



L . J INSTITUTE OF SPORTS MANAGEMENT



L . J INSTITUTE OF EVENT MANAGEMENT  
(with Sports Specialization)

Affiliated with  
Swarnim Gujarat Sports University



L J Campus, Opp. Divya Bhaskar, S G Road, Ahmedabad-382210

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# LJ GROUP OF INSTITUTES (LJGI)

Lok Jagruti Kendra is a Charitable Trust and a registered society funded by a group of Educationists and Jurists in the year 1982. It is established to create and disseminate knowledge that significantly influences and enriches students and community of scholars from varied disciplines. Meeting the needs of under-graduates, graduates and professional students and providing faculty with the means to develop their intellectual capacity through teaching, research and interactions, has been one of the visions of the trust.

## PILLARS OF LJK & LJISEM



**Dr. B.M. Peerzada**  
President, LJK



**Dr. Manish Shah**  
Vice-President, LJK



**Dr. Viral Shah**  
Director, LJISEM





L. J. INSTITUTE OF SPORTS MANAGEMENT

Initiated in June 2018, L.J. Institute of Sports Management (LJISM) offers a 3 year full time Bachelor in Business Administration with Sports Management Specialization. With state of the art facilities, the college intends to pave the right way for students seeking a rewarding career in the field of sports management. The course offered at LJISM aims to produce the best talents in the field of sports management by equipping the students not only with the nuances of sports, but also with the managerial skills required to manage this sector. LJISM aims to impart classroom education along with practical internships, for which it has initiated associations with the best of the Sports Management Companies, Sport Authorities, Academies & Institutions.

LJISM is equipped with a lush green campus, advanced infrastructure, sports grounds, sports equipment, Audio-video aids and a very prosperous library.

The proposed pedagogy involves theoretical knowledge provided through regular lectures, expert sessions, guest lectures, case studies, internships. The students of this course will be exposed to all in house, university level and state level sports events so as to bring out the best in the aspiring Sports Management Graduates.



Swarnim Gujarat Sports University, a state university located in Gandhinagar, Gujarat, established in 2011, with 2(F) status, is a pioneering initiative established with the aim of developing the culture of sports in Gujarat. It aims to create a healthy and a rewarding atmosphere for sports persons, coaches, teachers and event managers.

The courses at SGSU will help students excel in sports culture, physical education, sports sciences and event management. It plays a pivotal role in providing trained Human Resource for Sports and Events and will impart skills to succeed on a Global Front. This will help students explore various lucrative job opportunities in this sector. This level of education will help explore, protect, sustain and enhance the capacities of students in Gujarat. SGSU, with its various graduate, postgraduate and research programs will provide able Sports persons and Event managers with a notable spiritual and ethical dimension that exists within this sector.



L. J. INSTITUTE OF EVENT MANAGEMENT  
(with Sports Specialization)

L.J. Institute of Event Management (LJIEM), initiated in June 2018, offers a unique course in the area of Event Management. This is a three year full time Bachelor 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.

LJIEM is equipped with a lush green campus, advanced infrastructure, Audio-video aids and a very prosperous library. The proposed pedagogy involves theoretical knowledge imparted through regular lectures, expert sessions, guest lectures, case studies, internships. The students of this course would get Exposure to outdoor events across the various sector as well as all indoor events so as to bring out the best in them and provide the industry with trained talent that can shine on global front.

# WHY LJK?

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## 01 **Excellent Ambience with Good Infrastructure:**

A sprawling, spacious and lush-green campus, away from the hustle-bustle of the city, free from air and noise pollution, comprising of multiple institutes of the LJ Group with presence of more than 15000 students per day, gives LJ a vibrant look for a mini township. The classrooms are designed in a way so as to facilitate customized attention to each student, making learning a pleasant and memorable experience.

## 02 **Young, Dynamic and Committed Faculty Members:**

The institute boasts of possessing highly Qualified and skilled teaching faculty. The lively classes, lucid pedagogy, helping nature and enormous dedication of its faculty members aims to make LJ a name to reckon with. The approach is to 'Create the Interest' of the students in rather than forcing them to do so in their journey of acquiring the required managerial skills.

## 03 **Provision of good quality printed material in various subjects. The students will be provided with reading material of all subjects, compiled by the faculties, using the best of the resources available to them.**

## 04 **An excellent Auditorium ideally suited for seminars, workshops and conferences.**

## 05 **Well-stacked Library**

The college management has taken special care and keen personal interest in developing extremely rich and prosperous library with remarkably huge number of books on varied subjects. The college has the tradition of acquiring the best, rare and latest books from all over the world. Every alternate year the college representatives visit the coveted 'World Book Fair' held at Delhi to enrich the library. The Institute subscribes astonishingly huge number of magazines and journals. The college boasts of possessing approximately 14,000 Titles which include 2000 titles in management subject and 200 plus titles in the area of sports and event management.

## 06 **Placement Cell**

The Institute assists students in discovering placement opportunities by welcoming various companies for campus recruitment of students.

## 07 **Incubation Center**

LGPI supports new start ups and helps the youngsters to develop their projects by providing services such as training, counseling, office space, seed funds, etc. through its incubation center.

## 08 **SSIP Grant**

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.

## 09 **A collection of varied sports equipment along with various playgrounds for sport activities.**

# REWARDING CAREER PROSPECTS

Application of management principles to sports and event industry is expected to generate productive and vibrant career options. Students can pick up jobs, do free-lancing or set up entrepreneurial ventures.

## SPORTS MANAGEMENT



Operations  
Management



Facility  
Management



Sports  
Finance



Sports  
Logistic



Sports  
Bio-Mechanics



Sports  
Marketing



Sports  
Brand  
Management



Sports  
Team  
Publicity



Sports Tools &  
Equipment  
Management



Sports  
Health  
Management



Sports  
Infrastructure  
Management



Sports  
League  
Management

## EVENT MANAGEMENT



Operations  
Management



Finance &  
Sales



Facility  
Management



Listening &  
Training



Event  
Broadcasting



Human  
Resource  
Management



Event  
Planning &  
Production



Event  
Marketing  
& PR



Business  
Office  
Management



Event  
Conceptualization  
& Publicity



Event Tool &  
Equipment  
Management

# TEACHING PEDAGOGY

For making the process of learning smooth and pleasant, we have applied the following teaching pedagogies:

**01 Case study analysis:** Classroom teaching provides a solid background of theoretical principles and concepts. To make the students understand the application of these concepts, the college intends to give them an exposure of case study analysis. This will help them improve their decision making skills.

**02 Video Lectures:** For making the sessions more enjoyable and student friendly, we identify the videos related to the topics and arrange video lectures for the students.

**03 Workshops, Seminars and Guest Lectures:** We conduct skill-specific certifies workshops and seminars. The college has liasoned with experienced people from the sports/EVENT fraternity who would conduct skill enhancing workshops, seminars and training sessions.

**04 Practical Training:** As a part of the syllabus, the students will undergo rigorous training on ground to play as well gets hands on experience of managing such events.

**05 Internships:** The College is associated with event management and sports management companies for internships so that the students can get a comprehensive idea of their prospective careers.



# INTERNSHIPS OPPORTUNITIES

## SPORTS MANAGEMENT

SPORTS LEAGUE- SHATRANJ MASTERS,  
CHARITY FUN RUN, UMEED 2020, PING PONG CHAMPS

24 HOURS BASKETBALL  
MAXA BASKETBALL CLUB

PLOG  
RUN

RELIANCE YOUTH  
FOOTBALL LEAGUE

SANKALP SPORTS MEET  
(ARMY CANTONMENT BOARD-ALL INDIA)

SPORTS AUTHORITY  
OF INDIA (SAI) VISIT

LJ CUP-SPORTS  
TOURNAMENT

SPRINT  
RECREATION

WORKSHOP ON  
DIGITAL MEDIA

HERO  
INTERCONTINENTAL CUP

INDI  
FOOT

TRICK IT WITH  
'TOKURA'

TRANSTADIA  
VISIT

CIRCUIT  
TRAINING

ZYDUS  
SPORTS MEET

GUEST  
LECTURE

RIISING  
SUN

## EVENT MANAGEMENT

BEAUTY PAGEANT -  
MR. AND MISS LJ

SPORTS EVENT  
PRO - KABADDI LEAGUE

CONCERT-  
BADSHAH, ZAKEER HUSSAIN

CORPORATE  
EVENT

FLEA MARKET  
WEEKEND WINDOW

JEWELLERY  
EXHIBITION

FESTIVE EVENTS  
NAVRATRI

SOCIAL (NGO) EVENT  
AASMAN FOUNDATION

WEDDING  
EVENT

MOBILE PHONE  
PHOTOGRAPHY WORKSHOP

WORKSHOP ON  
DIGITAL MEDIA

DANCE EVENT  
DANSPIRE

EDUCATIONAL  
EVENTS

GUEST  
LECTURE

PRESS  
CONFERENCE

PROMOTIONAL  
EVENTS

CITY SHOR  
FOOD FEST

LJ BOOK CLUB  
LAUNCH

ANNUAL  
FUNCTION

# ADMISSION PROCESS

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## EVENTS AT LJ

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- **L J Cup**
- **Mr. & Ms. LJ**
- **Induction meet**
- **Winter sports fest**
- **Annual functions**
- **Inter college sports tournament (GU)**
- **Inter college sports tournament (GTU)**
- **L J Sanedo**
- **Youth Festival ( preparation and participation)**
- **The Stagekraft (Theatre event)**
- **Hackathon**
- **Technical Exhibitions**
- **Industry Linked Lecture Series**
- **Antracon**
- **Internship Fair**
- **Start up weeks**
- **Innovation village**
- **Guest speaker series**
- **Panel discussions**
- **Industrial and academic trips to foreign countries**
- **Moot courts**
- **Faculty cricket tournament and many more**



# L J GROUP OF INSTITUTES

**1982**

R J Tibrewal  
Commerce College

**1982**

L J Institute of  
Professional Education

**1995**

L J Pre Primary,  
Primary and  
Secondary School

**2001**

L J Institute of  
Management Studies

**1999**

L J Institute of  
Business Administration

**1997**

IGNOU  
Study Center

**2001**

R J Institute Tibrewal  
Post Graduate Center

**2001**

New L J  
Commerce College

**2004**

L J Institute of  
Pharmacy

**2008**

L J  
Polytechnic

**2007**

L J Institute of  
Engineering & Technology

**2004**

L J Institute of  
Computer Application

**2009**

L J  
Aarogya Kendra

**2013**

L J School of  
Architecture

**2013**

L J Institute of  
Masters in Business  
Administration

**2015**

L J Institute of  
Applied Sciences

**2015**

L J School of  
Law 5 year  
Integrated Program

**2013**

L J Institute of Master in  
Computer Application 5-year  
Integrated MCA programme

**2015**

L J Institute of  
Media & Communications

**2015**

L J Institute of  
Radio Programming

**2015**

L J Institute of  
Law -3 year program

**2018**

L J Institute of  
Event Management

**2018**

L J Institute of  
Sports Management

**2016**

L J Institute of  
Physiotherapy

# FACULTIES



**Dr. Viral Shah**  
Director-LJISEM  
M.com,Ph.D.  
Exp. 21 years  
Finance,  
Accounting &  
Entrepreneurship



**Dr. Rashi Goplani**  
Dean – LJISEM  
M.com (Gold Medalist),  
M.Phil, NET Qualified,  
Ph.D.  
Exp. 18 years  
Marketing Management,  
Strategic Management



**Drishti Saraogi**  
Assistant Professor  
M.com,  
MBA (Finance)  
Management



**Aakriti Ahuja**  
Assistant Professor  
M.com (Bst. Hon.), B.Ed.,  
Event Management  
Adv. Dip.  
Event Management



**Dilip Pandey**  
Assistant Professor  
Sports  
Outreach Manager  
B.Tech,  
MBA (Marketing),  
Diploma NIS



**Naren Desai**  
Assistant Professor  
Co-ordinate - SSIP  
BA (Economics) ,  
PGD  
(Sports Management),  
M.Sc.  
(Sports Management)



**Sanjay Bhudia**  
Director - Sports  
B.com (Accounts),  
M.P.Ed.,  
GSET Qualified,  
Ph.D.(Pursuing)  
Sports Management



**Chintan Oza**  
Assistant Professor  
M.Pharm  
Fashion Events,  
Craft and Lifestyle



**Neha Mishra**  
Assistant Professor  
M.com,Ph.D. (Pursuing)  
Economics



**Nimesh Gadhavi**  
Assistant Professor  
M.E.  
Event Production

# VISITING FACULTIES

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**Dr. Neelam Kshatriya**  
B.tech, PGDBA, Ph.D.  
Marketing, HR,  
Finance,  
Behavioral Science



**Aakash Shah**  
B.com (Statistics),  
Masters in  
Sports Management



**Hrishikesh Bang**  
BBA,  
Post Graduate in  
Sports Management  
Logistics and  
Operations  
Management



**Nikhit Fernandes**  
B.com,  
MBA  
Sports Leadership



**Dr. Surbhi Pillai**  
MA,  
MPhil PhD  
Communication



**Kushal Rathod**  
BE Civil Engineering,  
PGDM in  
Sports Management



**Palak Gadhiya**  
B.com,  
MBA,LLB,  
Ph.D. (Pursuing)  
Management,  
Soft Skills



**Hiral Thakkar**  
B.com,MBA  
Marketing,  
Digital Media



**Pradeep Pillay**  
B.sc. Sports and Exercise Science,  
M.Sc. Sports Performance,  
ISAK,REPS,IRFU  
Sports Scientist, High Performance Coach



# DIGNITARIES AT LJISEM

**Rahul Chaudhary**  
**Sandeep Narwal**  
**Devendra Jhajharia**  
**Rj Dhwanit**  
**Anoushka Chouhan**  
**Faiz Alam**

**Bhavin Khatri**  
**Praveen Solanki**  
**Riya Savijani**  
**Disha Vadgama**  
**Kranti Patel**  
**Nilay Shah**



# TESTIMONIAL

"The new sports management course set out by LJ institutes is not only required by the market, but also gives the students a particular advantage since the course is a pioneer of sorts. This expands the horizon in education and acts as a pathway to solve current industry needs. This will also go a big way to formalize the sports industry and give employability to various sections of the community."



**Nikhit Fernandes**

Founder of Sprint Recreation  
Co-founder and CEO of  
Active Sports

"Having owned an event company for more than 2 decades, it gives me pride and happiness to know, that a highly reputed LJ Group of Institutes, has started a professional course on event management. There is a huge potential which is untapped in this field & you will be the perfect catalyst in building the careers of many."



**Kintu Shah**

Director  
Maverick Events Pvt Ltd  
Founder of  
Marketing Unlimited

"LJ Institute of Sports Management is working great with all qualified teaching faculties from Sports fraternity and it is not only developing sports talent but also shaping their careers in both sports and management fields. LJISM is also the first institute which is giving BBA course with Sports Management Specialization."



**D.B. Rana**

Director of  
Physical Education  
RJ Tibrewal

"LJ Institute of Sports Management is the most happening place for the modern-day Sports Management Professional. The journey of growth from being a student to a professional is well-structured and well taken care of by seasoned, highly-trained specialists, carefully hand-picked to provide an enriching experience."



**Pradeep Pillay**

Chief Instructor at  
Manubi Meitei Martial  
Arts Association  
Sports Director at  
Gopalan Group of  
Institutes and Sports Center  
Sports Scientist and  
International Strength &  
Conditioning Coach

"Faculty members of LJ Institute of Event Management are very student friendly and approachable in nature. They make sure that all the sessions are interactive and interesting in nature. They use a lot of case studies, discussions, role-plays and many innovative ways of evaluation.

The institute organizes various Event visits, guest lectures, conferences participation and case conclaves to give a hand on experience to its students.

It's actually helping us as Event Company to get better educated and well experienced crew. Congratulations Management you are making more leaders."



**Pooja Shah**

Director  
Shilpaga Events

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



**Malay Shodhan**

Founder Comet Venture  
Managing Partner  
Gypsy Pegasus  
Managing Trustee Sabarmati  
Festival Foundation

"We would like to thank your institute deeply for short listing and sending us some of the best student volunteers for the 16th edition of Weekend Window held in December, 2019.

The willingness and passion of the students towards learning, exploring and obeying the processes on ground was commendable. Their behaviour 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.

Also, a special mention to all the faculty members who have been a part of this project and have been on toes in being available on ground to coordinate with the students and our team hands on!

Looking forward for many such insightful and productive associations in the future."



**Harshit Shah**

Co-founder of Idea Bag Inc.  
Director Continental  
Engg. Ind. Pvt Ltd  
Co-founder  
Weekend Window

"LJ Institute of Sports Management is running one of the best courses in sports in there institute and having one of the best sports faculties; and the way they provide sports experience, practices, practical training, internships to their students is wonderful."



**Sanjeev Sharma**

Chief Coach Kabaddi  
STC Incharge at Sports  
Authority of India (SAI)



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