



LPUOnline

Same Degree, Now Online.
Entitled by UGC

NAAC **A++**
GRADE

Explorer

May 2026

Nobody Is
Googling It
Anymore.

They Are
Just **Asking.**



What's the best
online degree
for my career?



CIQAC Meeting Reinforced
Commitment to Quality
and **Learner Success**

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LPU Advances Strongly
in THE World University
Rankings 2026

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HAPPENINGS AT LPU ONLINE

Months signify more than the passage of time. They embody opportunities for learning, growth, and meaningful contribution. May was no exception. Through a series of insightful masterclasses and workshops, learners engaged with themes of goal setting, career preparedness, personal branding, and data-driven decision-making. The month also underlined the institution's unwavering commitment to learner success, societal impact, and academic distinction, further validated by prestigious national and global rankings. Collectively, these achievements positioned the month of May for LPU Online as a reflection of continued progress, well-earned recognition, and enduring momentum.

Workshop on Data Analysis Using Tableau Brought Practical Learning to Life

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LPU Online conducted an exclusive hands-on workshop on **"Data Analysis using Tableau"**, led by **Mr. Aseem Khanna**, Assistant Professor, Lovely Professional University. The workshop introduced learners to the rapidly growing world of business intelligence and data visualisation.

The workshop covered practical concepts, including data cleaning, dashboard creation, data transformation, and visual storytelling using tools such as Tableau and Power BI. Participants gained exposure to how organisations today interpret large volumes of information to make faster and more informed decisions.

What made the workshop especially valuable was its emphasis on application over theory. Learners were not simply introduced to tools. They were introduced to the thinking process behind data-driven decision-making itself.

2 Career Growth Series with Mr. Guneet Paul Singh



Goal Setting: A Framework for Working Professionals

This session helped learners transform aspirations into actionable plans through SMART goal-setting techniques, effective prioritisation, and progress-tracking frameworks. Discussions focused on overcoming common challenges such as lack of clarity, competing priorities, and long-term motivation. Participants gained practical strategies to set meaningful goals and pursue them with greater focus and confidence.

HAPPENINGS AT LPU ONLINE

Start Strong: Setting Professional Goals During an Online Degree

The masterclass explored how learners can align their academic journey with long-term career aspirations from the very beginning. Participants learned the value of intentional planning, self-assessment, and consistent habit-building while pursuing an online degree. The session reinforced the idea that career success is often the result of small, deliberate actions taken consistently over time.

From MBA to Market-Ready

Focused on professional readiness, this session guided learners through the essential elements of building a strong professional profile. Topics included CV development, personal branding, communication skills, and understanding recruiter expectations in a competitive job market. Learners gained practical insights into positioning themselves effectively for career opportunities and professional growth.

LinkedIn Mastery for MBA Students

As professional networking increasingly moves online, this masterclass focused on helping learners build a compelling digital presence. Participants explored strategies for optimising their LinkedIn profiles, strengthening personal branding, and engaging meaningfully with industry professionals. The session highlighted how a strong online presence can enhance visibility, credibility, and career opportunities in today's professional landscape.

A Mother's Day Initiative That Felt Personal

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Some celebrations are designed for social media. This one was designed for emotion.

This Mother's Day, LPU Online launched **"A Love Language Called Mom"**, a heartfelt initiative that encouraged learners to pause between deadlines, responsibilities, and routines to acknowledge the quiet strength mothers bring into everyday life. The campaign reflected on the unnoticed gestures that often shape a person long before any classroom does: the late-night calls, the reminders to eat on time, the silent sacrifices, and the unwavering support that rarely asks for recognition.

The initiative resonated deeply across the learner community because it did not attempt to create a grand moment. Instead, it reminded everyone of the ordinary moments that matter most.

CDOE HIGHLIGHTS

While learners focus on achieving their goals, a great deal of work happens behind the scenes to support their success. In May, CDOE continued advancing initiatives aimed at enhancing quality, strengthening learner support systems, ensuring regulatory excellence, and creating meaningful learning opportunities. Together, these efforts reflect a commitment to building an educational experience that is both impactful and future-ready.

CIQAC Meeting Reinforced Commitment to Quality and Learner Success

The **Centre for Distance and Online Education** conducted the meeting of the **Centre for Internal Quality Assurance Committee on 29th May 2026**, reaffirming its commitment to continuous improvement, learner-centric education, and innovation-driven systems.

The committee reviewed several initiatives, including multilingual learning material, AI-enabled learner support, remedial academic assistance, technology-driven communication systems, learner analytics, and LMS-based automation processes.

Updates were also shared regarding coordination with UGC-DEB for continuation of online programmes and regulatory compliance initiatives under HEI Category-I applications.

The meeting reflected a larger vision that continues to shape CDOE's direction: building systems that make education more accessible, responsive, and future-ready for learners across diverse backgrounds.

Workshop on Library Cataloguing Encouraged Practical Academic Skill Building

LPU Distance Education organised an insightful workshop on "**Library Cataloguing**", led by **Dr. Balvant Tandel**, Assistant Professor, Lovely Professional University.

The session introduced learners to cataloguing standards such as AACR2 and RDA, classification systems including DDC and LCC, and the process of creating accurate bibliographic records for efficient information retrieval.

What made the workshop meaningful was its combination of theoretical understanding with practical exposure to cataloguing tools and Library Management Systems, helping learners connect academic concepts with professional application.

Nobody Is Googling it Anymore. They Are Just Asking.



The search bar had a remarkable run. Now it is facing its most serious competition yet, and the entire internet is adjusting to what comes next.

Consider what “looking something up” once involved: a few keywords typed into a box, a wall of blue links, multiple tabs opened, and an answer eventually found halfway through an article written years ago. That process became a habit simply because there was no alternative.

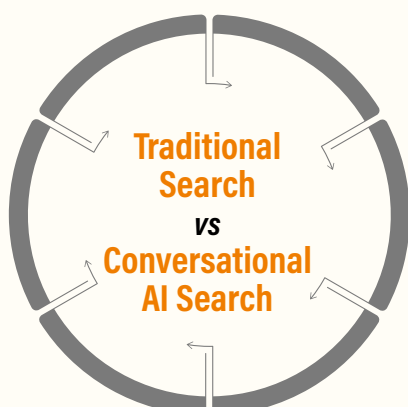
Now, that habit is changing. Instead of keywords and links, people are asking real questions and receiving direct, conversational answers from AI systems like ChatGPT and Gemini. The search bar has not disappeared, but for a growing number of users, it is no longer the first place they turn.

As one industry observer described it, “The search engine offered ten doors and left the choice to you. The AI assistant identifies the right one and walks you through it.”

How We Got Here, and Why It Happened So Fast

For more than two decades, search engines shaped how people found information online. Users adapted themselves to the system by turning natural questions into keywords that algorithms could understand.

But in late 2022, that behaviour began changing rapidly with the rise of AI platforms like ChatGPT, Gemini, Claude, and Perplexity. These systems could understand questions naturally, retain conversational context, and generate direct answers instantly. For the first time, users no longer needed to translate their thoughts for machines. They could simply ask, and the machine understood.



Traditional search

- Keywords entered, terms guessed at
- Ten ranked links returned
- Click, scan, return, repeat
- User performs the synthesis
- Single query, no follow-up
- Algorithm-optimised content rewarded

Conversational AI search

- Questions asked naturally, in full
- One synthesised answer returned
- Follow-ups are asked in the same thread
- AI performs the synthesis
- Multi-turn, context retained throughout
- Genuinely useful content rewarded

The Quiet Disruption of Traditional SEO



For years, search engine optimisation has shaped almost everything published online. Articles were written around keywords, headings were designed for algorithms, and visibility depended heavily on understanding how search engines ranked content.

But AI-powered search is beginning to disrupt that model. Instead of directing users to multiple websites, AI systems now synthesise information directly into one conversational response. As a result, the traditional click-based web economy is changing, and content is increasingly being valued for genuine expertise and usefulness rather than algorithmic optimisation alone.

The Emergence of Generative Search Frameworks

The rise of generative search is transforming how digital content is discovered. As AI-powered search experiences become more common, visibility is no longer determined solely by traditional optimisation techniques. Instead, content that demonstrates expertise, relevance, and trustworthy insights is gaining prominence. In this evolving environment, Generative Engine Optimisation (GEO) is becoming essential for maintaining discoverability. At the heart of this shift are four key principles that increasingly shape how AI systems evaluate, surface, and reference content:



Content quality

Writing that answers real questions directly and completely, rather than content designed to rank by circling an answer without fully committing to one.

Domain authority

Genuine expertise within a defined subject area, developed consistently enough that AI systems treat the source as reliable and worth drawing from.



Structured data

Schema markup and technical organisation that allows AI systems to parse content accurately and attribute it correctly when synthesising responses.

Original insight

Research, data, and analysis that AI models cannot generate independently, providing a clear reason to cite the source rather than paraphrase around it.

"For years, content was written for algorithms to demonstrate it deserved a human audience. Now it is written for humans, and algorithms determine whether it is worth citing. The direction of accountability has reversed entirely."

In Summary

The age of keywords is not over. But it is no longer the defining chapter of how human beings find information. Keywords are giving way to conversations as people move from typing fragmented searches to simply asking AI for answers. In this new era, visibility will belong less to those who understand algorithms and more to those who offer genuine expertise worth trusting. The future of the internet may not be about who ranks first on a page, but about who becomes the answer itself.

RANKINGS

Behind every ranking is a story that numbers alone cannot tell. A story of ideas pursued relentlessly, boundaries pushed consistently, and a vision that refuses to stand still. In May, that story earned recognition on both national and global stages.

LPU Ranked Among India's Top Private Universities in **THE Asia University Rankings 2026**

Lovely Professional University secured its position among India's Top 4 Private Universities in the prestigious Times Higher Education Asia University Rankings 2026.

The university also achieved an impressive 197th rank across Asia among both government and private institutions, standing ahead of several renowned IITs, NITs, and leading public universities.

The recognition reflects LPU's growing international academic reputation, research strength, and commitment towards delivering globally competitive education experiences.

India's **TOP 4**

Private Universities



World University
Rankings 2026
Asia

LPU Advances Strongly in **THE World University Rankings 2026**

Lovely Professional University recorded a significant rise in the Times Higher Education World University Rankings 2026, moving from 9th to 5th position in India among all government and private institutions.

Globally, the university secured its place within the 501-600 band, reinforcing its expanding international presence and growing academic impact.

The upward movement reflects focused institutional efforts towards academic excellence, research influence, global collaborations, and learner outcomes.



World
University
Rankings 2026

from **5th** position in
9th to India

LPU Ranked Among the **World's Leading Universities for Innovation**

LPU achieved a remarkable milestone in the WURI Rankings 2026 by securing the 78th global rank and positioning itself among India's Top 4 universities for innovation-driven education.

The university also earned recognition across multiple innovation categories for sustainability, ethics, entrepreneurial projects, AI-driven learning, and industry integration.

The achievement highlights LPU's continued focus on building future-ready education models designed around real-world impact rather than conventional academic boundaries.

India's **Top 4** Universities



The WORLD
UNIVERSITY
RANKINGS
for INNOVATION

Learners Speak: Student Success Stories



Sakshi Bali:

My experience with LPU Online has been very good. The manner in which the classes are conducted is well-structured and easy to follow, making learning both engaging and effective. The flexibility offered by LPU Online allowed me to learn at my own pace while smoothly managing my professional commitments.

Mohd. Tahir:

I have transitioned into tech after completing my MCA from LPU Online. The experience has been truly life-changing, giving me confidence, career growth, and a strong professional boost. With expert faculty, structured learning, and a hands-on approach, I was able to build real technical skills.



Ujjwal:

I'm a working professional, and flexibility was very important to me. My experience was great because the program balanced learning with convenience. The faculty was knowledgeable, and the support system was really very helpful. The platform was easy to use, so everything felt organised. LPU Online made learning easy while I continued my work.

What We Carry Forward

More than the passage of time, months reflect the lessons learned, skills developed, and the milestones achieved along the way. For LPU Online, May brought opportunities to strengthen professional capabilities, explore emerging trends, celebrate institutional achievements, and recognise learner success. As the month concludes, we look ahead with the confidence that every step forward continues to contribute to a larger journey of growth and achievement.