



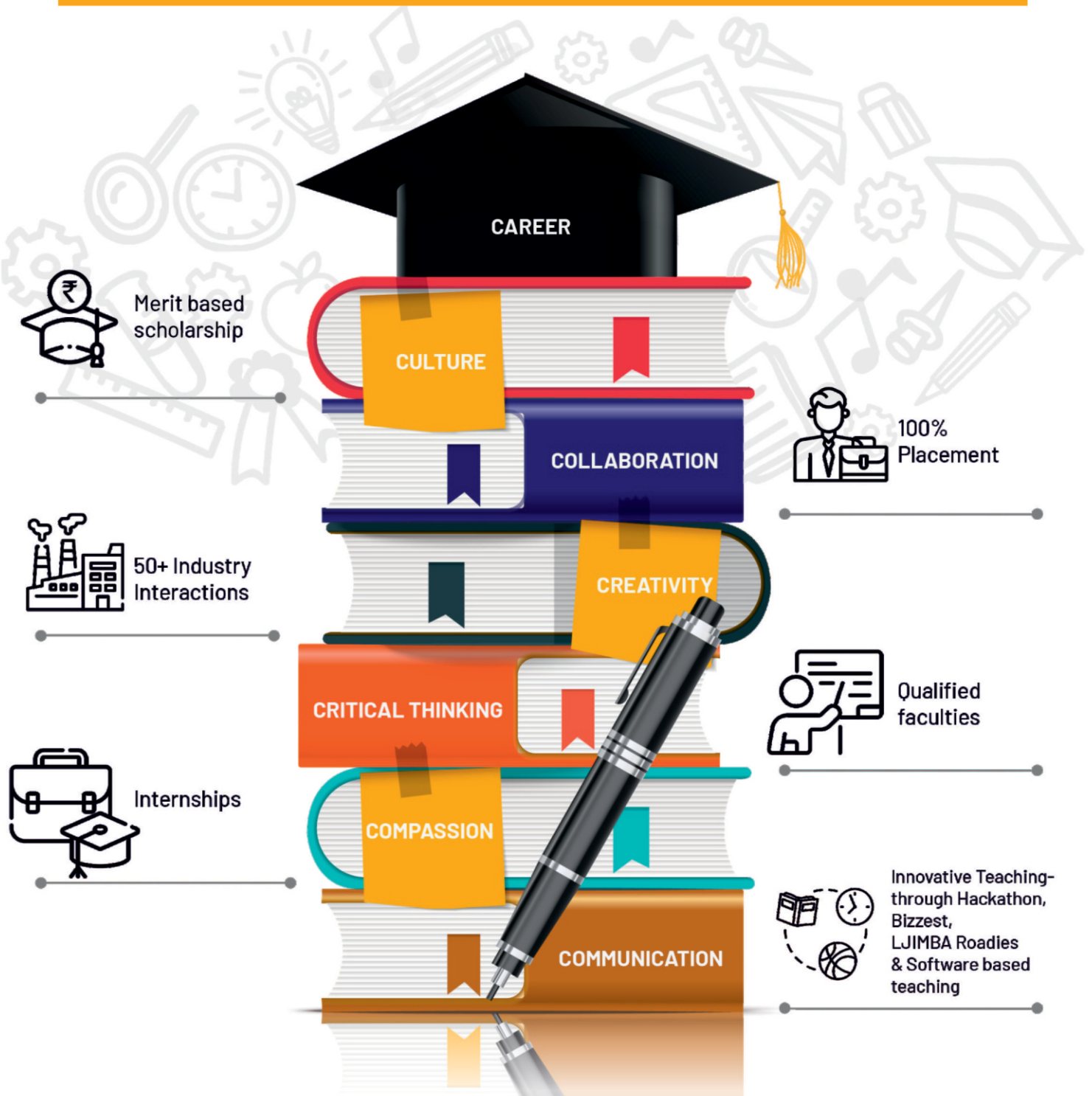
**Lok Jagruti Kendra University**  
University with a Difference



# LJIMBA- 5 Year Program & BBA

*(School of Management Studies)*

**ADMISSION AFTER 12TH STD  
(ANY STREAM)**



# *Journey of 4 decades...Integration of Research, Innovation & Technology.....*

## **L J K University**

University with a Difference

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 50,000, 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.



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.



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



**3**

CAMPUSES



**35+**

INSTITUTES



**70+**

PROGRAMS



**50000+**

STUDENTS since 1982



**1000+**

FACULTIES





# *Integrate yourself with LJ IMBA*

## *-5 Year Program (School of Management Studies)*



**Dr. Viral Shah**  
Executive Director - L J K Trust



**Dr. Richa Mandan**  
(I/C) – Director LJ IMBA



LJ Integrated MBA -5 Year Program (School of Management Studies) is considered Gujarat's topmost MBA institute because of the team of experienced and expert faculties training the students. LJ Integrated MBA's teaching andragogy concentrates on providing students with practical exposure and industrial experience.

At LJ Integrated MBA, we focus on holistically developing students, as it is our responsibility towards society, students, and the community at large. We empower students with the skills, knowledge, and experience required to lead in their careers. Here, students are involved in the learning process of their lives.

**MERIT BASED  
SCHOLARSHIP  
Rs. 1 Cr.**

**AWARDED to  
1000+ Students**



**Experts Faculties  
for integrating practical  
exposure and  
industrial experience**



**Holistic development of  
students in terms  
of Skill, Knowledge  
and experiences**








**Resulting in students'  
growth career and making  
them socially responsible;  
and acceptable**



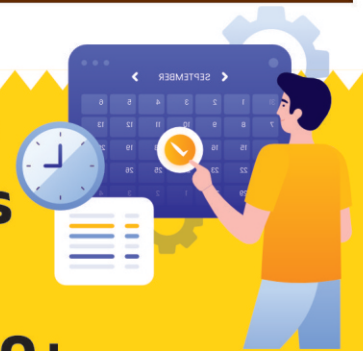




## COURSES & SPECIALIZATION OFFERED

 <b>BBA</b>	 <b>BBA Honors</b>
 <b>IMBA in Marketing</b>	 <b>IMBA in Finance</b>
 <b>IMBA in Human Resource</b>	 <b>IMBA in Supply Chain Management</b>
 <b>IMBA in Financial Market</b>	 <b>IMBA in Organizational Change and Development</b>

**Attendance policy : 75% mandatory for the Academic and Practical evaluations**



**Integrating**

Industry and academia

**50+** Industry interactions



Mr. Kartik Chavada



Dr. Viraj Vora



Mr. Divyesh Vora



Divyesh H. Patel



Shefali Bajaj



Rikita Swaroop



Ms. Neelam Rathod



DEVINDRA SINGH  
BHUSARI



Mr. Vatsal Makim



Mr. Ashit Shah



Neelam Khernar



Manish Khernar



Mr. Nayan Bhil



Monaz Zubin  
Parekh



Ms. Sonal Singh



Ms. Bansuri  
Ranpura



Mr. Vaibhav Shah



Dr. Arpita Jain



Mr. Urjit Kavi



Mr. Uday Bhatt



Mr. Vikram Kaku



Ms. Shailja  
Bhatt



Mr. Prerak  
Shah



Mr. Pranjal  
Kashyap



Ms. Bhargavi  
Buddhadev



Mr. Manoj  
Padaiyachi



Sahil Pathan



Mr. Satchit  
Kavi

Shadab Ansari

## OUR INDUSTRY MENTORS



# Integrate Earning with Learning

For every successful placement, we develop strong bones of the spinal cord

Industry ready curriculum

Compulsory Internship

Campus to Corporate Training



## Human Resource

HR Intern  
Payroll and Support  
HR Trainee  
Hr Admin  
Recruitment  
Talent Acquisition

## Finance

Finance Sales  
Finance Intern  
Wealth Management  
Sales Manager of Financial Services  
Wealth Manager Mutual Fund  
Financial Analyst

## Marketing

Business Development Executive  
Sales Intern  
Online Sales Executive  
Field sales  
International Sales Intern  
Digital Marketing  
Customer Support Executive  
Relationship manager  
Pre-Sales

Notes:

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# Faculties



**Dr. Susmita Suggala (Asst. Prof.)**  
Qualification : Ph.D, MBA (Marketing)  
**HOD Marketing Department**

**Dr. Sonam Arora (Asst. Prof.)**  
Qualification : Ph.D, MBA (Finance)  
**HOD Finance Department**

**Dr. Parita Thakkar (Asst. Prof.)**  
Qualification : Ph.D , MBA (H.R)  
**HOD HR Department**

**Dr. Abhigna Vaishnav (Asst. Prof.)**  
Qualification : Ph.D, MBA (Marketing)  
(Gold Medalist)  
**HOD General Management Department**

**Dr. Heli Shah (Asst. Prof.)**  
Qualification : Ph.D, MBA  
(HR & Intellectual Property)

**Dr. Krupa Kapadia (Asst. Prof.)**  
Qualification : Ph.D, MBA (H.R.)

**Dr. Sweta Agrawal (Asst. Prof.)**  
Qualification : Ph.D., M.Com

**Shyam Kakkad (Asst. Prof.)**  
Qualification: MBA (Finance)

**Sachin Harkhani (Asst. Prof.)**  
Qualification: Ph.D. Pursuing, MBA (Marketing)

**Preksha Dattani (Asst. Prof.)**  
Qualification: Ph.D Pursuing, MBA (HR)

**Neha Kaku (Asst. Prof.)**  
Qualification : M.Com,  
Placement Coordinator

**Khushbu Prasad (Asst. Prof.)**  
Qualification: Ph.D Pursuing, M.Com

**Shailee Vasita (Asst. Prof.)**  
Qualification: Ph.D Pursuing, M.Com



## SUPPORT STAFF (BACKBONE OF INSTITUTE)





# Integrating value to academics

## HACKATHON



### Objectives:

- To enable students to apply their learning
- To enhance their practical problem-solving skills
- To develop a good analytical skill



### Learning:

- Cross-functional collaborations, business solutions, identifying scopes of improvement within the organization, leadership, prototype solutions to real-world challenges.



## BIZZEST

1. Idea Generation with Blueprinting
2. Feasibility and Strategy Formulation to Implementation
3. Learn & Unlearn for the Future



## LIMBA ROADIES

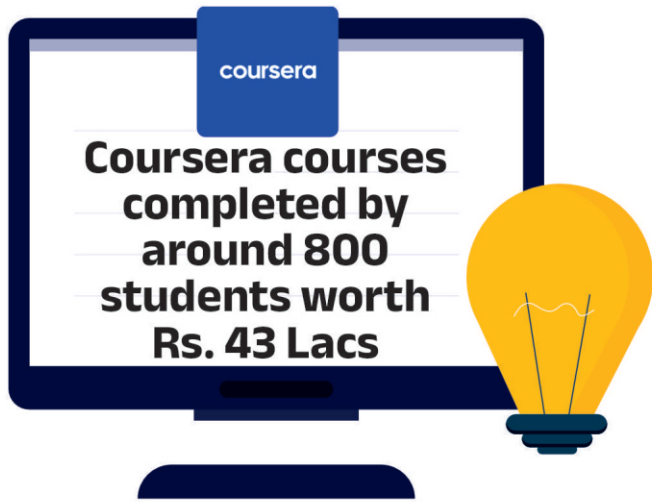
Team Work

On the Spot Task Allotment

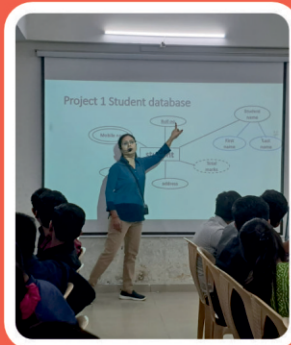
Sportsmanship,  
Leadership, Followership,  
Problem solving & Decision Making  
Skills,  
Structuring & Restructuring  
Management Concepts Learning  
through Fun







## SOFTWARE BASED TEACHING



## INDUSTRY VISITS



## PRODUCT PULSE





# Integrate World with Classroom

The International Summer School Program 2025 at UNWE aims to provide students with a dynamic global learning environment that combines academic excellence, cultural immersion, and professional development. It seeks to enhance participants' knowledge, foster cross-cultural understanding, and equip them with skills for international careers.



## Integrate co-curricular activities with curricular activities Around 25 -30 activities in each semester

### CULTURAL KALEIDOSCOPE CLUBS



### RANKERS

1<sup>ST</sup> RANK IN SACC DELHI  
AWARD MONEY: 50K

GLS PARTICIPATION  
AWARD MONEY: 10K



### MR & MISS L J

### ACADEMIC ACHIEVEMENT

### SPORTS ACHIEVEMENT





# Integrate Campus life with Classroom life





# 2nd LJKU Convocation



## LJKU Initiatives





A Journey of **1000** miles begins with **1 small step**



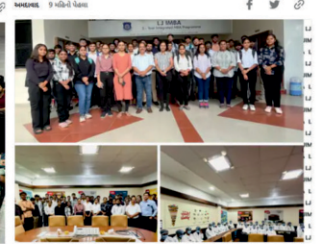
વિદ્યાર્થીઓને કોલેજનાં શાબતી પ્રવૃત્તિઓની માહિત્યાર  
કરવા: LJIMBA દ્વારા નવા સરના પ્રારંભના ભાગરૂપે સેમેસ્ટર 1ના  
વિદ્યાર્થીઓ માટે ઓરિએન્ટેશન પ્રોગ્રામ યોજાયો



LJIMBA દ્વારા નવા સરની પ્રારંભ: એલ.જે. ઇન્સ્ટિટ્યૂટ ઓફ બી.એ.માં  
સેમેસ્ટર 7 અને 9ના વિદ્યાર્થીઓ માટે બે દિવસીય ઓરિએન્ટેશન પ્રોગ્રામ  
'હોરાઈઝન' યોજાયો



સાપ્તાહિક 'ઇન્ડસ્ટ્રી ઇન્ટરકેમ 2024' યોજાયું: LJIMBAમાં સેમેસ્ટર  
1ના વિદ્યાર્થીઓ માટે વર્કશોપ સાથે ઇન્ડસ્ટ્રી વિઝિટનું આયોજન કરાયું



તજસ્સીએ સ્કીલ બેઝડ઼ વિષયો પર માર્ગદર્શન આપ્યું: LJIMBA દ્વારા  
સેમેસ્ટર 1ના વિદ્યાર્થીઓના ઇન્ડકસનના ભાગરૂપે 'ઇન્સીપીયન્સ - એ ન્યૂ  
બીગીનીંગ' કાર્યક્રમ યોજાયો



ન્યૂ પ્રોડક્ટ ડેવલપમેન્ટ પ્રોસેસ: એલ.જે. ઇન્સ્ટિટ્યૂટ ઓફ બી.એ.માં  
વિદ્યાર્થીઓ દ્વારા પ્રોડક્ટ પલ્સ લોન્ચ ઇવેન્ટનું આયોજન



LJ ઇન્સ્ટિટ્યૂટ ઓફ બી.એ.માં 'બિઝનેસ 2025': વિદ્યાર્થીઓએ ફૂડ, ગ્રેસ  
અને ઇમિટેશન ક્વેલરીના સ્ટોલ્સ લગાવી રૂ. 3 લાખનો બિઝનેસ કર્યો



TAKE THAT STEP WITH LJ IMBA- 5 YEAR PROGRAM

(M) 9512340367

 admission\_ljimba@ljk.edu.in

Scan for Admission

