



**LJ University**  
University with a Difference

**LJISM**

L. J. INSTITUTE OF SPORTS MANAGEMENT

## BBA in Sports Management Affiliated with Swarnim Gujarat Sports University

SWARNIM  
GUJARAT  
SPORTS  
UNIVERSITY



9099078640



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[info@ljsem.com](mailto:info@ljsem.com)



LJ Campus  
Near Sarkhej-Sanand Circle,  
S.G. Road, Ahmedabad- 382210





## ABOUT LJISM

Initiated in June 2018, LJ Institute of Sports Management offers a 3 year full time Bachelors in Business Administration with Sports Management Specialization. With all 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 proposes 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.



**Dr. Viral Shah,**  
Director LJISM



**Dr. Rashi Goplani,**  
Dean LJISM

## PROGRAM FEATURES



Affiliated to  
Swarnim Gujarat  
Sports University



Qualified faculty  
members



Continuous  
evaluation



Awarded 3 year  
Bachelors degree full  
time program



Physical and  
e-learning resources



Digital Gujarat  
Scholarship



Coupled with compulsory  
practical training and  
internship



Sports training facilities  
and playgrounds at 2  
campuses



Varied sports  
equipment



SSIP (Student Startup  
Innovation Policy) Grant



On-demand  
examination

## ABOUT SGSU

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 rewarding atmosphere for sports persons, coaches, teachers and sports managers.

# IN-HOUSE FACULTIES



**Dr. Viral Shah**  
Director-LJISM

**Qualification**  
M.com, Ph.D.  
**Experience: 21 years**  
**Area of Specialization**  
Finance, Accounting and  
Entrepreneurship



**Dr. Rashi Goplani**  
Dean-LJISM

**Qualification**  
M.com (Gold Medalist),  
M.Phil, NET Qualified, Ph.D.  
**Experience: 18 years**  
**Area of Specialization**  
Marketing Management,  
Strategic Management



**Dr. Sanjay Bhudia**  
Director Sports -  
LJ Campus

**Qualification**  
B.com (Accounts), M.P.Ed.,  
GSET Qualified, Ph.D.



**Mr. Dilip Pandey**  
Sports Outreach  
Manager

**Qualification**  
B.Tech, MBA (Marketing),  
Diploma NIS



**Ms. Aakriti Ahuja**  
Lecturer

**Qualification**  
M.Com (BST Honours),  
B.Ed., Event Manage-  
ment Adv. Diploma, Ph.D.  
Pursuing  
**Area of Specialization**  
Event Management



**Mr. Naren Desai**  
Lecturer

**Qualification**  
BA (Economics), PGD  
(Sports Management),  
M.Sc. (Sports  
Management)



**Ms. Rushika Soni**  
Lecturer

**Qualification**  
MBA (Sports  
Management), NET  
Qualified



**Ms. Mruga Joshi**  
Lecturer

**Qualification**  
B.Com (HR Hons), NET  
Qualified, Masters HRM  
**Area of Specialization**  
Human Resource  
Management

# VISITING FACULTIES



**Mr. Girish Pillai**

**Qualification**

B.A. (Economics), M.B.A.  
(Marketing), Certified  
CELTA trainer



**Mr. Nikhit Fernandes**

**Qualification**

B.com, MBA.

**Area of Specialization**

Sports Leadership



**Ms. Anushka Juliet**

**Qualification**

B.A. (English), M.Sc. Sports  
Psychology.



**Mr. Hrishikesh Bang**

**Qualification**

BBA, Post Graduate in  
Sports Management

**Area of Specialization**

Logistics and Operations  
Management



**Ms. Foram Thaker**

**Qualification**

B.A.LLB. (Hons), LLM, Ph.D.  
Pursuing.



# INTERNSHIPS

1. RELIANCE YOUTH FOOTBALL LEAGUE
2. SANKALP SPORTS MEET (ARMY CANTONMENT BOARD-ALL INDIA)
3. SPORTS AUTHORITY OF INDIA (SAI) VISIT
4. TRANSSTADIA VISIT
5. SPRINT RECREATION
6. ZYDUS SPORTS MEET
7. RISING SUN
8. HERO INTERCONTINENTAL CUP
9. JBC CUP
10. AUGUSTUS CUP
11. PAYTM INSIDER — INDIAN PREMIER LEAGUE
12. GUJARAT FUTSAL CHAMPIONSHIP
13. GANDHINAGAR PREMIER LEAGUE
14. RUSH SPORTS ARENA
15. INDI FOOT — BABYLEAGUE (FOOTBALL)
16. VIVI PRO KABADDI LEAGUE
17. XAVIER'S BASKETBALL INTER COLLEGE TOURNAMENT
18. NATIONAL ATHLETIC CHAMPIONSHIP SELECTION — MANJALPUR SPORTS COMPLEX, VADODARA
19. NATIONAL CROSS-COUNTRY CHAMPIONSHIP — GMDC, AHMEDABAD
20. P7 CYCLING SUNDAY RIDE
21. TEENAGE BASKETBALL LEAGUE
22. AHMEDABAD BASKETBALL LEAGUE
23. 24-HOURS BASKETBALL TOURNAMENT
24. DECATHLON





1. LJ CUP-SPORTS TOURNAMENT
2. SPORTS LEAGUE- SHATRANJ MASTERS, CHARITY FUN RUN, UMIED 2020, PING PONG CHAMPS
3. ON GROUND AND VIRTUAL CIRCUIT TRAINING
4. 24 HOURS BASKETBALL MAXA BASKETBALL CLUB
5. PLOG RUN
6. TRICK IT WITH 'TOKURA'
7. WORKSHOP ON DIGITAL MEDIA
8. MASTI KA FIESTA SERIES
9. REELS RALLY
10. HEALTH PROFILING
11. BICYCLE EXPEDITION
12. LJISM TALKS
13. LJ SPORTS YOUTH TALKS
14. THE DUGOUT TALKS
15. 360 DEGREE SPORTS MASTERCLASS
16. COACH DEVELOPMENT PROGRAM
17. STRENGTH AND CONDITIONING WORKSHOP
18. INTER COLLEGE CRICKET MATCH
19. HANGOUT TIMES WITH LJISM
20. SPORTS SCIENCE MASTERCLASS
21. GIRLY TALES
22. AGILITY CHALLENGE

# AREAS OF PLACEMENTS

Application of management principles to the 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.



OPERATIONS  
MANAGEMENT



FACILITY  
MANAGEMENT



SPORTS FINANCE



SPORTS LOGISTIC



SPORTS  
MARKETING



SPORTS HEALTH  
MANAGEMENT



SPORTS TEAM  
PUBLICITY



SPORTS TOOLS  
& EQUIPMENT  
MANAGEMENT



SPORTS BRAND  
MANAGEMENT



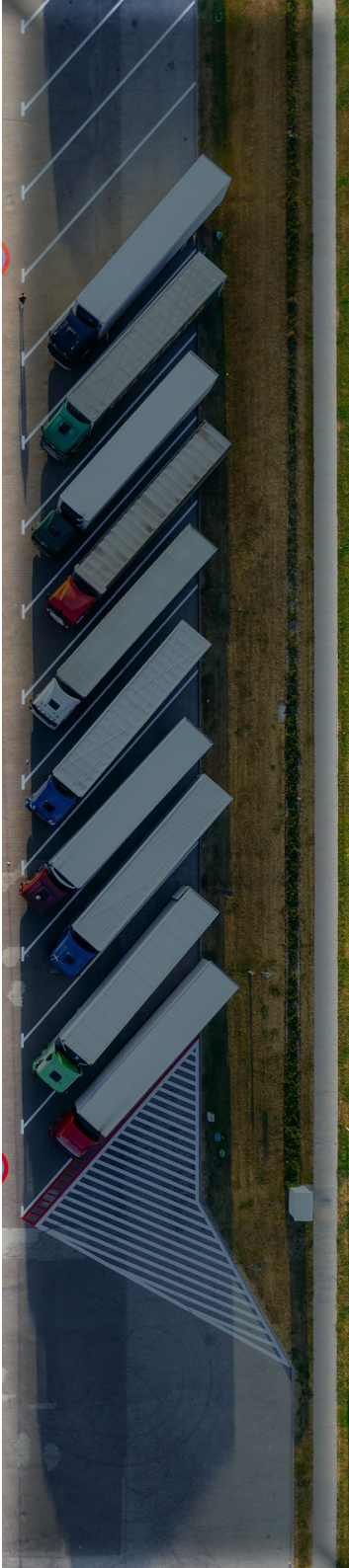
SPORTS LEAGUE  
MANAGEMENT



SPORTS  
INFRASTRUCTURE  
MANAGEMENT



SPORTS  
BIOMECHANICS





# FRATERNITY LINKAGE OF LJISM

DEVENDRA JHAJHARIA – OLYMPIC GOLD MEDALIST

AKHIL KUMAR – BOXING OLYMPIAN

SYED SABA KARIM – GENERAL MANAGER, BCCI

JAYVEER SHARMA – NATIONAL KABADDI COACH

DR. INDER PARKASH NAGI – DEPUTY DIRECTOR, NSNIS PATIALA

RAHUL CHAUDHARY – INTERNATIONAL KABADDI PLAYER

SANDEEP NARWAL – INTERNATIONAL KABADDI PLAYER

JAGDEEP SINGH BAINS – FORMER CAPTAIN OF THE INDIAN BASKETBALL TEAM

TOKURA – INTERNATIONAL FREESTYLE FOOTBALLER

MR. DANISH SHARMA – INTERNATIONAL PLAYER AND NATIONAL JUDO COACH

MANA PATEL – INTERNATIONAL SWIMMER

DIVYA SATIJA – NATIONAL RECORD HOLDER, SWIMMING

DR. NEELIMA DESHPANDE – NATIONAL ATHLETIC COACH, SAI

MR. SHAFIQ SHAIKH – INTERNATIONAL REFEREE; CONVENER, TECHNICAL COMMISSION, BFI

MR. RAHUL TIWARI – SPORTS BIOMECHANIST, NSNIS PATIALA

MALAY N GOSWAMI – SENIOR BASKETBALL COACH AND SPORTS PROMOTER

DR. ANURADHA S. SOLANKI – SPORTS PSYCHOLOGIST, SAI

DR. SUNIL G. PUROHIT – ASST PROFESSOR, DEPARTMENT OF SPORTS BIOSCIENCE, SAI

DR. VANDANA TANWAR – SPORTS PHYSIO; CHAIRPERSON AND COFOUNDER PHYSIOLUTION

DR. AJEET JAISWAL – ASSOCIATE PROFESSOR, CUTN

MISS ASHWINI PATIL – SPORTS PHYSIOTHERAPIST, ABTP INDIA

DR. MITHILESH KUMAR TIWARI – FORMER SPORTS PSYCHOLOGIST, NSNIS PATIALA

MISS SUDESHNA BHAUMIK – SPORTS NUTRITIONIST, MYAS–NIN DEPT OF SPORTS SCIENCE

MR. CHENNAKESHAVULUL VEMULA – FORMER EXERCISE PHYSIOLOGIST, SAI

DARSHAN BHAGAT – BASKETBALL COACH AND SPORTS PROMOTER

RAVIRAJ SINH CHAUHAN – VOLLEYBALL COACH AND NATIONAL REFEREE

HARDIP PATEL – SENIOR KABADDI COACH AND NATIONAL REFEREE

SWARAJ SINGH SHEKHAWAT – NATIONAL BASKETBALL COACH

KSHITIJ JAIN – FOOTBALL COACH AND SPORTS PROMOTER

MIRA ERDA – F4 RACER

# FEEDBACK FROM GUESTS/EXPERTS



**Dr. Sudhanshu Shekhar Roy**

Former Executive Director, National Institute of Sports, Patiala

*Through this I would like to acknowledged hard work and academic pursuit which the LJ institute of Sports management is undertaking while conducting the online courses such as 360 Degrees Mentoring for Sports management aspirants. This is a great effort in this period of Covid, it helps in knowledge dissemination and a wider outreach for the aspirants of various courses in sports management. Best wishes*



**Sanjeev Sharma**

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

*"LJ Institute of Sports Management is running one of the best courses in sports in their 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."*



**D.B. Rana**

Director of Physical Education KJ Somaiya

*"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."*



**Lt. Ms. Norin Jose Vaipana**

Director of Physical Education at LDEP Institute of Technology and Research

*I really appreciate the work done by LJISM for betterment of society in this Pandemic period like arranged different live talks with International Sports Personalities, Webinars and talk on different area of sports. The sessions arranged by college for strength training, endurance, circuit training, agility and speed are surely beneficial for our youth.*

*It shows that Management is giving supportive platform for teachers to excel and making a difference to our society. I would like to convey my heartfelt appreciation to the Management and Teachers for their priceless efforts..*



**Nikhit Fernandes**

Founder of Sports Business  
Co-founder and CEO of Active Sports

*"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."*



# FEEDBACK FROM STUDENTS



**Koonal Hastwala**

*If you're curious about becoming a Sports Manager and want some quality guidance and training with great instructors - then L.J Institute of Sports Management is an obvious choice. I am currently at the end of my first year and have had nothing but a positive experience with all the Practical Training and theory lectures. The type of field practice offered by Lj Institute of Sports Management are well respected both within and outside the College. Now I'm just looking forward to meeting the next batch of students !*



**Dhairya Desai**

*L.J Institute of sports Management is the best institute for all sports enthusiasts and players looking to start a career in sports industry, The Institute provides best facilities and Faculties for theoretical knowledge & they also gives practical training and internships.*



**Vishwa Shah**

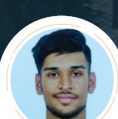
*My journey during these 2 years has been splendid and all kudos to LJISM for making it a meaningful part of my life. I have been nourished with immense knowledge from dynamic faculties not only on field but also off-field. I am honoured to be part of this unique course that LJ has offered.*



**Raja Thakur**

*It was my immense luck and fortune to be the part of L.J institute of Sports Management where I can grow. The entire faculty and department leaves no stone unturned to shape one's future.*

*My two years at L.J have been a wonderful experience of learning with prolific exposure to the outside. Huge respect, love and devotion for entire faculty members and department. It's their efforts that make me count myself into better professionals.*



**Rajveer Singh**

*L.J Institute of sports management is just the best institute for anyone interested in the field of sports. Apart from theory classes we get to be a part of various practical trainings which help us learn so much. It's only been a year and I've already learned so much, looking forward to starting another year with the same energy and enthusiasm.*

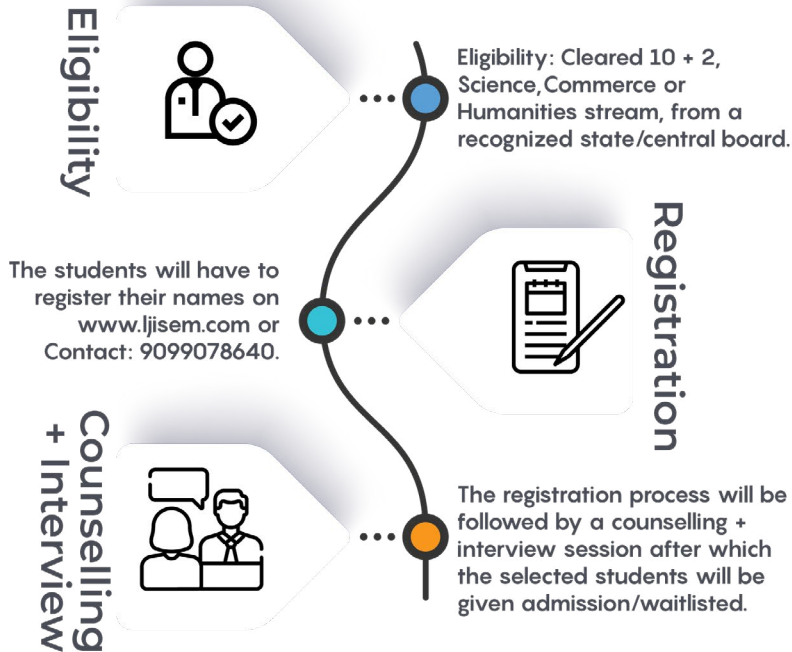


**Saif Mansuri**

*LJISM has been glamorously great for me .They presented several opportunities for me like, live assignments, some interactions with the leading managers, which was really knowledgeable.*



## ADMISSION PROCESS



[WWW.LJISEM.COM](http://WWW.LJISEM.COM) | CONTACT: 9099078640

