



# LJ IMBA

5 Year Integrated MBA Programme

(NAAC Accredited B++, AICTE Approved & GTU Affiliated)

## ABOUT LJK

Lok Jagruti Kendra is a charitable trust incorporated in 1980 under the leadership of Gujarat's prominent academicians, leaders and visionaries. The vision of LJK is to nourish students with knowledge and give exposure to create future leaders and compassionate citizens.

LJ Group of Institutes comprises of 27 phenomenal Education Institutes extending across the 14 acres of land with more than 1500 Professors sharing their knowledge and experience with 20,000+ students. At LJK, education begins with curiosity leading to exploration and transforming it into innovation and accomplishments.

## ABOUT LJ INTEGRATED MBA

LJIMS-5 Year Integrated MBA is an AICTE approved and GTU affiliated programme, focused on preparing students for VUCA; (Volatility, Uncertainty, Complexity and Ambiguity) of the dynamic business environment.

It was established in 2013 with 50 students and today 600+ students are educated by 15 qualified and experienced faculties.

## ADMISSION CRITERIA

1 Students securing 70% in 12th Direct Admission

2 Students securing less than 70% UGAT\_2020/LJMAT\_2020

#Sports Quota applicable



## **In house Industry Interaction:**

People from various industries are invited and their knowledge and experiences are shared with students to make them understand theory subjects in practical manner.



## **Case Study Analysis:**

Every subject is combined with a practical case study in order to make students aware of industries and corporate real situations.



## **Explore:**

We firmly believe that only theory teaching between four walls will not make students enough competent. Thus, there visits are arranged every semester visits to various manufacturing, processing, packaging and servicing companies.



## **Interim Vivas:**

As a part of teaching pedagogy students are given projects for which they have to do research, collect data and present their findings before various experts panels.



## **MOOC Courses :**

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 MOOC courses run by various established universities around the Globe to gain in-depth knowledge of the subjects.



## **Internships:**

Internships are provided to students, which is one of the best approach to provide students with the hands on training for job.



## **Group Presentations:**

Individual wins the game, but team wins the championship. Thus, to inculcate the sprit of teamwork group presentations are curated for each subject.

# FACULTY PROFILE



**Dr. Viral Shah (I/C) Director, LJ IMBA**

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

**Experience :** 20 Years

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



**Asst. Prof. Nikita Macquin (Dean in Absentia)**

**Qualification :** MPhil (Social Entrepreneurship, Distinction)

**Experience :** 7 Years

**Area of Specialisation :** Strategy, Marketing and Human Resource



**Dr. Richa Mandan (Asst. Prof.) – UG Head**

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

**Experience :** 13 Years

**Area of Specialisation :** Development Economics



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

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

**Experience :** 13 Years in Academics 3 years in Industry

**Area of Specialisation :** Marketing



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

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

**Experience :** 4 Years 6 Months

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



**Asst. Prof. Parita Thakkar**

**Qualification :** PhD. Pursuing (Gujarat University), MBA (H.R)

**Experience :** 6 Years

**Area of Specialisation :** Human Resource Management



**Asst. Prof. Misba Shaikh**

**Qualification :** MBA & BBA (Finance)

**Experience :** 2 Years

**Area of Specialisation :** Training & Placement cell



**Ms. Chandni Vidani**

**Qualification :** MA in Psychology (Pursuing), BBA(HR)

**Experience :** 7 years

**Area of Specialisation :** Training & Placement



**Asst. Prof. Divya Shetlur – PG Head**

**Qualification :** Ph.D. Pursuing (Gujarat Technological University), MBA (H.R & IT)

**Experience :** 8 years

**Area of Specialisation :** Human Resource



**Asst. Prof. Abhigna Vaishna**

**Qualification :** Ph.D. Pursuing (Gujarat University), MBA (Marketing) (Gold Medalist), DCA

**Experience :** 5 years

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



**Asst. Prof. Hardik Solanki**

**Qualification :** PhD. Pursuing (KSKV Kachchh University)

**Experience :** 8 years Academics

**Area of Specialisation :** Marketing



**Asst. Prof. Yash Shah**

**Qualification :** PhD. Pursuing (Gujarat Technological University), CA, M.com

**Experience :** 4 years

**Area of Specialisation :** Finance



**Asst. Prof. Tanvi Panchal**

**Qualification :** MBA (HR), BBA Management from LJIMS-5 Year Integrated MBA

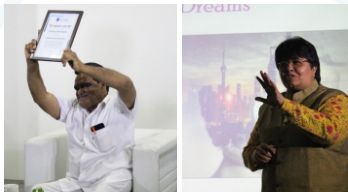
**Area of Specialisation :** Human Resource Management and Research Writing

# CO-CURRICULAR ACTIVITIES AT LJ IMBA

Hard work is the first step towards the path of success. An internship is the best way to get practical exposure. LJIMBA provides that opportunity to students of LJ BBA, LJ B.Com and LJIMBA during the course Internship Drive where companies hire them for 60-90 days and groom them.



**INTERNSHIP DRIVE**



**TALKFEST**

A unique interactive series of talk shows undertaken by the prominent speakers and professionals of various industries to bestow students with the knowledge of substantial battles of life and career.

It is a workshop series to increase the employability and business acumen of students by giving them skill based training on the core pillars of management via workshops.



**PROWESS**



**KNOWLEDGE SHARING SESSIONS**

Experience sharing is the best way to imbibe knowledge, thus we organize subject-specific guest lectures for students to learn from the experience of Industry experts.

## EXTRA-CURRICULAR ACTIVITIES AT LJ IMBA

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



### GENESIS

Reminisce is the name given to the days celebration at LJIMBA. There are fun games and talent competitions among students to capture college memories.



### REMINISCE

Sports plays an important role in educating students as it teaches them to become strong from inside and also develop a fit and sound body. Thus, LJIMBA organise sports games which help students to develop a self-motivating spirit to do things on their own.



### SPORTS

# STUDENTS' ACHIEVEMENT

## UNIVERSITY RANKS



**PARINAZ GANDHI**

1<sup>ST</sup> RANK GTU,  
SEMESTER 9  
CPI : 8.89



**DIVYATA TRIVEDI**

10<sup>TH</sup> RANK GTU,  
SEMESTER 9  
CPI : 8.49



**MANALI PANCHMATIYA**

4<sup>TH</sup> RANK GTU,  
SEMESTER 1  
CPI : 9.14

## SPORTS ACHIEVEMENTS

1. GTU Sport fest-2019: 3rd Prize for Volleyball. Team: Kavi Mehta, Shonit Aurora, Manmendar Kumpavat, Priyam raval, Rituraj Singh Jadeja, Dhruvil Patel, Om Raval
2. Kushal Bohra of Sem 3 and Rahul Pancholi of Sem 5 was selected for Interzonal (State) in Chess organized by GTU-2019.
3. Rucha Shukla of sem 1 was selected for Interzonal (State) in Badminton organized by GTU-2019.
4. Ghanshyam Vekariya of sem 1 was selected for Interzonal (State) in Kabbadi.
5. Shonit Aurora of sem 1 and Kavi Mehta of sem 5 participated in Badminton organized by GTU-2019.
6. Ruturaj Singh Jadeja of sem 3 was selected for football at All India University National level organized by GTU-2019.

## CO-CURRICULAR ACTIVITIES ACHIEVEMENTS



**Concourse 2020 – AU**  
1st Prize  
(Best Institute Award)

**Vishleshan – GLS MBA**  
Case Study – 2nd Position  
Mime: 1st Prize

**Protsahan: Ganpat**  
B-Plan: 3rd Prize  
Quiz: 3rd Prize  
Team Building: 2nd Prize  
Rangoli: 1st Prize

**IMAGE – GLS IBA**  
(J P Shah Institute of Business Administration)  
B-Plan: 2nd Prize  
Debate: 2nd Prize  
Ad Analysis: 2nd Prize

**BK School of Management**  
Case Analysis: 2nd Prize  
Elocution & Extempore: 2nd Prize  
Fake it Till you make it: 2nd Prize  
Roadies: 2nd Prize

# INSPIRON\_2020

Inspiron is a Management fest that is a forum for like minded individuals to interact, share the latest happenings in the field of management and entrepreneurship and compete. It is a multi-disciplinary event conducted by and for the students of age group from 17 to 25 years.

The event was conducted on 19th -20th of February, 2020 (Wednesday and Thursday)

19th Feb – Management Competition: Level 1

20th Feb – Management Competition: Level 2 + Valedictory

In Inspiron 2020, nearly 350 students participated from across India, hence bringing educational and managerial diversity which heightened the level of competition.

Winners won prize money that neared to a total of Rs. 1 lakh.

## EVENT HIGHLIGHTS



Counter Encounter  
Debate



Ad-Mania  
Ad Mad



Speech Craft  
Extempore and Elocution



Masters of Management  
The Management Game



Abstract IT – Academic  
Writing



Quizzard  
Business Quiz



Crick Trade  
Cricket Auction



Cine Quest  
Short Film Making



Ecolligence  
The Economic Angle



Box Office  
Movie Analysis



Remote Control  
Rural Marketing Plan



Spark  
HR Simulation Game



Strategize IT  
Business Plan



# INTERNSHIPS & PLACEMENTS

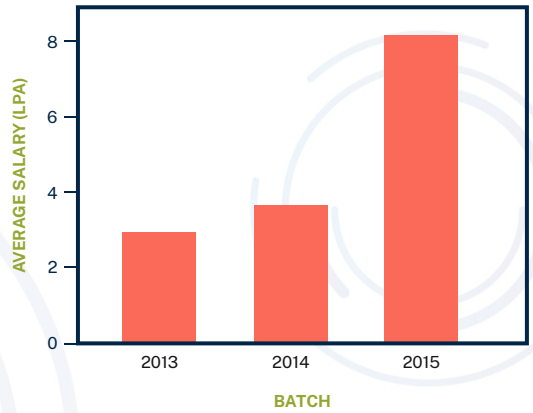
HIGHEST  
PACKAGE  
2020

10 LACS  
BYJUS

AVERAGE  
PLACEMENT  
2020

7.5 LACS

PLACEMENT PROGRESS



# INTERNSHIPS & PLACEMENTS



Knowledge is wealth



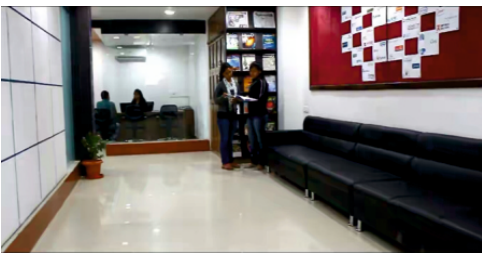
YOUR DIGITAL EVENT PARTNER



S&P Global  
Market Intelligence



# INFRASTRUCTURE





# Institutes managed by LJK

R.J. Tibrewal Commerce College (1982)

L.J. IGNOU Study Centre (1997)

L.J. Pre-Primary & Secondary School (1995)

L.J. Institute of Professional Education (1997)

L.J. Institute of Business Administration (1999)

L.J. College of Computer Applications (1999)

L.J. Institute of Management Studies (2001)

R.J. Tibrewal Post Graduate Centre (2001)

New L.J. Commerce College (2001)

L.J. Institute of Pharmacy (2004)

L.J. Institute of Computer Applications (2004)

L.J. Institute of Engineering & Technology (2007)

L.J. Polytechnic (2008)

L.J. Overseas Education (2008)

L.J. Aarogya Kendra (2009)

L.J. School of Architecture (2013)

L.J. Institute of Masters In Computer Applications -

(5 Year Integrated MCA Programme) (2013)

L.J. Institute of Integrated MBA -

(5 Year Integrated MBA Programme) (2013)

L.J. Institute of Radio Programming (2015)

L.J. Institute of Media & Communications (2015)

L.J. Institute of Applied Science (2015)

L.J. School of Law

(5 Year Integrated Programme) (2015)

A.P.T. Primary School (1995)

L.J. Institute of Physiotherapy (2016)

L.J. Institute of Sports and Event Management (2019)

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