

Lovely Professional University, Phagwara

Comparison of BBA Programmes

Basis	BBA	BBA (Hons.)	Perceived Benefits (Hons.)
Eligibility	Eligibility: Pass with 50% aggregate marks in 10+2 (with English) or equivalent.	Eligibility: Pass with 60% aggregate marks in 10+2 (with English) or equivalent, subject to qualifying LPUNEST .	Being among the high achievers, you will be able to take advantage of the industry oriented certifications to advance in career.
Primary Focus	For students who wish to acquire basic knowledge of all aspects of business and are interested to join their family business.	For students who wish to acquire knowledge of innovative industry recognized certifications that develops business skills and provides in depth knowledge in the field of business.	More inputs in terms of no. of courses to provide breadth and depth in the chosen area.
Specialization and Professional / Industry Certifications	Specialization Areas offered (Discipline Specific Electives): <ul style="list-style-type: none"> - Accounting - Banking and Financial Services - Economics - Finance - Financial Markets - Human Resource - Marketing 	Professional / Industry Certifications: Option to choose any one of listed area for certification: <ul style="list-style-type: none"> • Accounting and Finance – Professional – provided by KPMG • Digital Marketing – Offered by Digital Marketing Institute, Ireland • Business Analytics – WileyNXT • Certificate in HR – Provided by Society of Human Resource Management (SHRM), USA 	<ul style="list-style-type: none"> • Specializations offered in tie-up with Industry only providing direct input from the experts who are working on the industry solutions. • Better placement opportunities • Industry will certify the skills gained throughout the degree duration.
Innovative Courses	Technology/software-oriented and Innovative courses integral part of curriculum. ✓ Spreadsheet Modelling is offered as a core course.	Technology/software oriented and Innovative courses integral part of curriculum, indicative list of courses to be offered as core or in different specialization areas are: ✓ Spreadsheet Modelling (Core)	Technology oriented courses provides hands on experience on operating a particular software and emphasizes on building technical skills.

		<ul style="list-style-type: none"> ✓ SEO and Online Advertising (Hons. Elective) ✓ Social Media Marketing (Hons. Elective) ✓ Web Design and Analytics (Hons. Elective) ✓ Digital HR Transformation (Hons. Elective) 	
Summer Training/ Industry Attachment	6 weeks compulsory Summer Training after 4 th semester	6 weeks compulsory Summer Training after 4 th semester	More industry exposure through vast range of internship opportunities.
Seed Money	Not Applicable	<p>Investment Seed Grant: ✓ Rs. 10000/- (maximum) will be given to each student during the programme for trading in stocks</p> <p>StartUp/Entrepreneurial Venture Seed Fund: ✓ Opportunity to win seed money of Rs. 1 lakh to Rs. 3 lakhs individually or in group to run and grow business along with BBA. (Hons.).</p> <p>Innovation/ Research grants Rs. 5000/- (Maximum) will be provided for avenues for innovations like research projects, patents, publication and copyrights on the basis of research proposal submitted.</p>	<p>Enable students to get the exposure of the stock market trading with the available seed money.</p> <ul style="list-style-type: none"> • Provides opportunity to support entrepreneurial skills of the students and enable them to run a business along with their BBA. Hons. • Opportunity to innovate through research publications, patents, copyrights, etc. with the available seed grant.
Courses by Industry experts (Blended Mode)	Not Applicable	Around 4 - 5 courses will be taught in online/ blended mode by senior Industry experts	Teaching by Industry experts will bring varied experiences, deliberations on real life industry problems and global perspective in teaching
Competitions/ Hackathons	Not Applicable	Short term intense training sessions designed to prepare students to participate in Business Competitions to test their mettle against other top	Opportunity to participate in competitions at national and international level that will enhance analytical and competitive skills.

		management students at national/international level. The competitions can be of following types: ✓ Case Study Competitions ✓ Ideations based competitions ✓ Quiz Competitions	
International Visit	Not Applicable	03-05 days visit to Singapore/Dubai or any other similar country for academic exposure.	Global exposure that will provide opportunities to improve academic and professional connect.
International exchange	Applicable ✓ Option to go to partner universities in different countries on exchange programmes for a term or other duration as available/offered from time to time	Applicable ✓ Option to go to partner universities in different countries on exchange programmes for a term or other duration as available/offered from time to time.	Provides an added advantage to connect with the international expertise in the given area of specialization.
Field Visits	No applicable	Applicable Field visits may be planned to different companies, events etc. like: ✓ Financial Institution (Bank/NBFC etc) ✓ Consultancy firms ✓ Business Events (Business Conclave/Conference/Trade fair etc.)	Provides an out of the classroom exposure of the working of industrial institutions.
Induction Programme	2-3 days induction on university systems, rules, regulations, experiential and fun activities.	1 week induction programme on experiential learning activities, team building activities, etc.	Elaborate induction programme to make the students familiar with the university system.