



UG Management Admission Guidelines 2017-18

4 BBA PROGRAMS

4.1 Institute of Management Studies

About IMS

The Institute of Management Sciences, University of Lucknow is a pioneering Institute in the field of modern management education. It was established in 2001 as an umbrella institute for self – financing management programmes approved by UGC /University of Lucknow. The Institute is located in the second campus of the University .The continuing endeavor of IMS is to evolve itself as an Institute that can provide skilled professionals to various sectors of the economy. The Institute takes pride in introducing and successfully running contemporary programmes catering to the changing requirements of the business and industry. With globalization of the Indian economy, there is a tremendous demand for personnel with managerial skills. Keeping in view the potential requirements for competent human resources for managing and running different types of profit and non- profit organizations , the Institute offers four MBA Programmes, and four Undergraduate Management Programmes catering to different functional areas and sectoral requirements.

The student body of IMS for Post Graduate Programmes is meticulously selected through IIM (CAT) and carefully nurtured in an atmosphere that is creative, harmonizing and yet challenging. The intake for undergraduate programmes is from all disciplines. These programmes provide opportunities for future preparation, attitudinal fine tuning and personality development for higher courses, apart from providing self- employment or engagement with business and industry.Heavy emphasis is placed on developing real managers through continuous interaction with industry. Besides focusing on general management skills, the Institute through its different programmes provides specialization in functional areas such as marketing, finance, human or sectoral specialization in retail, tourism and international business. These programmes sensitize the students to changes in business environment and provide conceptual and analytical skill to formulate business plans and strategies for successful implementation. The integrated learning approach includes seminars, project work, industrial tour, case studies, summer internships, business games and presentations and guest lectures from corporate sector. The interactive nature of programmes helps to develop interpersonal skill and prepare students for handling organizational challenges and assuming leadership position in all fields of management endeavour.

Over the years the placement of students of IMS has been improving. Large number of reputed companies have continuously patronized the campus and provided career opportunities. The institute has contributed towards meeting the specialized manpower requirements of industry in India and abroad. The number of IMS students selected by foreign universities for pursuing advanced degree after their graduation has been increasing over the years indicating the international acceptance of their professional background.The Institute's future focus is on further strengthening its intellectual capital, promoting increased industry-institute partnership, contributing to management research through Ph.D Programme and facilitating foreign tie-up with reputed universities for exchange programmes.

4.1.1 MBA (5 YEARS)

Course Objective: MBA integrated courses are a good Option provided done from a top- notch institution. The course aims to develop students' understanding and increasing their pool of knowledge with an improved focus on different aspects of commerce, management and allied subjects.

Course Detail: This is a BBA and MBA integrated program attracts students from various areas of academics. It seeks to empower students on parameters that matter the most in professional lives. It is more of specialized course with an improved focus on marketing, human resource, international business, finance, production, information technology and allied areas. The course, by imparting an in depth knowledge through its subjects, prepares the students on having a broad purview of things, be it market understanding, professional dealings, etc. The following are the papers that are an integral part of this course.

Eligibility: Intermediate or equivalent examination For General and Other Backward Classes candidates must secure at least 60% of marks and for Scheduled Castes and Scheduled Tribes minimum number of marks obtained should be 55% based on total marks of all subjects.



UG Management Admission Guidelines 2017-18

4.1.2 BBA

Course Objective -The aim of this course is to make the students of business management aware of the various aspects of a business.

Course Detail: The bachelor of business administration (BBA) program of the institute aims to focus on those students who are primarily concerned about making a career in various disciplines of management. Be it any aspect of finance, marketing, business statistics, computer applications, etc this particular course offers a wide ambit of business management subjects to derive knowledge and learn from. The course, being a professional one, prepares students for learning and knowing about the basic principles of management as well. The course is an exhaustive one that prepares students for a professional life that is to arrive.

Eligibility: Intermediate or equivalent examination For General and Other Backward Classes candidates must secure at least 50% of marks and for Scheduled Castes and Scheduled Tribes minimum number of marks obtained should be 45% based on total marks of all subjects.

4.1.3 BBA (International Business)

Course Objective: The objective of this course is to help the students acquire an understanding of various business activities having an international exposure and a slightly broader outlook.

Course Detail: This particular course of BBA (International business) focuses on making students aware of various international trade activities, the role of business regulatory bodies in our country and the functioning of entities like WTO, NAFTA, AFTA among others. This course accompanies with itself international exposure and understanding of various subjects like marketing, accounting, etc. It is a comprehensive course having a broader outlook of domestic market scenario as well as an improved global orientation.

Eligibility: Intermediate or equivalent examination For General and Other Backward Classes candidates must secure at least 50% of marks and for Scheduled Castes and Scheduled Tribes minimum number of marks obtained should be 45% based on total marks of all subjects.

4.1.4 BBA (Management Sciences)

Course Objective: This course provides to the students an understanding of different management subjects that help the students to elevate their management quotient.

Course Detail: This course exposes students to the refinements of various subjects like income tax laws, strategic management, project management and many others of similar nature. This course has been an integral part of our institute for good number of years. The course attracts substantial number of students from across the country. It enables students to understand the various aspects of management subjects thereby leading to well informed and professional individuals.

Eligibility: Intermediate or equivalent examination For General and Other Backward Classes candidates must secure at least 50% of marks and for Scheduled Castes and Scheduled Tribes minimum number of marks obtained should be 45% based on total marks of all subjects.



UG Management Admission Guidelines 2017-18

4.2 Institute of Tourism Studies

About ITS

Institute of Tourism Studies (I.T.S.) is a premiere institute providing high-quality education in the field of tourism management and providing consultancy to the industry. The Institute was established in the year 1994. Equipped with a mix of young and experienced professionals, the Institute is churning out enthusiastic and efficient young professionals every year to serve the ever-growing tourism industry; the industry, which is poised to be *numero uno* in the 21st century. Twenty one dynamic batches of “Masters of Tourism Management (M.T.M.)/MBA (Tourism)/ MTA/ MTTM” and Fifteen batches each of Bachelor of Tourism Administration (BTA)/ BBA (Tourism) and Post Graduate Diploma in Travel Management (PGDTM) are already serving the industry in high recognition. Besides, two batches of DIAT & CRS (Diploma in International Airline Ticketing & Computerized Reservation System), Diploma of Food Production and Master of Event Management (MEM)/ MTTM-EM and Bachelor of Hotel Management (BHM) have also been well received by the tourism industry.

The last twenty-three years have seen the ITS grow steadily in terms of quality education. Today, the ITS enjoys a high degree of repute by esteemed organizations of the tourism industry.

Currently the ITS is located in a new building with an independent premises within the Lucknow University, New Campus and provides the state of art facilities to its students that include a rich library with an exhaustive collection of books, functional modern kitchen and bakery, audio-visual aids etc. Regular seminars (National and International), symposia, workshops, case studies, trade fair, cultural events etc. are a part of various activities organized by ITS to give students an in depth exposure and enhance their overall personality and capabilities.

4.2.1 BBA (Tourism)

Course Objective: Bachelor of Business Administration (BBA- Tourism) is a professional job oriented 3-year (6-semester) full time Bachelors Degree in Tourism Administration.

Course Detail: This course is designed to provide the young plus 2 passed out students with an in-depth knowledge of tourism administration at the bachelors degree level itself, to fulfill the ever-growing demand of trained manpower in the tourism industry.

Eligibility: Intermediate or equivalent examination For General and Other Backward Classes candidates must secure at least 50% of marks and for Scheduled Castes and Scheduled Tribes minimum number of marks obtained should be 45% based on total marks of all subjects.



UG Management Admission Guidelines 2017-18

5 B.Com. (Hons.)

5.1 Faculty of Commerce

Known as the 'Gateway to Commerce Education' in India, the Department is a pioneering institution which has earned a niche for itself in academic excellence ever since its inception in 1921 A.D. The Faculty of Commerce, Lucknow University has been rated among the top ten commerce faculties in India. With a vision for tomorrow, the Faculty continues its endeavor in research, business and management education, consultancy along with UGC funded research projects. The Faculty aims at upliftment of overall academic standards of both teachers and students, to make the Faculty of Commerce a centre of excellence. Recognizing its academic achievements.

The Faculty has a proud lineage of alumni who are highly placed in the public and private sectors as well as Vice Chancellors of Universities. With a vision for tomorrow, the Faculty continues its endeavor in UGC funded research projects and was honoured with the distinction of being awarded the SAR-DRS in 2004, which augurs well for the overall academic upliftment of both the teacher and taught that would definitely make this Faculty of Commerce, a centre of Excellence in the years to come.

5.1.1 B.Com. (Hons)

Eligibility: Intermediate or equivalent examination with commerce or Intermediate with economics or mathematics as one of the subjects of study. For General and Other Backward Classes candidates must secure at least 60% of marks and for Scheduled Castes and Scheduled Tribes minimum number of marks obtained should be 55% based on total marks of all subjects.