



LJ University
University with a Difference

NEW LJ COMMERCE COLLEGE (B.COM)

(School Of Commerce)



Lok Jagruti Kendra (LJK) a charitable trust, was established in 1980 by eminent academicians, professionals and distinguished personalities of the society. In 2019 LJK has been notified as Lok Jagruti Kendra University. L.J. Group of Institutes runs 32 institutes offering diverse range of programmes like Diploma, Undergraduate, Postgraduate, Doctoral and Professional courses like Pharmacy, Engineering, IT, Architecture, Physiotherapy, Law, Commerce, Applied Sciences, MBA, MCA and Ph.D. It functions from 3 campuses in Ahmedabad with over 1000 well qualified and experienced faculties to train over 20,000 students.



Transportation & Accommodation Facilities.

LJK also provides transportation and accommodation facilities.

Antrapreneur The Business incubator

It has fully functional start-up and incubation cell called "Antrapreneur"

400 Student's Innovations | 30+ Student's Startups



LJ Department of International Affairs

LJKU has its overseas education cell having collaborations with foreign universities for postgraduate studies, summer programs, student and faculty exchange as well as joint research ventures.

LJ'S SOCIAL ACTIVITIES

AAPNE

Provides free food to under-privileged people.

PRAYAS

Provides free education to underprivileged children.

KARMADARSHI

Provides proper knowledge of skills to underprivileged people and gives them employment

THE CAMPUS

The campus is spread across a sprawling green stretch located in the outer periphery of the city. It has every possible amenity that students may require for comfortably pursuing their studies. The campus is buzzing with 32 colleges, sports grounds, canteen, lush green lawns, open air theatre, auditoriums and a happening vibe which help students in studying, relaxing and enjoying their college life.



SMALL BATCH SIZE

Our goal of setting up a small batch size, preferably 70 to 80 students in a class has led to better prioritization and a good teacher-student ratio.

THE COURSE

We offer a full-fledged three years course-Bachelor of Commerce (B.Com). B.Com is a graduate degree in Commerce. The course is designed to provide students with a wide range of managerial skills and understanding in streams like finance, accounting, taxation and management.

SCOPE

After completion of B.Com the students will have myriad opportunities for building their careers. Candidates can work in public as well as in private sector. The aspirants can apply for government jobs like bank, UPSC, etc. The students can pursue the courses of CA and CS during/after B.Com. We at NLJCC prepare the students for jobs related to accounting, finance, auditing, corporate laws and taxation.

- **Eligibility:** 12th from any Board
- **Duration:** 3 years divided into 6 semesters



EXPERIENTIAL LEARNING

- Practical Accounting (Tally and Other Softwares)
- Excel/Access/MS Dynamics
- Foreign Accounting
- E-filing (Direct Tax/GST/ROC/BSE/NSE)
- Advanced Computer Lab
- Industry Specific ERP
- Business Etiquettes
- Public Speaking
- IELTS Training
- Workshops and MOOC

NOVEL FEATURES

We offer Specialisation in Three areas

1
ACCOUNTING &
TAXATION

2
BANKING &
INSURANCE

3
BUSINESS
ANALYTICS

HOW B.COM IN LJU DIFFERS FROM B.COM IN OTHER UNIVERSITIES?



Curriculum
Supporting Industry
4.0 Revolution



Expert Faculties &
Continuous
Upskilling



Experimental
Learning - More
Practical Approach



Sports Academy For
Holistic
Development



Flexible Education
System - Multiple
Specialisation



Business Incubation
Centre To support
Entrepreneurship

SOFTWARE LAB FOR ACCOUNTING & STATISTICS

TORA/
LINDO

Microsoft
Excel/
Access

Microsoft
Project

ARENA,
MATLAB,
NCSS

XERO

SAS,
R-Language,
Python, SPSS

Tableau,
Power BI

Quick Book

B.COM UNDER LJU WILL COVER EMERGING SUBJECTS LIKE



Foreign Accounting



Stock Market & Mutual Fund



Digital Marketing



Entrepreneurship & Start Ups



Business presentation &
Corporate etiquettes



Business Analytics



Investment & Wealth Planning

OUR SPECIAL FEATURES

- Excellent management of the college since **2001**
- Centralized Placement Cell
- Hand-holding by Alumni for Jobs
- Well-stacked Library
- Continuous Evaluation
- Sports Grounds
- Separate classes for the students transferred from Gujarati to English Medium
- Tech- Savvy Campus



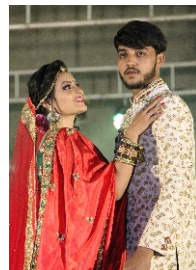
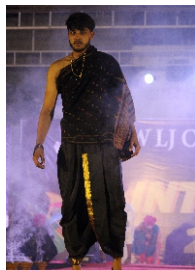
- Industrial Visits
- Student Exchange and Cultural Exchange Programs with Foreign Universities
- Relaxation for the students pursuing professional courses like CA/CS/CMA
- 30% teaching with industry linked software
- Experienced, Dynamic and well-read faculties with PhD, MPhil, University Ranks, and excellent academic record.



EVENTS @ LJ

INTOXICA

One of the most anxiously awaited occasions in any college is its annual function. Great excitement and hurried activities are visible all around. The coordinators and the participants are especially elated. Even those who are not actively involved are excited to have a day filled with fun, frolic and amusement. Intoxica is our one such thrill-filled, spectacular event.



FUN FIESTA

Winter season is the season of celebrating the most awaited cultural event of New LJ College- The Fun Fiesta 2021. It is one of the events which the students relish with full Zeal.



PARAKH

Every year college conducts induction for first year students. As the name suggests, PARAKH is to identify the skills and talent of the students in various fields.



EVENTS @ LJ

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

LJ 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.



LJ NO SANEDO



MEDIA COVERAGE



The New LJ commerce college, Ahmedabad, student form over the years has been excellent, chalking up titles, including two gold in junior boys team and boys singles consolation event at World Junior circuit Serbian open, Belgrade, 2017; silver in youth doubles and junior doubles at the junior and Youth national and interstate championship, Kolkata, 2018; and bronze in men's doubles and men's team event at the Senior nationals and interstate championship, Telangana, 2020.



Red bull retains champion Gujarat inter college compilation From last 3 years # Champions 🏆
કહોરે પવિત્રમ ક્યારેય વ્યર્થ નથી જતો..!!



Ripal Patel of New LJ College, Ahmedabad
© Vignesh Reddy

Ripal helped New LJ College, Ahmedabad, through the four matches they played through his fine performances with both bat and ball. He had 89 runs in his account with four wickets throughout the tournament. His master class shone through in New LJ College's third league match against Loyola College, Chennai. Ripal seized the day by smashing 63 runs and turned three batsmen back to the pavilion when they came up to face his bowling. Ripal has also played for **Rajasthan Royals** and represented Gujarat in domestic limited over tournaments.

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nljcc.official Congratulation team new lj for becoming state champion in "Redbull Cup 2021"...

LJ START WITH A BANG

Ahmedabad Mirror | Updated: Feb 11, 2020, 06:00 AM IST



LJ Institute ring the warning bell with a big win at Inter College football tourney

LJ Institute started their campaign at the JG Cup Inter College All Gujarat Football Tournament with a thumping 8-0 win over Shanti Business School on Monday.

Kawal (3rd, 4th, 17th) and Tirth (37th, 40th, 45th) scored hattricks as LJ led 5-0 at the half time. Kunal (9th) and Tarak (24th) scored a goal each for the winners.

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Liked by Siaschemistryofficial and 660 others
nljcc.official We reached to final!! 🏆... nljcc.official Team win semi final... please be present on 10th January for final to cheer up our cricketers @ AEC ground, Gujarat University... nljcc.official



nljcc.official New LJCC Congratulates Riya Pandya of sem-6 for having stood 2nd in All India Open National Endurance...



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