

LJ INSTITUTE OF EVENT MANAGEMENT: 3 YEAR BBA DEGREE PROGRAM

SHAPING FUTURE EVENT LEADERS

LJ Institute of Event Management, part of the esteemed LJ Group, is dedicated to training skilled and dynamic event professionals. With the rapid growth of the event industry, the institute bridges the gap between theoretical knowledge and practical expertise through industry-focused education, hands-on training, and real-world exposure.

The curriculum covers diverse aspects of event management, including corporate events, weddings, exhibitions, and entertainment shows. Students gain expertise in planning, budgeting, logistics, marketing, and risk management. Industry veterans, successful entrepreneurs, and guest lecturers provide valuable insights, ensuring a comprehensive learning experience.

The institute emphasizes experiential learning, offering live event projects, internships, and collaborations with top event firms. State-of-the-art infrastructure, event production labs, and industry-standard software enhance practical training. Students also participate in competitions, cultural programs, and networking events to foster creativity and leadership.

Graduates of LJ Institute of Event Management secure roles with leading event agencies, corporate houses, and media firms, with many launching their own ventures. With its industry-driven approach and strong professional network, the institute is the ideal destination for aspiring event managers.

TURN
YOUR PASSION
FOR EVENTS INTO A
THRIVING CAREER.
START YOUR JOURNEY
WITH LJ INSTITUTE OF
EVENT MANAGEMENT
TODAY!

LEARN & EARN PROGRAM

The Learn & Earn BBA Degree Program at LJ Institute of Event Management blends academic learning with real-world experience, ensuring students graduate job-ready. Unlike traditional programs, it emphasizes practical exposure through live projects, internships, and paid assignments, helping students master event planning, budgeting, marketing, and client management.

A key benefit is financial independence—students earn while they learn, reducing financial burdens and fostering responsibility, time management, and professionalism. The program also offers valuable networking opportunities with industry experts, corporate partners, and potential employers, enhancing career prospects.

By integrating academics with hands-on industry experience, this program

equips students with
essential skills,
confidence, and
financial stability to
thrive in the event
industry.



STUDENT EARNINGS (2024-2025)

112
Students out of 172



Total Earnings	Rs. 46,43,817
Maximum Earning per student per semester	Rs. 4,07,900
Average Earning per student per semester	Rs. 41,463
Surplus After Paying fees per semester	Rs. 5,463

2025

JUNE

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L . J INSTITUTE OF EVENT MANAGEMENT

JULY

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Holidays

7. Eid-UI-Azha

Academic Calendar

- Lectures (Classroom/Laboratory session)
- Class Assignment

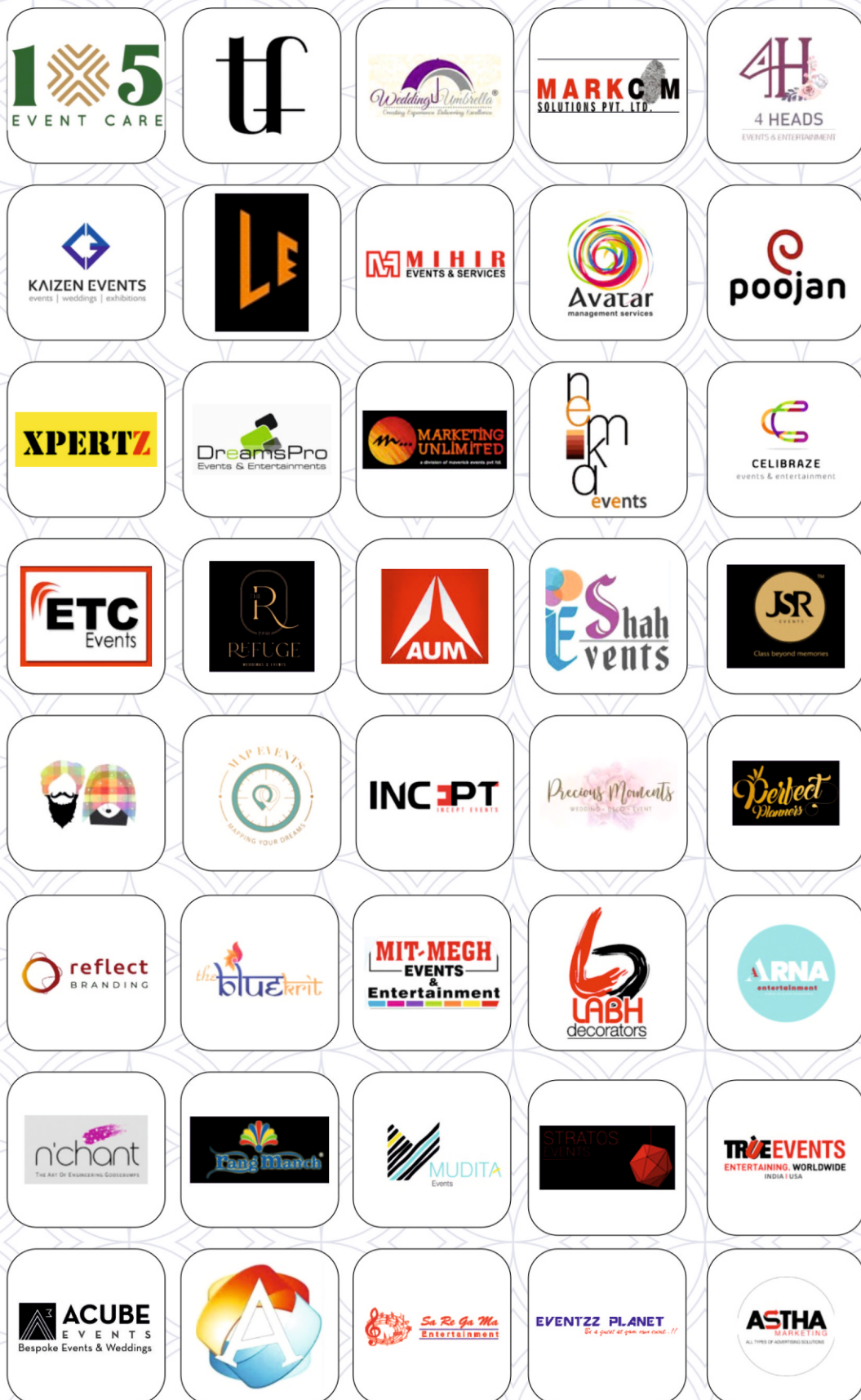
Holidays

6. Muharram

Academic Calendar

- Lectures (Classroom/Laboratory session)
- Class Assignment

OUR PARTNERS



HIGHEST EARNING STUDENTS

3rd Year (Semester 5-6)



TANISH HEMANI



PRIYANSHI RAJAWAT

2nd Year (Semester 3-4)



KRUPA KARIA



SAAKSHI YADAV

1st Year (Semester 1-2)



SUJAL VASWANI



PARTH PARIYANI

APRIL

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Holidays

- 3. Good Friday
- 14. Ambedkar Jayanti

Academic Calendar

- Final Viva
- Remedial Exams
- Freelance/Internship Period

2026



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L.J. INSTITUTE OF EVENT MANAGEMENT

MAY

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Holidays

- 28. Eid ul Adha

Academic Calendar

- Freelance/Internship
- Summer Vacation

IP's OF LJIEM



Reunir is an annual flagship event management conclave hosted by L J Institute of Event Management, envisioned to bridge the gap between industry and academia. It serves as a dynamic platform where students, faculty, and industry leaders come together to exchange knowledge, showcase creativity, and engage in meaningful dialogue around the future of the event industry. Designed to mirror real-world event challenges, Reunir empowers students to present comprehensive event plans, marketing strategies, and execution modules across innovative thematic segments. These presentations reflect their academic insights and hands-on project-based learning, aligning them closely with professional standards.

Reunir not only offers exposure to real-time industry trends and expectations but also provides students with an opportunity to showcase their professional readiness, network with industry professionals, and gain actionable insights from expert panels. It stands as a celebration of learning, leadership, and limitless innovation in the event domain.



In-house events at LJ Institute of Event Management, like Happy Street and Mr. & Ms. LJ, provide hands-on training in large-scale event planning.



Mr. & Ms. LJ is a talent contest where students handle auditions, choreography, backstage coordination, and branding, preparing them for high-profile events.

HAPPY STREET

Happy Street is a lively open-air festival where students manage vendor coordination, stage setup, promotions, and audience engagement, gaining expertise in event flow, sponsorships, and risk management.



These experiences enhance leadership, teamwork, and problem-solving skills, ensuring students graduate with practical expertise to excel in the event industry.

AUGUST

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Holidays

9. Raksha Bandhan
15. Independence Day
16. Janmashtami
27. Ganesh Chaturthi

Academic Calendar

- 1st to 14th August: Lectures
- 18th to 30th August: Internal evaluation period

2025



L. J INSTITUTE OF EVENT MANAGEMENT

SEPTEMBER

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Holidays

5. Eid Milad-un-Nabi

Academic Calendar

- Freelance/Internship Period (Learn & Earn)

PILLARS OF LJIEM



Dr. Dinesh Awasthi
(Vice-Chancellor, LJKU)



Dr. Manish Shah
(President, LJKU)



Dr. Viral Shah
(Executive Director - LJKU)

Mentor, LJIEM



Dr. Rashi Goplani (Director)

Subjects: Marketing Management,
Strategic Management,
Services Marketing.

FACULTY PROFILE



Prof. JayKumar Shukla
(Asst. Prof.)

Subjects: Event Production,
Event Logistics, Event
Hospitality, MICE & Corporate
Events, Wedding and Live
Events.



Ms. Aakriti Kamra
Lecturer

Subjects: Event Management –
Fundamentals, Compliances,
Media Management



Ms. Bina Shah Academic
coordinator

Subjects: English



Ms. Drishti Jalan

Subjects: Business
Management, HRM, Marketing
Management, PR, Sponsorship
and Advertising, Stress
Management



Mr. Girish Pillai

Subjects:
Communication and
soft skills



Mr. Manoj Padaiyachi

Subjects: Digital Media
Marketing



Ms. Poonam Kansara

Subjects: Business Economics,
Entrepreneurship and Project
Management



Mr. Kush Mehta

External Research
Mentor



Mr. Nayan Bhil

Subjects: Indian Theatre



Ms. Sheetal Sheth

Subjects: Finance and
Accounting Management

FEBRUARY

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Holidays

15. Maha Shivaratri
19. Shivaji Jayanti

Academic Calendar

- Lectures (Classroom/Laboratory session)
- Freelance / Internship Period

2026

MARCH

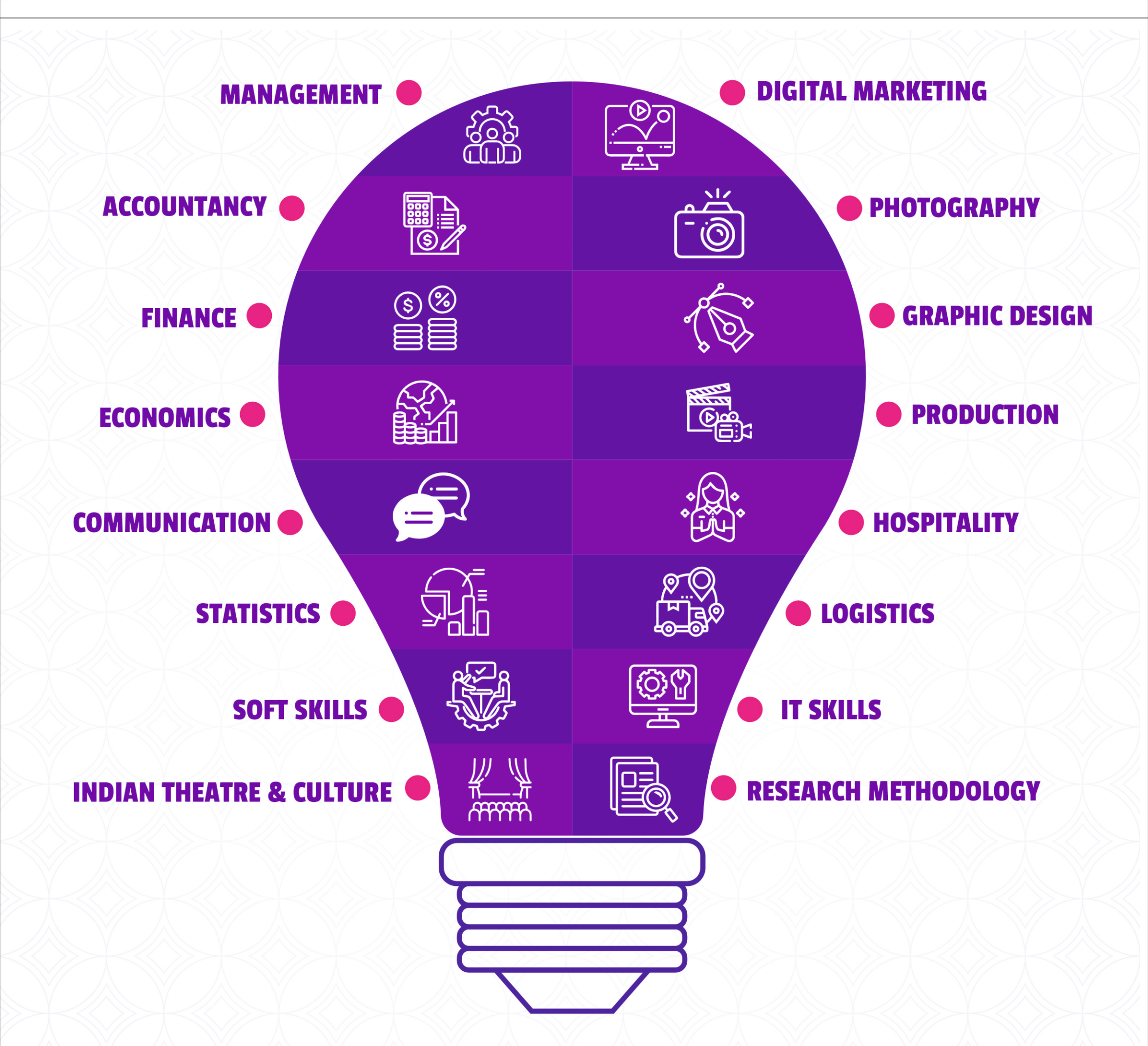
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Holidays

4. Holi
19. Gudi Padwa
26. Rama Navami

Academic Calendar

- Revision Lectures
- Final Exams



OCTOBER

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Holidays

2. Mahatma Gandhi Jayanti
2. Dussehra
7. Maharishi Valmiki Jayanti
20. Diwali

Academic Calendar

• 6th to 17th October: Final Exams

• 18th to 9th October: Diwali holidays

2025

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NOVEMBER

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Holidays

5. Guru Nanak Jayanti

Academic Calendar

• 10th November: Even semester start

• Lectures (Classroom/Laboratory session)

• Freelance / Internship Period

INTEGRATION OF SKILL AND TECHNOLOGY



Event Software

Sound and Light Engineering

Graphic Design

Tally, GST and Taxation

Digital Marketing

Career Focus & Specialization

Identify strengths & choose niche fields (e.g., luxury events, sports, corporate).

Mentorship & Networking

Interact with experts & gain real-world perspectives.

Curiosity & Analytical Thinking

Develop a problem-solving mindset & explore innovations.

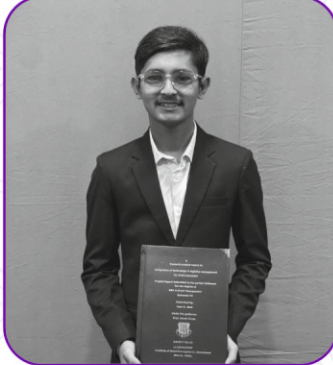
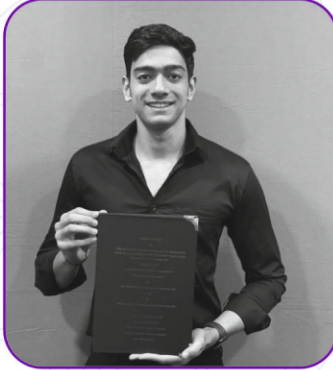
Industry Research Awareness

Learn about market trends, consumer behavior & event analytics.

Data Interpretation & Reporting

Enhance skills in research comprehension, data analysis & report writing.

INDUSTRY
READY
PROFESSIONALS



DECEMBER

2025-2026

JANUARY

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Holidays

25. Christmas Day

Academic Calendar

- Lectures (Classroom/Laboratory session)
- Freelance / Internship Period
- 23rd to 30th December: Internal Evaluation Period

Holidays

14. Pongal
14. Makar Sankranti
23. Vasant Panchami
26. Republic Day

Academic Calendar

- Lectures (Classroom/Laboratory session)
- Freelance / Internship Period
- 13th January: Happy Street