



LPCPS
LUCKNOW PUBLIC COLLEGE
OF PROFESSIONAL STUDIES



PROSPECTUS

LPCPS
LUCKNOW PUBLIC COLLEGE
OF PROFESSIONAL STUDIES

Vinamra Khand, Opp. Kathauta Lake, Gomti Nagar, Lucknow. UP (INDIA)

Phone : +91 9044059024, +91 9235311061 | 1800 123 6877

(AFFILIATED TO UNIVERSITY OF LUCKNOW)





MESSAGE FROM THE FOUNDER MANAGER

"Quality education is the dire need of all times but quality should be understood in terms of meaningful adjustment in the society. We experiment with the most effective teaching practices. Students are trained to learn through interaction with various aspects of life. We maintain the most effective teaching approach, techniques, ideologies, ambiance, innovations and their adaptation to specific circumstances, which are to be encouraged to a greater degree.

I need to speak that such a time is slouching towards us as we have not yet identified it and we don't know what other jobs will exist according to future needs. We can easily understand that time will change all modules and methods. Entire human race is undergoing a big change. As an institution, we all evolve beyond providing education and handing over certificates and degrees. Teachers ensure that students are harnessed with the skills needed for the future. Pedagogical innovations are in routine, thinking over national and global levels.

Today we are living in an era of rapid flux and baffling complexities. Students are taught the original aspect of humanity that transcends human soul irrespective of gender, race, color, caste, creed and religion.

Human race is one. For collective growth, oneness of mankind must be nurtured in individuals' mind. We educate our students in such a way as they realize oneness of mankind. A student's life will be adjudged according to his meaningful adjustment in the society which is the ultimate aim of education.

Being educated in real sense is being human in true sense. This is the essence of quality education.

At last, I would say that education does not mean piling of information and worldliness only, but to attain wisdom- a light, that does a lot for the sake of mankind. Here at Lucknow Public College of Professional Studies, strenuous efforts are done by skilled educators to ensure the totality of education."

S.P. Singh

Former Member of Legislative Council, U.P.



MESSAGE FROM THE DIRECTOR LPCPS

Dear Scholars,

In this era of diversification, we need to create a pathway to work conjointly to embark our footprints in shaping up every student into a global citizen. Keeping this in view, we bring distinct cultures; both national and international, in conjunction to enrich the society with the values and thriving to metamorphose Uttar Pradesh into a cosmopolitan state.

Enriching the areas such as: academics, innovations, aesthetics, administration, management, sports, culture and globally accepted trends, our system of education is illimitable by the boundaries of name; it is guided by an exemplary excellence in every field of human activity.

Being an inseparable part of Lucknow Public College of Professional Studies, a premier educational institution of India... I believe in integrating ones' energy towards the attainment of high-yeilding goals which can benefit society as a whole.

Each individual at LPCPS is given an equal opportunity to excel. We bring together the minds of diverse cultures prevailing across the world thereby projecting unity in diversity on the world forum.

I feel extremely happy and privileged to be a part of this magnificent educational institution and gratefully acknowledge the service of my dedicated Faculty members & other Staff and supportive parents for helping us to accelerate our journey towards achieving our mission - To prepare students for a better tomorrow. LPCPS is a place where careers are carved and citizens sculpted.

I wish every student a bright and fruitful future.

Garima Singh



MESSAGE FROM THE PRINCIPAL LPCPS

Education is not a means of preparing for life, but rather life itself. The goal of Lucknow Public College of Professional Studies is to educate students so that they can assume their rightful place as world leaders by providing a comprehensive education. At Lucknow Public College of Professional Studies, real-world application of knowledge and skills is the hallmark of the education revolution. The compassionate and empathic environment at LPCPS has aided students in developing into well-grounded professionals and outstanding citizens. We give a platform for all students to participate in a variety of activities, from dance club to artificial intelligence.

As the principal of Lucknow Public College of Professional Studies, I am honoured and privileged to be a part of such a wonderful educational institution where every student is a learner and every day is an opportunity to study and discover new things. We believe that UP should have high standards and a firm commitment to understanding and improving the educational process through a team strategy that is solely focused on student accomplishment. Many of your questions will be answered by browsing this website. I hope to create an environment that fosters meaningful learning and value-based education.

Anil Singh



MESSAGE FROM THE DEAN ACADEMICS

Dear Students,

I hope that you and your families are healthy and that you have been able to find new ways to appreciate and care for one another during this unprecedented time. Since March 2020, the world has suffered under the weight of a global pandemic that locked down government offices, service organizations, schools, and businesses. The effects of the pandemic on everyone have been hard and painful.

Despite the pandemic, we were able to graduate eligible candidates in the 2020-2022 academic years. The Internal Quality Assessment Cell at LPCPS in coordination with the placement cell, conducted placement drive for the students who lost the bread earners of their family in the pandemic.

At the end, what you are doing is important, and even though these two years have taken a dramatic turn, know that your chosen field has become even more important, and what you choose to do can and will make a difference. Whatever you do, you still leave this place prepared and empowered to make a contribution. You are the future leaders and the society look back to you. And I am optimistic, because of all of you. And I know those who follow you will look back at this time with pride and thankfulness.

L.S. AWASTHI

Educators



Prof. (Dr.) Anil Kumar Singh
Principal
M.Sc., Ph.D.



Prof. A.K. Sen Gupta
Mentor (Ex- Pro Vice-Chancellor), LU
Department of Commerce



Mr. Ajay Gupta
Academic Coordinator &
Assistant Professor
Department of Computer Science



Dr. Santosh Kumar
Dy. COE, HOD & Associate Professor
Department of Computer Science



Dr. Mayank Singh
HOD. & Associate Professor
Department of Commerce



Dr. Vrijesh Kumar Pandey
HOD & Assistant Professor
Department of Science



Dr. A.K. Rai
Associate Professor
Department of Computer Science



Dr. Akhilesh
Assistant Professor
Department of Computer Science



Dr. Lav Srivastava
Assistant Professor
Department of Commerce



Dr. Vibha Singh
Assistant Professor
Department of Commerce



Dr. Sameer Kumar
Assistant Professor
Department of Management



Prof. (Dr.) Laxmi Shankar Awasthi
Dean, Academics
M.Sc., MCA, M.Phil., Ph.D.



Prof. M.L. Gupta
Mentor, Former Principal, NPG
Department of Management



Dr. Ashish Kaushal
Academic Coordinator &
Associate Professor
Department of Management



Dr. H.M. Saxena
HOD & Associate Professor
Department of Management



Mr. Neeraj Kumar Singh
HOD & Assistant Professor
Department of Journalism
& Mass Communication



Dr. Karuna Shankar Awasthi
Associate Professor
Department of Computer Science



Dr. Abhay Shankar
Associate Professor
Department of Science



Dr. Vivek Shukla
Assistant Professor
Department of Commerce



Dr. Daya Shankar Kanaujia
Assistant Professor
Department of Commerce



Dr. Imranur Rehman
Assistant Professor
Department of Commerce



Dr. Nripendra Singh
Assistant Professor
Department of Science

Educators



Dr. Aditya Kishore Bajpai
Assistant Professor
Department of Science



Mr. Rohit Kapoor
Assistant Professor
Department of Computer Science



Ms. Meenu Verma
Assistant Professor
Department of Computer Science



Ms. Gaurvi Shukla
Assistant Professor
Department of Computer Science



Ms. Ekta Trivedi
Assistant Professor
Department of Commerce



Ms. Saloni Agarwal
Assistant Professor
Department of Commerce



Mr. Shivendra Pratap Singh
Assistant Professor
Department of Commerce



Ms. Kshma Singh
Assistant Professor
Department of Commerce



Ms. Stutty Srivastava
Assistant Professor
Department of Commerce



Ms. Sweety Sinha
Assistant Professor
Department of Commerce



Mr. Vibhor Kumar
Assistant Professor
Department of Commerce



Mr. Aditya Vikram Singh
Assistant Professor
Placement & Training Head
Department of Science



Mr. Chetan Khanna
Assistant Professor
Department of Management



Mr. Saurabh Srivastava
Assistant Professor
Department of Management



Mr. Virendra Pratap Singh
Assistant Professor
Department of Management



Ms. Rashmi Sachan
Assistant Professor
Department of Management



Ms. Aanchal Nigam
Assistant Professor
Department of Management



Mr. Nikhil Verma
Visiting Faculty
Department of Management



Ms. Mohini Gupta
Assistant Professor
Department of Commerce



Mr. Rahul Kumar Singh
Assistant Professor
Department of Commerce



Ms. Aanchal Praveen
Assistant Professor
Department of Journalism &
Mass Communication



Mr. Manish Sachan
Assistant Professor
Department of Journalism &
Mass Communication



INSTITUTE

LPCPS is one of the most coveted colleges for admission for Degree Programs in the Northern India. The institute brings together knowledge, research and industry experience in one place and confers upon its graduates, professional degrees which are recognized globally.

The professional degrees offered after the successful completion of the undergraduate programs are certified by UGC, the statutory body overseeing the running of universities and colleges in India. The degrees are affiliated to the University of Lucknow, one of the oldest government owned institutions of Indian higher education.

LPCPS has eminent personalities from Industrial background as well as academic background amongst its board. Their experience and expertise in their respective domains has been one of the main reasons why LPCPS attained its professional reputation in a short time.

Commitment to excellence is the top most priority of all the domains in the college. Some prominent ones among them are academia, training and skill development, placement cell, research wing, consultancy division, etc.

LPCPS is established and managed by Lucknow Public Educational Society at Rajajipuram in the city of Lucknow. The society has made its name in the Indian subcontinent as a brand ambassador and a stalwart in the field of education. The strategic decision by the society to establish LPCPS as a sprawling campus in the posh and fast developed zone of Gomti nagar made sure that the teachers and students are able to enjoy the huge lush green setting and a panoramic location in a peaceful and conducive environment.



PROGRAMMES OFFERED (NEW EDUCATION POLICY)

The undergraduate degree will be of 4 years duration, with multiple exit options within this period, with appropriate certification, e.g., a certificate after completing 1 year, or a diploma after 2 years of study, or a bachelor's degree after a 3 year programme.

The 4 year multidisciplinary Bachelor's programme allows the opportunity to experience the full range of holistic and multidisciplinary education in addition to a focus on the chosen major and minor as per the choices of the student.

The 4-year programme shall lead to a degree "with research" as the student will complete a rigorous research project in major area(s) of study.

For students completing a 4-year Bachelor's programme with research, there will be a 1 -year Master's Programme.

The 4-year Bachelor's degree with research will make students eligible for entry to Ph.D degree.

We Offer Professional Courses

- B.B.A - Bachelor of Business Administration
- B.C.A- Bachelor of Computer Application
- B.Com. (Hons) - Hons. Program in Bachelor of Commerce
- B.J.M.C - Bachelor of Arts in Journalism and Mass Communication

Regular Course

- B.Com. - Bachelor of Commerce

Fee Structure of Courses at LPCPS

Session - 2022-23

| Programme BCA | | | |
|---------------|-----------------------------|---------|-----------------|
| S.No. | Details | 1st Sem | 2nd Sem onwards |
| 1. | Enrolment Fee (Once) | 1,000 | --- |
| 2. | Caution Money (Once) | 5,000 | --- |
| 3. | University Exam Fee | 4,000 | 4,000 |
| 4. | College Fees | 33,500 | 33,500 |
| 5. | TOTAL | 43,500 | 37,500 |
| 6. | BOOK BANK (Optional & Once) | 3,500 | --- |
| 7. | GRAND TOTAL | 47,000 | 37,500 |

| Programme BJMC | | | |
|----------------|-----------------------------|---------|-----------------|
| S.No. | Details | 1st Sem | 2nd Sem onwards |
| 1. | Enrolment Fee (Once) | 1,000 | --- |
| 2. | Caution Money (Once) | 5,000 | --- |
| 3. | University Exam Fee | 2,500 | 2,500 |
| 4. | College Fees | 30,000 | 30,000 |
| 5. | TOTAL | 38,500 | 32,500 |
| 6. | BOOK BANK (Optional & Once) | 3,500 | --- |
| 7. | GRAND TOTAL | 42,000 | 32,500 |

| Programme B.Com. | | | |
|------------------|-----------------------------|---------|-----------------|
| S.No. | Details | 1st Sem | 2nd Sem onwards |
| 1. | Enrolment Fee (Once) | 1,000 | --- |
| 2. | Caution Money (Once) | 5,000 | --- |
| 3. | University Exam Fee | 2,500 | 2,500 |
| 4. | College Fees | 20,500 | 20,500 |
| 5. | TOTAL | 29,000 | 23,000 |
| 6. | BOOK BANK (Optional & Once) | 3,500 | --- |
| 7. | GRAND TOTAL | 32,500 | 23,000 |

| | |
|-----------------------|--------------------------------------|
| HOSTEL FEE (Delux) | 1,20,000 /YEAR |
| AC HOSTEL FEE (Delux) | 1,40,000 /YEAR |
| PREMIUM HOSTEL | 2,00,000 /YEAR (DOUBLE OCCUPANCY) |
| PREMIUM HOSTEL | 2,50,000 /YEAR (SINGLE OCCUPANCY) |

NOTE :

- Fee is subject to be changed as per University guidelines/ College policy on all above Programmes.
- Caution Money is refundable after the completion of degree only when no dues taken from Library and Account Section.
- If a student avails book bank facility amount of Rs.1500/- will be refundable after the completion of programme subject to no dues from the account section and library.
- No Claim for Fee-Refund shall be entertained.

| Programme BBA | | | |
|---------------|-----------------------------|---------|-----------------|
| S.No. | Details | 1st Sem | 2nd Sem onwards |
| 1. | Enrolment Fee (Once) | 1,000 | --- |
| 2. | Caution Money (Once) | 5,000 | --- |
| 3. | University Exam Fee | 4,000 | 4,000 |
| 4. | College Fees | 34,500 | 34,500 |
| 5. | TOTAL | 44,500 | 38,500 |
| 6. | BOOK BANK (Optional & Once) | 3,500 | --- |
| 7. | GRAND TOTAL | 48,000 | 38,500 |

| Programme B.Com. (Honors) | | | |
|---------------------------|-----------------------------|---------|-----------------|
| S.No. | Details | 1st Sem | 2nd Sem onwards |
| 1. | Enrolment Fee (Once) | 1,000 | --- |
| 2. | Caution Money (Once) | 5,000 | --- |
| 3. | University Exam Fee | 2,500 | 2,500 |
| 4. | College Fees | 34,500 | 34,500 |
| 5. | TOTAL | 43,000 | 37,000 |
| 6. | BOOK BANK (Optional & Once) | 3,500 | --- |
| 7. | GRAND TOTAL | 46,500 | 37,000 |

FRESHIP

- 25% Freeship in tuition fee for LPC staff ward.
- Freeship of 2,000/ Sem. for > 80% and 6,000/ Sem. for >90% on basis of scores in XII examinations (Except for B.Com. Programme)
- Freeship of 4,000/ in 1st Sem. only for LPC students (Except for B.Com. Programme)

Account Details for Online Payment (BBA, BCA, BJMC, B.Com.(Honors) and B.Com.

| | |
|-----------------|---|
| Name of Account | Lucknow Public College of Professional Studies |
| Account Number | 917010043737284 |
| IFSC Code | UTIB0001550 |
| Name of Bank | AXIS Bank |
| Branch Address | Vikas Khand, Patrakarpuram, Gombti Nagar, Lucknow |

B.B.A.

Bachelor of Business Administration

Duration of Course: 4 Years (8 Semesters)

Eligibility: Minimum 50% marks in Senior Secondary, Any Stream.

Programme Outcome (PO)

The aim of the course is to build knowledge and understanding business among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about business operations and decision making. The course aims at making a conceptual orientation and equips the students with the business skills as well as prepares them for management applications. This course provides an understanding of the tasks and functions of management and t acquaint the participants with the development in concept, theories and practices in the overall field of management.

At the end of this course students should be able to:

- 1) Ensure and understand professional augmentation taking place in the global as well as domestic business arena.
- 2) To reduce the gap between industry and academia,with the rights blend of theory and practice.
- 3) To nurture their talent for becoming good leaders and assets for an organization.
- 4) To gain an in-depth knowledge and analytical skills which will enable them to effectively and efficiently carry out various trade and marketing operations of an organization in the emerging globalized environment.
- 5) Develop critical attitude necessary for "life-long learning" through this course.

B.B.A.

SEMESTER – I

- Principles of Management
- Business Organizations
- Financial & Management Accounting-I
- Business Communication
- Computer & IT Applications-I
- CC 1

SEMESTER – II

- Organizational Behaviour
- Managerial Economics
- Financial & Management Accounting-II
- Business Environment
- Quantitative Techniques-I
- VC 1

SEMESTER – III

- Financial Management
- Operations Management
- Marketing Management
- Human Resource Management
- Computer & IT Applications-II
- CC 2

SEMESTER – IV

- Taxation and Laws
- Logistics and Supply Chain Management
- Customer Relationship Management
- Industrial Relation Management
- Quantitative Techniques-II
- VC 2

SEMESTER – V

- Entrepreneurship & Family Business-I
- Business Policy and Strategic Management-I
- Financial Institutions
- Consumer Behaviour
- Business Ethics
- Business Law
- Internship

SEMESTER – VI

- Entrepreneurship & Family Business-II
- Business Policy and Strategic Management-II
- E-commerce
- Talent Management & HRIS
- Corporate Governance and Corporate Social Responsibility
- Management Information System
- Minor Project

SEMESTER – VII

- Decision Sciences
- Project Management
- Business Analytics
- Banking Operations Management
- Retail and Rural Marketing
- Insurance and Risk Management
- Service and Industrial Marketing
- Research Methodology

SEMESTER – VIII

- Major Project

B.C.A.

Bachelor of Computer Applications

Duration of Course: 3 Years (6 Semesters)

Eligibility: Minimum 50% marks in senior secondary, with Maths/Computer/Information Technology/ Computer Application/Information Practices/Computer Technology/Maintenance or ITes as one of the subjects.

Program Outcome

- 1) To develop skilled and professionally motivated technocrats, equipped with critical reasoning and ethical values that fosters scientific temperament with sense of social responsibility.
- 2) To produce knowledge and competent human resources who are employable in all walk of life.
- 3) To create, identify and implement appropriate techniques, resources and modern engineering and IT tools.
- 4) To impart expertise required for planning, designing and building complex software system as well as provide support to automated system.
- 5) To build caliber to tackle both personal and social challenges and improve the quality of life.
- 6) Ability to acquire knowledge in various fields of computer science and to apply in industry, entrepreneurship and /or higher studies for thriving career.
- 7) Understanding to incorporate knowledge of computing and technological advances appropriate to the program.
- 8) Ability to develop software system to enable the convenient use if the computing system and possess technical credential.
- 9) Ability to exercise the principles of management and strategic concepts requires for teamwork as well as team management.

B.C.A.

SEMESTER-I

- BCA-101 Essentials of Professional Communication
BCA-102 Principle of Management
BCA-103 Mathematics-I
BCA-104 Computer Fundamentals and Programming in C
BCA-105 Fundamentals of Environmental Sciences

SEMESTER-III

- BCA-301 Computer Based Numerical and Statistical Techniques
BCA-302 Object Oriented Programming using Java
BCA-303 Operating System
BCA-304 Management Information System
BCA-305 Computer Architecture

SEMESTER-V

- BCA-501 Data Communication and Computer Network
BCA-502 Design and Analysis of Algorithm
BCA-503 Web design concept
BCA-504 UNIX and Shell Programming
BCA-505X Elective-I
Data Mining & Ware Housing
Software Testing Methodology
Open Source Software
Information System: Analysis, Design & Implementation
BCA-508P Viva Voce on Summer Training

SEMESTER-II

- BCA-201 Mathematics-II
BCA-202 Advanced Professional Communication
BCA-203 Digital Electronics and Computer Organization
BCA-204 Data Structure using C
BCA-205 Accounting and Financial Management

SEMESTER-IV

- BCA-401 Discrete Mathematics
BCA-402 Business Economics
BCA-403 Computer Graphics and Multimedia Systems
BCA-404 Database Management System
BCA-405 Software Engineering

SEMESTER-VI

- BCA-601 E-Commerce
BCA-602 Cyber Law and Internet Security
BCA-603 Mobile Computing
BCA-604 Elective-II
Optimization Techniques
Microprocessor
Data Compression
Cryptography
BCA-PRO Project
* Additional practical per semester

B.Com.

Bachelor of Commerce

Duration of Course : 4 Years (8 Semesters)

Eligibility: Higher Secondary with Commerce or Economics or Mathematics as one of the subjects with 50% marks.

The objective of the B.Com programme is to familiarize students with principles and concepts in the discipline of commerce. The students will gain in depth knowledge of accounting, Finance, Business law, marketing, tax and costing. This program aims to provide students with specific knowledge and skills relevant to their career.

Program Outcome

This programme offers great career options and opportunities for students by providing them with relevant core and specific knowledge skills in the discipline of commerce.

- 1) This programme would provide qualified graduates to the corporate sector, Banking sector, insurance sector, Finance services sector to meet their employment requirement.
- 2) Students can gain specialization in the field of accounting, Costing, Finance and taxation and acquire application oriented skills.
- 3) Students can independently start-up their own business as well as avail of self employment opportunities.
- 4) This programme impart skills to students to sharpen their decisions making abilities both at personal & professional level.
- 5) Students will gain thorough knowledge in the field of finance and commerce and stand out in any organization. Students will develop an attitude for working efficiently in the business environment.

B.Com.

SEMESTER -I

- P1. Financial Accounting
- P2. Business Organisation
- P3. Micro Economics
- P4. Currency Banking and Exchange
- P5. Essential of Management
- P6. Co- curricular Course I

SEMESTER -II

- P7. Corporate Accounting
- P8. Business Regulatory Framework
- P9. Public Finance
- P10. Business Communication
- P11. Selling and Advertising
- P12. Vocational Course I

SEMESTER -III

- P13. Business Finance
- P14. Statistical Methods
- P15. Banking Operations
- P16. Managing Human Resources
- P17. Information System and E-banking
- P18. Co- Curricular II

SEMESTER -IV

- P19. Cost Accounting

- P20. Contemporary Audit
- P21. Foreign Trade of India
- P22. Macro Economics
- P23. Institutional Framework For Business
- P24. Vocational II

SEMESTER - V

- P25. Goods and Services Tax (GST)
- P26. Principles and Practice of Insurance
- P27. Introduction of Entrepreneurship
- P28. Managing Business Operations
- P29X. Company Law and Practice
- P29Y. Concepts of Valuation
- P30. Internship Project

SEMESTER - VI

- P31. Income tax Law and Accounts
- P32. Principles and Practice of Marketing
- P33. Indian Economy
- P34. Applied Business Statistics
- P35X. Economics of Public Enterprises
- P35Y. Export Import Procedure and Documentation
- P36. Minor Project

Specialisation in Commerce

SEMESTER - VII

- P37. Accounting for Managers

- P38. Financial Planning
- P39. Rural Marketing
- P40X. Labour Welfare Laws
- P40Y. Legal Environment of Business
- P41X. Financial Institutions and Markets
- P41Y. Essentials of E-commerce
- P42. Research Methodology

Specialisation in Applied Economics

SEMESTER - VII

- P37. Advanced Economic Analysis
- P38. Account for Financial Decisions
- P39. Demography and Population Studies
- P40X. Foreign Exchange Management
- P40Y. Industrial Economics
- P41X. Rural Economics
- P41Y. Environment and Resources Economics
- P42. Research Methodology

SEMESTER - VIII

- P43. Major Research Project (24 credits)

B.Com. (Hons.)

Bachelor of Commerce Honours Degree

Duration of Course: 3 Years (6 Semesters)

Eligibility: Senior Secondary with Commerce or Economics or Mathematics as one of the subjects with 60% marks.

Programme Outcome (PO)

- 1) After completing three years for bachelors in commerce B.Com (H) Program students would gain thorough grounding in the fundamentals of commerce and finance.
- 2) The commerce and finance focused curriculum offers a number of specializations and practical exposers which would equip the students to face the modern-day challenges in commerce and business.
- 3) The all-inclusive outlook of the course offer a number of value based and job oriented courses ensures that students are trained into up-to-date. In advanced accounting courses beyond the introductory level, affective development will also progress to valuing and organization levels.
- 4) Students will be able to demonstrate progressive learning of various tax issues and tax forms related to individuals. Students will be able to demonstrate knowledge in setting up a computerized set of accounting books.
- 5) Students will demonstrate progressive affective domain development of values, the role of accounting in society and business.

B.Com. (Hons.)

SEMESTER - I

BCH 101 Financial Accounting
BCH 102 Financial Mathematics
BCH 103 Foreign Trade of India
BCH 104 Principles of Economics
BCH 105 Essentials of Management
BCH 106 Indian Economy & Public Finance

SEMESTER-II

BCH 201 Human Resource Management
BCH 202 Banking Operations Management
BCH 203 Management Information System
BCH 204 Business Communication & Office Management
BCH 205 Statistical Method
BCH 206 Business Environment
BCH 207 Comprehensive Viva-Voce

SEMESTER- III

BCH 301 Cost Accounting
BCH 302 Business Law
BCH 303 Operations Management
BCH 304 Marketing Management
BCH 305 International Finance
BCH 306 Business Economics

SEMESTER-IV

BCH 401 Management Accounting
BCH 402 Organizational Behaviour
BCH 403 Company Laws & Secretarial Practics
BCH 404 Operations Research
BCH 405 Income Tax Law & Accounts
BCH 406 International Business
BCH 407 Comprehensive Viva-Voce

SEMESTER- V

BCH 501 Export Import Procedure & Documentation
BCH 502 Industrial Laws
BCH 503 Consumer Behaviour & Advertising
BCH 504 Financial Management

Group A Accounting Decisions & Applications

BCH 505 Specialized Accounting
BCH 506 Personal Finance Decision

Group B Financial Operations & Services

BCH 505 Financial Market Operations
BCH 506 Insurance & Risk Management
BCH 507 Summer Internship Report & Viva-Voce
BCH 508 Foreign Language

SEMESTER-VI

BCH 601 Goods and Services Tax in India
BCH 602 Business Policy
BCH 603 Governance & Business Ethics
BCH 604 Contemporary Audit

Group A Accounting Decisions & Applications

BCH 605 Corporate Accounting
BCH 606 Entrepreneurship & Project Management

Group B Financial Operations & Services

BCH 605 Financial Services
BCH 606 Security Analysis & Portfolio Management
BCH 607 Comprehensive Viva -Voce

B.J.M.C

Bachelor of Arts in Journalism and Mass Communication

Duration of Course : 4 Years (8 Semesters)

Eligibility: Senior Secondary in any stream with an aggregate 50% marks

Bachelor of Journalism and Mass Communication (BJMC) provides opportunities to study variety of subjects in the field of mass communication ranging from print, Online, web and broadcast media. This course has decided into eight semesters in duration of 4 years. BJMC gives hands on training in reporting, writing, creative writing broadcasting, films and critical thinking in order to create media professional who are at par with the media industry. We provide highly professional environment such as community radio station, Newsroom studio to the broadcast media aspirant .We also provide highly equipped media lab for editing and designing news for electronics as well as print media.

Program Outcome

- 1) Students will acquire a functional knowledge of the underlying principles and recent emerging trend of the media industry.
- 2) The Course is a solid foundation program which follows an all-encompassing theoretical and hands-on approach in communication and media.
- 3) The ability to report in depth, using a wide variety of source to provide context, accuracy and balance.
- 4) The ability to embrace convergent media by shooting video, making photographs & writing for and posting to the web.
- 5) An understanding of the roles and duties of journalism in society and recognition of the legal and more implications of their work.

B.J.M.C.

● I - Semester (MAJOR 1)

Paper No. 1: History of Media

Paper No. 2: Introduction to Journalism

MAJOR 2

Paper No. A: Role of Social Sciences in Mass Comm.

Paper No. B: Message & Mass-Media Audience

MINOR

Paper No. A: Feature and Creative Writing

CC/VC-CC 1

● II - Semester

MAJOR 1

Paper No. 3: Language & Cultural Studies

Paper No. 4: Computer Applications for Journalism

MAJOR 2

Paper No. C: Introduction to Comm. Principles & Models

Paper No. D: Implementation of Computers in Journalism-Lab

MINOR

Paper No. B: Editorial Writing

CC/VC-VC 1

● III - Semester

MAJOR 1

Paper No. 5: Introduction to Print Media

Paper No. 6: Basics of Reporting & Editing

MAJOR 2

Paper No. E: Introduction to Broadcast Media : Radio

Paper No. F: Technology of TV Production

MINOR

Paper No. C: Writing for Journalists

CC/VC-CC 2

● IV - Semester

MAJOR 1

Paper No. 7: Media Management & Newspaper Prod.

Paper No. 8: Advertising

MAJOR 2

Paper No. G: Photography Lab

Paper No. H: Multimedia Production

MINOR

Paper No. D: Business Journalism

CC/VC-VC 2

● V - Semester

MAJOR 1

Paper No. 9: Public Relations

Paper No. 10: Economics of New Media Communication

Paper No. 11: Exposure to New Media Industries

MAJOR 2

Paper No. I: Mobile Communication

Paper No. J: New Media Tool for Social Change

CC/VC-MEDIA INTERNSHIP

● VI - Semester

MAJOR 1

Paper No. 12: Basics of Development Communication

Paper No. 13: Science and Environment Journalism

Paper No. 14: Media and Social Issues

MAJOR 2

Paper No. K: Sports Journalism

Paper No. L: Language of Communication & Translation

CC/VC-Minor Project/Newspaper Prod./Docu.Prod.

● VII - Semester

MAJOR 1

Paper No. 15: Web Journalism & Designing

Paper No. 16: e-education and learning

Paper No. 17: Communication Research

Paper No. 18: Media and Gender

Paper No. 19: Production Management

CC/VC-Research Methodology

● SEMESTER -8

Major Project

VALUE ADDED COURSES

@ NO ADDITIONAL COST

- **Certified courses in collaboration with IIT BOMBAY.** Some of them include Certification in various programming languages, Libre Office etc.
- **CAT Classes lead by a team of IIM scholars** where the students are taught various strategies on cracking CAT. This class is available for students of all courses.
- **Preparation for various Competitive Exams by Mahendra** where students are taught strategies to be used while preparing for the exams which will land them in various Jobs in Government sectors like Railways and public sectors such as nationalized Banks, etc. across the country.
- **NISM (National Institute of Securities Markets) Certification** which helps students in securing jobs in the financial sectors in India, regulated by SEBI (Securities and Exchange Board of India).
- **PDP (Personality Development Programme) Classes** for all students to enhance the students' personality in terms of their body language, interpersonal skills, leadership, team building, interview skills and communication skills.
- **Tally Classes for students to enhance their accounting skills**
- **Videography and Photography**, where students are encouraged to enhance their creativity through graphic designing and animation classes.
- **Hindi & French Language**
- **Artificial Intelligence and Cyber Security**
- **Short term course for effective communication Skills**
- **Programming in Python**
- **Income Tax Return Filing and Assessment**
- **GST**
- **Yoga and Meditation**
- **Martial Arts (WU-SHU)**

Fest & Events @ LPCPS

Alumni Meet

Alumni meet 'SAMAGAM' which is organised by college every year brings to our alumni a chance to reconnect with their Alma Mater. It lets them relive the carefree days of their college lives as they get a chance to visit all the locations they once frequented.



Degree Distribution Ceremony

LPCPS organized Degree Distribution Ceremony in which passed out batches were awarded Degrees by Hon'ble Prof. (Dr.) Rana Krishna Pal Singh, Vice-Chancellor, Dr. Shakuntala Misra National Rehabilitation University.



Shri Ram Lal Memorial Basketball Tournament (Season-3)

The 4 teams that made their way to the finals witnessed a lot of close contests with each team jumping and leaping to score basket. It was a closely-fought competition wherein each team put in its best foot forward. Lay-ups were met with intense blocks as the players sweated it out in the courts. The final outcomes were Lucknow University at first place, Lucknow Christian College at second.



XeniuM International

"XeniuM International" is an amazing platform for you to represent yourself in front of 150+ International students and 23 countries including South Africa, Afghanistan, Sri Lanka, Sudan, Yemen, South Sudan, Iran, Iraq, Turkmenistan, Tanzania, Chad, Bhutan, Liberia, Cameroon, Gambia, Somalia, Ethiopia, Uganda, Ghana, Eritrea, Djibouti, Nigeria and Rwanda.



International Video Conferences

Videoconferencing technology has playing a role in educational settings for years, that's why LPCPS conducts every year international video conference for our students to closely simulate in the person environment among the world.



Seminars & Industry Interaction

In the current competitive and dynamic environment professional enrichment is a necessity and to fulfill that LPCPS more often conducts seminars and workshops for the students.



INFRASTRUCTURE

MEDIA LAB

The college has a well-equipped, air conditioned and Wi-Fi enabled media lab for the students of mass communication with the latest state of audio-video recording equipment.



COMPUTER LAB

Lucknow Public College of Professional Studies is packed with an ECO friendly Hi-Tech Computer Labs which offers the students to gain hand on experience of the modern Information Technology and acquire the practical knowledge and the applications of modern computer science.



LIBRARY

The extravagant library house close to fifteen thousand books of various national and international authors in several dozens of genres, both related and unrelated to academia as well. Innovative book bank system is adopted where books are issued to the students on backing of security where minimal charges are levied on the students.



HOSTEL

LPCPS provides separate hostel facilities for boys and girls. To ensure the students of LPCPS have a comfortable stay in a safe environment, where they can study and rest properly, separate hostel facilities are provided for boys and girls.



AUDITORIUM

LPCPS has a large auditorium which can accommodate up to 1500 people at a time. The auditorium is equipped with smart equipment like HD display boards, Dolby sound systems and state of the art audio video system.



CONFERENCE ROOM

LPCPS boasts of conference room & classrooms which has a seating capacity of upto 200 students. The Conference room is regularly used for conducting guest lectures, workshops and international conferences



INFRASTRUCTURE

DIGITAL CLASSROOM

Since digital learning is far more interactive and memorable than voluminous textbooks or one-sided lectures, they provide better context, a greater sense of perspective, and more engaging activities than traditional education methods. This allows students to better connect with the learning material. Further, they often offer a more interesting and involving way to digest information.



CAFETERIA

The objective of the canteen is to provide wide range of food items at reasonable prices with proper sanitary conditions by assuring food safety and quality.

TRANSPORTATION

LPCPS provides with the most efficient transportation system for the present needs of this metropolitan city. A dedicated fleet of buses and vans are run by us which ply on different routes of Lucknow, hence inculcating an element of punctuality among the students.



PLACEMENT & TRAINING CELL

Placement and training plays a major role in grooming the students as professionals. Keeping this aspect in consideration, LPCPS has incorporated Placement Cell to provide job opportunities to the students in their respective fields.

The prime objective of the Placement and Training Cell is to ensure placement to all the students and to help students recognize their core competencies.

The Training and Placement Cell also conducts various workshop to help build confidence in them and to enhance their professional skills.

Basic Sessions

- Communication Skills
- Interpersonal Skills
- CV Writing
- Stress Management
- Body Language

Specialized Sessions

- Mock Interviews
- Group Discussion and Team Building Activities
- Presentation Skills
- Time Management
- Mock Interviews
- E-Mail Writing/Letter Writing

ON CAMPUS PLACEMENT

On Campus Placement is a program conducted within the college campus by the Placement Cell of LPCPS to provide job opportunities to students, nearing completion of their studies. The Placement Cell constantly tries to partner with various prospective employers who wish to recruit the student for placement and also provides a good exposure to the students regarding various job opportunities in their respective fields.

| Session 2021-22 | |
|------------------|-----|
| Total Companies | 26 |
| Total Placements | 124 |
| Paid Internship | 73 |

Rashtriya Job Festival at LPCPS

Rashtriya Job Festival is organized by LPCPS to create a junction for corporate, government and candidates for providing the best career options and job opportunities to the youth and to provide the best workforce to corporate and Government. In Rashtriya

Job Festival 2022, 51 Companies (National & Multinational) participated and the 2000+ candidates registered themselves. It was one days event comprehending various interview session and a motivational session "Startup India and Stand-up India Training Session" accompanied by entrepreneurship development and training session.

LPCPS also organises pool campus drive in which -

| RJF Achievements | 2018 | 2019 | 2020 | 2022 |
|------------------|-------|-------|-------|-------|
| Registrations | 4100+ | 5000+ | 5000+ | 2000+ |
| National & MNCs | 50 | 57 | 60 | 51 |
| Placements | 520 | 673 | 570+ | 600+ |

Internship Festival 2019 at LPCPS (Internshala)

Lucknow Internship Fair 2019 was organized by LPCPS on 4th of August 2019. In which more than 45+ companies offered 270+ Paid Internship to the eligible candidates.

Special Placement Drive During Covid-19 (2021)

The pandemic has had a considerable impact on students with the delayed academic calendar and shift to online classes. While the pandemic has led to uncertainty over the students' academic and professional life, LPCPS Placement Cell has been able to successfully hold Placement Drives for the students who suffered during the pandemic who successfully got job offers from 14+ National & MNCs.

7 Placement Drives in 4 Years

| | | | |
|--|---|---|---|
| RJF - 2018 21st & 22nd April | RJF - 2019 23rd & 24th February | LUCKNOW INTERNSHIP FAIR - 2019 4th August | WIPRO PLACEMENT DRIVE - 2020 18th January |
| RJF - 2020 22nd February | PLACEMENT DRIVE FOR COVID-19 SUFFERERS-2021 26th July | RJF - 2022 23rd April | |

OUR RECRUITMENT COMPANIES



and many more...

EXTRA CO-CURRICULAR HIGHLIGHTS

Lucknow Public College of Professional Studies has the tradition of encouraging students to perform and showcase their extra-curricular skills and talent along with co-curricular activities. The Students have great entrepreneurial skills and take initiatives to organize and arrange for all the events and activities under the guidance of the faculty members.



FOLK DANCE



TUG OF WAR



NUKKAD NATAK

DEVELOPMENT INSIGHTS

Guest lectures and workshops are conducted regularly to inculcate the spirit of learning and impart education from outside the classroom. Various workshops were conducted with collaboration with corporate organizations like TCS and HCL on the topics of creative writing, hardware training, 'PHP' training, Ethical hacking etc.



PROFESSIONAL GUEST LECTURE



INDUSTRIAL VISIT



STUDENTS' INCUBATION CENTRE

LPCPS ACHIEVERS

We feel proud to see our alumni working in companies like Adobe, NIIT, TCS, UP Police, Board of Revenue, Policy Bazar and many more.



ANSH MADHESIA
IIT-JAM



Kritika Agarwal
IIM Indore



Mayank Singh
MBA Manchester



Shbhika Srivastava
Cleared IBPS



Rishabh Lakmani
University of Exeter



Shivangi Mishra
IIT-JAM



Jyoti Shukla
IIT-JAM



Shubham Naresh
HCL



Manvi Pathak
Amazon



Himanshu Singh
The Milestone



Ahad Khan
TCS



Navshree Tripathi
EXTRAMARKS



Sakshi Dutta
AJIO



Devesh K Shrivastava
Bharti AXA



Mahima Chaudhary
CATAPULT



Yasharth Chaturvedi
TCS



Pawan Kumar Singh
BYJUS



Shivendra Pratap Singh
Internshala



Shivam Gupta
UNSCHOOL



Prathna Gupta
WOOLLY



Ayush Gupta
BYJUS



Haritma
Marketing King



Aman Verma
WIPRO



Akash Singh
Prestige



Saurabh Rai
TCS



Rushika Gulati
HCL



Pawan Singh
Wipro



Durgesh
Swadesh News



Ankit Tiwari
Nav Bharat Times



Aman Anand
HCL



Shubham Lala
ICFAI



Manpreet
HCL



Himanshu
HCL



Divyanshu
Cedcross



Akarshit Singh
RoomSoom



Sakshi
Aditya Birla

... and many more.

Road Map to LPCPS



CONTACT US

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www.facebook.com/lpcps [_lpcps](https://www.instagram.com/_lpcps)

ESTEEMED BRANCHES OF LUCKNOW PUBLIC SCHOOLS & COLLEGES

- ✦ A-Block, Rajajipuram, Lucknow
- ✦ Sahara States, Jankipuram, Lucknow
- ✦ Anand Nagar, Lucknow
- ✦ Lakhimpur Kheri (With Hostel Facility)
- ✦ Vinamra Khand (Opp. Kathauta Lake), Gomti Nagar, Lucknow (With Hostel Facility)
- ✦ Sec.-9, Vrindavan Yojna, Shaheed Path, Lucknow
- ✦ Naveen Chowk, Sitapur (With Hostel Facility)
- ✦ Sec.-E, Amrapali Yojna, Hardoi Road, Lucknow
- ✦ Madhoganj, Hardoi (With Hostel Facility)
- ✦ Asthal Mandir Marg, Sangam Vihar, New Delhi
- ✦ B-Block, Rajajipuram, Lucknow.



Vinamra Khand, Opp. Kathauta Lake, Gomti Nagar, Lucknow. UP (INDIA)



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