



**LJ University**  
University with a Difference



**LJ IMBA**  
5 YEAR INTEGRATED MBA



# **IMBA – 5 YEAR PROGRAM**

*(School of Management Studies)*

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

# ABOUT LJU

LJ University is a place where the mind is free and learns how to learn, learns how to frame the right questions, and learns how to think out-of-the-box, creative solutions. LJ University was set up in 2019, by a group of academicians led by Prof. B M Peerzada, Former Dean, School of Commerce and Management, Gujarat University, as a leading organization for its 32 constituent institutes offering Courses in various Disciplines like Engineering, Management, Pharmacy, Computer Applications, Architecture, Physiotherapy, Law, Planning, Commerce, etc., operational since early 1980. Thus, while the university is of a recent origin, its constituent institutions have a sparkling history of over 40 years.

**The University, along with its 32 constituent institutions, operates from a well developed environment-friendly campus having excellent infrastructure facilities. Technology-enabled classrooms, laboratories, workshops, seminar halls, auditoriums, open-air theater, library, and computer centers connected with optical fibre and a network of over 2000 workstations, ensure the most updated learning pedagogy and mechanisms. The LJ University hosts 1000+ well qualified and academically rich faculty, shaping the future of over 20,000+ students by engaging in teaching-learning, research and extension activities.**

## ABOUT LIMBA

### IMBA - 5 YEAR PROGRAM

*(School of Management Studies)*

LJ 5 Year Integrated MBA Program is considered as Gujarat's topmost MBA institute because of the team of experienced and expert faculties training the students. LJ Integrated MBA's teaching pedagogy concentrates on providing practical exposure and Industrial experience to the students. Its vision is to expand the Industrial knowledge and skills of the students to make them Industry ready.

At LJ Integrated MBA, we focus on developing students holistically, as it is our responsibility towards students, society and 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 life.

### VISION & MISSION

LJ Integrated MBA is dedicated to innovation and excellence in the service of our country. The primary mission of LJ Integrated MBA is shaping a better future for mankind by developing effective and socially responsible individuals and organizations. LJ IMBA believes in overall development of students. We aim at producing worthy citizens of our country aiding in overall progress of humanity with our motto of 'Make in India, develop India'.

## INDUSTRY BASED PROJECTS

All the 10 Semesters at LJIMBA are filled with theoretical & practical knowledge. We at LJ involves Projects Analysis/Studies, which sharpens the Analytical & Presentation skills of the students. Industry based projects are introduced from 3rd year of 45 days, 60 days, 90 days and 6 months.

In third year the students needs to visit the company and understand the work culture and do departmental study. As they proceed into further semester they are expected to visit and work for the organization. In this process of learning, students are expected to prepare project reports on learning based on the tenure served for the company work on the problems of the company and suggest solutions. By the end of every project the student has to present in front of jury and defend.

# SKILL ENHANCEMENT PROGRAMS •



## Industry Expert Sessions

People from various industries are invited to share their knowledge and experience with the students for more practical exposure



## Industrial Visits

With an aim to provide insights about the internal working of the companies and give students with an opportunity of gaining a practical exposure about practical functionalities of various companies of different sectors like IT, Manufacturing and Services, Finance and Marketing & Advertising, Industrial Visits are arranged once in every semester.



## Professional Industry Training Program

Learning has no limit. We believe that students should acquire knowledge from all possible sources. Hence, we encourage students to opt and enroll for different MOOCs run by various established universities around the globe.



## Social Visits

LJIMBA is committed to all round growth of students making them responsible citizens of the country. Students visit NGOs, Pet centers, Old age homes, or involve themselves in any social activity during their academic year and learn about their lives and hardships. Social Visits gives the students opportunity to connect and give back to the society.



## Internships

Internships are one of the best approaches to provide the students with hands on experience and training for a job. During the 5 year tenure, we encourage students to undertake at least 3 internships of 3-6 months each.



# FACULTY PROFILE

## Dr. Viral Shah

Campus Director

**Qualification :** M.com, Ph.D.

**Experience :** 22 Years

**Area of Specialisation :**  
Entrepreneurship, Accounting and Finance



## Divya Shetlur

(Asst. Prof.) — PG Head

**Qualification :** Ph.D. Pursuing (GTU), MBA (H.R & IT)

**Experience :** 9 years

**Area of Specialisation :** HRM, Labour Laws, Organizational Behaviour

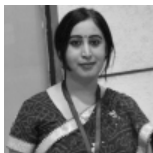


## Dr. Sonam Arora (Asst. Prof.)

**Qualification :** Ph.D from MLSU, Udaipur, NET, JRF, MBA (Finance)

**Experience :** 6 Years 6 Months

**Area of Specialisation :** Security Analysis & portfolio Management, Management of Finance



## Abhigna Vaishna (Asst. Prof.)

**Qualification :** Ph.D. Pursuing (GU), MBA (Gold Medalist), DCA

**Experience :** 7 years

**Area of Specialisation :** Marketing, Service Marketing, Management



## Hardik Solanki (Asst. Prof.)

**Qualification :** Ph.D. Pursuing (KSKV Kachchh University), NET, MBA (Marketing & H.R)

**Experience :** 10 years

**Area of Specialisation :** Marketing Management, HRM



## Heli Shah (Asst. Prof.)

**Qualification :** Pursuing PhD and MBA (HR & Intellectual Property)

**Experience :** 3 Year in Academics

**Area of Specialisation :** Law, HR



## Ms. Shailja Bhatt

(Corporate Trainer and Placement Coordinator)

**Qualification :** Global MBA Pursuing, MBA (Marketing), BBA (Marketing)

**Experience :** 3 Year

**Area of Specialisation :** Sales, Marketing, Luxury Management Personality Development Communication



## Dr. Richa Mandan

(I/C) — Director L.J IMBA

**Qualification :** Ph.D., M.A (Developmental Economics).

**Experience :** 15 Years

**Area of Specialisation :**  
Developmental Economics



## Dr. Susmita Suggala (Asst. Prof.)

**Qualification :** Ph.D, MBA (Marketing), MPhil.

**Experience :** 14 Years in Academics 3 years in Industry

**Area of Specialisation :** Marketing



## Parita Thakkar (Asst. Prof.)

**Qualification :** Ph.D. Pursuing (GU), MBA (H.R)

**Experience :** 8 Years

**Area of Specialisation :** HRM



## Yash Shah (Asst. Prof.)

**Qualification :** Ph.D. Pursuing (GTU), CA, M.com

**Experience :** 6 years

**Area of Specialisation :** Finance



## Misba Desai (Asst. Prof.)

**Qualification :** Pursuing PhD (International Finance, M.S.U Baroda) MBA (Finance)

**Experience :** 4 Year in Academics  
1 Year in Industry

**Area of Specialisation :** Financial Management



## Shivali Thakar (Asst. Prof.)

**Qualification :** MA (Economics) and MBA (Finance)

**Experience :** 4 Years in Corporate and 9 Years in Academics

**Area of Specialisation :** Economics, Finance



## Manika Jain

**Qualification :** UGC NET, GATE, GSET, MH SET M.A. English

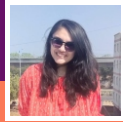
**Area of Specialisation :** English, Literature and Communication





## • STUDENTS' ACHIEVEMENT

### SEM 09



ANVI MEHTA  
**GTU RANK: 5TH**  
CGPA: 9.32



SHADAB ANSARI  
**GTU RANK: 9TH**  
CGPA: 9.18

### SEM 06



MEHREEN PUTHAWALA  
**GTU RANK: 10**  
SPI: 9.88



MANALI PANCHMATIYA  
**GTU RANK: 2**  
SPI: 9.57

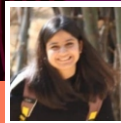


MANALI PANCHMATIYA  
**GTU RANK: 7**  
CGPA: 8.86

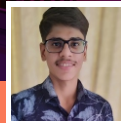
### SEM 01



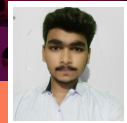
ANUSHKA SHAH  
**RANK: 1**  
CPI: 10



MAITRI MARVANIYA  
**RANK: 2**  
CPI: 9.86



BALMUKUND SUTHAR  
**RANK: 2**  
CPI: 9.86



YASH VERMA  
**RANK: 2**  
CPI: 9.86

## • STUDENTS' PARTICIPATION

### Wings2Vision

Parle Tilak Vidyalaya  
Association's Institute  
of Management  
(Mumbai)

### Swavlamban

Prestige Institute of  
Management and  
Research  
(Indore)

### Icon Amalthea

Indian Institute  
of Technology  
(Gandhinagar)

# CO-CURRICULAR ACTIVITIES

## Reminisce

Days Celebrations comprising various management, cultural and fun events for the students of IMBA, an opportunity to ignite team spirit, the competitive essence of participations, inculcating winning habits and a platform to showcase their creative skills. This is also a day when the final semester students in the bachelors and post graduate programs retrospect their experiences and memories.

## Aapde

Department of Happiness, a social initiative of LJU, which accentuates the empathy quotient of students and develops an overall personality.

A purposive direction by the Department of Happiness addressing social issues and providing food to the less fortunate fragment of the society.

## Kalrav

Kalrav, an event filled with activities like, dancing, singing, fashion shows, rap battle & signature day. As the name itself suggests the chaos, which takes place representing campus protocols/ R&R

## Treasure Hunt

Games are an equal part of "Fun & Learn" activities at LJ. Treasure Hunt is a day-long game organized by LJIMBA for the students of Freshmen Year so they can go around the campus and get familiar with the place.

## Photo Gallery





## Kadam

Kadam is an online Insta-Live series that focuses on experience sharing by the alumnus of the Institute. The series carried out by the students of LJIMBA who connect with the alumni over the Insta live session, who have settled in different walks of life and achieved great heights. This gives students a platform to enlighten and share their experiences in their career path.



## Cricket Auction

Cricket auction is a simulation game to increase business acumen of students. This game is organized every year where students from ongoing batch come and participate in the auction. This simulation game equips the students with much needed analyzing and decision making skills necessary for running business successfully.



## Antraprerna

Antraprerna, is initiative by LJIMBA for inspiring the students towards the field of entrepreneurship. It is an Insta Live Series where budding entrepreneurs of LJIMBA interacted and shared their journey of starting a new venture. This knowledge sharing series helps the students to understand, learn and plan a road map and pave way for becoming entrepreneurs themselves.



## Rotract

Students of LJIMBA, in association with Rotract Club participate in many social activities and focus on giving back to the society. This helps students to grow and make them a responsible citizen of the country. Students participate in various awareness programs and activities such as distribution of food items, masks and sanitary items to the underprivileged parts of the society.





INSPIRON\_2022 is a International-Level Management Fest that is a forum, field of Management and Entrepreneurship. The age group of participants is from 17 to 25 years. It is a Multi-Disciplinary event. The fun did not stopped in pandemic and Inspiron 2022 was successfully accomplished in February 2022 on 25th and 26th.

**Come, Compete & Conquer**

**AN INTERNATIONAL LEVEL MANAGEMENT FEST**



**VERBOLOGY**



**CINE QUEST**



**YOUTREPRENEUR**



**BALLYHOO**



**BATTLE OF WORDS**



**BOX-OFFICE**



**SPARK**



**WINTER SESSION**



**MASTER OF MANAGEMENT**



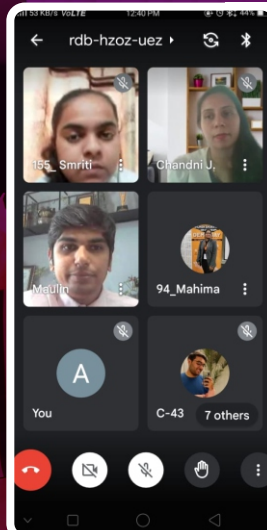
**QUIZ-LAND**

## ACADEMIC ACTIVITIES



### Reflections

Interactions with the final semester students. A step before they graduate, a thoughtful reflection of the experiences and activities brings forth a constructive perspective of the collective developments and growth during their college years.



### Guest Sessions

Experience sharing is the best way to imbibe knowledge. People from various industries are invited to share their knowledge and experience with the students for more practical exposure. LJIMBA organizes subject-specific Guest Sessions for students to learn from the experience of Industry Experts.

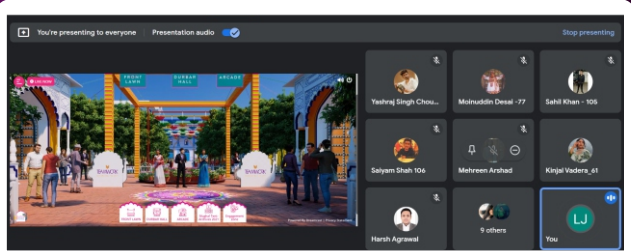




## Teacher's day

A special day in academics, celebrated with due diligence by the students who enthusiastically teach their peers besides their juniors and express their gratitude and appreciation to the faculties

Actions speak louder than words! Students emulate teachers enthusiastically and in good spirits spend the day teaching their juniors and dedicate their appreciations.



## Virtual Tour

With an aim to provide insights about the internal working of the companies and give students with an opportunity of gaining a practical exposure about practical functionalities of various companies of different sectors like IT, Manufacturing and Services, Finance and Marketing & Advertising, Industrial Visits are arranged once in every semester. Keeping in mind the COVID-19, LJIMBA organized virtual Industrial Visits to various Industries where students could learn being in a safe environment.

Positioning map with demand per unit position

Unit	1	2	3	4	5	6	7	8	9	10
1	100	100	100	100	100	100	100	100	100	100
2	100	100	100	100	100	100	100	100	100	100
3	100	100	100	100	100	100	100	100	100	100
4	100	100	100	100	100	100	100	100	100	100
5	100	100	100	100	100	100	100	100	100	100
6	100	100	100	100	100	100	100	100	100	100
7	100	100	100	100	100	100	100	100	100	100
8	100	100	100	100	100	100	100	100	100	100
9	100	100	100	100	100	100	100	100	100	100
10	100	100	100	100	100	100	100	100	100	100
11	100	100	100	100	100	100	100	100	100	100
12	100	100	100	100	100	100	100	100	100	100
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14	100	100	100	100	100	100	100	100	100	100
15	100	100	100	100	100	100	100	100	100	100
16	100	100	100	100	100	100	100	100	100	100
17	100	100	100	100	100	100	100	100	100	100
18	100	100	100	100	100	100	100	100	100	100
19	100	100	100	100	100	100	100	100	100	100
20	100	100	100	100	100	100	100	100	100	100
21	100	100	100	100	100	100	100	100	100	100
22	100	100	100	100	100	100	100	100	100	100
23	100	100	100	100	100	100	100	100	100	100
24	100	100	100	100	100	100	100	100	100	100
25	100	100	100	100	100	100	100	100	100	100
26	100	100	100	100	100	100	100	100	100	100
27	100	100	100	100	100	100	100	100	100	100
28	100	100	100	100	100	100	100	100	100	100
29	100	100	100	100	100	100	100	100	100	100
30	100	100	100	100	100	100	100	100	100	100
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42	100	100	100	100	100	100	100	100	100	100
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46	100	100	100	100	100	100	100	100	100	100
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52	100	100	100	100	100	100	100	100	100	100
53	100	100	100	100	100	100	100	100	100	100
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57	100	100	100	100	100	100	100	100	100	100
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60	100	100	100	100	100	100	100	100	100	100
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63	100	100	100	100	100	100	100	100	100	100
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68	100	100	100	100	100	100	100	100	100	100
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70	100	100	100	100	100	100	100	100	100	100
71	100	100	100	100	100	100	100	100	100	100
72	100	100	100	100	100	100	100	100	100	100
73	100	100	100	100	100	100	100	100	100	100
74	100	100	100	100	100	100	100	100	100	100
75	100	100	100	100	100	100	100	100	100	100
76	100	100	100	100	100	100	100	100	100	100
77	100	100	100	100	100	100	100	100	100	100
78	100	100	100	100	100	100	100	100	100	100
79	100	100	100	100	100	100	100	100	100	100
80	100	100	100	100	100	100	100	100	100	100
81	100	100	100	100	100	100	100	100	100	100
82	100	100	100	100	100	100	100	100	100	100
83	100	100	100	100	100	100	100	100	100	100
84	100	100	100	100	100	100	100	100	100	100
85	100	100	100	100	100	100	100	100	100	100
86	100	100	100	100	100	100	100	100	100	100
87	100	100	100	100	100	100	100	100	100	100
88	100	100	100	100	100	100	100	100	100	100
89	100	100	100	100	100	100	100	100	100	100
90	100	100	100	100	100	100	100	100	100	100
91	100	100	100	100	100	100	100	100	100	100
92	100	100	100	100	100	100	100	100	100	100
93	100	100	100	100	100	100	100	100	100	100
94	100	100	100	100	100	100	100	100	100	100
95	100	100	100	100	100	100	100	100	100	100
96	100	100	100	100	100	100	100	100	100	100
97	100	100	100	100	100	100	100	100	100	100
98	100	100	100	100	100	100	100	100	100	100
99	100	100	100	100	100	100	100	100	100	100
100	100	100	100	100	100	100	100	100	100	100

## Simulation Games

Simulation games are meant to mimic the business activities making it easier for the students to understand and adapt the same. LJIMBA, includes Simulation games in its curriculum that enables students to understand various subjects and learn practically the concepts of business world.



## Incipience

Incipience means the beginning. It is the orientation week of new batch. Here, a week of different activities are organized by the senior semesters' students to welcome their new friends.

**Voice and Speech | Social Media | Marketing |  
Graphic Designing | Theater |  
Monologue and Mime | Short Film Making**

## INTERNSHIPS & PLACEMENTS

Behind every successful placement, stands a concrete training. From a corporate perspective, where in, students are trained from scratch & made Corporate ready

Intricate focus on Communication, Grooming & Corporate Behavior is treated on priority to make the students able to crack the giants.

### Internships

Internships as be the demand of Core Academic Program, we make sure that a student undergoes the same in order to get the practical exposure of corporate work culture in the areas of their specialization.

Internship of 6 months can also open doors for Pre Placements Offers (PPO) for the students.

Internship also fosters Project Studies based on the tenure served on the specific profile in the organization. Through the same students are made aware about the Personal SWOT Analysis and are trained to be in a better shape through Training Modules.

### Placements

Placements are the roots of any B.School/MBA/IMBA colleges & that is what we exactly believe in.

100% Placement assistance is provided to the students.

Counseling for the same is also put in the plan so that any dilemmas that a student has for placements can be cleared out before the commencement of their placement season.

# SPEED

(STUDENT PERSONALITY, EVALUATION AND EMPLOYABILITY DEVELOPMENT PROGRAMME.)

SPEED, an initiative by LJIMBA to work for the overall development of a student to make him/her corporate ready and crack the best of opportunities. SPEED is a perpetual and student democratic series where in they undergo intense sessions of training.

## TOP COMPANIES ASSOCIATED



# ACTIVITIES AT LJ UNIVERSITY

## WOMEN INVESTING IN WOMEN

A platform wherein women entrepreneurs of different levels (ideation, prototype, seed fund seekers) were brought together in three different event formats i.e mentor mixer, demo day and pitch for funds. The day also marked the inauguration of the skill development and training centre by antrapreneur the business incubator in association with Ficci flo – startup cell



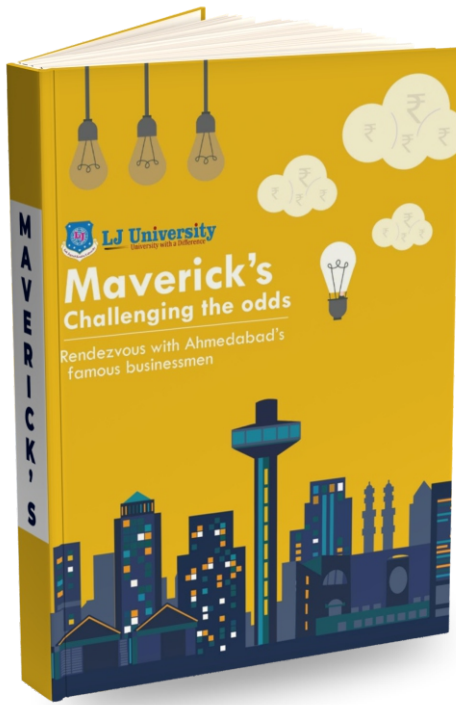
## LJ INNOVATION VILLAGE

L J Innovation is a platform to showcase innovative projects, Products and Startups by innovators from all over the country. It provides an opportunity to interact with students, faculties, industry experts and potential seed investors.



## L J NO SANEDO





Maverick's Challenging the odds. Rendezvous with Ahmedabad's famous businessmen is a compilation of the experiences of the founders gathered through student interactions with 14 notable and established brands of Ahmedabad. This book is currently under publication.

### Associated Companies are:

Jai Bhavani, Jade Blue Lifestyle Ltd., Laxmi Ganthiya Rath, Sanskruti, Asopalav, Span Apparels Pvt. Ltd., Pz Anajvala, Jain Dairy, Raju Japan, Ajit Ads, Zaveri & Co., The Sankalp Group, RKumar, Nagar Chasmaghar

## Companies Interviewed



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