

Bridge Course


Name of Program	Bachelor of Commerce (Bridge Course)
Eligibility Criteria	For students taking admission to BCOM as per Lucknow University criteria
Objective of Program	A bridge course is a university-preparation course with an academic curriculum offered to older students as a means of preparing for the intellectual difficulties of a university education, with successful completion recognised as a foundation for admission to the University.
Program Outcome	The students are expected to be able to understand fundamentals of commerce
Medium of Instruction	English & Hindi

Program Structure								
Course Code	Title	Teaching Per week		Credit point per Module	Bridge Course Examination		Internal Marks	Total Marks
		Theory	Practical		Duration	Marks		
P1	FINANCIAL ACCOUNTING	13	0	13	45 min	30	10	40
P3	MICRO ECONOMICS	13	0	13	45 min	30	10	40
P5	ESSENTIALS OF MANAGEMENT	13	0	13	45 mins	30	10	40
		39	0	39		90	30	120

Note :

- (1) The student has to clear the above courses and get 13 credits during the completion of the Bridge course.
- (2) Classes shall not be allotted unless the student successfully gets at least 10 credits for the Bridge Course.

Course Title	BCOM
Module	4
Teaching per Week	6 Days
Lectures per module	13 Days
Minimum weeks	2
Review / Revision	2
Tools for teaching	Powerpoint presentation and videos only
Purpose of Course	The objective for this course is to provide an understanding of the task and functions of management and to acquaint the participants with the developments in concept. Theories and practices in the overall field of management.
Course Objective	<ol style="list-style-type: none"> 1. To enable the students to learn principles and concepts of Accountancy. 2. Students are enabled with the Knowledge in the practical applications of accounting. 3. To provide students knowledge of Micro Economic concepts and inculcate an analytical approach to the subject matter. 4. To understand the concept & functions and importance of management and its application. 5. Examination and feedback
Course OutComes	After studying the course, Students will be able to understand the concept, principles, practices and functions of Management. It will enhance the communication skills, managerial skills, leadership skills and decision making skills of the students.


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
Course Content	
	<ul style="list-style-type: none"> ● Module 1: P1. FINANCIAL ACCOUNTING: <ol style="list-style-type: none"> 1.1 Definition, Nature and Scope of Accounting, 1.2 Concepts and Conventions, 1.3 Introduction to Financial Statements, 1.4 Capital and Revenue Items, 1.5 Indian Accounting Standards & IFRS. 1.6 Question Booklet /Answer Booklet ● Module 2 : P 3 - MICRO ECONOMICS: <ol style="list-style-type: none"> 2.1 Definition and Concepts of Economics 2.2 Wealth, Welfare, Scarcity and Growth Oriented definitions, 2.3 Concept of Scarcity, Optimum utilization, 2.4 Equilibrium and various forms of equilibrium. 2.5 Nature and Scope of Economics, 2.6 Micro and Macro Economics. 2.7 Inductive and Deductive methods of Economics 2.8 Question Booklet /Answer Booklet ● Module 3 :P 5 - ESSENTIALS OF MANAGEMENT : <ol style="list-style-type: none"> 3.1 Introduction, Nature of Management, 3.2 Evolution of Management Thought, 3.3 Management Process & Co-ordination, 3.4 Managers need for understanding Internal and external environment 3.5 Question Booklet /Answer Booklet ● Module 4 :(using offline/online mode): <ol style="list-style-type: none"> 4.1 Bridge course examination (30 questions x 1 marks each) 4.2 Feedbacks and Suggestions

Regarding content:

S.No	Particular	Quantity per Module	Total Module	Courses	Total
1	E-content	3	3	5	45

***Note:**

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3. Each Subject will have 3 e-content


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
Name of Program	Bachelor of Commerce (honors)
Eligibility Criteria	For students taking admission to BCOM (H) as per Lucknow University criteria
Objective of Program	A bridge course is a university-preparation course with an academic curriculum offered to older students as a means of preparing for the intellectual difficulties of a university education, with successful completion recognised as a foundation for admission to the University.
Program Outcome	The students are expected to be able to understand fundamentals of commerce and business studies
Medium of Instruction	English & Hindi

Program Structure								
Course Code	Title	Teaching Per week		Credit point per Module	Bridge Course Examination		Internal Marks	Total Marks
		Theory	Practical		Duration	Marks		
BCH 101	FINANCIAL ACCOUNTING	13	0	13	45 min	30	10	40
BCH 102	FINANCIAL MATHEMATICS	13	0	13	45 min	30	10	40
BCH 105 / BCH 104	ESSENTIALS OF MANAGEMENT / PRINCIPLE OF ECONOMICS	13	0	13	45 mins	30	10	40
		39	0	39		90	30	120

Note :

- (1) The student has to clear the above courses and get 13 credits during the completion of the Bridge course.
- (2) Classes shall not be allotted unless the student successfully gets at least 10 credits for the Bridge Course.

Course Title	BCOM (H)
Module	4
Teaching per Week	6 Days
Lectures per module	13 Days
Minimum weeks	2
Review / Revision	2
Tools for teaching	Powerpoint presentation and videos only
Purpose of Course	The objective for this course is to provide an understanding of the task and functions of management and to acquaint the participants with the developments in concept. Theories and practices in the overall field of management.
Course Objective	<ol style="list-style-type: none"> 1. To enable the students to learn principles and concepts of Accountancy. 2. Students are enabled with the Knowledge in the practical applications of accounting. 3. To learn the applications of matrices in business. 4. Enable the students with Financial Markets at global level and its various segments. 5. Examination and feedback
Course OutComes	The courses aim at instituting entrepreneurial skills in the students by instilling in them competencies needed to become an entrepreneur. These would lead to developing an attitude of life-long learning.


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Course Content	
	<ul style="list-style-type: none"> • Module 1: BCH 101 FINANCIAL ACCOUNTING: <ol style="list-style-type: none"> 1.1 Accounting – Definitions, Functions, Objectives Nature and Scope Limitation Branches. 1.2 Accounting as an information system. Accounting Principles- concepts and conventions. 1.3 Accounting standards- Indian and International Context. 1.4 Basic Accounting Process 1.5 Journal, Ledger Trial Balance, Double Entry System, 1.6 Systems of Accounting. 1.7 Question Booklet /Answer Booklet • Module 2 :BCH 102 FINANCIAL MATHEMATICS: <ol style="list-style-type: none"> 2.1 Fundamental concepts of Financial Mathematics. 2.2 Simple and compound interest. 2.3 Kinds of interest rates, 2.4 Effective rate, nominal rate and force of interest rates, 2.5 Effective rate, nominal rate and force of interest. 2.6 Calculation of accumulated value using different kinds of interest rates. 2.7 Question Booklet /Answer Booklet • Module 3 :BCH 105 ESSENTIALS OF MANAGEMENT/ BCH 104 PRINCIPLE OF ECONOMICS : <ol style="list-style-type: none"> 3.1 Definition, Nature, Scope and significance of Management, 3.2 The evolution of Management thought, 3.3 Approaches of management, 3.4 Contributions of F.W. Taylor, Henri Fayol, Chester Bernard to Management Science. 3.5 Hawthorne experiment. 3.6 Functions of a manager. 3.7 Social responsibility of Managers, 3.8 Values and Ethics in Management. 3.9 The meaning and definitions of Economics: Adam Smith, Marshall, Robbins and Samuelson. 3.10 Methods of Economics : Inductive vs. Deductive methods, 3.11 Micro vs. Macro Economics, 3.12 Concept of Equilibrium – Stable, unstable and Neutral Equilibrium. 3.13 Theory of consumption – Cardinal Vs Ordinal approach. 3.14 Utility analysis – Total Marginal and Average utility. 3.15 Law of diminishing marginal utility and Law of Equi – Marginal Utility. 3.16 Question Booklet /Answer Booklet • Module 4 :(using offline/offline mode): <ol style="list-style-type: none"> 4.1 Bridge course examination (30 questions x 1 marks each) 4.2 Feedbacks and Suggestions

Regarding content:

S.No	Particular	Quantity per Module	Total Module	Courses	Total
1	E-content	3	3	5	45

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
Name of Program	Bachelor of Business Administration
Eligibility Criteria	For students taking admission to BBA as per Lucknow University criteria
Objective of Program	A bridge course is a university-preparation course with an academic curriculum offered to older students as a means of preparing for the intellectual difficulties of a university education, with successful completion recognised as a foundation for admission to the University.
Program Outcome	The students are expected to be able to understand fundamentals of business studies
Medium of Instruction	English & Hindi

Program Structure								
Course Code	Title	Teaching Per week		Credit point per Module	Bridge Course Examination		Internal Marks	Total Marks
		Theory	Practical		Duration	Marks		
P2	BUSINESS ORGANIZATIONS	13	0	13	45 min	30	10	40
P1'	FINANCIAL AND MANAGEMENT ACCOUNTING - I	13	0	13	45 min	30	10	40
P1''	COMPUTER AND IT APPLICATIONS - I	13	0	13	45 mins	30	10	40
		39	0	39		90	30	120

Note :

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- (2) Classes shall not be awarded unless the student successfully gets at least 10 credits for the Bridge Course.

Course Title	BBA
Module	4
Teaching per Week	6 Days
Lectures per module	13 Days
Minimum weeks	2
Review / Revision	2
Tools for teaching	Powerpoint presentation and videos only
Purpose of Course	The objective for this course is to provide an understanding of the task and functions of management and to acquaint the participants with the developments in concept. Theories and practices in the overall field of management.
Course Objective	<ol style="list-style-type: none"> 1. To make students understand nature and significance of management 2. To make students understand accounting and its basics 3. To make students understand computer and its significance 4. To explain the methods of building effective communication system
Course Out Comes	After studying the course, students will be able to understand how the management system is essential for an organization and the importance of various management theories and methods. This course will also help students to appreciate the role of human resource working at different management levels in an organization. After successful completion, students will be able to comprehend the working of an organization and will become aware of various job specifications opportunities.


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Course Content	
	<ul style="list-style-type: none"> ● Module 1: P2: BUSINESS ORGANIZATIONS : <ol style="list-style-type: none"> 1.1 Meaning and definition of business essentials & scope of business, 1.2 Classification of Business Activities, 1.3 Meaning, Definition, Characteristics and objectives of Business Organization, 1.4 Evolution of Business Organization. Modern Business, Business & Profession . 1.5 Question Booklet /Answer Booklet ● Module 2 : P1: FINANCIAL AND MANAGEMENT ACCOUNTING – I : <ol style="list-style-type: none"> 2.1 Introduction to Accounting -Basic Concepts, Purpose, 2.2 Importance, Scope and Limitations of Accounting Users of Accounting, 2.3 Information, Generally Accepted Accounting Principles (GAAP) and Accounting Standards (AS) 2.4 Introduction to International Financial Reporting Standards (IFRS) –need and significance. 2.5 Ethical Issues in Accounting 2.6 Question Booklet /Answer Booklet ● Module 3 :P1: COMPUTER AND IT APPLICATIONS - I : <ol style="list-style-type: none"> 3.1 Basics of computers and their evolution- Characteristics of Computer, 3.2 Application of Computer in business, 3.3 Various fields of Computer, 3.4 Classification of Computer, 3.5 Generation of Computer, 3.6 Types of Software, Compiler & Interpreter, Generation of Language, 3.7 Data representation - Different Number Systems, Inter Conversion between Number Systems, Binary Arithmetic. 3.8 Question Booklet /Answer Booklet ● Module 4 (using offline/offline mode): <ol style="list-style-type: none"> 4.1 Bridge course examination (30 questions x 1 marks each) 4.2 Feedbacks and Suggestions

Regarding content:

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Bridge Course


Name of Program	Bachelor of Computer Application
Eligibility Criteria	For students taking admission to BCA as per Lucknow University criteria
Objective of Program	A bridge course is a university-preparation course with an academic curriculum offered to older students as a means of preparing for the intellectual difficulties of a university education, with successful completion recognised as a foundation for admission to the University.
Program Outcome	The students are expected to be able to understand fundamentals of computer application and programming
Medium of Instruction	English & Hindi

Program Structure								
Course Code	Title	Teaching Per week		Credit point per Module	Bridge Course Examination		Internal Marks	Total Marks
		Theory	Practical		Duration	Marks		
BCA 103	MATHEMATICS - I	13	0	13	45 min	30	10	40
BCA 104	COMPUTER FUNDAMENTAL AND PROGRAMMING IN C	13	0	13	45 min	30	10	40
BCA 105	FUNDAMENTALS OF ENVIRONMENTAL SCIENCE	13	0	13	45 mins	30	10	40
		39	0	39		90	30	120

Note :

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Course Title	BCA
Module	4
Teaching per Week	6 Days
Lectures per module	13 Days
Minimum weeks	2
Review / Revision	2
Tools for teaching	Powerpoint presentation and videos only
Purpose of Course	The objective for this course is to gain the knowledge and abilities necessary for professions in the software sector, as well as with the application of computers. To deliver high-quality computer education to advance logical programming and computing abilities..
Course Objective	<ol style="list-style-type: none"> 1. To enable the students to learn mathematics used in programming.. 2. To make students familiar with programming languages. 3. Enable the students to know about environmental science and the ecosystem to operate in. 4. Examination and feedback
Course OutComes	<p>Upon successful completion of the course, a student will be able to:</p> <ul style="list-style-type: none"> • Analyze a given problem and develop an algorithm to solve the problem • Improve upon a solution to a problem • Use the 'C' language constructs in the right way • Design, develop and test programs written in 'C' • Understand the basic terminology


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Course Content	
<ul style="list-style-type: none"> • Module 1: BCA MATHEMATICS -I: <ul style="list-style-type: none"> 1.1 Types of Matrices, 1.2 Inverse of a matrix by elementary transformations, 1.3 Rank of a matrix (Echelon & Normal form), 1.4 Linear dependence. 1.5 Consistency of linear system of equations and their solution, 1.6 Characteristic equation. Eigen values and Eigen vectors, 1.7 Cayley-Hamilton Theorem (without proof), 1.8 Complex and Unitary Matrices and its properties. 1.9 Question Booklet /Answer Booklet • Module 2 :BCA 104 COMPUTER FUNDAMENTAL AND PROGRAMMING IN C: <ul style="list-style-type: none"> 2.1 Basics of Computer: 2.2 Block Diagram of Computer: 2.3 Characteristics of Computer: 2.4 Classification of Computers, 2.5 Generation of Computers, Input/ Output devices, Memory Hierarchy. 2.6 Types of softwares 2.7 Operating system: Definition, purpose, function, services and types. 2.8 Number system: Binary arithmetic, binary, octal and hexadecimal number systems, their mutual conversions, 2.9 Basics of Computer Programming Languages: 2.10 Concept of algorithm and flowchart, 2.11 Types of computer languages: Machine Language, Assembly Language and High Level Language, 2.12 Concept of Assembler, Compiler, Interpreter, Loader and Linker. 2.13 Question Booklet /Answer Booklet • Module 3 :BCA 105 FUNDAMENTALS OF ENVIRONMENTAL SCIENCE : <ul style="list-style-type: none"> 3.1 Trade its meaning and types. 3.2 Difference between internal and international trade. 3.3 Theories of International Trade. 3.4 India's Internal Trade Characteristics and Problems. 3.5 Coastal trade and trade of Uttar Pradesh. 3.6 Terms of Trade, Trade : Terminology and abbreviations. 3.7 Question Booklet /Answer Booklet • Module 4 : (using offline/online mode): <ul style="list-style-type: none"> 4.1 Bridge course examination (30 questions x 1 marks each) 4.2 Feedbacks and Suggestions 	

Regarding content:

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Bridge Course

Name of Program	Bachelor of Arts in Journalism and Mass Communications
Eligibility Criteria	For students taking admission to BAJMC as per Lucknow University criteria
Objective of Program	A bridge course is a university-preparation course with an academic curriculum offered to older students as a means of preparing for the intellectual difficulties of a university education, with successful completion recognised as a foundation for admission to the University.
Program Outcome	The students are expected to be able to understand fundamentals of journalism and mass communications
Medium of Instruction	English & Hindi


Program Structure								
Course Code	Title	Teaching Per week		Credit point per Module	Bridge Course Examination Duration	Bridge Course Marks	Internal Marks	Total Marks
		Theory	Practical					
B01	LANGUAGE & CULTURAL STUDIES	13	0	13	45 min	30	10	40
B02	INTRODUCTION TO MASS-COMMUNICATION	13	0	13	45 min	30	10	40
B05	INTRODUCTION TO JOURNALISM	13	0	13	45 mins	30	10	40
		39	0	39		90	30	120

Note :

(1) The student has to clear the above courses and get 13 credits during the completion of the Bridge course.

(2) Classes shall not be allotted unless the student successfully gets at least 10 credits for the Bridge Course.

Course Title	BAJMC
Module	4
Teaching per Week	6 Days
Lectures per module	13 Days
Minimum weeks	2
Review / Revision	2
Tools for Teaching	Powerpoint presentation and videos only
Purpose of Course	The objective for this course is to teach journalism skills and knowledge such as information gathering and delivery to the aspirants. This course includes software, communication, equipment, writing, and analytical abilities.
Course Objective	<ol style="list-style-type: none"> To enable the students to learn about the history of language and its significance. To make students familiar with mass communications. Enable the students to know about communications, types and its barriers. Examination and feedback
Course Outcomes	<p>Upon successful completion of the course, a student will be able to:</p> <ul style="list-style-type: none"> The student will be able to explain the importance of revenue generation for print, radio, TV & web. The students will be able to understand concepts in communication and shall be able to implement them in not only their professions but everyday life. The students will be able to understand the different phases of print and broadcast journalism in India.


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