



Lok Jagruti Kendra University
University with a Difference

LJ INSTITUTE OF EVENT MANAGEMENT

3 YEAR BBA DEGREE PROGRAM



L . J INSTITUTE OF EVENT MANAGEMENT



**LEARN & EARN
MODEL**



**EXPERIENTIAL
LEARNING**



**ENTREPRENEURIAL
SUPPORT**



**ON THE JOB
TRAINING**

EVENT INDUSTRY COLLABORATION

Turn your passion for events into a thriving career.

Start your journey with

LJ INSTITUTE OF EVENT MANAGEMENT

Shaping Future



**INDIAN THEATRE
& CULTURE**

**RESEARCH
METHODOLOGY**



COMMUNICATION

DIGITAL MARKETING



MANAGEMENT

GRAPHIC DESIGN



ACCOUNTANCY

PHOTOGRAPHY



ECONOMICS

PRODUCTION



SOFT SKILLS

HOSPITALITY



STATISTICS

LOGISTICS



FINANCE

IT SKILLS



Learn and Earn Program



**Total earnings of students of LJIEM
for the academic year 2025-26 : ₹66,14,896/-**

Companies Associated



Highest Earnings

(JULY-25 TO MARCH-25)

Highest Student Entrepreneurs Earnings



**MAHI GAGANDEEP
PALJITSINGH**

SEM 4

12,55,000/-



**PRAJAPATI JAY
PREMAJIBHAI**

SEM 4

3,80,500/-



**BHATT VRAJ
SAGARKUMAR**

SEM 6

5,22,000/-



**DAVE JEETKUMAR
SUNILBHAI**

SEM 6

3,38,000/-

Highest Internship Earnings



**SAMNANI SHANUM
SULTAN**

SEM 2

1,01,970/-



**RANPARA DISHAN
JIGNESHBHAI**

SEM 4

2,00,100/-



KARIA KRUPA NILESH

SEM 6

4,25,955/-

Highest Freelancers Earnings



**PATEL MANN
PIYUSHBHAI**

SEM 2

2,54,906/-



**GOHIL DAKSH
PRAFULBHAI**

SEM 2

80,098/-



JANYANI YASH

SEM 4

65,700/-



**BELDAR VISHNUBHAI
CHANDUBHAI**

SEM 4

63,200/-



**KHATRI ABDULMOIN
AYUB**

SEM 6

2,10,500/-



**SALAR SAHIDAKHTARBHAI
JAVEDBHAI**

SEM 6

1,64,000/-

Celebrating Academic Excellence

EMF Global & LJ University together awarded a scholarship of Rs. 42,000/- to top rankers of each semester of LJUEM in recognition of their outstanding performance.



Vedant Patel
Sem 5

Isha Pandya
Sem 3



Nupur Patel
Sem 1

IP's OF LJIEM

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.



Réunir 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, Réunir 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.

Réunir 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.

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



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.



Dr. Viral Shah
(Executive Director - LJKU)

Mentor, LJIEEM



Dr. Rashi Goplani
(Director)

Marketing Management,
Strategic Management,
Services Marketing.

In House Faculty



Ms. Aakriti Kamra
(Asst. Prof.)

Event Management –
Fundamentals, Compliances,
Media Management



Prof. JayKumar Shukla
(Asst. Prof.)

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



Ms. Bina Shah
Academic coordinator

English



Ms. Poonam Kansara

Business Economics,
Entrepreneurship and Project
Management



Ms. Drishti Jalan

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

Visiting Faculty



Mr. Kush Mehta

External Research Mentor



Ms. Sheetal Sheth

Finance and Accounting
Management



Mr. Girish Pillai

Communication and soft
skills



Mr. Nayan Bhil

Indian Theatre



Palak Sirvani

Personality development &
soft skills



Samiksha Choithani

Digital media marketing
& Graphic designing



Akshara Pillai

Event Media
Management

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



FACULTY ACHIEVEMENTS

Dr. Rashi Goplani

Conferences and Paper Presentation

1) Paper Presented in India Management Research Conference – 05th & 06th December,2025. (IIM, Ahmedabad)

Missing Out, Feeling Good: The Effect of JOMO in Shaping Sustainable Tourism Preferences”

2) Paper Presented in “International Conference (Multilingual) “Indian Knowledge System : A roadmap to Viksit Bharat 2047” - 14th & 15th Spetember,2025. (Guru Nanak Girls’ P.G. College, Udaipur)

Integrating Panchtatva into a Sustainable and Scientific National Vision

Paper Publications

1) Reviving Indian Knowledge Systems for Viksit Bharat 2047:

Integrating Panchtatva into Sustainable Development and the

Event Industry - Journal of Strategic Commerce and Management, 2026, Volume 3(Issue 1st Jan,2026): Pages 1-7 - (ISSN: 3049-2246).

Faculty Development Programmes

1) Attended Two-Day Faculty Development Programme on “Research in the era of AI” Organized by LJ Institute of Media & Communications, LJK University, Ahmedabad – 2nd January 2026 to 3rd January 2026.

Panel Discussion

1) Pannel Discussion on Consulting Opportunities in Higher Education by Praxis Global Alliance on 18th November 2025.

Mentorship

1) Mentored Students at Narayana Business School, for VentureVerse 2025 – A premier student driven startup, expo and pitchathon on 03rd December,2025.

FACULTY ACHIEVEMENTS

Aakriti Kamra

Conferences and Paper Presentation

1) Paper Presented in the International Conference on "Indian Knowledge System : A roadmap to Viksit Bharat 2047" - September 12-14, 2025 at Guru Nanak Girl's P.G. College, Udaipur.

"Harnessing Social Media for Preserving & Promoting of Indian Knowledge Systems in the Digital Era : Opportunities and Difficulties"

Faculty Development Programmes

1) Attended Two- Days Faculty Development Programme on "Research in the Era of AI" Organized by LJ Institute of Media & Communications, LJ University, Ahmedabad- 2nd – 3rd January, 2026.

2) Attended Six – Days Faculty Development Programme on "Fostering Brilliance: Life Skills for Women's Professional Excellence" Organized by the SDM College of Business Management Post Graduate Centre for Management Studies and Research, Mangaluru, Karnataka – 15th – 20th December, 2025.

3) Attended Ten – Days Research Methodology Workshop organized by the School of Management (SOM), Pandit Deendayal Energy University (PDEU) and School of Management Studies (SMS), National Forensic Sciences University (NFSU), Gandhinagar – 15th – 24th December, 2025.

4) Attended Six- Days Faculty Development Programme on "Circular Economy and Sustainability: Redesigning Growth for a Greener Tomorrow" Organized by V.M.Patel Institute of Management, Ganpat University, Gujarat - 1st – 6th December, 2025

Poonam Kansara

Faculty Development Programmes

1) Attended 5 days of Faculty Development Programme on "Statistical Analysis with Excel" organized by RESEARCH FOUNDATION OF INDIA, Madhya Pradesh-12th January 2026 to 16th January 2026.

2) Attended 6 days of Faculty Development Programme on "Innovative Teaching and Learning Pedagogy" organized by RESEARCH FOUNDATION OF INDIA, Madhya Pradesh-15th December 2026 to 20th December 2026.

3) Attended 6 days of Faculty Development Programme on "Circular Economy and Sustainability: Redesigning Growth for a Greener Tomorrow" organized by V.M. PATEL INSTITUTE OF MANAGEMENT, Ganpat University, Gujarat- 01st December 2025 to 6th December 2025.

FACULTY ACHIEVEMENTS

Shukla Jaykumar Rashminbhai

Conferences and Paper Presentation

1) Paper Presented in International Conference on "International Conference (Multilingual) "Indian Knowledge System : A roadmap to Viksit Bharat 2047" - 14th & 15th Spetember,2025. (Guru Nanak Girls' P.G. College, Udaipur)

Integrating Panchtatva into a Sustainable and Scientific National Vision

2) Paper Presented in International Conference on Emerging Trends in Management Practices - 21st & 22 February,2025 (L J University)

Green Event Management in Festivals: Special Focus on Ahmedabad's Cultural Events

3) Paper Presented in International Conference on Impact of Artificial Intelligence in Education System - 20th & 21st July,2024. (Maharaja Agrasen Teacher's Training College, Rajasthan).

AI-Assisted Sustainable Event Education: Novel Strategies, Challenges, and Policy Implications.

4) Paper Presented at International Conference on Advances in Theory, Research & Practices in Management - 23rd March, 2024 (GLS University)

A THOROUGH ANALYSIS OF THE ECONOMIC OUTCOMES OF ECOLOGICAL WASTE MANAGEMENT AT EVENTS.

5) Paper Presented in ANVESH - 19th Doctoral Conference in Management - 15th & 16th March,2024 (Nirma University)

A Study of Sustainable Event Management in India: Strategies, Stakeholders, and Environmental Practices for Green Growth

6) Paper Presented in National Conference on Viksit Bharat@2047 - 3rd March,2024.

Assessment of the Sustainable Practices – A Specific Study on Green Event Management

Faculty Development Programmes

1) Attended One-Day Faculty Development Programme on "Next Generation Teaching: AI-Supported Pedagogy" Organized by Adani Institute of Digital Technology Management, Ahmedabad – 30th January 2026.

2) Attended Six-Day Faculty Development Programme on "Green Energy Revolution: Research, Innovations, Policies, and Sustainable Solutions" Organized by HARISINGH GOUR VISHWAVIDYALYA - SAGAR – Madhya Pradesh – 5th January 2026 to 10th January 2026.

3) Attended Two-Day Faculty Development Programme on "Research in the era of AI" Organized by LJ Institute of Media & Communications, LJK University, Ahmedabad – 2nd January 2026 to 3rd January 2026.

4) Attended Six-Day Faculty Development Programme on "Circular Economy and Sustainability: Redesigning Growth for a Greener Tomorrow" Organized by V. M. PATEL INSTITUTE OF MANAGEMENT, Ganpat University, Gujarat – 01st December 2025 to 06th December 2025.

FACULTY ACHIEVEMENTS

5) Attended Three-Day Faculty Development Programme on "Research Methodology and Data Analysis Tools & Techniques" Organized by Sabarmati University, Ahmedabad - 25th July 2024 to 27th July 2024.

6) Attended Five-Day Faculty Development Programme on "WRITING QUALITY RESEARCH PAPERS AND PUBLISHING THEM IN HIGH IMPACT JOURNALS," Organized by N.L. Dalmia Institute of Management Studies and Research, Mumbai - 21st February 2024 to 25th February 2024.

Paper Publications

1) Reviving Indian Knowledge Systems for Viksit Bharat 2047:

Integrating Panchtatva into Sustainable Development and the

Event Industry - Journal of Strategic Commerce and Management, 2026, Volume 3(Issue 1st Jan,2026): Pages 1-7 - (ISSN: 3049-2246).

2) Ahmedabad City's Biodegradable and Modular Event Seating and Decor - - International Journal of Creative Research Thoughts - UGC Approved (ISSN:2320-2882).

3) Monitoring the Release of Carbon at Public and Corporate Events Approaches, Difficulties, and Ideal Conditions - International Journal of Creative Research Thoughts - UGC Approved (ISSN:2320-2882).

4) Assessment of the Sustainable Practices - A Specific Study on Green Event Management - Google Scholar

Patent Publication

1) Smart Zero-Waste Event Planning & Execution System.

Coursera Course made by Prof. Jaykumar Shukla

1) Title of Course: Principles and Practices of Event Management

LIFE AT LJ IEM



An inspiring guest session by award-winning keynote speaker Mr. Maulin Pandya energized students and parents with powerful insights on vision, passion, resilience, and trust in the learning journey.

The Mr. & Miss Gujarat Auditions at LJ Campus showcased confidence, talent, and individuality through dynamic rounds judged by industry experts.

The event offered valuable hands-on learning in managing fashion-based auditions and professional stage events.



A three-day workshop on "Decoding Population Data with Power BI" equipped students with practical skills in data visualization, market segmentation, and predictive insights.

Blending data science with marketing, the program strengthened analytical thinking, storytelling, and real-world decision-making capabilities.

A Physical Fitness and Agility Test trained students to build stamina, agility, and teamwork essential for the demanding event management profession.

Guided by national coaches, the session promoted healthy lifestyles, discipline, and professional readiness through hands-on fitness assessment.





Doodle workshop: On 7th August 2025, L J School of Architecture hosted a Doodling Workshop and Masters Counselling Session for 26 students, guided by 2 faculties and 2 trainers. The workshop enhanced creativity, visual storytelling, and sketching confidence through hands-on activities, while the counselling session provided guidance on Master's degree opportunities, application processes, portfolio preparation, and career paths in architecture, making the event informative and inspiring.

Heritage walk: On 12th August 2025, 53 students and 4 faculty members from LJEM participated in a Heritage Walk from Kalupur Swaminarayan Temple through Old City Ahmedabad to celebrate World Youth Day. The event helped students explore the city's cultural and architectural heritage, understand Ahmedabad's UNESCO World Heritage status, and encouraged cultural awareness, creativity, and responsibility towards heritage preservation.



Visit to Commonwealth games: The Commonwealth Games Visit provided students with first-hand exposure to large-scale international sporting event management and operations. They gained insights into venue management, athlete services, media coordination, sponsorship integration, and security logistics, enhancing their understanding of mega-event execution, teamwork, and global event standards.



Visit to Craftsroot exhibition: On 23rd August 2025, 50 students from the LJ Institute of Event Management visited the Craftsroots Exhibition at Rajpath Club to explore India's diverse crafts and cultural heritage. The visit provided experiential learning through interactions with artisans and exhibit observations, enhancing students' understanding of traditional craftsmanship and inspiring ideas for integrating cultural elements into future event concepts.





An industrial visit to Amul Dairy offered students valuable insights into large-scale operations, branding, supply chain efficiency, and quality control systems. The experience effectively bridged classroom learning with real-world practices, strengthening industry awareness and professional readiness.

The International Book Festival Visit, Ahmedabad 2025 offered students immersive exposure to large-scale cultural event planning, branding, and multi-stakeholder coordination. By linking classroom concepts with real-world practice, the visit enhanced industry awareness, professional skills, and career readiness in cultural event management.



An industry visit to Ahmedabad Live & Lively Studio gave students first-hand exposure to digital event promotion, media strategy, and entrepreneurial growth. The interaction highlighted innovation, adaptability, and consistency as key drivers in building successful event and media brands.



Academic Calendar 2026-27

ODD SEMESTER – 1, 3, 5

(June 2026 – October 2026)

JUNE 2026						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

JULY 2026						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

AUGUST 2026						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Academic Calendar

- 1st – Semester 3 & 5 Commencement
- 1st – 5th – Regular Lectures
- 5th – World Environment Day Activity
- 6th – 19th – Regular Lectures
- 16th – Semester 1 Commencement
- 21st – International Yoga Day Celebration
- 22nd – 30th – Regular Lectures

Academic Calendar

- Orientation Programs
- Industrial Visits
- Workshops
- Regular Lectures
- 11th – World Population Day Activity
- 13th July – 14th August – Regular Lectures

Academic Calendar

- 15th – Independence Day (National Holiday)
- 3rd Week – ICA (Semester 1, 3 & 5)
- 28th – Raksha Bandhan (Holiday)

SEPTEMBER 2026						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

OCTOBER 2026						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

EVEN SEMESTER – 2, 4, 6

(November 2026 – May 2027)

NOVEMBER 2026						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Academic Calendar

- 4th – Janmashtami (Holiday)
- 14th – Ganesh Chaturthi (Holiday)
- Regular Lectures
- Industrial Visits

Academic Calendar

- 2nd – Gandhi Jayanti (National Holiday)
- University Examination Period
- 1st – 2nd Week – University External Examination (Semester 1 & 3)
- **Mid October**
- Result Declaration
- Paper Showing
- Diwali Celebration
- Diwali Vacation Approx. 10 Days (As per University Circular)

Academic Calendar

- 30th – Semester 2, 4, 6 Commencement.
- Freelance/Internship Period (Learn & Earn)



DECEMBER							2026
S	M	T	W	T	F	S	
		1	2	3	4	5	
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30	31			

Academic Calendar

- Regular Lectures
- 25th – Christmas Holiday
- Freelance/Internship Period (Learn & Earn)

JANUARY							2027
S	M	T	W	T	F	S	
				1	2	3	
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28	29	30	31	

Academic Calendar

- Regular Lectures
- Institutional Events
- Workshops
- 14th – 15th – Uttarayan Holidays
- 26th – Republic Day (National Holiday)
- Freelance/Internship Period (Learn & Earn)

FEBRUARY							2027
S	M	T	W	T	F	S	
1	2	3	4	5	6	7	
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	

Academic Calendar

- Regular Lectures
- Escape Event
- Freelance/Internship Period (Learn & Earn)

MARCH							2027
S	M	T	W	T	F	S	
1	2	3	4	5	6	7	
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30	31					

Academic Calendar

- Revision Lectures
- University External Examination
- 22nd – Holi (Holiday)
- Freelance/Internship Period (Learn & Earn)

APRIL							2027
S	M	T	W	T	F	S	
			1	2	3	4	
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28	29	30			

Academic Calendar

- Freelance/Internship Period (Learn & Earn)
- Summer Vacation

MAY							2027
S	M	T	W	T	F	S	
					1	2	
3	4	5	6	7	8	9	
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	
24	25	26	27	28	29	30	
31							

Academic Calendar

- Freelance/Internship Period (Learn & Earn)
- Summer Vacation





Contact Us

093281 15118

1st Floor, New L J Commerce College Building, L J Campus,
S.G. Highway, opp. Divya Bhaskar, Ahmedabad, Gujarat
382210

