



# Lakshmibai College

University of Delhi


Department of Commerce -BA Programme

(admissions of 2020-2021)


# Choice Based Credit System

- The objective of CBCS is to provide a sound platform to the student community where they can acquire knowledge and skills .
- The University offers a Learning Outcome-based Curriculum Framework (LOCF) for all its undergraduate courses ,in order to provide an opportunity to discover a method of thinking which will help them realize their true potential.
- This degree course intends to inculcate attitudes and character that will help students evolve into sensitive and technically sound future business leaders rather than managers and aims at enhancing employability options of the students. CBCS makes education broad-based and at par with global standards.
- CGPA or Cumulative Grade Point Average is adopted to introduce a uniform grading system which would benefit the students in moving across institutions nationally and internationally.

## B. A. CURRICULUM

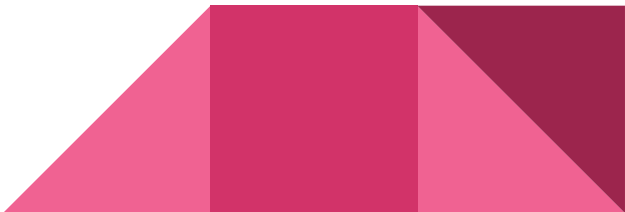
- The new curriculum of BA will empower students to innovate and also inspire them to convert their innovations into real business models for the county's economic and social prosperity.
  - The University of Delhi hopes the LOCF approach of the programme BA will motivate students to transition from being passive knowledge-seekers to becoming active and aware knowledge-creators.
  - [http://www.du.ac.in/du/uploads/RevisedSyllabi1/Annexure-94.%20\(B.A\\_Prog.\).pdf](http://www.du.ac.in/du/uploads/RevisedSyllabi1/Annexure-94.%20(B.A_Prog.).pdf)
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# Learning Outcomes

- This programme brings out reflective and scientific thinking in the students which makes them inquisitive and curious to get deep insights of the business world and tackle the complex situations with much knowledge and wisdom.
  - The content is organized in such a way that the students would be able to think from diverse perspectives and suggest solutions according to their own sensibilities.
  - It would also help in making responsible citizens and facilitate character building.
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# Structure of BA Prog

To acquire a degree in BA a student must study:

- 12 Core (compulsory) Papers through semesters I-VI from two disciplines.
  - 4 SEC (Skill Enhancement Course) Papers through semesters III-VI
  - 2 GE (Generic Elective) papers through semesters V-VI
  - 2 AECC (Ability Enhancement compulsory Course) papers through semesters I-II
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# BA Programme

## Semester 1

1	Discipline 1	Marketing Management
2	Discipline 2	Economics paper 1 / Psychology Paper 1
3	AECC -1	English
4	Language 1	English Core

## Semester 2

1	Discipline 1	Marketing Communication
2	Discipline 2	Economics Paper 2/ Psychology Paper 2
3	AECC -2	Environmental Science
4	Language-2	MIL (core) Hindi/Sanskrit/Punjabi

# Course Structure for Commerce based courses in BA programme

Discipline 1 : Advertising, Sales Promotion & Sales Management		
S.No	Type	Name of the Paper
Semester 1	Discipline 1 (core)	Marketing Management
Semester 2	Discipline 1 (core)	Marketing Communication
Semester 3	Discipline 1 (core)	Advertising
Semester 4	Discipline 1 (core)	Personal Selling and Salesmanship
Semester 5	Discipline 1 (DSE-1) a. b.	Sales Promotion & Public Relations Brand Management
Semester 6	Discipline 1 (DSE -2) a. b.	Sales Force Management Digital Marketing.

# Skill Based Courses(SEC)

Optional Papers to be studied from semester 3 onwards.

Semester 3a. 3b.	Computer Applications in Business / Cyber Crimes and Law
Semester 4a. 4b.	E-Commerce / Investing in Stock Markets
Semester 5a. 5b.	Entrepreneurship / Advertising
Semester 6a. Semester 6b.	Personal Selling & Salesmanship/ Collective Bargaining and Negotiation Skills



# Career Avenues

- ★ Sales Manager
- ★ Marketing Manager
- ★ Retail Management
- ★ Teaching
- ★ Public Relation Specialists
- ★ Advertising
- ★ Information Officer



# COMMERCE SOCIETY- EVENTS



# COMMERCE SOCIETY - SEMINARS

I-MADE IN PARTNERSHIP WITH LAKSHMIBAI COLLEGE PRESENTS WEBINAR ON ONLINE CERTIFICATION COURSES AND TRAINING

**A STEP CLOSER TO YOUR CAREER**

CERTIFICATION | INTERNSHIP OPPORTUNITIES | CAREER SUPPORT BY INDUSTRY EXPERTS

Google meet link will be mailed to registered participants

**Registration link:**  
<https://bit.ly/2zqRiH1>

1ST JUNE 2020  
10:30 AM

Ms. Sheba (I-MADE Coordinator)  
vPI - 9818610728

Dr. Sucheta Gauba AEPIC Convener  
Faculty Coordinator

Dr. Pratyush Vatsala Principal  
Lakshmibai College

THE COMMERCE SOCIETY LAKSHMIBAI COLLEGE presents

**LIVE WEBINAR**

**MANAGING INVESTMENT PORTFOLIOS: COVID 19 & BEYOND**

APR 22  
11 AM

**SPEAKER: Prof. Alok Pandey**  
Director, IMS Ghaziabad

Dr. Pratyush Vatsala (Principal)  
Ms. Amita Malhotra (Teacher-In-charge)

JOIN US AT!  
[meet.google.com/kxg-khey-tfy](https://meet.google.com/kxg-khey-tfy)

WATCH LIVE STREAM!  
[stream.meet.google.com/stream/18dc2951-1a84-41db-830b-](https://stream.meet.google.com/stream/18dc2951-1a84-41db-830b-)

**Lakshmibai College**  
UNIVERSITY OF DELHI

DEPARTMENT OF COMMERCE  
WEBINAR

**MANAGING INVESTMENT PORTFOLIOS: COVID-19 AND BEYOND**

**SPEAKER :- PROF ALOK PANDEY**  
DIRECTOR, IMS GHAZIABAD

Ms. Amita Malhotra Teacher Incharge  
Dr. Vanita Agarwal Society Incharge  
Dr. Poorima S. Talwar Society Treasurer

**DR. PRATYUSH VATSALA**  
Principal  
Lakshmibai College  
University of Delhi

DATE :- 22ND APRIL 2020, TIME:- 11A.M  
Meeting code :- [http://meet.google.com/kxg-khey-tfy](https://meet.google.com/kxg-khey-tfy)  
Watch live stream :- [stream.meet.google.com/stream/18dc2951-1a84-41db-830b-](https://stream.meet.google.com/stream/18dc2951-1a84-41db-830b-)

**COMSPECT**  
presents  
**PRE-ONLINE SERIES**

**Lakshmibai College**  
University of Delhi  
Webinar On

**Tax Planning of Salaried Individuals for Financial Year 2020-21**

**Dr. S. B Rathore**  
(M.Com, M.Phil., LL.B, Ph.D)  
Former Associate Professor of Commerce  
Shyam Lal College  
University of Delhi

Friday, 29th May 2020.  
5:00 - 6:30 PM Google Meet  
Meeting Link will be shared soon.

Ms. Sarika Bhatnagar Assistant Professor

Dr. Gayatri Bursar

Dr. Pratyush Vatsala Principal