



LJ University
University with a Difference

LJIEM
L. J. INSTITUTE OF EVENT MANAGEMENT

LJ INSTITUTE OF EVENT MANAGEMENT

3 Year Full Time BBA DEGREE PROGRAM



REMINDER





ABOUT LJ UNIVERSITY (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 find 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 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 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 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+ plus well qualified and academically rich faculty, shaping the future of over 20,000+ students by engaging in teaching-learning, research and extension activities.

ABOUT LJIEM

L.J. Institute of Event Management, initiated in June 2018, offers a unique course in the area of Event Management. This is a three-year full-time Bachelors in Business Administration with Event Management Specialization that aims to provide the best talent to the said industry. Its unique pedagogy aims to impart a comprehensive and holistic education to the future Event Managers. LJIEM, where Education is the passion, the passion, which leads to incessant pursuit of knowledge and acquisition of skills. LJIEM aims to impart classroom education along with practical training.



PROGRAM FEATURES



3 Year full
time BBA
degree



Physical & E -
Learning
resources



Qualified
Faculty
Members



Digital Gujarat
Scholarship



SSIP



On-Demand
Exams



In-Demand
Skills
Workshops



Internship &
Placement



Work-based
Learning
Route



360 Degree
Continuous
Evaluation



Holistic
Development



Personalized
Counseling
Program



Powerful
Career
Assistance



On Ground
Training



Bridge Course



IN HOUSE FACULTY

Dr. Rashi Goplani

Director I/C,
LJIEM



Qualification:

M.com (Gold Medalist), M.Phil, NET Qualified,
Ph.D.

Area of Specialization: Marketing
Management, Strategic Management

Experience: 20 Years

Asst. Prof. Aakriti Ahuja

Qualification:

M.Com (BST Honours), B.Ed., Event
Management Adv. Diploma, Ph.D.

Pursuing

Area of Specialization: Event
Management



Prof. Nimesh Gadhavi

Qualification:

M.E.

Area of Specialization:
Event Production

Prof. Jay Shukla

Qualification:

B.com

Area of Specialization:
Event Hospitality & Production
Management



Prof. Rushika Soni

Qualification:

B.com (HR Hons.), MBA (Sports
Management), NET Qualified

Area of Specialization: Sports
Event Management



VISITING FACULTY

Sunil Pandya

Qualification:

B.Com

Area of Specialization:

Sound Engineer



Kush Mehta

Qualification:

MBA (Marketing), Ph.D. Pursuing

Area of Specialization:

Event Marketing



Girish Pillai

Qualification:

BA in economics, MBA in Marketing

Certified CELTA trainer

Area of Specialization:

Communication



Sneha Tripathi

Qualification:

M.A. English, Ph.D. Pursuing Cambridge

Certified Soft Skill Trainer

Area of Specialization:

Personality Development & Soft Skills



Palak Sirwani

Qualification:

BBA (Media & Communication),

Diploma in Image Consulting

Area of Specialization:

Communication & Soft Skills



Drishti Saraogi

Qualification:

M.com, MBA (FINANCE), Ph.D

Pursuing

Area of Specialization:

Management



Prof. Chintan Oza

Qualification:

M.Pharm

Area of Specialization:

Fashion Events, Craft and Lifestyle





LJIEM INTERNSHIPS & PRACTICAL TRAINING



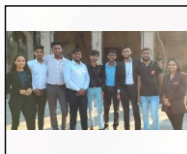
Badshah Concert



Corporate Event



**Danspire
Dancing Show**



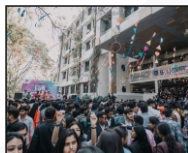
**Destination
Wedding Event**



**Eclectic Edit
Exhibition**



Exhibition Internship



**Fun Fiesta
Days Celebration**



**Gujarati Iconic
Film Award**



Happy Street



Heritage Walk



Jewelry Exhibition



Josh Grand Finale



**Lata Mangeshkar
Karaoke Afternoon**



**LJ's Galentines -
Women's Day Celebration**



**Mercedes Sale
Driven Activity**



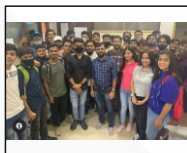
**Mirchi Tree
Idiot With Dhwani**



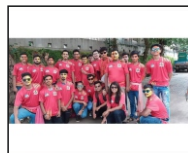
Mr & Miss LJ 2021



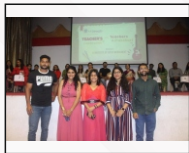
**Navratri Mela
Internship**



PR Company Visit



Pro Kabaddi



**Teachers Day
Celebration**



The Bazaar Project



Treasure Hunt



Wedding Internship



**Movie Premiere
Internship**



Weekend Window



Youth Day



**Zakeer Hussain
Musical Night**



Music by Waters



LJ Idol

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**



**MEDIA &
COMMUNICATIONS**



**EVENT PLANNING &
PRODUCTION**



FINANCE & SALES



Event Broadcasting



**EVENT
CONCEPTUALIZATION &
PUBLICITY**



**BUSINESS OFFICE
MANAGEMENT**



**HUMAN RESOURCE
MANAGEMENT**



**OPERATIONS
MANAGEMENT**



**FACILITY
MANAGEMENT**



**LISTENING &
TRAINING**



**EVENT
MANAGEMENT
& PR**



**CELEBRITY
MANAGEMENT**

FRATERNITY LINKAGES AT LJIE



Artistry



AUM



Comet Venture



Eventzz Planet



Kaizen Events



Dreams Pro



Weekend Window



Sa Re Ga Ma Entertainment



Newish Events



9 Kubes Entertainment



Kotra



Positive7



Koncept Events



Jayveer Entertainment & Events



Event by Krunal Parekh

STUDENTS TESTIMONIALS

Eisha Deogaonka

Business Development Executive (Gunj Entertainment - PR, Advertising & Event Company)



LJ Institute of event management is a great and knowledgeable college. Here we are provided with different types of event internships starting from the 1st year itself which is amazing. I feel this college has given me a good platform to build contacts as well as helped me build confidence and with the help of that I have been selected as a Business Development Executive in Gunj Entertainment & Event Management Company. The placement opportunity given by the college is amazing and is fulfilling our passion of managing events.

Neha Bhojwani

Marketing Research Officer (Kotra - Korean Trade & Investment Promotion Agency)



LJ Institute of Event Management is known to be one of the best colleges. BBA in Event Management at LJ allows us to become innovative and creative. With many certified internship opportunities, we are able to gain maximum experience and knowledge both practical and theory. With such enthusiastic professors who guide and motivate us every step of the way, it proves to me that I have chosen the right field. And the reflection of its proof is in the placement opportunities given by the College, and through the same I got placed as a Marketing Research Officer in Kotra, the trade & Investment Company.

Jhanvi Kaushik

Movie Production & Marketing Manager (Dreams Pro)



Pursuing my career in LJ Institute of Event Management is something like a student's ideal college. You not only gain bookish knowledge but you get practical experiences as well as internships of very renowned companies and it helps us to groom ourselves and learn the basic nitty gritty of different aspects of Event Management. The learning helped me in bagging the placement opportunity in Dream Pro - An Event Management Company.

Simran Chouhan

Founder - Double 11 - Fashion Startup



LJ Institute Event Management has different modes of teaching such as on ground training, practical exposures, workshops, internships. They also help us to understand the topics through different practical approaches. And experiencing different internships helped me in commencing my own fashion startup, and the learnings which college provided me helped me in developing my business.

Salman Patel

Freelancer - Event Manager (Eventz Planner, A3 Events, GoBanana, 4 Heads)



My overall experience about LJ Institute of Event management has been amazing. The college has an amazing infrastructure. The college has provided me with a number of opportunities to grow and explore my managerial skills. They emphasize equally on events & internships along with education & always helped me a lot. We got very good experience with the events they provided for our practical & handling events knowledge. Also the learnings successfully helped me in coordinating the events of renowned companies of Ahmedabad.

Maulik Prajapati

Founder - Newish Decor & Event Company



The perfect blend of Classroom Teaching & Practical Training is provided by the LJ Institute of Event Management. It's a very good college for students who have a passion for doing events and have a blend of management in them. All the Professors are also great in this Institute. There are vast varieties of event internships given by this college. I would highly recommend it after 12th grade for higher education.

APPRECIATION FROM EXPERTS

Bhavesh Rami

Event Operations Head - Dreams Pro



LJIEM epitomizes the ultimate gateway to the world of events. The foundation that LJIEM lays for students to cultivate into fine event professionals is truly commendable. The on ground work of students and their commitment in internships is really good. The students also have a good knack towards the nitty gritty of various events.

Umang Shah

CEO - 9 Kubes Entertainment



LJ Institute of Event Management has an Industry exposure outlook with relevant skill training program and workshops for job ready market; curriculum is designed taking in consideration real industry outlook & practical aspect of event management. Faculty are of high intellectual capability having right methods & processes needed to create winning event managers.



Aakash Shah

Founder - Artistry Events

Faculty members of LJ Institute of Event Management are very student friendly and approachable in nature. The institute organizes various Event visits, guest lectures, conferences participation and case conclaves to give a hand on experience to its students which is actually helping us as an Event Company to get better educated and well experienced crew.

Shyam thakkar

Director - Konzept Events, Bhavnagar



We want to extend our heartfelt gratitude to faculty and students from LJIEM who supported our wedding event in the COVID environment. Trying to maintain a sense of continuity and comfort through such upheaval is difficult. Everyone was very co-operative, teamwork was really nice, understanding the situation and everyone was enthusiastic towards work.



Umang Thakkar

Founder - Eventzz Planet

The willingness and passion of the students of LJIEM towards learning, exploring and obeying the processes on ground was commendable. Their behavior with all our patrons and participants was exceptional. This only shows how sincere your efforts are as an institution in building a strong character and instill the right attitude in business ethics. We would be happy to have LJ Institute of Event Management on board for hiring volunteers for our future events on a regular basis.

Santosh Agnihotri

Founder - Sa Re Ga MA Entertainment



LJIEM has an excellent curriculum, event industry faculty training model, and the way they provide live events experience and internships to their students is wonderful. To create your career in events, LJIEM is the place to be.

ADMISSION PROCESS



ELIGIBILITY

Eligibility: Cleared 10 + 2, any stream, any recognized board.



REGISTRATION

The students will have to register their names on www.ljsem.com or contact: 9099078640.



COUNSELLING + INTERVIEW

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



9099078640



info@ljsem.com



www.ljsem.com



LJ Campus Near Sarkhej-Sanand Circle, S. G. Road, Ahmedabad- 382210