



# BBA

## B. Com Computers

With Multiple Specialization

Powered With Certification Programmes

**Elevate Your**  
Career with Sustainable  
Business Education



(Affiliated to Osmania University)

Making Young  
**LEADERS**

One Global Experience



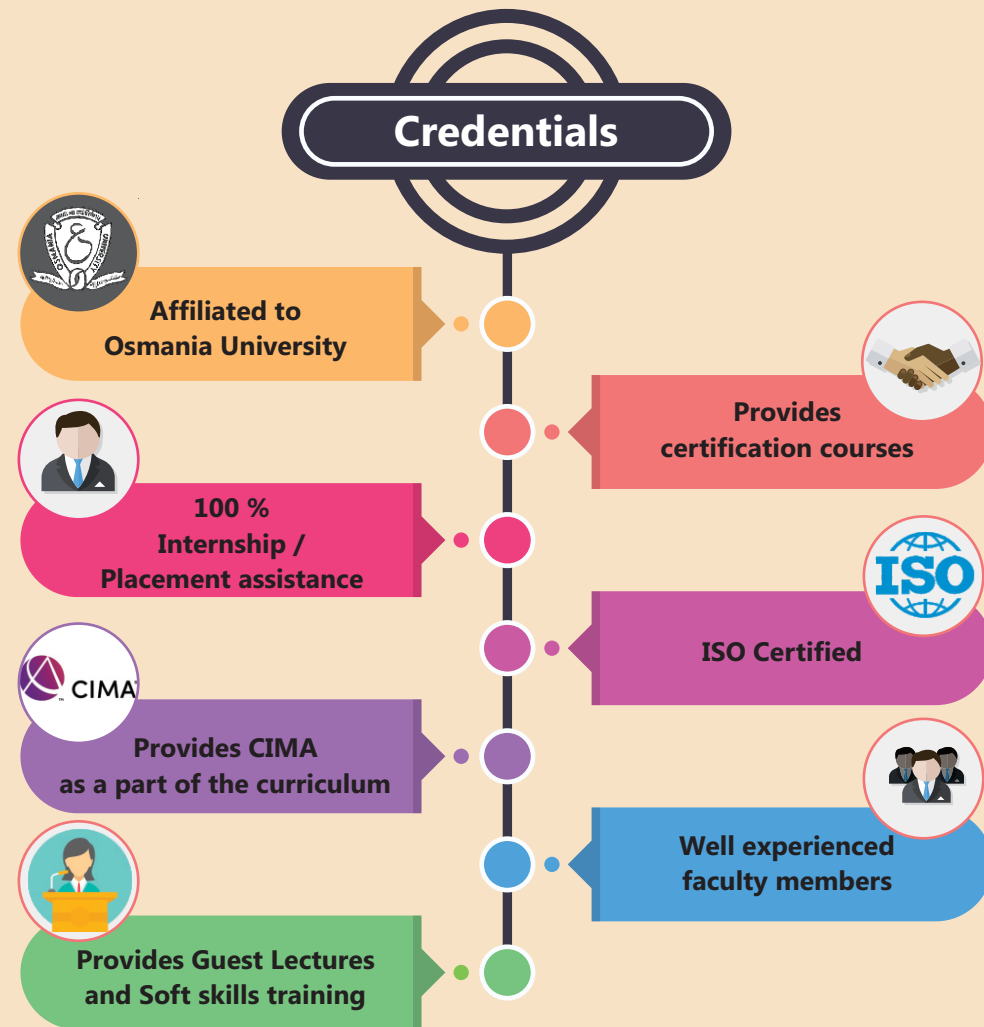
The courses at LMA Degree College offers a wide range of education and prepares a student for a long and fulfilling career. The courses offered at LMA Degree College are affiliated to Osmania University. Our curriculum is application based which is mentored by Docklands college in UK, Eurasia group of Institutions in UK and other SAARC countries. We at LMA believe in providing Life skills and practical knowledge that allows us to create leaders for the future. Business is completely a varied and vibrant discipline, knowing its basics and understanding its dimensions decides the survival of the organization.

LMA Degree College is an independent College with a wide portfolio of management and commerce courses geared to the needs of students. We are dedicated to provide high-quality education at an affordable cost. Our focus is on students with small class sizes and a friendly and supportive environment. This brochure will help you learn about the courses, the staff, and the facilities at our college. We invite you to LMA Degree College.

**Vision:**  
The Vision of LMA Degree College is to establish a centre for Academic excellence to develop global leaders with a perfect combination of entrepreneurial and employment focused learning.

**Mission:**  
The mission of the college is to maintain a challenging learning environment that nurtures excellence in business education and develops business professionals through innovative programmes. LMA programmes are designed to provide opportunities and experience that enables a student's employability skills to grow and thrive and prosper globally.


- Objectives of LMA**
- ★ To excel in providing specialized education in a supportive environment where all individuals can develop.
  - ★ Student Development Programmes and services are designed to help students identify educational and career goals, necessary to achieve intellectual and personal growth.
  - ★ Achieving excellence by continuously evaluating and improving our services to the students.
  - ★ Creating an environment where innovation and creativity are encouraged.
  - ★ Being fair, open, transparent to ensure a culture of mutual trust and integrity.
  - ★ To cater to the individual needs of our students and to make their stay at college a fun and worthwhile experience.



At B schools, it is not enough to equip an aspiring manager with theoretical concepts and explanations. To stand different from the crowd one has to learn the art of applying the theoretical knowledge into practical realm. LMA Degree College provides an exposure to the corporate world by following different techniques.


- Case Studies by experts in various disciplines like HR, Marketing and Finance
- Simulation Exercises
- Role Plays
- Corporate interactions, seminars, Workshops
- Certification Programmes

## BBA + Finance




The backbone of any country is its finance industry. There would be development only when the key finance industry is strong. This can be achieved only when it is backed up good finance professionals. Understanding its importance LMA provides training in practical finance modules and also a certification in finance module and also a certification in finance module who join LMA.

## BBA + Marketing



Marketing is a key function in any organization. The success or failure of an organization depends on the strength of its marketing department. So every organization should focus on recruiting the right and the best people in this department to achieve its goal and handle competition. Understanding this importance LMA provides training both in digital and practical marketing along with a certification to all the students joining institute.

## BBA + HR



Today's fast moving business environment demands that an effective HR manager be highly adept in knowing employees basic needs and behaviour at the work place as well as being a well organized administrator. HR manager should know practical things which are beyond their text book pedagogy that helps them to have practical experience. LMA provides HR certification to the students.







## BACHELOR OF BUSINESS ADMINISTRATION

Education is the essential part of human race since very beginning. But the education which fails to provide job opportunity and status is useless and simply wastage of resources. It is strange that few parents and students have not made proper analysis of job opportunity before joining a particular course. For example if you will only go for BBA, after completing the degree you will not be able to get the proper job in the market as you will have the theoretical knowledge about the subjects particularly in Business Administration. London Management Academy provides a unique course BBA Plus in the field of business & commerce which will help you to get better job opportunities in the market rather than simply BBA.

- **BBA**
- **BBA + CIMA**



## COURSES OFFERED AT LMA DEGREE COLLEGE



## BACHELOR OF COMMERCE

In today's world a congregation of computers and commerce is presumed to be the most important part in planning. The 3 year program offers a wide range of curriculum in all facets of accounting and finance. B. Com (Comp) is specially programmed for those students who want to "Carve out a future that is closer to their Dream". The course follows an innovative modern curriculum which is affiliated to Osmania University.

- **B.COM COMPUTERS**
- **B.COM COMPUTERS + CIMA**





The transition from College to a Corporate environment is a big adjustment for many graduates. Expectations and responsibilities in the workplace are very different than those in College. There are unspoken nuances and social norms that many graduates are completely unaware of and adjusting to a professional environment can be extremely challenging as also traumatic to a few.

CRT model of Training Programs aims to make the transition easy. It would be a definite boost to their personal contribution and performance levels in the organization. A capable Trainer/ Mentor at this point would bring in the comfort zone for them to familiarize themselves with the work culture. This program is aimed at directing the new executive to get in tune with the VISION of the Organization

CRT will be the bridge, adding value and providing training on the basics of

- Professional conduct
- Fundamentals of communication
- How to make a good first impression

## Placement in MNCS

We are glad to share our success that LMA has 100% FIT(Final Internship Programme) and placement record. Our FIT programme and trainings boost students confidence and ensures that they start their career in a company right after their Second year first semester.

Our intensive interview Skills trainings and LDP promise 100% Job guarantee. Our placements team works for management specify jobs all through the year. We have a strong bond with the Corporate Industry. Our placement team's experience and network ensures you to achieve admirable placement in your Final year.



Testimonials

"In this land of competition, career choice and job satisfaction don't complement each other. But London Management Academy has just provided me that and I am indebted to them for such a selfless favor to a management graduate."

Faizan Ul Haq, BBA III Year Student

"I can positively say LMA has made me a better person. It has helped me develop a positive attitude towards my studies and discover more about myself. Teachers are very caring and interested in students' well-being. They are sure every class is fun, educational and interactive."

Ms. Alina Tabassum, Alumni Student

"I am feeling honored to study in this college. We have supporting and motivating faculty members. The events conducted in the college help in overall grooming of the student. The best college to study."

Niddana Shailaja, B. Com (Computers) II Year Student

"I am happy to study in LMA as it gives an opportunity to all the students to learn and develop in an encouraging environment. I recently got placed in a good company through the placement team of our college. Feeling very happy."

Suman Kumari, BBA III Year Student

## Food Drive



## Industrial Visit



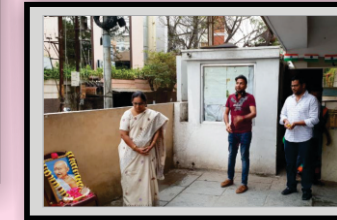
## Freshers



## Bathukamma



## Republic Day





## Ethnic Day



## Convocation Day



## Farewell



## Sports Day



## Guest Lectures







**Mr. PREMSAGAR GANDRA**  
CHAIRMAN

Dear Readers,

Today, the Indian economy calls for innovation and constant change as the liberalization and globalization process has posed a large number of challenges. We need high quality managers and technical professionals who should be more entrepreneurial in skill, quality and nature.

Our potential for creativity is unlimited and the quality managers need to realize this fundamental truth and start thinking out-of-the-box for new ventures and product-lines which calls for knowledge-based management where knowledge capital has to be largely used for competitive advantages. It is also for top management to encourage and motivate the managers to convert ideas into reality and try-out new projects.

The courses of this Institute are designed addressing the practical requirements of the business and industry and we are striving to develop an academic environment making industrial and field visits frequent enabling tomorrow's professionals come closer to the real enterprise challenges.

The recessionary times have passed and the global economy is on the recovery path. With the positive change MBA hiring is likely to improve further. Today, corporate want their employees to be creative, dynamic and practical. Our MBA programme provides the students with an exposure to the corporate and also traditional values. The new updated infrastructure is well maintained with good teaching and other facilities.

We are proud to say that our faculty comprises of a good blend of academic and industry professionals.

The past year turned out to be an eventful and exciting experience since our students have performed very well in their results and have been well placed. My sincere appeal to all my students is to have a simple focused agenda as a new year resolution, to strive hard for better results and acquire the right attitude to become professional managers.



**Mrs. SMITHA GANDRA**  
DIRECTOR



**Dr. K.V.N Sandhya**  
Principal  
*M.A. Economics, Ph.D,  
Post Doctoral Fellow*

It is with great pleasure that I am welcoming all viewers to our webpage. LMA is dedicated to the belief that all the students learn in an environment that is safe and caring. We continue our commitment to prepare students to think big and establish goals on their journey to college and career readiness. I hope that our website will assist you in learning more about LMA



**Mr. Balakrishna Das**  
Lecturer  
MCA, MBA, BITS(Ranchi)  
Overall 24 years of experience



**Mrs. Supriya Srivastava**  
Admin Head  
MBA, HR, M.phil (HR), (Ph.d)  
in Human Resource Management ,  
Overall 12 years of experience



**Mr. C. Vikas**  
Academic Head  
MBA, International Marketing,  
Overall 12 years experience,  
which includes 5 years of teaching



**Mrs. Sameera**  
Assistant Professor  
MBA, (Ph.d) in Marketing,  
Overall 10 years experience.



**Mirza Abdul Raheem Baig**  
Lecturer  
M.A. Arabic, (Ph.d).  
Overall 10 years of experience



**Mrs. N. Gayatri**  
Assistant Professor  
M.A ,Economics, MBA Finance,  
PGDHRM, CEMA.  
Overall 18 years of Experience



**Mr. Mandeep Singh Bhatia**  
M.Com  
Overall 4 years of experience



**Mrs. Y. Sarada**  
Assistant Professor  
M. Com, MBA. Finance,  
Overall 14 years of experience



**Mrs. Usha Yadav**  
Lecturer  
M.A. Hindi, M.Phil, (Ph.d).  
Overall 8 years of experience



**Debatri Ray**  
English and Communication Trainer  
M.A. English,  
Overall experience of 26 years in training



**Harika B**  
Front Office Executive



**Mr. R. Charan**  
Student Coordinator  
PGDM, Overall 5 years of experience

## Bachelor In Business Administration - Subjects

### FIRST YEAR

| Semester One   | Semester Two  |
|--|---|
| <ul style="list-style-type: none"> <li>• BB 101 ENVIRONMENTAL STUDIES</li> <li>• BB 102 ENGLISH</li> <li>• BB 103 SECOND LANGUAGE</li> <li>• BB 104 PRINCIPLES OF MANAGEMENT</li> <li>• BB 105 BASICS OF MARKETING</li> <li>• BB 106 BUSINESS ECONOMICS</li> </ul> | <ul style="list-style-type: none"> <li>• BB 201 GENDER SENSITIVITY</li> <li>• BB 202 ENGLISH</li> <li>• BB 203 SECOND LANGUAGE</li> <li>• BB 204 ORGANIZATION BEHAVIOUR</li> <li>• BB 205 BUSINESS STATISTICS</li> <li>• BB 206 BUSINESS LAW</li> </ul> |

### SECOND YEAR

| Semester Three   | Semester Four  |
|--|--|
| <ul style="list-style-type: none"> <li>• BB 301 PERSONALITY DEVELOPMENT AND COMMUNICATION</li> <li>• BB 302 ENGLISH - II</li> <li>• BB 303 SECOND LANGUAGE – II</li> <li>• BB 304 FINANCIAL ACCOUNTING</li> <li>• BB 305 HUMAN RESOURCE MANAGEMENT</li> <li>• BB 306 INFORMATION TECHNOLOGY</li> </ul> | <ul style="list-style-type: none"> <li>• BB 401 STATISTICAL SOFTWARE</li> <li>• BB 402 ENGLISH - II</li> <li>• BB 403 SECOND LANGUAGE - II</li> <li>• BB 404 FINANCIAL MANAGEMENT</li> <li>• BB 405 MARKETING RESEARCH</li> <li>• BB 406 BUSINESS ETHICS AND CORPORATE GOVERNANCE</li> </ul> |

### THIRD YEAR

| Semester Five   | Semester Six  |
|---|---|
| <ul style="list-style-type: none"> <li>• BB 501 BUSINESS CORRESPONDENCE</li> <li>• BB 502 BASIC QUALITY MANAGEMENT</li> <li>• BB 503 MANAGEMENT SCIENCE</li> <li>• BB 504 COST AND MANAGEMENT ACCOUNTING</li> <li>• BB 505 LOGISTICS MANAGEMENT</li> <li>• BB 506 ELECTIVE I <ul style="list-style-type: none"> <li>FINANCIAL MARKETS AND SERVICES (FINANCE)</li> <li>SERVICES MARKETING ( MARKETING )</li> <li>ORGANIZATION DEVELOPMENT ( HR )</li> </ul> </li> <li>• BB 507 ELECTIVE II <ul style="list-style-type: none"> <li>ANALYSIS OF INVESTMENT IN FINANCIAL ASSETS (FINANCE)</li> <li>RETAIL MANAGEMENT ( MARKETING )</li> <li>PERFORMANCE APPRAISAL AND COUNSELLING ( HR )</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• BB 601 INTELLECTUAL PROPERTY RIGHTS</li> <li>• BB 602 STARTUP MANAGEMENT</li> <li>• BB 603 BUSINESS POLICY AND STRATEGY</li> <li>• BB 604 BUSINESS ANALYTICS</li> <li>• BB 605 PROJECT WORK</li> <li>• BB 606 ELECTIVE I <ul style="list-style-type: none"> <li>BANKING AND INSURANCE SERVICES (FINANCE)</li> <li>BRAND MANAGEMENT AND BUYER BEHAVIOUR ( MARKETING )</li> <li>LEADERSHIP AND CHANGE MANAGEMENT ( HR )</li> </ul> </li> <li>• BB 607 ELECTIVE II <ul style="list-style-type: none"> <li>RISK ANALYSIS AND MANAGEMENT (FINANCE)</li> <li>ADVERTISING, PERSONAL SELLING ( MARKETING )</li> <li>EMPLOYEE RELATIONS ( HR )</li> </ul> </li> </ul> |





## B. COM (COMPUTERS) - Subjects

### FIRST YEAR

| Semester One  | Semester Two   |
|---|--|
| <ul style="list-style-type: none"> <li>• BC 101 ENVIRONMENTAL STUDIES</li> <li>• BC 102 ENGLISH</li> <li>• BC 103 SECOND LANGUAGE</li> <li>• BC 104 FINANCIAL ACCOUNTING - I</li> <li>• BC 105 BUSINESS ECONOMICS</li> <li>• BC 106 BUSINESS ORGANIZATION</li> <li>• BC 107 INFORMATION TECHNOLOGY</li> </ul> | <ul style="list-style-type: none"> <li>• BC 201 GENDER SENSITIVITY</li> <li>• BC 202 ENGLISH</li> <li>• BC 203 SECOND LANGUAGE</li> <li>• BC 204 FINANCIAL ACCOUNTING - II</li> <li>• BC 205 MANAGERIAL ECONOMICS</li> <li>• BC 206 PRINCIPLES OF MANAGEMENT</li> <li>• BC 207 MANAGEMENT INFORMATION SYSTEMS</li> </ul> |

### SECOND YEAR

| Semester Three   | Semester Four   |
|--|---|
| <ul style="list-style-type: none"> <li>• BC 301 PRINCIPLES OF INSURANCE</li> <li>• BC 302 ENGLISH - II</li> <li>• BC 303 SECOND LANGUAGE – II</li> <li>• BC 304 ADVANCED ACCOUNTING</li> <li>• BC 305 INCOME TAX - I</li> <li>• BC 306 BUSINESS STATISTICS – I</li> <li>• BC 307 PROGRAMMING WITH C</li> </ul> | <ul style="list-style-type: none"> <li>• BC 401 PRACTICE OF LIFE INSURANCE</li> <li>• BC 402 ENGLISH - II</li> <li>• BC 403 SECOND LANGUAGE - II</li> <li>• BC 404 CORPORATE ACCOUNTING</li> <li>• BC 405 INCOME TAX - II</li> <li>• BC 406 BUSINESS STATISTICS – II</li> <li>• BC 407 OBJECTIVE ORIENTED PROGRAMMING WITH C + +</li> </ul> |

### THIRD YEAR

| Semester Five   | Semester Six  |
|---|---|
| <ul style="list-style-type: none"> <li>• BC 501 PRACTICE OF GENERAL INSURANCE</li> <li>• BC 502 INTRODUCTION TO INDIAN ECONOMY</li> <li>• BC 503 COST ACCOUNTING</li> <li>• BC 504 BUSINESS LAW</li> <li>• BC 505 BANKING THEORY AND PRACTICE</li> <li>• BC 506 EXCEL FOUNDATION</li> <li>• BC 507 a. COMPUTERISED ACCOUNTING<br/>b. BUSINESS ANALYTICS</li> <li>• BC 508 a. WEB TECHNOLOGY<br/>b. BUSINESS SIMULATION</li> </ul> | <ul style="list-style-type: none"> <li>• BC 601 REGULATION OF INSURANCE BUSINESS</li> <li>• BC 602 SECTORS OF INDIAN ECONOMY</li> <li>• BC 603 THEORY AND PRACTICE GST</li> <li>• BC 604 COMPANY LAW</li> <li>• BC 605 MANAGERIAL ACCOUNTING</li> <li>• BC 606 COMMERCE LAB</li> <li>• BC 507 a. E COMMERCE<br/>b. BUSINESS FORECASTING</li> <li>• BC 508 a. RELATIONAL DATA BASE MANAGEMENT SYSTEMS<br/>b. BUSINESS ANALYTICS PROGRAMMING</li> </ul> |





**Assured MNC**  
**JOB+BBA**  
100% Placement Assistance

**1-2** Months  
Internship in ISO and  
CMMI Level Companies

Corporate Training in  
Modules of HR, Finance and  
Marketing

International  
Certification Training

Digital Marketing

**LMA BBA Makes U**  
**an**  
**YOUNG**  
**Achiever**



## 1 The LMA Finance Club

is established to aid in the professional Development of college students actively interested in accounting, corporate finance and other related fields. It promotes the study and practice of accounting and finance, provides opportunities for self-development, service and association among members and practicing professionals, and encourages a sense of ethical, social, and public responsibility.

## 2 The LMA Consulting Club

is Dedicated to helping students learn about the consulting industry and develop the skills required to be successful in this field. This is mainly focused on assisting with the recruiting process through exclusive networking events, resume reviews, case workshops, and mock case interviews. We also look forward to planning events and workshops with the consulting firms that recruit on campus and assisting in our members' professional development.

## 3 Emerging Markets Club

focuses on business issues and activities around rising economies. Students are exposed to a variety of educational and career related opportunities and the club has a close relationship with the trends in the industry.

## 4 General Management Club

focuses on a well rounded management expertise, leadership skills, and critical business perspectives to launch a career in corporate leadership. The club is meant for students interested in integrating all the functional areas of business for effective business decision making and management.

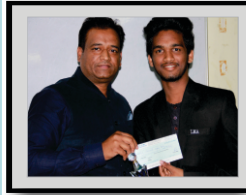
## 5 The Human Capital Club

focuses on preparing its members for jobs in the field of human capital and organizational strategy through educational and networking events with current human resource professionals and Ross faculty. The complex discipline of organizational strategy involves the processes, methodologies, and resources which organizations align their human capital with business strategy. The club considers the many dimensions of human capital in designing and pursuing business objectives and has adopted views of human resource professionals as business partners.

## 6 The MBA Marketing Club

is comprised of students with interests in such diverse fields as brand management, health care, technology, consulting and services. The club aims to minimize job-related stress from MBA matriculation to graduation by equipping students with tools and coaching to excel in networking and interviewing. A combination of educational seminars, resume critiques and mock interviews provide Marketing Club members with exclusive access to recruiters for the most coveted marketing positions.

## Awards



## Guest Lectures for Class



**Ms. Meghna Gajjala**  
CO FOUNDER  
MENTOR MINDS



**Mr. Junaid**  
Shriram Life



**Mr. Harish Reddy**  
Young India



**Mr. Chaitanya**  
Annapurna International school  
of Film + Media



**Mr. Sekkizhar balla Subramanyam**  
Director  
Deloitte



**Mr. Sridhar Ramella**  
IGM – HR  
Bio Genex Life Services Pvt. Ltd.



**Mr. Rahul kumar baid**  
Manager  
Knight frank india Pvt. Ltd.



**Mr. P.B Shankar**  
Director Senior Manager  
Ernst & Young India



**Mr. Dinesh C. Kandwal**  
Associate Director – HR  
Dr. Reddy Labs



*“Let's Speak” takes the pleasure to introduce themselves as the pioneers in the field of innovative and modern teaching technique under the auspices of LET's SPEAK (With Precision). The idea of expression, having passion for the language is something, which is followed by few some, but through their teaching technique, a person will have maximum confidence in expressing his / her views without any hesitation and nervousness.*

The main motto is to build confidence which is in every individual conscience, knowingly or unknowingly or because of the neighborhood / surroundings / at home or family background.

LET's SPEAK (With Precision) makes it easy with a unique concept, especially designed for the overall development / confidence building / personality development and getting command on the language of every student through its exclusive Communication Skills Program. LET's SPEAK (With Precision) is an initiative to empower students and make them 'Future-Ready'. It is a Start Up in the field of Education with a vision to sustain the growing competition and upgrade manpower starting at the basic level and continuing till the students are personally developed to face the challenges at national and international level.

Ms. Debatri Ray, the brain behind conceptualizing easy technique / methods of making a language, which is accepted and spoken almost across the world i.e. ENGLISH, for every strata of the society. Irrespective of an individual background. LET's SPEAK was initiated in 1999, but was mainly engaged in IELTS classes. Later on Communication Skills, Spoken English, Voice and Accent Training, Train the Trainers program, Corporate Training were undertaken. Understanding Children's mentality and interests are an important factor for our course. We extensively try to achieve that so that the young minds can push out all negativity and hesitation from their lives with great élan.

## Highlights

Expert trainers with years of experience. Overall improvement of the students in Speaking, Reading, Writing, Listening and most important Understanding.

- \* Certification course for Junior college and Degree students
- \* Guaranteed improvement with élan
- \* Activity Based Course
- \* Stage fear erased
- \* Confidence instilled
- \* Better prospects for future career options
- \* Comfortable approach to exams like SAT, GRE, IELTS
- \* Interview skills
- \* MTI Reduction
- \* Voice Modulation
- \* Body Language

**LET's  
SPEAK**  
WITH PRECISION  
Voice & Accent  
Soft Skills & IELTS



## BBA

The Total fee for the BBA programme is 1,20,000 per year if paid in one instalment. If paid in instalments the following are the options

| No. of Installments   | I - Installment        | II - Installment |
|---|------------------------|------------------|
| At the time of Admission  | 25,000 (Admission fee) |                  |
| 1 WEEK AFTER THE ADMISSION FEE IS PAID  | 60,000                 | -                |
| 30 SEPTEMBER  | -                      | 60,000           |
| EXAMINATION FEE IS TO BE PAID ALONG WITH THE SECOND INSTALLMENT OF RS. 15,000 |                        |                  |

\* For International Students the Admission Fee is Rs. 50,000

## B.COM (COMPUTERS)

The Total fee for the B.COM COMPUTERS programme is 60,000 per year if paid in one instalment. If paid in instalments the following are the options

| No. of Installments   | I - Installment        | II - Installment |
|---|------------------------|------------------|
| At the time of Admission  | 10,000 (Admission fee) |                  |
| 1 WEEK AFTER THE ADMISSION FEE IS PAID  | 30,000                 | -                |
| 30 SEPTEMBER  | -                      | 30,000           |
| EXAMINATION FEE IS TO BE PAID ALONG WITH THE SECOND INSTALLMENT OF RS. 15,000 |                        |                  |

**Note:** The parents opting to pay in instalments have to give post dated cheques at the time of joining itself.

**Options:** 1. The parents can pay the fee through online mode by transferring the amount to \_\_\_\_\_  
 2. The parents can give a cheque/ Demand Draft drawn in favour of, "EDU ELEMENTS"  
 3. The parents can pay directly through cash.

**Minimum Requirements for the Bank Loan**

1. The parent should pay the admission fee of 25,000 for the provisional admission letter.
2. The documents necessary for the processing of the loan will be provided by the college after the admission fee is cleared
3. Admission fee is non refundable.

- **Disputes if any are subject to Hyderabad, Telangana Legal Jurisdiction**





**"It Changed my life!"**

**How about you?"**

**LMA Degree College**

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**College Campus**

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Hyderabad

