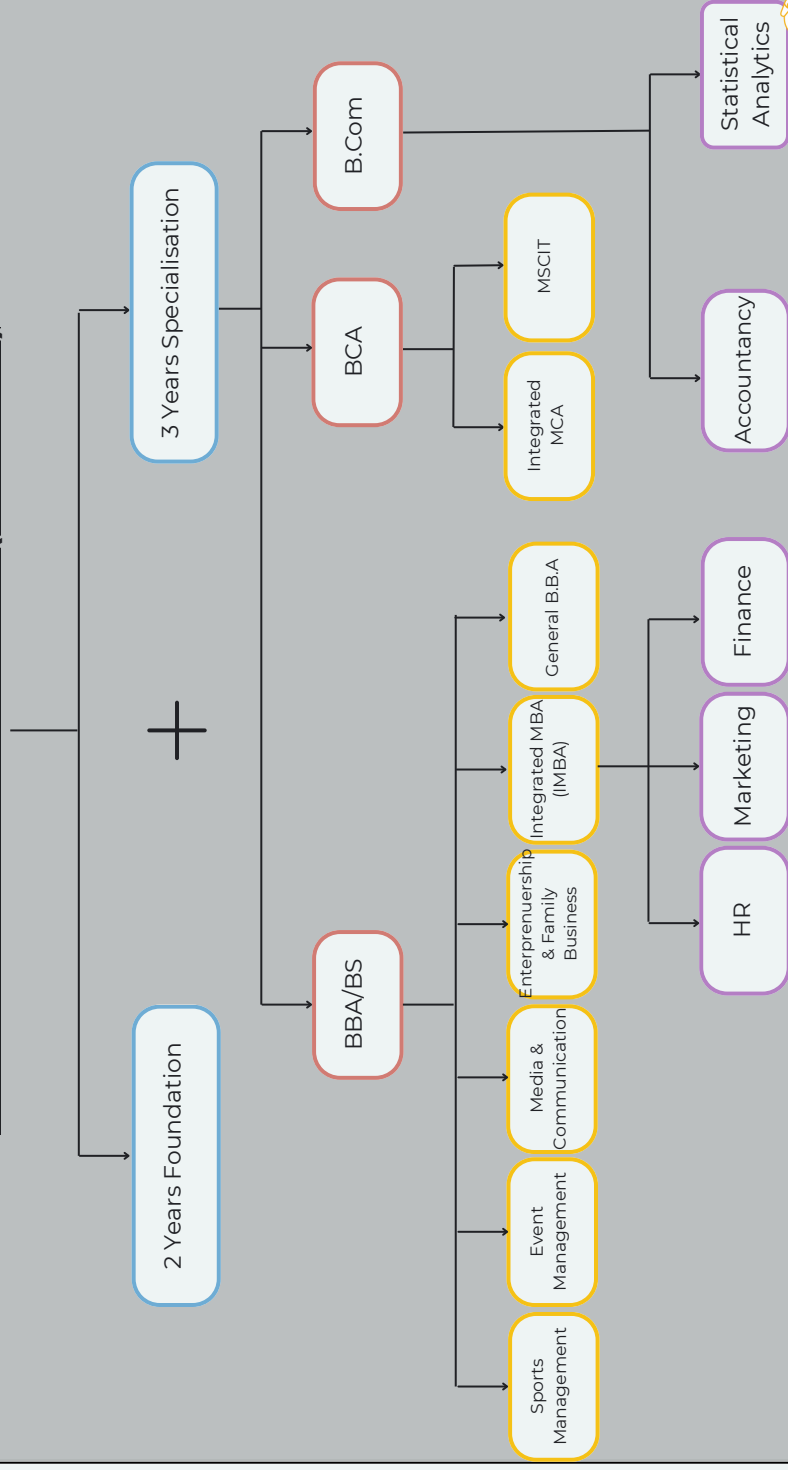


SCOPE / CAREER OPTIONS AFTER 10TH STD.



WHAT WE OFFER HERE AT LJ IN 5 YEAR INTEGRATED

BACHELOR DEGREE PROGRAMME (AFTER 10TH)





Exploring Options Beyond 10th Grade

Five year Graduate Degree in Integrated BBA /B.Com /BCA /Media /Event /Sports /Family Business (First 2 Years Foundation + 3 Years Bachelors), with no exit option before completing the full five year program.

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.



Traditional vs Transformational Learning

Traditional

1. Appear for 12th Boards
2. Rote Learning
3. 7-8 Hours Daily
4. 10 -15 Academic Modules
5. Annual Examination System
6. Financial Burden
7. Need for Tutions
8. Limited Resource Access
9. Fewer Events and Workshops

Transformational

1. No Boards
2. Practical Learning
3. 3-4 Hours Daily
4. 4 Core Academic Modules
5. Semester - Based System
6. Financially Viable
7. No Need for Tutions
8. Unlimited Access to Resources
9. Multiple Events & Skill - Based Workshops



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 with a minimum of 50% in any board (GSEB/CBSE/ICSE/IB).
5. Opportunity to interact with the experts in industry.
6. Skill-based courses.
7. Global exposure through student exchange programme.
8. Qualified and expert faculties with advanced degrees.
9. IELTS-based teaching methodology for enhanced language proficiency.

FUN AT LJ!



ACTIVITIES AT LJ CAMPUS!



Communication



Digital Marketing



Image Makeover



Workshops

Graphic Designing



Photo Lens



Curtain Raiser



Orientation



Industrial Visits & Heritage Walk !



Students visited Secure Meters Ltd., Udaipur Cement Works Ltd., and explored Old Ahmedabad on a heritage walk, enhancing their learning experience





ESCAYPE - LJKU Annual Cultural Fest



Events at IBP





IBP Annual Function





Faculty Profile

Dr. Ketan Shah

Mentor
Associate Professor
Ph.D (Economics)



Prof. Sejal Mankani

Course Co-Ordinator
Ph.D Pursuing
GSET (Qualified)
Masters in Economics



Prof. Aditya Ranpara

Assistant Professor
Ph.D Pursuing
GSET (Qualified)
Masters in Commerce



Dr. Avani Vyas

Assistant Professor
Ph.D (English)
Masters in English



Prof. Smit Upadhyay

Assistant Professor
Masters in Commerce



Dr. Mayuri Thakar

Assistant Professor
Ph.D (English)
GSET (Qualified)
Masters in English

Teaching Pedagogy



The Pedagogy has been designed to generate the output of the Integrated Bachelors Programme in terms of right theory Knowledge, Aptitude, Skills and Perspectives in the future professionals.



Chalk & Talk Lectures



Project Work



MOOCs



Industry Internships



Video Lectures



IELTS Based Learning



Interactive Activities
with Experts



Learning via
Digital Experience



Learning through
Presentation & Viva

Contact Us:



LJ Campus, LJ University Road,
S G Road, Ahmedabad - 382210



905 4878 893



www.ljku.edu.in

