

# LJ INSTITUTE OF EVENT MANAGEMENT

## 3 YEAR BBA DEGREE COURSE

### FLAGSHIP EVENTS

**HAPPY STREET**

*Mr. & Miss.*  
**LJ**



**They say when you cant find business, create one.**








Every business management college teaches how to do business. We teach how to create your own business. When today the world is recognizing creativity and innovation, we ask our students to think and innovate, find gaps in current products and services and provide solutions that ultimately turn into business models. LJIEM students were asked to brain storm and think of a packaged deal of work, research and entertainment on the home ground. Taking risks on home ground gives their confidence a little more push; backed by best mentors, their ideas got refined into events that gave great recognition to their managerial skills and critical thinking. The students of LJIEM created 3 unique IPs for University. This involved an audience of 3000 plus students and faculties and grabbed attention of brands, artists, artist managers, event management companies and the event management federation.

**Happy Street** got all students of L J University on activities that increased their happiness quotient. Unique talents like beatboxing, street dancing, skateboarding, on the spot painting , sports , music and much more became a great networking activity for students across various streams.

**Mr and Ms LJ** became the first ever glamorous and talent-oriented pageant that was curated for all the students of L J University. Students of LJIEM executed all the audition rounds and the final pageant under the guidance of teachers. Quite a few models, influencers, bloggers, radio jockeys, film stars, producers, directors, event managers and media people attended the pageant and were extremely vowed by the seamless execution and experience created by LJIEM

**Réunir** was a hardcore business activity and an attempt to curate and execute businesses in the niché -event management. All core business activities were converted into a problem statement which was to be executed by student groups and get solutions to those business issues. Presentations were to be made on the basis of fundamentals learnt in the class vis á vis the application of the same in real world issues. Industry mentoring widened their understanding of doing business. 100 event management companies were invited for the conclave which had expert sessions, panel discussions, business model evaluations, analytics , visual design and creativity as the core theme.

### FEATURES

-  Industry Integrated & Approved Course Curriculum
-  Open for all Streams across all recognized boards
-  Bridge courses for students belonging to other streams and other mediums of instructions at school level.
-  Complete reading material / Case studies/ Research Projects provided by the College
-  Opportunity to recover full fees by active participation in paid internship
-  Special Exemption to students pursuing professional courses or Event Industry Personnel
-  Students Startup Innovation policy - Financial Assistance upto Rs.2,00,000 for Innovative Entrepreneurial Ventures



### ELIGIBILITY CRITERIA

Cleared 10+2 Any Stream, Any Recognized Board

### PLACEMENT STORIES



**JHANVI KAUSHIK**  
MASCOT EVENT  
HEAD EVENT MANAGER



**IPSA SHUKLA**  
JSR EVENTS  
HOSPITALITY HEAD



**SMRUTI KANSARA**  
LIMITED EDITION  
EVENT CO-ORDINATOR



**DHRUV CHOPRA**  
XEN CAPITAL  
HUMAN RESOURCES MANAGER



**DHRUV DOBARIYA**  
105 EVENT CARE  
ASSOCIATE PRODUCTION MANAGER



**SUNIL PATEL**  
ON-CALL ENTERTAINMENT AND LIVE CLEF  
TALENT MANAGER



**ISHITA BHATT**  
105 EVENT CARE  
OPERATIONS MANAGER



**DIYA BHATT**  
105 EVENT CARE  
OPERATIONS MANAGER



**UJJWAL TRIPATHI**  
KAIZEN EVENTS  
PRODUCTION MANAGER

### EMERGING EVENT ENTREPRENEURS



**MAULIK PRAJAPATI**  
Founder:  
Newish Events



**SALMAN PATEL**  
Founder: EVENTS BY  
SALMAN



**SHAAD PATHAN**  
Founder:  
NO EXCUSES EVENT



**NOUMAN SHAIKH**  
Founder:  
NO EXCUSES EVENT

### ADMISSION PROCESS



#### REGISTRATION

The students will have to register their names on **www.ljisem.com** or contact: **9328115118**




#### Counselling + Interview

The registration process will be followed by a counselling + Interview session after which the selected students will be given admission/waitlisted.

**Scan for Admission**



 **Vaneesha Banwet**  
2 reviews

★★★★★ 3 weeks ago **NEW**

The faculty at LJIEM is excellent and rich in their subject knowledge. They freely interact with us and willingly clarify our doubts. They also guide us with career options. LJ is a place where creativity and talent is given the first priority. LJ is the place where one learns to enjoy while studying.

 **Aaryan Johar**  
4 reviews

★★★★★ 3 weeks ago **NEW**

my experience in ljiem, i like the college events happy street was a good experience for me and even in reunir . as my experience they come up with lot of placement and internship directly from event management companies. and gives us a good experience. they taught us about sustainability knowledge how to make event green.

 **Dhruvanshi Oza**  
1 review

★★★★★ a year ago

My overall experience about LJ institute of Event management has been amazing. The college is having an amazing infrastructure. The college has provided me with a number of opportunities to grow and explore my managerial skills. They emphasis equally on sports along with education & always helped me a lot. We got very good experience with the events they provided for our practical knowledge.

 **Aastha Varma**  
1 review

★★★★★ 3 weeks ago **NEW**

When I started the course event management , I wasn't expecting that I will earn by doing events. It gives practical knowledge to us. I started working in the events and earnings. Slowly my work started getting loved by the companies and that companies started giving my reference to other companies and that is how I made my own identity and now I used to get alot of opportunities. Thanks to LJIEM for my development! 🙏

 **Jash Kothiya**  
1 review

★★★★★ 3 weeks ago **NEW**

I am delighted to share my review of LJ Institute of Event Management. This college is truly an exceptional institution that provides its students with a best education in event management. The faculty at LJ Institute of Event Management is highly experienced and knowledgeable. The college also provides a supportive and inclusive learning environment. The college provides an excellent education, ample opportunities for practical learning, and a supportive learning environment that prepares students for success in the industry This not only provides them with valuable industry experience but also helps them develop crucial skills that they will need to succeed in the event management industry.



EVENT MANAGERS BE LIKE.....

Time management is the key to success

-Rajesh Ravani (Wedding Umbrella, Zion Unlimited)

Leave no carbon footprint

-Harin Pandya (Green Leaves Management)

Stay persistent and manage the ups and downs

-Dipesh Sheth (Markcom Events)

Be grounded and get your fundamentals correct

-Kintu Shah (Marketing Unlimited)

Green is the future of Event Management

-Priyam Kapadia (Concept Green)

Let your actions speak more than words

-Harshit Shah (Idea Bag)

Set your business goals correct

-Devang Shah (Xpertz Events)

Get the knowledge of the market

-Shail Desai (Bluekrit Wedding)

Experience is what the world needs

-Malay Shodhan (Comet Venture)

Flawless execution is the result of excellent management

-Vijay Jain (Limited Edition)

Be You, Accept Yourself, Perceive That

-Meet Jatakia (Reflect Branding)



FACULTY @ LJJIEM



**Dr. Rashi Goplani** Director I/C, LJJIEM  
**Qualification:** M.com (Gold Medalist), M.Phil, NET Qualified, Ph.D.  
**Area of Specialization:** Marketing Management, Strategic Management  
**Experience:** 20 Years



**Prof. Aakriti Kamra**  
**Qualification:** M.Com (BST Honours), B.Ed., Event Management Adv. Diploma, Ph.D. Pursuing  
**Area of Specialization:** Event Management  
**Experience:** 10 Years



**Prof. Jay Shukla**  
**Qualification:** B.com, MBA (Marketing), Ph.D. Pursuing  
**Area of Specialization:** Event Management  
**Experience:** 14 Years



**Drishti Saraogi**  
**Qualification:** M.com, PGDM (Finance)  
**Area of Specialization:** Management



**Kushal Patvari**  
**Qualification:** MBA - Finance, M.com, SAP FICO Certified  
**Area of Specialization:** Accountancy and Taxation



**Dr. Heta Bhatt**  
**Qualification:** Ph.D. in Computer Science, MCA  
**Area of Specialization:** Image Processing



**Nidhi Shah**  
**Qualification:** : B.Com, M.Com, L.L.B., DTP, DLP, Ph.D. Pursuing.  
**Area of Specialization:** Accountancy



**Kush Mehta**  
**Qualification:** MBA (Marketing), Ph.D. Pursuing  
**Area of Specialization:** Event Marketing  
**Experience:** 5 Years



**Aditi Jain**  
**Qualification:** B.B.A + Law (Integrated) - LJ School of Law Masters in Constitutional Law - Gujarat University (School of Law)  
**Area of Specialization:** Constitutional Law



**Manoj Padaiyachi**  
**National Youth Champion Awardee**  
**Founder:** Gen C Media, Belive (D2C- Lifestyle Brand) Entrepreneur-Content Creator-Storyteller-**Angel Investor**  
**Area of Specialization:** Digital Media Marketing  
**Experience:** 7 Years



**Palak Sirwani**  
**Qualification:** BBA (Media & Communication), Diploma in Image Consulting  
**Area of Specialization:** Communication & Soft Skills  
**Experience:** 4 Years



**Prof. Chintan Oza**  
**Qualification:** M.Pharm  
**Area of Specialization:** Fashion Events, Craft and Lifestyle  
**Experience:** 12 Years

CAREER PROSPECTS

Application of management principles to event industry is expected to generate productive and vibrant career options. Students can pick up jobs, do freelancing or set up entrepreneurial ventures.

- EVENT TOOL & EQUIPMENT MANAGEMENT
- EVENT CONCEPTUALIZATION & PUBLICITY
- FACILITY MANAGEMENT
- BUSINESS OFFICE MANAGEMENT
- MEDIA & COMMUNICATIONS
- FINANCE & SALES
- LISTENING & TRAINING

- EVENT PLANNING & PRODUCTION
- HUMAN RESOURCE MANAGEMENT
- EVENT MANAGEMENT & PR
- CELEBRITY MANAGEMENT
- OPERATIONS MANAGEMENT
- EVENT BROADCASTING

Total Students: 167

Total Active Students in Internship: 150

Average Events Per Semester: 15

Average Days Per Event: 2

Average Stipend Per Day: Rs. 750/-

Average Earnings  
Rs. 33,75,000/-

KEY PERFORMANCE INDICES (TILL DATE)

Total Tuition Fees  
Per Semester  
25000/-

Average Earning  
Per Semester  
22500/-

CORE SUBJECTS

- PRINCIPLES OF MANAGEMENT
- COMMERCIAL COMMUNICATION
- BUSINESS ECONOMICS
- HUMAN RESOURCE MANAGEMENT
- MARKETING MANAGEMENT
- ACCOUNTANCY AND FINANCIAL MANAGEMENT
- DIGITAL MEDIA MARKETING
- ENTREPRENEURSHIP & PROJECT MANAGEMENT
- SERVICE MARKETING
- CUSTOMER RELATIONSHIP MANAGEMENT
- BASICS OF STATISTICS
- MARKET RESEARCH & DESIGN

EVENT SUBJECTS

- FUNDAMENTALS OF EVENT MANAGEMENT & PLANNING
- EVENT PRODUCTION & LOGISTICS MANAGEMENT
- EVENT HOSPITALITY
- EXPERIENTIAL MARKETING & TECHNOLOGY
- SPECIAL EVENTS - MICE & CORPORATE
- EVENT COMPLIANCES
- SPECIAL EVENTS - WEDDING & LIVE EVENTS
- EVENT MEDIA MANAGEMENT
- SPECIAL ASPECTS OF EVENT MANAGEMENT - SPORTS EVENT
- PR, SPONSORSHIP & ADVERTISING

Students placed at but not limited to

