

# L. J. INSTITUTE OF BUSINESS ADMINISTRATION



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## MAP :

Map: [Google Map](#)



Since 1999

# ABOUT US

L.J. Institute of Business Administration, Vastrapur, (Affiliated to Gujarat University) is one of the premium institute in Ahmedabad, imparting quality education and professional training for the Bachelor of Business Administration program, since 1999. The institute boasts of its lineage with **Lok Jagruti Trust**, a name held high up in esteem for providing quality education.

LJIBA is committed to impart professional education and practical exposure to students, to groom potential entrepreneurs for future business challenges and opportunities. It generates a professional model of learning - teaching environment in line with world class standards.



## BBA Program

- ❖ 3 years degree course
- ❖ 6 Semesters
- ❖ Affiliated to Gujarat University
- ❖ Centralized Admission Process

(Under Gujarat University)

- ❖ Eligibility  
Cleared H.S.C. Examination  
(Arts / Commerce / Science)
  - GHSEB
  - CBSE
  - CISE
  - IB
  - NIOS
  - Or Any Other State Board

- ❖ Fee Structure  
Rs. 11,000 \*/- Per Semester (As per Gujarat University norms)\*



# Mission

*“To create dynamic management  
professionals  
who  
lead successfully on the path of ethics’*



## Why Us?

- ❖ Efforts towards the goal accomplishment of students by emphasizing on understanding and implementing different disciplines of management rather than mechanically learning and memorizing.
- ❖ To polish competitive skills of students and prepare them to embrace challenging environment.
- ❖ Developing conceptual and human skills of the students towards creating successful managerial professionals.
- ❖ Making “Learning” an interesting activity for students by linking theoretical knowledge with its application in real business environment.
- ❖ Promoting all round development of the student by organizing co-curricular events and encouraging sports activities.
- ❖ Making the students proficient in functional English. Improving communication skills of the students through viva-voce, presentations and group discussion. Tie ups with professional and experienced institutes to provide practical exposure.

# HIGHLIGHTS

- ❖ Excellent ambience and infrastructure
- ❖ Centrally located campus
- ❖ Nearest BRTS Facility
- ❖ Fully equipped computer lab with latest operating systems
- ❖ Enriched library for curriculum references and supplementary reading
- ❖ Dynamic, committed and competent faculty members



## CORE FACULTY LJIBA

- ❖ Director: Dr.Rupal Shah  
Exp: 25 years  
Qualification: Ph.D, S.L.E.T (UGC), M.Com (Pune University)
- ❖ Prof. Aashini Shah  
Exp: 25 years  
Qualification: M.Phil (Gold Medal), M.Sc (Statistics) (GU)
- ❖ Prof. Smit Shah  
Exp: 18 years  
Qualification: M.Com (Economics) (MSU), B.A. (Economics) (GU), B.Com (GU)
- ❖ Prof. Dhaval Shah  
Exp: 8 years  
Qualification: (Pursuing Ph.D), G.S.E.T cleared, M.Com (Accounts) (GU), L.L.B. (GU), B.B.A (GU)
- ❖ Prof. Jainam Shah  
Exp: 7 years  
Qualification: (Pursuing Ph.D), M.A. (English Literature) , B.A.

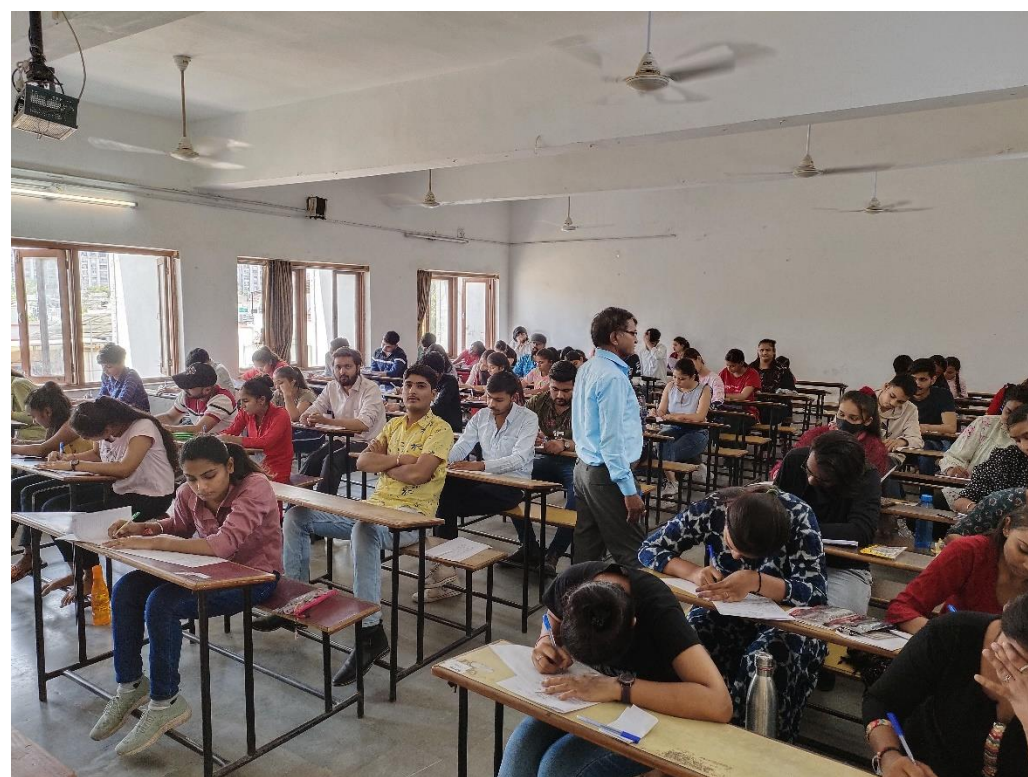
# KEY ATTRACTIONS OF LJIBA

- ❖ The institute has meticulously invested in developing an enriched and well nurtured library.
- ❖ Library opens from 7.30 AM to 8.00 PM to encourage and facilitate reading and takes pride of possessing more than 4600 volumes, 3800 titles, 154 periodicals. The library can accommodate more than 100 students at a time.
- ❖ The institute has all the popular books and material for the preparation of competitive exams like CAT, civil services, MAT, GRE-GMAT, TOEFL etc. which can be useful for challenging careers of aspiring students.



## OUR SERVICES INCLUDES

- ❖ Conduction of midterm and on demand tests besides those prescribed by Gujarat University.
- ❖ Providing good quality printed material of various subjects.
- ❖ An air-conditioned computer lab ideally suited for practicals and project presentations.
- ❖ Boosts the morale of the students through personal guidance and mentorship.
- ❖ Practical sessions in small groups for better understanding of subjects.
- ❖ Field visits for real life business experiences.
- ❖ Separate classes for vernacular medium students to make their transition in English medium smooth and stress free.
- ❖ Viva voce for confidence building and improving presentation skills.
- ❖ Focus on extracurricular activities to unleash potential talent of students.
- ❖ Foster sport activities to encourage team spirit, leadership and mental health.





## COMPETITIONS

- ❖ Nail Art
- ❖ Tattoo Making
- ❖ Personal Grooming
- ❖ Selfie taking
- ❖ Poetry Recitation
- ❖ Ad mad Show
- ❖ Photography
- ❖ Startup initiatives



## Workshops

- |                    |                     |
|--------------------|---------------------|
| • Photography      | • Basic Computer    |
| • Creative Writing | • Meditation & Yoga |



## DEVELOPMENT

- ❖ Mock interviews for preparing students to combat future tests.
- ❖ Weekly tests on units completed for immediate evaluation and feedback.
- ❖ On demand exams/ open book exams for consistent practice.
- ❖ Star batches for potential rankers to boost their morale.
- ❖ Seminars/webinars on vivid areas to promote dynamic knowledge enhancement of students.
- ❖ 'UDAAN' initiative to bridge the gap between theory and industry requirements.
- ❖ Special initiative of MOOC courses to give an insight of international learning practices for those students who wish to pursue careers abroad.
- ❖ Online video lectures to facilitate learning process beyond distances.
- ❖ Intense project evaluation and feedback from industry experts.
- ❖ Arranging small batch field visits to various industries of different background for practical exposure of students.
- ❖ Organizing English assessment modules to enhance communication skills among students.

# Gujarat University

## Rankers (2022-23)



“Ehsaas  
The Realisation”





# “Janmashtami ” Teachers’ day



# “JALSA”



## HERITAGE WALK

Heritage walk to imbibe value of our rich culture and heritage among students. More than 160 students participated in the Heritage walk enthusiastically.

## NATURE WALK

To be one with nature and experience co-existence in harmony.

