

4 YEAR INTEGRATED MBA IN **ENTREPRENEURSHIP & FAMILY BUSINESS**

ADMISSION AFTER 12TH STD (ANY STREAM)



ENH



32+

Institutes



20,000+

STUDENTS



1000+

QUALIFIED
FACULTIES



50,000+

ALUMNI

ABOUT LJ UNIVERSITY

LJ University is a place where the mind is free and learns how to learn, how to frame the right questions, and how to find out-of-the-box, creative solutions. LJ University was set up in 2019, by a group of academicians led by Prof. B M Pirzada, Former Dean, School of Commerce and Management, Gujarat University, as an umbrella 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 29 constituent institutions, operates from a well-developed environment-friendly campus having excellent infrastructure facilities. Technology-enabled classrooms, laboratories, workshops, seminar halls, auditoriums, open-air theatre, library, and computer centres 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

LJ 4 YEAR INTEGRATED MBA IN ENTREPRENEURSHIP AND FAMILY BUSINESS

LJ 4 Year Integrated MBA in Entrepreneurship and Family Business program is designed to create more Entrepreneurial leaders for the world. At LJ Integrated E& FB Program we focus on experiential learning by real-time venture creation. It is designed to develop entrepreneurial mind-set required to see opportunities where people see challenges and obstacles.

Start-Up Ecosystem at LJ

Antrapreneur The Business Incubator has fostered over 120+ initial-level ideas and innovation, incubated over 33 startups, which have generated 620+ direct and indirect jobs, impacting lives of more than 10k people and still counting. Antrapreneur The Business Incubator a nodal institute of the Government of Gujarat to nurture the startup ecosystem in the state. Department of Science & Technology (GOG) has sanctioned Antrapreneur The Business Incubator as IT/ITes startup hub. Industries through Commissioned (GOG) Antrapreneur The Business Incubator funds startups registered in Gujarat SSIP (Department of Education GOG) & NewGen IEDC (DST, GOI) are two schemes through which LJ promotes students startups and innovation in the state





ANTRAPRENEUR

THE BUSINESS INCUBATOR

SCHEMES WE ARE ENTITLED TO:

SSIP

(STUDENT STARTUP & INNOVATION POLICY)

The Student Startup & Innovation Policy of Government of Gujarat aims to create an integrated, state - wide, university-based innovation ecosystem to support innovations and ideas of young students and provide a conducive environment for optimum harnessing of their creative pursuit.

NEWGEN INNOVATION AND ENTREPRENEURSHIP DEVELOPMENT CENTRE

This is being promoted in educational institutions to develop institutional mechanism to create entrepreneurial culture in S&T academic institutions and to foster techno-entrepreneurship for generation of wealth and employment by S&T persons.



Industries Commissionerate
Government of Gujarat

SCHEME FOR ASSISTANCE TO STARTUP

The State Government of Gujarat has strongly focused not only embedding of employability but also initiating the Startups Incubators/ Centers for developing entrepreneurial skills among youth. Hence the Government has introduced a financial assistance policy to support the innovation and entrepreneurship in State, especially for startups.

ELECTRONIC & IT/ITES STARTUP POLICY FOR THE STATE OF GUJARAT (2016-21)

The Student Startup & Innovation Policy of Government of Gujarat aims to create an integrated, state - wide, university-based innovation ecosystem to support innovations and ideas of young students and provide a conducive environment for optimum harnessing of their creative pursuit.



GUJARAT STATE BIOTECHNOLOGY MISSION

With a view to promote Biotechnology, State Government has constituted Gujarat State Biotechnology Mission (GSBTM) which acts as a state nodal agency for coordinating Promotional and Developmental activities on Biotech policy planning, Development of Biotechnology Infrastructure, Supporting Research, Human Resource Development, encouraging Biotech Entrepreneurship, development of Biotech Business, Biotech parks, Marketing, Networking, Information Dissemination, Biotechnology Works for Research and Recreation.

INITIATIVE

01

AntraReach
(An initiative for Broadening the Ecosystem)

02

Antrapitch
(Closed door Fundraising event)

03

LJ Innovation Village

04

Women Entrepreneurship Development Programme

05

L J Startup Week 24*7
(A Seven-day Entrepreneurial Brainstorming)

06

Rapid Pitching Series

07

Antra Aspire
(An approach towards clarity in business know-hows)

08

Antracon
(Where ideas meet there worth)

FUNDS

up to 2.5 Lacs Early Stage Funding

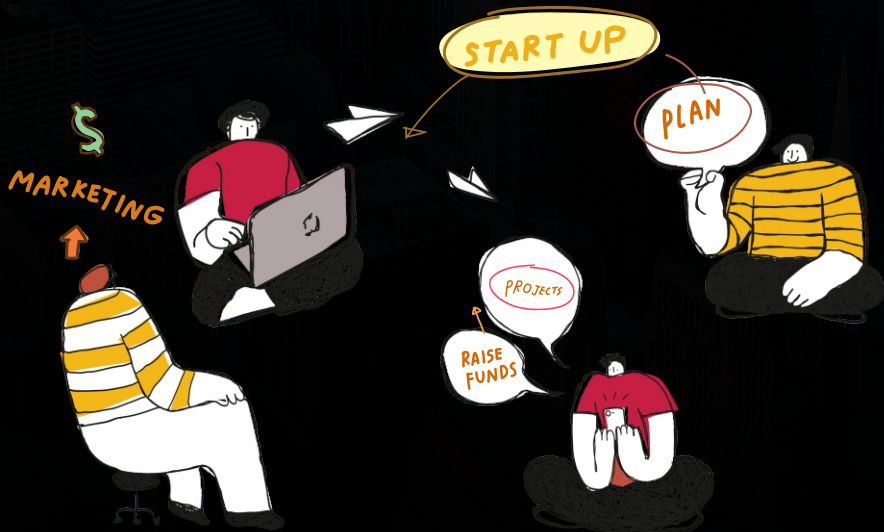
Prototype Development Support : To encourage young entrepreneurs in the field of entrepreneurship, Antrapreneur provides funds to budding entrepreneurs of up to **2.5 lacs**.

A up to 33 Lacs Seed

B up to 50 Lacs Fund

New business ideas of matured entrepreneurs are supported by means of advisory mentoring, infrastructure and funding of **upto 33 Lacs**. This funding support is provided for innovative physical products.

A one of its kind funding support is provided to nurture entrepreneurship and innovation in the Electronics & IT/ITeS sector. **Funds upto 50 Lacs** will be made available for potential startups working in the related domain.





How We Nurture Your Start-up?



Idea Generation
Start
with a right reason



Brainstorming with
industry mentors



Prototype
Development

Feasibility study –
(Marketing
Research)



Building a
great team



Funding & Pitching



Proof of Concept



Business Model
Canvas



Participation in
trade-shows and
startup
events like Vibrant
Gujarat Summit



How we prepare Next-Gen Family business owners?



Exponential
thinking
workshops

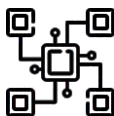


Global and Indian
mega trade study



Product design &
re-design

Study of
exponential
technology



Business & financial
planning



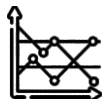
Talent Management



Govt. Policy
Analysis



Learning from peer
circle



Techno-Economics
Feasibility Report
(TEFR)

3 iMAGINATE iDEATE iNNOVATE

I³ is a 8 Week Workshop Series, organised on every Saturday with the aim to provide students with life long learning about problem Identification and Idea generation Process. Every Saturday begins with a presentation on a different Type of Entrepreneur belonging to various industries leading to a guest session and an episode on webseries on the provided theme of the day. Special Activity is arranged to enhance problem Identification skills of students. This rigorous workshop help students to generate business ideas and market gap.



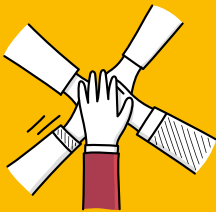
JOURNAL

LJ EFB has come up with an initiative of curating journal to record glimpses of activities that were organised in college. The aim is to provoke reflection and encourage students to jot down their experience, thoughts and learnings in creative ways.

ULTIMATE ENTREPRENEURIAL ACTIVITIES

Bliss_2022

Bliss is a fun event of two days celebrated at LJEFB. The students wear colorful outfits as per the color theme on first day and traditional attire on the second. They play games, click pictures and enjoy their heart out.



Cricket Auction

Cric-Auction is student engagement activity organised by EFB Faculty Members. This activity aims to prepare students for business uncertainties and strategic challenges prevailing in the real time business environment. During this activity students are required to make spontaneous decision related to bidding and budgeting.



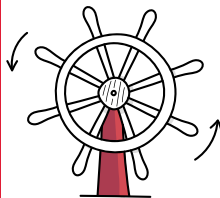
B Plan

A business plan is an essential roadmap for business success. A business plan is also a written summary of an entrepreneur's proposed business venture, about its operational and financial details also covering its marketing activities.



Digital Marketing Workshop

Business is transforming from real to virtual with the speed of time and it is important for students to learn skills required to survive in the virtual world. In order to teach students, the smart skills to start online business or career in it, digital marketing workshop was organised. It was a 20 hour workshop which comprises of theoretical and practical exposure of social media platform.



Sports Day

Sports day celebrated at LJ EFB Program where students participated and played various sports games like cricket, volley ball and badminton. Sports activities are highly encouraged at campus to make an imbibe sportsman spirit and health among students.

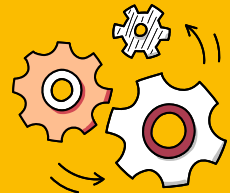


Monthly Theme Activity

Our students organise various Monthly Themed activity with weekly tasks, which includes

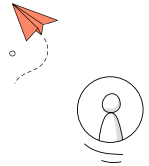
- Shabdology Sessions
 - Video Reviews
 - Lecture series by entrepreneurs (Ent. Talk)
- Shabdology

It is an innovative way to learn new vocabulary terminologies used in industry to enhance their overall skills of reading and understanding.



Book Review

A form of literary criticism where a book is reviewed or analysed and put on merit. A book review's length may vary from a single paragraph to a substantial essay.



“WOMEN INVESTING IN WOMEN”



A platform wherein women entrepreneurs of different levels (ideation, prototype, and seed fund seekers) were brought together in three different event formats i.e. mentor mixer, demo day and pitch for funds. The USP of the event was that all the stakeholders of the event were women. Another notable program which commenced during this event was the launch of Skill Development and Training Centre by Antrapreneur - The Business Incubator in association with FICCI Flo - Startup Cell.

HIGHLIGHTS OF THE EVENT

Establishment of a **Training Centre for Women Entrepreneurs**

30 ideas were validated by experts from various domains.

Seven businesses with a prototype got an opportunity to display their product and get market feedback.

Six startups got an opportunity to pitch in front of potential women investors, out of which, two are in talks for further meeting rounds with the investors.

300+

AUDIENCE

50+

PARTICIPANTS

40+

MENTORS

20+

INVESTORS



CAMPUS ACTIVITIES

TEAM : Sign Board



Sign Board Project is a part of an initial activity conducted with the aim to imbibe creativity among students. This activity was designed to teach problem identification in the given premises. So as a part of this activity, students have identified that University campus requires more clear sign boards to spot different institutions with ease. To make lines easier in Universities, signboard was introduced by a group of students after studying the problems pursued by new students for any purpose meeting in any concerned department.

TEAM : Waste Management



Students have also actively participated in finding out ways to sustain healthy and clean environment in University campus by running awareness campaigns. They have also designed Waste Collection and Disposal System at campus by installing dustbins at different locations. Thus, considering the Social Welfare cause, we encourage students to execute more such initiatives within and outside the campus.

We at LJ E & FB believe in the social commitments towards the society and would be zealous to work on it in a sustained manner through various initiatives by students.

"If you really look closely, most overnight successes took a long time." – **Steve Jobs**

OUR TEACHING PEDAGOGY



ZERO TO 1 LAB

LJ Z1 Lab is a community centre dedicated for fostering innovation and expertise among students. Within Z1 lab, students will find physical and virtual spaces, all-inclusive support, interaction with industry experts and collaborators, planning and execution of Idea to Action.



CO-WORKING SPACE

Co-working space is a specially designed workstation for students. It is space created specifically for aspiring entrepreneurs who share common resources and help each other to grow.



ENTREPRENEURIAL NETWORKING HUB (ENH)

LJ Campus itself gives a great opportunity to students for setting up small business in campus.



CASE STUDY ANALYSIS

Cases from different industry verticals would be discussed in classroom to provide students with the knowledge and understanding about the realtime business situations.



WORKSHOP SERIES

The series of workshop would be organized to develop expertise among students related to their startup and business.



TECHNICAL, LEGAL AND OPERATIONAL SUPPORT

Comprehensive support would be provided to the students for nurturing their business.

COURSE STRUCTURE

Designed to the developed entrepreneurial mindset required to see opportunities where people see challenges & obstacles. Our unique methodology involves turning Ideas into Action

Our syllabus will be according to the following pattern:





Dr. Viral Shah
(I/C) Director, LJ E & FB

Qualification: M.com, PhD

Experience: 22 Years

Area of Specialization: Entrepreneurship,
Finance and Accounting

In-house Faculty



Asst. Prof. Misba Desai

Qualification: Pursing Ph.D (International
Finance, M.S.U. Baroda), MBA (Finance)

Experience: 3 Year in Academics, 1 Year in
Industry

Area of Specialization: Financial
Management



Asst. Prof. Yash Shah

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

Experience: 5 Year

Area of Specialization: Finance
Company: BizEasy Advisory



Asst. Prof. Shivali Thakar

Qualification: MA (Economics) and MBA
(Finance)

Experience: 4 years in corporate and 9 years
in academics

Area of Specialization: Economics, Finance



Manika Jain

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

Area of Specialisation: English, Literature
and Communication



Debopriya Chakroborty

Qualification: B.E (Biotechnology,
Specialised in Biomethanation of waste) &
M.Tech (Biotechnology, Specialised in Food
Technology & Nutrition)

Experience: 7 Years

Area of Specialization: Entrepreneurship,
Sustainable Venture Creation & Scale up



Dr. Heta Bhatt

Qualification: Ph.D in Computer Science, MCA,
B.Com

Experience: 11 Years

Area of Specialization: Image Processing,
Computer Graphics, Fundamentals of
Processing, Operating Systems, Software
Testing

Industry Mentor

Company



Dr. Saleel Bhatt

Qualification: PhD

Experience: 23 Years

SciknowTech



Mr. Yash Shah

Qualification: B Tech.

Experience: 14 Years

Client Joy.io



Mr. Rohan Shah

Qualification: MS, Industrial and Systems Engineering (University of Southern California)

Experience: 15 Years

Hedweed Innovation



Jagdish Buch

Qualification: B.Sc., MLT, PGDHA, MBA

Experience: 30+ Years

Area of Specialization: Business Consultant, Coach, Trainer, Seasoned Professional

Incube Venture Pvt. Ltd.



Mr. Girish Pillai

Qualification: BA in Economics and MBA In Marketing

Experience: 20 Years

Corporate Trainer



Dr. Kavita Saxena

Qualification: PGDBM (Gold Medalist), Ph.D (Retail Mgt.) and FDP in Entrepreneurship

Experience: 18 Years

Area of Specialization: Marketing Management and Entrepreneurship

Startup Mentor



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imagine
ideate
innovate



Summer School
In Europe

