



LPCPS

LUCKNOW PUBLIC COLLEGE
OF PROFESSIONAL STUDIES

NAAC ACCREDITED WITH
SCORE 2.97

ISO 9001:2015

Affiliated to University of Lucknow

PROSPECTUS



www.lpcps.org.in



info@lpcps@gmail.com



Toll Free
1800 123 6877





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.

प्रिय विद्वत्तजन्,

विविधीकरण के इस युग में, हमें प्रत्येक छात्र को एक वैश्विक नागरिक के रूप में आकार देने के लिए व संयुक्त रूप से कार्य करने के लिए एक मार्ग बनाने की आवश्यकता है। इसी को ध्यान में रखते हुए, समाज को मूल्यों के साथ समृद्ध करने और उत्तर प्रदेश को एक महानगरीय राज्य में बदलने के लिए हम विशिष्ट संस्कृतियाँ; राष्ट्रीय और अंतर्राष्ट्रीय दोनों ही साथ में लाने के लिए प्रयासरत हैं। हमारी शिक्षा प्रणाली जो कि हर क्षेत्र में एक अनुकरणीय उत्कृष्टता द्वारा निर्देशित है; शिक्षाविद, नवाचार, सुरुचिपूर्ण, प्रशासन, प्रबंधन, खेल, संस्कृति आदि क्षेत्रों को समृद्ध करने पर अधिक बल देती है।

भारत के एक प्रमुख शैक्षणिक संस्थान, लखनऊ पब्लिक कॉलेज ऑफ प्रोफेशनल स्टडीज का एक अविभाज्य अंग होने के नाते मैं उच्च लक्ष्यों की प्राप्ति के लिए लोगों की ऊर्जा को एकीकृत करने में विश्वास करती हूँ, जो पूरे समाज को लाभान्वित कर सकता है। एलपीसीपीएस में प्रत्येक व्यक्ति को उत्कृष्टता प्राप्त करने का समान अवसर दिया जाता है। हम दुनिया भर में प्रचलित विविध संस्कृतियों को एक साथ लाते हैं जिससे विश्व मंच पर विविधता में एकता का अनुमान लगाया जा सके। मैं इस शानदार शैक्षणिक संस्थान का हिस्सा बनकर बेहद खुश और गौरवान्वित महसूस करती हूँ। छात्रों को बेहतर कल के लिए तैयार करने के लिए और हमारे मिशन को प्राप्त करने की दिशा में हमारी यात्रा को गति देने में मदद करने के लिए, मैं अपने समर्पित संकाय सदस्यों और अन्य कर्मचारियों, सहायकों और अभिभावकों की आभारी हूँ। एलपीसीपीएस एक ऐसी जगह है जहाँ छात्रों के कैरियर के साथ-साथ बेहतर नागरिक गुणों को भी सँवारा जाता है।

मैं प्रत्येक छात्र के उज्ज्वल और सुखद भविष्य की कामना करती हूँ।

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. A.K. Rai
Dy. COE, HOD & Associate Professor
Department of Computer Science



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



Dr. Nripendra Singh
HOD & Assistant Professor
Department of Science



Dr. Abhay Shankar
Associate Professor
Department of 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. Vrijesh Kumar Pandey
Assistant Professor
Department of Science



Dr. Richa Mishra
Assistant Professor
Department of Commerce



Dr. Daya Shankar Kanaujia
Assistant Professor
Department of Commerce



Dr. Imranur Rehman
Assistant Professor
Department of Commerce



Dr. Aditya Kishore Bajpai
Assistant Professor
Department of Science

Educators



Mr. Aditya Vikram Singh
Assistant Professor
Placement & Training Head
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



Mr. Reshabh Dev
Assistant Professor
Department of Management



Ms. Sweety Sinha
Assistant Professor
Department of Commerce



Mr. Vibhor Kumar
Assistant Professor
Department of Commerce



Ms. Sweety Jain
Assistant Professor
Department of Commerce



Ms. Manisha Kakkar
Assistant Professor
Department of Commerce



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. Akhileshwaro Nath
Assistant Professor
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



Ms. Priyanka Singh
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



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Why LPCPS ?

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● **LPCPS provides over 26 Value Added Courses with NO ADDITIONAL COST** to enable the students to fine-tune their career prospect, increase chances in campus placement & gain competitive edge. The main objective of these classes is to prepare you for your respective career fields through interactive sessions to hone and groom their technical and personal skills

Number of Classes: 80 Classes **Duration:** 1 hour (Monday to Friday)

● **The college has 10 active Student Clubs** viz. Happening Souls, Artificial Intelligence Club, Anchors Club, Arts & Craft Club, Dance Club, Drama Club, Music Club, Sports Club, E-Cell, Communicators which cater to technical, cultural, social, recreational, health and welfare needs and interests of the students. These clubs at LPCPS are joined and run by the students from across the programmes, where they drive various technological, innovative, management, and cultural activities throughout the year.

● **Artificial Intelligence Research Lab:** This lab is focused on the research and application of Artificial Intelligence fostering learning in an atmosphere of discovery and creativity. It aims at deploying cutting-edge methodologies in various areas of Artificial Intelligence for students by working with teachers and conducting research in theoretical and application aspects of AI. Some of the live projects created by the students include:

- Automatic Hand Sanitizer Machine(AHM) ● Smart Dustbin ● Smart Speaker: Snowboy
- Humanoid Robot: Pratham ● Smart Home Solution(SHS) ● Unmanned Aerial Vehicle: UAV Drone
- Green Car (Ongoing Project)

● **Regular Rashtriya Job Fest**

Lucknow Public College of Professional Studies hosts an annual Job Festival called "Rashtriya Job Festival" to bridge the gap between the job market and students. It is one of the biggest job festivals held across Lucknow with over 50+ MNCs and non-MNCs visiting our campus and students from all over the city are invited to be a part of this mega job festival. Through this Job Fest, we bring together experienced professionals and freshers under one roof. It is a great place to network with employers from MNCs and non-MNCs all over the country and the globe. Through these job fairs, students get to evaluate their personal skills, strengths, and weaknesses by interacting with various prospective employers. This also serves as a solid foundation for understanding the various job opportunities that are tailored to each student's major.

Fee Structure of Courses at LPCPS

Session - 2023-24

Programme BCA			
S.No.	Details	1st Sem	2nd Sem onwards
1.	Enrolment Fee (Once)	500	---
2.	Caution Money (Once)	5,000	---
3.	University Exam Fee	4,000	4,000
4.	College Fees	35,000	35,000
5.	TOTAL	48,000	39,000
6.	BOOK BANK (Optional & Once)	3,500	---
7.	GRAND TOTAL	48,000	39,000

Programme BBA			
S.No.	Details	1st Sem	2nd Sem onwards
1.	Enrolment Fee (Once)	500	---
2.	Caution Money (Once)	5,000	---
3.	University Exam Fee	4,000	4,000
4.	College Fees	36,000	36,000
5.	TOTAL	49,000	40,000
6.	BOOK BANK (Optional & Once)	3,500	---
7.	GRAND TOTAL	49,000	40,000

Programme BJMC			
S.No.	Details	1st Sem	2nd Sem onwards
1.	Enrolment Fee (Once)	500	---
2.	Caution Money (Once)	5,000	---
3.	University Exam Fee	2,500	2,500
4.	College Fees	31,500	31,500
5.	TOTAL	43,000	34,000
6.	BOOK BANK (Optional & Once)	3,500	---
7.	GRAND TOTAL	43,000	34,000

Programme B.Com. (Honors)			
S.No.	Details	1st Sem	2nd Sem onwards
1.	Enrolment Fee (Once)	500	---
2.	Caution Money (Once)	5,000	---
3.	University Exam Fee	2,500	2,500
4.	College Fees	36,000	36,000
5.	TOTAL	47,500	38,500
6.	BOOK BANK (Optional & Once)	3,500	---
7.	GRAND TOTAL	47,500	38,500

Programme B.Com.			
S.No.	Details	1st Sem	2nd Sem onwards
1.	Enrolment Fee (Once)	500	---
2.	Caution Money (Once)	5,000	---
3.	University Exam Fee	1,750	1,750
4.	College Fees	22,000	22,000
5.	TOTAL	29,250	23,750
6.	BOOK BANK (Optional & Once)	3,500	---
7.	GRAND TOTAL	32,750	23,750

HOSTEL FEE (Delux)	1,20,000 /YEAR
AC HOSTEL FEE (Delux)	1,30,000 /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.

FREESHIP

- 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)
- Special Freeship for Divyangjan/EWS/Sports and Girls

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, Gomti 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 to 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 right 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.
- **VFX and Design**
- **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

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 50+ International students and 15 countries including India, Afghanistan, Iraq, Tanzania, Chad, Gambia, Namibia, Vietnam, Madagascar, Mauritius, Syria, Tajikistan, Botswana, Cambodia and Bangladesh.



International Conferences

Videoconferencing technology has been 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.



LPCPS RADIO

Radio Studio is a place where BAJMC students can live broadcast or record audio professionally. It has its own broadcasting, production, and recording facilities. LPCPS has released its own community radio app, 'LPCPS Radio,' which can be downloaded from the Google Play Store or the App Store on iPhone. Podcasts on various events that take place in the college are pre-recorded and aired on this app by the students of Journalism and Mass Communication. One of them includes '75 Days, 75 Freedom Fighters, 75 Stories' produced and recorded on the occasion of Azadi ka Amrit Mohatsav is available on LPCPS Radio



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

BOARD ROOM FOR STUDENTS

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.



SWIMMING POOL

Lpcps has an indoor underground swimming pool which is 50m in length and 20m in breadth. A special grooming classes is also arranged in the campus to help student learn swimming, and students are taking active participation in it. The swimming pool is kept well and cleaned on regular basis to maintain hygiene.

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.



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 2023-24	
Total Companies	32
Total Placements	134
Paid Internship	82

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 2023, 51 Companies (National & Multinational) participated and the 1247+ 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	2023
	21st & 22nd April	23rd & 24th February	22nd February	23rd April	08th April
Registrations	4100+	5000+	5000+	2000+	1247+
National & MNCs	50	57	60	51	51
Placements	520	673	570+	600+	623

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.

Placement Insight



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.



LPCPS BAND PERFORMANCE (ARIA CLUB)



MOCK INTERVIEW BY PROFESSIONALS



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



INCUBATION ROOM

MAKE AN IMPACT IN JOURNALISM

Education is not something that can be confined to the boundaries of a classroom and it is wisely said that an investment in knowledge pays the best interest.

- It lets you speak,
- It lets you write,
- It lets you quote,
- It lets you capture and
- Above all it give you a voice.

These lines perfectly define BJMC

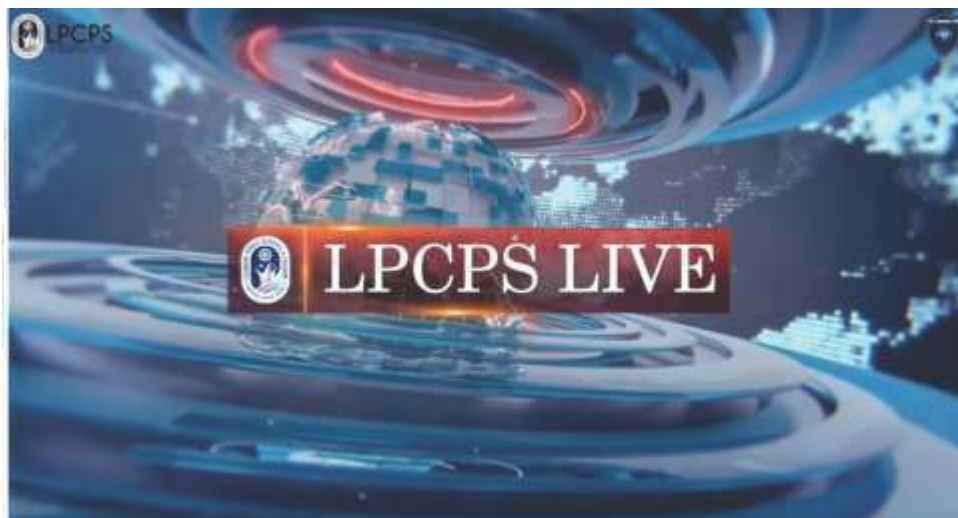
The educationist, The Tabloid that helps the students express their thoughts about the society in words. We are here for the launch of the educationist today.

The news central the magazine that provides you an opportunity to showcase your creativity at the best possible manner. It got launched in 2019 and has travelled a long way to meet Mr. Ruskin Bond as well.

LPCPS Live imagine sitting in front of a camera with the croma screen right behind you. That becomes a reality when we talk about lpcps live. From the major issues to important days everything comes under one roof when we speak about Lpcps live.

Web talk another initiative by our team where the students had a word with various people of great repute during the Covid Times via the online meetings.

From the media release to the media related photography, videography, editing is all you would learn at BJMC.

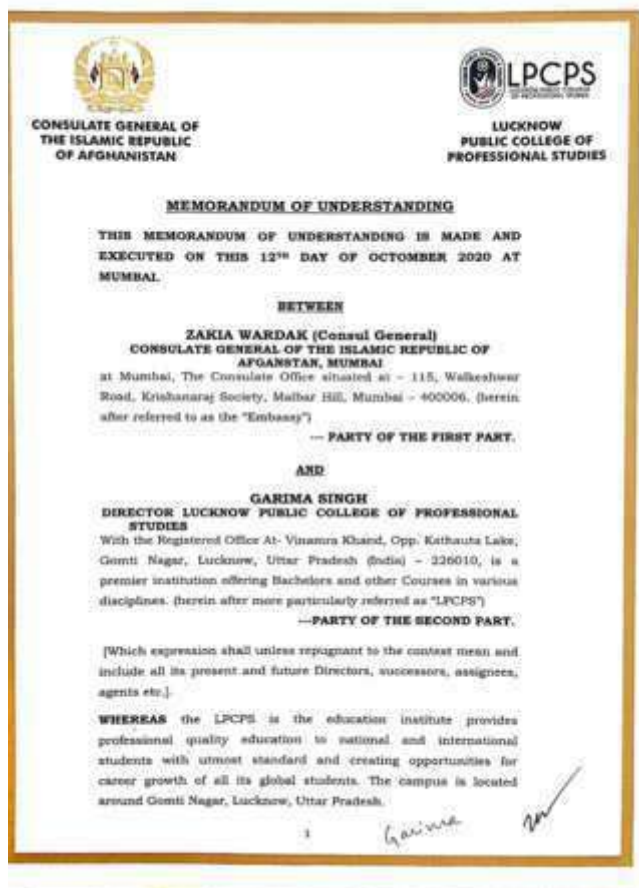


AWARDS AND RECOGNITION

Received **Education Excellence Awards-2021** by Zee UP & UK in year 2021.



MoU signed between Consulate General of The Islamic Republic of Afghanistan and Lucknow Public College of Professional Studies, Lucknow for delivering and expansion of Quality Education in year 2020.



Received World Icon Award-2019 by BMICH, Colombo by Govt. of Sri Lanka in the year 2019.





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This letter is to indicate that Dr. Lorenz Thaler Auecht is currently collaborating with our research group. We are working on a project "Structures and artificial intelligence for IQ-assisted neural of Things: Challenges, opportunities, and solutions". Dr. Auecht has expertise in artificial intelligence that plays an essential role in integrating new edge technologies. We hope this collaboration will be fruitful in terms of good results.

Ashutosh Dhar

ITU Compute
Department of Applied Mathematics and Computer Science
Notre Dame, Indiana
Building 520
601 North Egan
Notre Dame, IN 46556
USA

COPENHAGEN BUSINESS SCHOOL
HARDELTORBJØRSEN

PROF. (DR.) LAXMI SHANKAR AWASTHI
PROFESSOR (DEAN ACADEMICS)
DEPARTMENT OF COMPUTER SCIENCE,
LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES
LUCKNOW, INDIA.

This letter is to verify that DR. LAURENCE ABERNETHY is currently collaborating with our research group on "Security and Privacy on *Man-Machine based Artificial Intelligence*". In the present, we are trying to find a solution to mitigate these security and privacy issues. Dr. Abernethy is an expert in Artificial Intelligence, and I have requested Dr. Abernethy and privacy preserving technology. I am very optimistic about this research collaboration and how to get useful outcomes and results in future.

RAJENDU KUMAR
Rajendukumar

Copenhagen Business
School (CBS)
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- Technical/ Soft Skill
- Workshops
- Webinar

- Communication skills
- Personality development

- Research projects under guidance of faculty

- Seminar
- Cultural events
- Awareness program

- Study tour
- Industry interaction

- Learning by doing
- Encouragement and assistance offered

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.



RISHITA BHATT
HCL



AASTHA SINGH
INVESTOSURE



ABHISHEK SHUKLA
POLICYBAZAAR



AISHWARYA
PAYTM



ANJALI SINGH
J.M.E.S.



ASHISH TRIPATHI
icici



AKARSHIT SINGH
DELOITTE



TANYA GUPTA
KARVY



VIVEK KUMAR
G.M. FIN. SERV



SATYARTH
SOFTWARE ONE



ABHAY GUPTA
WEBKOLEK



PRAKHAR SRIVASTAVA
AARBIN



SHUBHAM SRIVASTAVA
STAR UNION



TUSHAR SINGH
POLICY BAZAR



VISHWASH RASTOGI
STARTEK



ABHISHEK
SYNC SOFT TECH



ANSHIKA SRIVASTAVA
PACEX-E-SYSTEM



PRACHI GUPTA
PACEX-E-SYSTEM



SUMIT SINGH
CLICKRETINA



UMA VERMA
HCL



HIMANI GUPTA
CEDCOSS TECH.



KARTIKEYA SHARMA
CEDCOSS TECH.



NAJAM ANSARI
CEDCOSS TECH.



SANDHYA RAJVANSHI
SARKAR MANTHA



ANKIT SINGH
NBT



AMAN GUPTA
AMAN TRADERS



ANIMESH YADAV
HAMSTECH GROUP



RIYA SRIVASTAVA
UNSCHOOL



ROHIT VISHWAKARMA
FLY SMART



JATIN
S.v.t.



JUHI SRIVASTAVA
AMAZON



AATISTA SRIVASTAVA
INSPIRE



AVIRAL AGNIHOTRI
LEANEXT



SHAGUN JAISWAL
cms



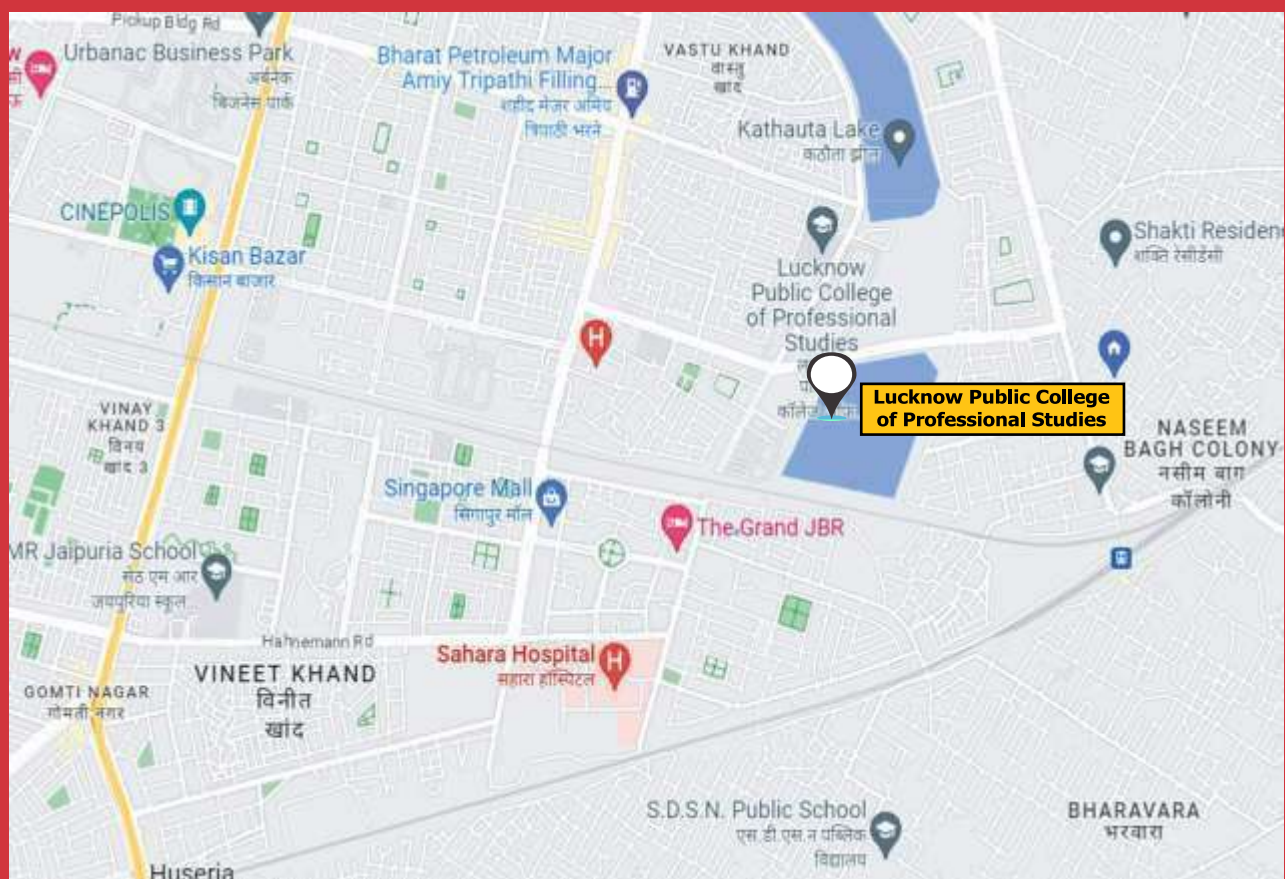
DURGESH SINGH
SWADESH NEWS



MAYANK SINGH
BYJUS

... and many more.

Road Map to LPCPS



Esteemed Branches of Lucknow Public Schools & Colleges

ICSE/ISC Branches :

- ◆ A-Block, Rajajipuram, Lucknow.
Ph. 8188037816, 0522-4231052
- ◆ Sahara States, Jankipuram, Lucknow.
Ph. 9044031758, 0522-2735441
- ◆ LRP Chauraha, Lakhimpur Kheri
(with Hostel Facility) Ph. 9235604779, 8765391191
- ◆ Anand Nagar, Lucknow.
Ph. 8188041778, 7275031738, 9170958882

New Branches :

- ◆ Aseni Mod, Old Highway, Barabanki Ph. 7068885086
- ◆ Lucknow Public World School (with Cambridge International Section & CBSE, New Delhi), Garden City, DLF, Raebareli Road, Lucknow. Ph. 7068885671

CBSE Branches :

- ◆ Vinamra Khand (Opp. Kathauta Lake), Gomti Nagar, Lucknow
(with Hostel Facility) Ph. 8188034421, 9044034412
- ◆ Sec.-9, Vrindavan Yojna, Shaheed Path, Lucknow
Ph. 9044069616
- ◆ Naveen Chowk, Sitapur Ph. 7392972170
- ◆ Sec.-E, Amrapali Yojna, Hardoi Road, Lucknow
Ph. 9044061201
- ◆ Madhoganj, Hardoi (with Hostel Facility)
Ph. 7518303130, 9235311053
- ◆ Asthal Mandir Marg, Sangam Vihar, New Delhi
Ph. 8448281775

UP Board Branch :

- ◆ B-Block, Rajajipuram, Lucknow.
Ph. 8090037815



Degree Colleges :

Lucknow Public College of Professional Studies

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



+91 9044059024, +91 9235311061



www.lpcps.org.in

Lucknow Public College of Pharmacy, Madhoganj, Hardoi Ph. 9151024960