

NAAC ACCREDITED WITH

SCORE 2.97

| p ( PS ISO 9001:2015

LUCKNOW PUBLIC COLLEGE  
OF PROFESSIONAL STUDIES

Affiliated to University of Lucknow

PROSPEGTUS | & [inrcicesezmett.com](http://inrcicesezmett.com)

Toll Free  
1800 123 6877



"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.

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... | 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.

| 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.

! wish every student a bright and fruitful future.

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Garima Singh

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

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.

DR. 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

Dr. AK. Rai  
Dy. COE & Associate Professor  
Department of Computer Science

Mr. Rohit Kapoor  
HOD & Assistant Professor  
Department of Computer Science

Dr. Daya Shankar Kanaujia  
HOD & Assistant 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

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

Mr. Ajay Gupta

Academic Coordinator &  
Assistant Professor

Department of Computer Science

Dr. Ashish Kaushal



Academic Coordinator &  
Associate Professor  
Department of Management

Dr. Sameer Kumar  
HOD & Assistant 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. Mayank Singh  
Associate Professor  
Department of Commerce

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

Dr. Aditya Kishore Bajpai  
Assistant Professor  
Department of Science

Dr. Imranur Rehman  
Assistant Professor  
Department of Commerce

## Educators

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

Ms. Meenu Verma  
Assistant Professor

Department of Computer Science

Ms. Gaurvi Shukla  
Assistant Professor

Department of Computer Science

Ms. Saloni Agarwal  
Assistant Professor  
Department of Commerce

Mr. Shivendra Pratap Singh  
Assistant Professor  
Department of Commerce

Mr. Reshabh Dev  
Assistant Professor  
Department of Management

Ms. Sweety Sinha  
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 Regular Course

B.B.A - Bachelor of Business Administration B.Com. - Bachelor of Commerce

B.C.A- Bachelor of Computer Application M.Com.- Master in Commerce

B.Com. (Hons) - Hons. Program in Bachelor of Commerce

B,J.M.C - Bachelor of Arts in Journalism and Mass Communication

## College of your Vision

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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.

LUCKNOW PUBLIC COLLEGE  
OF PROFESSIONAL STUDIES

ISO 9001:2015

## Fee Structure of Courses at LPCPS

Session - 2024-25

Programme BCA Programme BBA

SN, Details IstSem | 2ndSem So, Details 1stSem | 2ndSem

- 1.) Enrolment Fee (Once) 500 -- 1.) Enrolment Fee (Once) 500 --
- 2.) Caution Money (Once) 5,000 -- 2.) Caution Money (Once) 5,000 --
- 3.) University Exam Fee 4,000 4,000 3.) University Exam Fee 4,000 4,000
- 4.) College Fees 35,000 | 35,000 4.) College Fees 36,000 | 36,000
- 5.) TOTAL 48,000 | 39,000 5.) TOTAL 49,000 | 40,000
- 6.) BOOK BANK (Optional & Once)} 3,500 \_ 6.) BOOK BANK (Optional & Once)} 3,500 -
- 7.) GRAND TOTAL 48,000 | 39,000 7.) GRAND TOTAL 49,000 | 40,000

Programme BJMC Programme B.Com. (Honors)

Sa, Details IstSem | 2ndSem SN Details IstSem | 2ndSem

- 1.) Enrolment Fee (Once) 500 --- 1.) Enrolment Fee (Once) 500 ---
- 2.) Caution Money (Once) 5,000 -- 2.) Caution Money (Once) 5,000 --
- 3.) University Exam Fee 2,500 2,500 3.) University Exam Fee 2,500 2,500
- 4.) College Fees 31,500 | 31,500 4.) College Fees 36,000 | 36,000
- 5.) TOTAL 43,000 | 34,000 5.) TOTAL 47,500 | 38,500
- 6.) BOOK BANK (Optional & Once)} 3,500 \_ 6.) BOOK BANK (Optional & Once)} 3,500 -
- 7.) GRAND TOTAL 43,000 | 34,000 7.) GRAND TOTAL 47,500 | 38,500

Programme B.Com. FREESHIP

SN, Details IstSem | 2ndSem © 25% Freeship in tuition fee for LPC staff ward.

- 1.) Enrolment Fee (Once) 500 \_ © Freeship of 2,000/ Sem. for > 80% and ;
- 2.) Caution Money (Once) 5,000 = 6,000/ Sem. for >90% on basis of scores in XII

examinations (Except for B.Com. Programme)

- 3.) University Exam Fee 1,750 | 1,750 © Freeship of 4,000/ in 1st Sem. only for LPC
- 4.) College Fees 22,000 | 22,000 students (Except for B.Com. Programme)
- 5.) TOTAL 29,250 | 23,750 © Special Freeship for Divyangjan/EWS/Sports
- 6.) BOOK BANK (Optional & Once)| 3,500 - CUED
- 7.) GRAND TOTAL 32,750 | 23,750 Account Details for Online Payment (BBA, BCA,

BJMC, B.Com.(Honors) and B.Com.

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AC HOSTEL FEE (Delux) 1,30,000 /YEAR Name of Account | 5 fessional Studies

Account Number | 917010043737284

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2,50,000 /YEAR Name of Bank AXIS Bank

PREMIUM HOSTEL (SINGLE OCCUPANCY) Branch Address Vikas Khand, Patrakarpuram,

Gomti Nagar, Lucknow

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.

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 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

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SEMESTER - II

Organizational Behaviour

Managerial Economics

Financial & Management Accounting-II

Business Environment

Quantitative Techniques-I

vc1

SEMESTER - III

Financial Management

Operations Management

Marketing Management

Human Resource Management

Computer & IT Applications-II

cc2

SEMESTER - IV

Taxation and Laws

Customer Relationship Management

Industrial Relation Management

Quantitative Techniques-II

vc 2

Logistics and Supply Chain Management

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-1|  
Business Policy and Strategic Management-11  
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 [Tes 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-1  
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 |

SEMESTER -II

P7. Corporate Accounting

P8. Business Regulatory Framework

P9, Public Finance

P10. Business Communication

P11. Selling and Advertising

P12. Vocational Course |

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 computer-

ized 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 Practices

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<sup>8</sup>

BCH 504 Financial Management

GroupA 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

CCNVC-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.

@ Vil - 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

M.Com.

Master of Commerce

Duration of Course : 2 Years (4 Semesters)

Eligibility:

B.Com. 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)

industry.

2)

communication and media.

3)

4)

5)

their work.

M.Com.

@ Semester |

MC – 101

MC – 102

MC – 103

MC – 104

MC – 105

: ACCOUNTING THEORY AND PRACTICE - |

: FINANCIAL MANAGEMENT

: TAXATION LAW AND ACCOUNTS - |

: INDIAN BUSINESS ENVIRONMENT

: MARKETING MANAGEMENT

e@ Semester Il

MC – 201

MC – 202 :

MC – 203:

MC – 204 :

MC – 205:

MC – 206 :

: ACCOUNTING THEORY AND PRACTICE - II

TAXATION LAW AND ACCOUNTS - II

MANAGERIAL ECONOMICS

LABOUR LEGISLATION

GLOBAL BUSINESS ENVIRONMENT

VIVA-VOCE

Students will acquire a functional knowledge of the underlying principles and recent emerging trend of the media

The Course is a solid foundation program which follows an all-encompassing theoretical and hands-on approach in

The ability to report in depth, using a wide variety of source to provide context, accuracy and balance.

The ability to embrace convergent media by shooting video, making photographs & writing for and posting to the web.

An understanding of the roles and duties of journalism in society and recognition of the legal and more implications of

e@ Semesier Ill

MC – 301

: CORPORATE ACCOUNTING

MC – 302:

MC – 303 :

MC – 304 :

MC – 305 :

MANAGEMENT ACCOUNTING

INTERNATIONAL MARKETING

HUMAN RESOURCE MANAGEMENT

MANAGEMENT OF SMALL BUSINESS

@ Semester Il

MC – 401

: STRATEGIC COST MANAGEMENT

MC - 402 :

MC - 403 :

MC - 404 :

MC - 405 :

MC - 406 :

BUSINESS RESEARCH METHODOLOGY

INDIAN FINANCIAL SYSTEM

ENTREPRENEURIAL DEVELOPMENT

TAX PLANNING AND MANAGEMENT

VIVA-VOCE

## 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.

m 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

m= Income Tax Return Filing and Assessment

= GST

= Yoga and Meditation

= Martial Arts (WU-SHU)

## Fest & Events @ LPCPS

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.

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.

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 College at second.

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"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.

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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.

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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

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.

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.

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.  
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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. 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.

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.

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.

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 rers OLS NOSTm.

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

Mock Interviews  
Interpersonal Skills  
CV Writing

e Group Discussion and Team Building Activities  
e

@ Stress Management

e

Presentation Skills

Time Management

Mock Interviews

E-Mail Writing/Letter Writing

Body Language

## ON CAMPUS PLACEMENT

On Campus Placement is a program conducted within the college Session 2024-25

campus by the Placement Cell of LPCPS to provide job opportunities :

to students, nearing completion of their studies. The Placement Cell

Total Companies 34

constantly tries to partner with various prospective employers who Total

Placements 146

wish to recruit the student for placement and also provides a good \_ Paid

Internship 91

exposure to the students regarding various job opportunities in

their respective fields.

Rashtriya Job Festival at LPCPS

Rashtriya Job Festival is organized by LPCPS [px actiovaments] 2018 |

2019 | 2020 | 2022] 2023 | 2024

to create a junction for corporate, 21st & 22nd |23rd & 24th} + 22nd 2rd  
08th 24th

government and candidates for providing the April\_| February | February |  
April | April [February

best career options and job opportunities to | Registrations 4100+ |

5000+ |5000+ | 2000+) 1247+) 1287+

the youth and to provide the best workforce | National MNCs | 50] 57 | 60  
| 51] 51 | 50

to corporate and Government. In Rashtriya

Job Festival 2024, 50 Companies (National & Placements 520 | 673 | 570+ |  
600+ | 623 | 687

Multinational) participated and the 1287+

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.

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.

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## OUR RECRUITMENT COMPANIES

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and many more...

## EXTRA CO-CURRICULAR HIGHLIGHTS

### DEVELOPMENT INSIGHTS

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.

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.

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## 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 chroma screen right behind you. That becomes a reality when we talk about Ipcps 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.

## THE COMMUNICATORS

THE  
NEWS CENTRAL

— 011 LPCPS LIVE

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## AWARDS AND RECOGNITION

. MoU signed between Consulate General of The Islamic Education Excellence Awards-2021 Republic of Afghanistan and Lucknow Public College of

Professional Studies, Lucknow for delivering and by Zee UP & UK in year 2021. expansion of Quality Education in year 2020.

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World Icon Award-2019 Icon of Hindustan Award-2023  
by BMICH, Colombo by Govt. of Sri Lanka

in the year 2019. by Hindustan Newspaper

Founder & General Manager of Lucknow Public Schools and Colleges, Dr. S.P. Singh, Ex- MLC was honoured with the 'Icons of Hindustan Award' by Mr. Shashi Shekhar, Editor-in-Chief of Hindustan newspaper and CRO Mr. Rajat Kumar on Genting Dream Cruise in Singapore on 12th June 2023. This award was given to him for providing progress and development in the Indo-Gangetic region. On this occasion, former M.L.C. Mrs.



Kanti Singh and L.P.S. Director Mr. Harshit Singh, Mr. Shikhar Pal Singh and many dignitaries of the country were present.

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WEBINAR

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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.

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SRIVASTAVA PRACHI GUPTA  
STAR UNION POLICY BAZAR STARTEK SYNC SOFT TECH PACEX-E-SYSTEM PACEX-E-SYSTEM

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## Startup Ecosystem @ LPCPS

Founder Anchal Vishwakarma (BCA 2nd Year 4th Semester)

Dhaage, a classic brand of tote bags, Founded by Anchal is on a mission to weave a bond between our modern lives and our cultural heritage. With their name meaning "thread," Dhaage aims to connect people and traditions like a tightly woven string, creating a forever-lasting relationship that makes you feel at home like "APNA" with Dhaage.

Founder Aman Kanojia (BCA 6th Semester)

Meet Aman Kanojia, a visionary entrepreneur and first-year student at Lucknow Public College of Professional Studies, who is shaping the digital marketing landscape through his startup, Eligital. Aman's journey is a compelling narrative of passion, determination, and the delicate balance between academia and entrepreneurship. Eligital, under Aman's guidance, has become a beacon for brands at Lucknow Public College seeking business growth through digital strategies. Aman shares,

Founder Shruti Awasthi (BAJMC 6th Semester)

SO-HA founded by Shruti Awasthi is a sustainable handmade soap brand that believes in the power of nature. We create luxurious soaps using eco-friendly ingredients like neem, sandalwood, beetroot, and even wine! Our commitment to the community extends beyond our products, as we strive to be paraben and sulfate-free. We also take pride in our packaging, which is thoughtfully designed using paper envelopes to minimize waste.

Founder Abhay Gupta (Alumni 2019 Batch)

Webkolek is a cutting-edge startup specializing in social media marketing and online branding solutions for businesses. Founded post-college, our mission is to empower brands to thrive in the digital realm by maximizing their online presence and engagement. We recognized the growing importance of digital marketing in today's competitive landscape and aimed to bridge the gap by providing innovative strategies tailored to each client's needs.

Founder Tushar Soni (BCA6TH Semester)

The Herald Co. offers comprehensive services including social media and event management, brand building, marketing, SEO, website design/development, ads and logo/graphic design. It crafts tailored content, understand client voices, and maximize brand exposure through SEO. Specializing in event management, it creates memorable experiences aligned with brand values.

Founder Akshat Singh Rathore (B.Com (H) 4th Semester)

Welcome to Gleam Wrist, where every bracelet carries a meaningful tale.

At

Gleam Wrist, we're dedicated to crafting more than just accessories; we create

stories that adorn your wrist. With our customized Wristlets, tailored to fit your

hand perfectly, you can bring your unique vision to life. From personalized

designs to heartfelt messages, each bracelet is a reflection of your individuality.

Founder Naman Pratap Singh & Co-Founder Siddhartha Gautam

Future Wave Marketers, a start-up founded by Naman Pratap Singh and co-founded by Siddhartha Gautam, is a dynamic company specializing in social media management and effective ad campaigns. With a vision for the future, the

team at FutureWave Marketers excels in navigating the digital landscape, ensuring clients' brands make waves across various platforms.



Road Map to LPCPS

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BHARAVARA

Esteemed Branches of Lucknow Public Schools & Colleges

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@ LRP Chauraha, Lakhimpur Kheri.

(with Hostel Facility) Ph. 9235604779, 8765391191

© Anand Nagar, Lucknow.

Ph. 8188041778, 7275031738, 9170958882

New Branches :

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@ International Section & To be affiliated to CBSE),

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¢ Aseni Mod, Old Highway, Barabanki.  
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Ph. 9044069616  
@ Naveen Chowk, Sitapur. Ph. 7392972170  
¢ Sec.-E, Amrapali Yojna, Hardoi Road, Lucknow.  
Ph. 9044061201  
¢ Madhoganj, Hardoi. (with Hostel Facility)  
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To be affiliated to CBSE) Ph. 8448281775  
U P Board Branch :  
B-Block, Rajajipuram, Lucknow.  
Ph. 8090037815

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