



LJ University
University with a Difference



LJ IMBA
5 YEAR INTEGRATED MBA

LJ IMBA-5 Year Program *(School of Management Studies)*

ADMISSION AFTER 12TH STD (ANY STREAM)

Honesty

Respect

Empathy

Gratitude

Patience

0 KM

LJIMBA



About LJ University

LJ University is a university with a difference in terms of visualization, delivery strategies, and assessment of programs through collaboration, innovation, and excellence.

LJ University is established in the year 2019 as a part of a consolidation strategy of LJK Trust established in the year 1980 by a group of academicians led by Prof. B M Peerzada, Former Dean, of the School of Commerce and Management, Gujarat University, as a leading organization for its 30+ constituent institutes run 50+ programs in 3 Campuses under one umbrella offering Courses in various disciplines like Engineering, Management, Pharmacy, Computer Applications, Architecture, Physiotherapy, Law, Planning, Commerce, etc., Thus, while the university is of a recent origin, its constituent institutions have a sparkling history of over 40 years. The university currently is under the leadership of Vice Chancellor Dr. Dinesh Awasthi and Vice President Dr. Manish Shah. Along with its 30+ constituent institutions, operates from a well-developed environment-friendly campus having excellent infrastructure facilities.

3 CAMPUSES | 30+ INSTITUTES | 50+ PROGRAMS
2000+ WORKSTATIONS | 1000+ FACULTIES
20,000+ STUDENTS

About LJ IMBA-5 Year Program (School of Management Studies)

LJ Integrated MBA -5 Year Program (School of Management Studies) is considered 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 expose the students to the industrial knowledge and skills to make them Industry ready.

At LJ Integrated MBA, we focus on developing students holistically, as it is our responsibility towards society, students, and the community at large. We empower students with the skills, knowledge, and experience required to lead in their life and career.

Vision & Mission

LJ Integrated MBA is dedicated to innovation and excellence in the service of our country. We aim at producing worthy citizens of our country aiding in overall progress of humanity with our motto of 'Make in India, develop India'. 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.



Course Structure

BBA – 3 Years

BBA (Honours)- 4 Years

IMBA- 5 Years



Trio Strategy



Theory

Practical

**Skill
Development**

LJIMBA is committed to inculcate, Intelligence Quotient, Emotional Quotient, Social Quotient, Spiritual Quotient, and Physical Awareness Quotient in the Student community at large.





Theory

To address problems and issues of any magnitude, there has to be a strong base of theory to support. LJIMBA has designed its syllabus structure as per the industry requirement by the experienced and research driven faculties along with the industry experts so that students would get a strong base to build their future.



Practical

Along with theory, its application is equally important. Our students get exposure by various activities like:

Industry Visit

Industrial visits are held once a semester to give students an inside look at organizations in IT, manufacturing and services, finance, and marketing and advertising field.



Industry-based Projects

LJIMBA has 10 semesters of theoretical and practical knowledge. From 3rd year, 45-day, 60-day, 90-day, and 6-month industry-based projects are introduced. Project Analysis/Studies improve students' analytical and presentation skills.

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.



Skill-based Learning

Theory and its application have relevance only when one possesses skill to execute the learning, LJIMBA conducts enormous skill enhancement and development activities like:

Incipience

New beginnings can empower. Incipience 2022. It showcases newly gained abilities in elective disciplines including **Corporate Etiquette, Voice Over, Photography, Theater, and Graphic Designing** under Monaz Parekh, Bhargavi Buddhadev, Bhargav Pandya, Nayan Bhil, and Shadab Ansari.



Workshops

As a part of teaching pedagogy we conduct electives workshops based on different specializations and streams , such as Personal Branding, Financial literacy, Training and Development, Leadership, Sports Management, Basics of Capital Management, Recruitment and Selection, Motion graphics, Management lessons by Indian Ethos, Event Management.



અવ.જે. યુનિવર્સિટી અને અક્ષત સ્ટોક માર્કેટ ટ્રેનિંગ હાલ દ્વારા બીબીએના વિદ્યાર્થી માટે સ્ટોક માર્કેટમાં કેવી રીતે કરારકર્તી બનાવવી તે વિષય પર 11 દિવસીય વર્કશોપનું આયોજન કરાવ્યું હતું. વર્કશોપમાં પ્રેક્ટિકલ બેઝ પર તાલીમ અપાઈ હતી અને એક સાથે વેપારી અથવા એકાઉન્ટન્ટ બનાવવા માંગદર્શન પણ અપાવ્યું હતું.

નવગુજરાત સમય



Prowess

The power to perform is a step towards empowering students of LJ Integrated MBA with knowledge to equip them in their professional domain.

Faculty Profile



Dr. Viral Shah (Campus Director)

Qualification : M.com, Ph.D.

Experience : 23 Years

Area of Specialisation : Entrepreneurship,
Accounting and Finance

((I/C) – Director LJ IMBA) **Dr. Richa Mandan**

MA (Economics), Ph.D (Developmental Economics): **Qualification**

16 Years: **Experience**



Divya Shetlur (PG Head)

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

Experience : 10 Years

Department of Marketing



Dr. Susmita Suggala

HOD - Marketing

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

Experience : 15 Years



Abhigna Vaishnav

HOD-Management

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

Experience : 8 Years



Hardik Solanki

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

Experience : 11 Years

Department of Finance



Dr. Sonam Arora
HOD-Finance

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

Experience : 8 Years



CA Yash Shah

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

Experience : 7 Years



Misba Desai

Qualification : Ph.D. Pursuing
(M.S.U Baroda) MBA (Finance)

Experience : 5 Year

Department of Human Resource



Parita Thakkar
HOD-Human Resource

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

Experience : 9 Years



Heli Shah

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

Experience : 4 Years



Dr. Krupa Kapadia

Qualification :
Ph.D, MBA (H.R.)
Experience : 6 Years in
Academics

Department of General Management



Shivali Thakar

Qualification : PhD pursuing
(MU), MA (Economics) and
MBA (Finance)

Experience : 10 Years



Sweta Agrawal

Qualification :
PhD pursuing (GU),
M.Com, B.Com, GSET

Experience : 4 Years



Ms. Shailja Bhatt
Placement Coordinator

Qualification : Global
MBA Pursuing, MBA
(Marketing)

Experience : 3 Years

Student Achievement

Academics

Semester 9

Batch 2018-2023

**GTU
1st Rank**



Mehreen Puthawala



Safiya Pisuwala

**GTU
6th Rank**

Semester 7

Batch 2019-2024

**GTU
1st Rank**



Manali Panchmatiya



Ritika Panchmatiya

**GTU
3rd Rank**

Semester 1

Batch 2021-26



Darsh Koshti

**LJU
1st Rank**



Mahima Agarwal

**LJU
2nd Rank**



Jay Patel

**LJU
3rd Rank**

Semester 2



Darsh Koshti

**LJU
1st Rank**



Himanshi Bhadauriya

**LJU
2nd Rank**



Mahima Agarwal

**LJU
3rd Rank**

Semester 3



Mahima Agarwal

**LJU
1st Rank**



Darsh Koshti

**LJU
2nd Rank**



Ehleen Ghanchi

**LJU
3rd Rank**



- Second-year student Japan Modi played "Red Bull Cup" nationally. Mallanpur International Stadium in Chandigarh hosted the tournament.



- Devansh Desai holds a Guinness world record in a relay marathon and played Tabla non-stop for 75 hours.



- Mohammad Aafi Sindhi won 1st Prize in Shark Tank, PRAVEG'22 at Nirma University. He also won IIM Kwizmate.

Events

Academic Events

Rural Visit



Teachers' Day Celebration



BSE Investor's Protection Cell

BSE Investor's Protection Cell- A Visit to BSE to learn the BSE working mechanism and Depositories mechanism.



Industry Collaboration

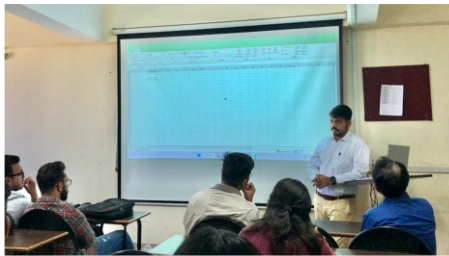
Dynamics of HR - In Association With Baroda Management Association

To strengthen the skills in the area of HR 24 hours workshop was conducted by 6 industry experts.



Finance Workshop - In Collaboration with Tipsons Commodities Pvt. Ltd.

For market and subject knowledge enhancement of the students, LJIMBA organized a 10 hours training program for the MBA first year students in collaboration with **Tipsons Commodities Pvt. Ltd.**



Hackathon 1.0

It is a platform given to the future managers to find rapid solutions of interesting business problems and real-world challenges. Hackathon 1.0, an 11-day program was a collaboration with **The Family Member (TFM)**, a company seeking solutions for their imminent problems. Students worked on the problems to bring forth solutions for the company. Cash prizes were given to the winning teams.



Young Indians

An MOU has been signed between CII (Confederation of Indian Industry) and LJ IMBA. CII through YI engage students in multiples activities that helps to develops leadership skills and spirit of giving back to the nation



Rotract

Rotract Club and LJIMBA students organise various social events and volunteer. This develops students into responsible citizens. Students distribute food, masks, and sanitary products to the underprivileged in awareness initiatives.

Co-curricular Activities

Aapne

A social initiative of LJU inculcating Cognitive, Emotional and Compassion and Empathy.



Aazadi Ka Amrit Mahotsav

An initiative to celebrate and commemorate 75 years of independence



Treasure Hunt



Alumini talk- An interaction with Alumini



Culrav

Culrav, an event filled with activities like, dancing, singing, fashion shows and signature day. As the name suggests, the event gives a platform to students to express their culture and art, through which they create ever-lasting memories.



Cricket Auction

Cricket auction is a game for making the students understand business acumen and the pricing strategy of the players.

Bizzest

Bizzest, gave a platform to the students to showcase their ideas and how they plan to put it into action if given a chance. Not only did the event help students in brainstorming business ideas, designing their ideas, and presenting them, but they also learned communication skills, marketing skills, and bargaining skills, among various other learnings.



G20

The Group of Twenty (G20) is the premier forum for international economic cooperation. It plays an important role in shaping and strengthening global architecture and governance on all major international economic issues. This year LJIMBA is hosting the event and the activities are seminars, quizzes, Poster making, Debate, Essay Writing competitions, Discussion Forums.



Placement & Internships

Training & Placement Cell, at LJIMBA is one independent body that focuses on the placements of students with a personalized approach. Before any Internships or Placements to happen, LJIMBA T&P, makes sure of providing adequate training & information about the Industry & Company & preparing them for interviews.

Training at LJIMBA

We, at LJIMBA believe in hardcore training for the students on the grounds of their Communication, Personality Development, Grooming.

Classrooms filled with placement batch go for Pre-Placement discussions as well, where in the students are brought in the proximity of the organisation's expectation(s), they would be getting interviewed for.

SPEED

SPEED, is Student's Personality & Employment, Evaluation & Development Programme which stands as a student democratic series wherein they are brought closer to the corporate reality and are prepared for their future endeavors, based on their discipline. Group Discussions, Public Speaking, Personal Interviews, CV/Resume Building are taken care of, under SPEED.

Companies



ACTIVITIES AT LJ UNIVERSITY

WOMEN INVESTING IN WOMEN

A platform that brought together women entrepreneurs at different stages (ideation, prototype, seed fund seekers) in three event formats: mentor mixer, demo day, and pitch for money. In conjunction with Ficci Flo-Startup Cell, antrapreneur the business incubator opened a skill development and training center.



LJ INNOVATION VILLAGE



L J NO SANEDO



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