

## Proposed Structure BBA

Year	1		2		3		4		5		Total Credits	Award		
	Semester		Major 1	Credits	Major 2	Credits	Minor 1	Credits	CC/VC	Credits				
1	Semester-1	P1	Principles of Management	4	P1'	Financial & Management Accounting - I	4	P1"	Computer & IT Applications - I	4	CCI	4	Certificate	
		P2	Business Organisations	4	P2'	Business Communication	4							
	Semester-2	P3	Organizational Behaviour	4	P3'	Financial & Management Accounting - II	4	P2"	Quantitative Techniques - I	4	VC1	4		
		P4	Managerial Economics	4	P4'	Business Environment	4							
2	Semester-3	P5	Financial Management	4	P5'	Marketing Management	4	P3"	Computer & IT Applications - II	4	CC2	4	Diploma	
		P6	Operations Management	4	P6'	Human Resource Management	4							
	Semester-4	P7	Taxation & Laws	4	P7'	Customer Relationship Management	4	P4"	Quantitative Techniques - II	4	VC2	4		
		P8	Logistic & Supply Chain Management	4	P8'	Industrial Relations Management	4							
3	Semester-5	P9	Entrepreneurship and Family Business - I	4	P9'	Business Ethics	4				INTERNSHIP	4	24	BBA Degree
		P10	Business Policy & Strategic Management - I	4	P10'	Business Laws	4							
		P11	P11 X: Financial Institutions	4										
			P11 Y: Consumer Behaviour	4										

Semester-6	P12	Entrepreneurship and Family Business - II	4	P11'	Corporate Governance and Corporate Social Responsibility	4	MINOR PROJECT	4	24	
	P13	Business Policy & Strategic Management - II	4	P12'	Management Information System	4				
	P14	P14 X: E-Commerce	4							
P14 Y: Talent Management & HRIS		4								
Semester-7	P15	Decision Sciences	4				Research Methodology	4	24	BBA Research
	P16	Project Management	4							
	P17	Business Analytics	4							
	P18	P18 X: Banking Operations Management	4							
		P18 Y: Retail & Rural Marketing	4							
	P19	P19 X: Insurance & Risk Management	4							
P19 Y: Service and Industrial Marketing		4								
Major Project								24	24	
Semester-8								52	192	
Total Credits			76			48		16		

Lucknow Public College of Professional Studies  
 Vinayaka Khand, Gomti Nagar, Lucknow

# **A STUDY ON SALES AND MARKETING OF TVS MOTORS**

Project Report Submitted

In Partial Fulfillment of the Requirements for the Degree of  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

by

Yash Singh

BBA Vth Sem

Roll No. : 2110820980112

Batch 2021-2024

**Under the Supervision of**

Mrs. Anchal Nigam

(Assistant Professor)



**LPCPS**  
LUCKNOW PUBLIC COLLEGE OF  
PROFESSIONAL STUDIES

**TO THE DEPARTMENT OF MANAGEMENT  
LUCKNOW PUBLIC COLLEGE OF  
PROFESSIONAL STUDIES UNIVERSITY OF  
LUCKNOW, LUCKNOW**

**ACADEMIC SESSION- 2021-2022**

*Anchal*  
Principal  
Lucknow Public College of Professional Studies  
Vinamra Khand, Gomti Nagar

**"HUMAN RESOURCES MANAGEMENT**

**AT**

**ASIANA TIMES"**

**Project Report Submitted**

**In Partial Fulfillment of the Requirements for the Degree of  
BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**by**

**Ishita Sharma**

**BBA Vth Sem**

**Roll No. : 2110820980045**

**Batch 2021-2024**

**Under the Supervision of**

**Mr. Akhileshwar Nath Singh**

**(Assistant Professor)**



**LPCPS**

**LUCKNOW PUBLIC COLLEGE OF  
PROFESSIONAL STUDIES**

**TO THE DEPARTMENT OF MANAGEMENT  
LUCKNOW PUBLIC COLLEGE OF  
PROFESSIONAL STUDIES UNIVERSITY OF  
LUCKNOW, LUCKNOW**

**ACADEMIC SESSION- 2021-2024**

*Ashish*  
Principal

Lucknow Public College of Professional Studies  
Vinamra Khand, Gomtinagar, Lucknow



**“STUDY OF RECRUITMENT AND  
SELECTION IN HCL”**

**HCL**

**Project Report Submitted  
In Partial Fulfillment of the Requirements for the Degree of  
Bachelor of Business Administration (BBA)**

**By**

**Hardik Singh**


**BBA V<sup>th</sup> Sem**

**Roll No. : 2110820980042**

**Batch 2021-24**

**Under the Supervision of**

**Mr. Akhileshwar Nath Singh  
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**Mr. Samar Bhalla  
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**LPCPS**  
LUCKNOW PUBLIC COLLEGE OF  
PROFESSIONAL STUDIES

**To the  
Department of Management  
Lucknow Public College of Professional Studies  
University of Lucknow, Lucknow  
Academic Session 2021-24**



**Principal  
Lucknow Public College of Professional Studies  
Vijayra Khand, Gomtinagar, Lucknow**



**Lucknow Public College of Professional Studies**  
Vinamra Khand , Gomti Nagar, Lucknow (UP) 226016

**INTERNSHIP PROJECT REPORT**

**ON**

**A STUDY ON CONSUMER BUYING BEHAVIOR OF BRANDED, PACKAGED AND  
UNPAKAGED LOOSE SUGAR"**

**BACHELOR OF BUSINESS ADMINISTRATION (BBA) -VTH SEMESTER, LUCKNOW PUBLIC  
COLLEGE OF PROFESSIONAL STUDIES  
(AFFILIATED TO UNIVERSITY OF LUCKNOW)**

**Under the Guidance of  
AKHILESHWARO NATH  
CLASS TEACHER**

**Submitted By:  
DIVYANSH TANDON  
(Student ID No. STU03577)  
BBA-Vth Semester**

  
Principal  
Lucknow Public College of Professional Studies  
Vinamra Khand, Gominagar, Lucknow

# **“STUDY ON RETAIL BANKING (AXIS BANK)”**



## **AXIS BANK**

**Project Report Submitted  
In Partial Fulfillment of the Requirements**

**for the Degree of**

**Bachelor of Business Administration (BBA)**

**by**

**Dhruv Gupta**

**BBA V<sup>th</sup> Sem**

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**Batch 2021-2024**

**Under the Supervision of**

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# **LPCPS**

**LUCKNOW PUBLIC COLLEGE OF  
PROFESSIONAL STUDIES**

**To the**

**Department of Management**

**Lucknow Public College of Professional Studies**

**University of Lucknow, Lucknow**

**Academic Session- 2021-2024**

  
Principal

Lucknow Public College of Professional Studies  
Vinamra Khand, Gomtinagar, Lucknow

**SUMMER INTERNSHIP PROJECT REPORT**  
*Submitted in partial fulfillment of Bachelor of Business Administration for Session*  
2021-2024

On

**ROLE OF HUMAN RESOURCE MANAGEMENT IN NON-  
GOVERNMENTAL ORGANIZATION**



**Bachelor of Business Administration (BBA)**  
**Affiliated to University of Lucknow,**  
**Lucknow**

Under the Supervision of:

**Mr. Akhileshwar Nath Singh**  
**(ASSISTANT PROFESSOR)**

Submitted By:

**Devansh Srivastava**  
**BBA Vth Sem**  
**Roll No: 2110820980037**



**Lucknow Public College of Professional Studies, Lucknow**  
**Vinamra Khand Gomti Nagar, Lucknow**  
**Session – 2021-2024**

*Asmita*  
Principal

Lucknow Public College of Professional Studies  
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# **EVENT MANAGEMENT**

Project Report Submitted

In Partial Fulfillment of the Requirements for the Degree of  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

by

**Chinmay Bansal**

**BBA Vth Sem**

**Roll No. : 2110820980036**

**Batch 2021-2024**

**Under the Supervision of**

**Mr. Akhileshwar Nath Singh**

**(Assistant Professor)**



**LPCPS**  
LUCKNOW PUBLIC COLLEGE OF  
PROFESSIONAL STUDIES

**TO THE DEPARTMENT OF MANAGEMENT  
LUCKNOW PUBLIC COLLEGE OF  
PROFESSIONAL STUDIES UNIVERSITY OF  
LUCKNOW, LUCKNOW  
ACADEMIC SESSION- 2021-2024**

*Aswini*

Principal

Lucknow Public College of Professional Studies  
Vinamra Khand, Gomtinagar, Lucknow

**“IMPACT OF GST ON SALES PERFORMANCE OF  
HYUNDAI MOTORS IN LUCKNOW”**



**Project Report Submitted  
In Partial Fulfillment of the Requirements  
for the Degree of**

**Bachelor of Business Administration (BBA)**

**Submitted by**

**Chanchal Jaiswal**

**BBA V<sup>th</sup> Sem**

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**Batch 2021-2024**

**Submitted to**

**Mr. Akhileshwar Nath Singh**

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**LPCPS**  
LUCKNOW PUBLIC COLLEGE OF  
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*Asst*  
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Lucknow Public College of Professional Studies  
Vinamra Khand, Gomti Nagar, Lucknow

**To the  
Department of Management  
Lucknow Public College of Professional Studies  
University of Lucknow, Lucknow  
Academic Session- 2021-2024**

# **“A STUDY OF LOANS AND ADVANCES OFFERED IN BAJAJ FINANCE LIMITED”**

**Project Report Submitted  
In Partial Fulfillment of the Requirements  
for the Degree of**

**Bachelor of Business Administration (BBA)**

**by**

**Brishti Singh**

**BBA V<sup>th</sup> Sem**

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**Batch 2021-2024**

**Under the Supervision of  
Mr. Akhileshwar Nath Singh  
(Assistant Professor)**



# **LPCPS**

**LUCKNOW PUBLIC COLLEGE OF  
PROFESSIONAL STUDIES**

**To the  
Department of Management  
Lucknow Public College of Professional Studies  
University of Lucknow, Lucknow  
Academic Session- 2021-2024**

*Anvita*

**Principal**

Lucknow Public College of Professional Studies  
Vinamra Khond



**“HUMAN RESOURCE RECRUITMENT PROCESS  
TAREEQA GLOBAL SOLUTIONS PVT. LTD.”**



**Project Report Submitted  
In Partial Fulfillment of the Requirements**

**for the Degree of**

**Bachelor of Business Administration (BBA)**

**Submitted by**

**Ayushi Saxena**

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**Batch 2021-2024**

**Under the Supervision of**

**Mr. Akhileshwar Nath Singh**

**(Assistant Professor)**



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LUCKNOW PUBLIC COLLEGE OF  
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*A. Singh*  
Principal

Lucknow Public College of Professional Studies  
Vinamra Khand, Gomtinagar, Lucknow

**To the  
Department of Management  
Lucknow Public College of Professional Studies  
University of Lucknow, Lucknow  
Academic Session- 2021-2024**



**“CUSTOMER SATISFACTION TOWARDS  
HYUNDAI CARS”**



**HYUNDAI**

**Project Report Submitted  
In Partial Fulfillment of the Requirements**

**for the Degree of**

**Bachelor of Business Administration (BBA)**

**by**

**Avni Kumar Singh**

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**Batch 2021-2024**

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**Mr. Akhileshwar Nath Singh**

**(Assistant Professor)**



**LPCPS**

**LUCKNOW PUBLIC COLLEGE OF  
PROFESSIONAL STUDIES**

**To the**

**Department of Management**

**Lucknow Public College of Professional Studies**

**University of Lucknow, Lucknow**

**Academic Session- 2021-2024**

A handwritten signature in black ink.

**Principal**

**Lucknow Public College of Professional Studies  
Vinamra Khand, Gomtinagar, Lucknow**

# “LOGISTICS AND DISTRIBUTION MANAGEMENT”



Project Report Submitted  
In Partial Fulfillment of the Requirements

for the Degree of

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

Submitted by

**ARYAN SINGH YADAV**

**BBA V<sup>th</sup> Sem**

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**Batch 2021-2024**

Submitted to

**Mr. Akhileshwar Nath Singh**

**(Assistant Professor)**



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*Amita*

Principal

Lucknow Public College of Professional Studies,  
Vinamra Khand, Gomtinagar, Lucknow

To the

**Department of Management**

**Lucknow Public College of Professional Studies**

**University of Lucknow, Lucknow**

**Academic Session- 2021-2024**

SUMMER TRAINING PROJECT REPORT  
ON  
"WORKING CAPITAL MANAGEMENT AT  
SHRIRAM PISTON & RINGS LTD."

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT  
FOR THE AWARD OF THE DEGREE

OF  
BACHELOR OF BUSINESS ADMINISTRATION  
Affiliated To: UNVIVERSITY OF LUCKNOW

Session: 2021-2024

SUBMITTED TO:  
HILESHWAR NATH  
(Assistant Professor)

SUBMITTED BY:  
ARYAN BANSWAR  
BBA Vth SEM  
ROLL NO 2110820980029



  
Principal

Lucknow Public College of Professional Studies  
Vinamra Khand, Gomtinagar, Lucknow

LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL  
STUDIES, LUCKNOW  
VINAMRA KHAND GOMTI NAGAR, LUCKNOW  
SESSION 2021-2024

**“STUDY OF RECRUITMENT AND  
SELECTION IN HCL”**

**HCL**

**Project Report Submitted  
In Partial Fulfillment of the Requirements for the Degree of  
Bachelor of Business Administration (BBA)**

**By**

**ARYA MISHRA**

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**Batch 2021-24**

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**Mr. Samar Bhalla  
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**Lucknow Public College of Professional Studies  
Vinamra Khand, Gomtinagar, Lucknow**

**To the  
Department of Management  
Lucknow Public College of Professional Studies  
University of Lucknow, Lucknow  
Academic Session 2021-24**



**“IMPACT OF ONLINE MARKETING ON  
CUSTOMER’S LOYALTY AT”**

**ATQITS**

**Project Report Submitted  
In Partial Fulfillment of the Requirements**

**for the Degree of**

**Bachelor of Business Administration (BBA)**

**by**

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**(Assistant Professor)**



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**LUCKNOW PUBLIC COLLEGE OF  
PROFESSIONAL STUDIES**

**To the**

**Department of Management**

**Lucknow Public College of Professional Studies**

**University of Lucknow, Lucknow**

**Academic Session- 2021-2024**

*Amita*  
Principal

Lucknow Public College of Professional Studies  
Vinamra Khand, Gomtinagar, Lucknow

**“TO VISIT AMUL PREFERRED OUTLET AND SUGGEST  
WAYS TO INCREASE THE SALE”**



**Project Report Submitted  
In Partial Fulfillment of the Requirements  
for the Degree of  
Bachelor of Business Administration (BBA)**

**Submitted by  
Yukta Shukla  
BBA V<sup>th</sup> Sem**

**Roll No. : 2110820980114  
Batch 2021-2024**

**Under the Supervision of  
Ms. Anchal Nigam Verma  
(Assistant Professor)**



**LPCPS**  
LUCKNOW PUBLIC COLLEGE OF  
PROFESSIONAL STUDIES

**To the  
Department of Management  
Lucknow Public College of Professional Studies  
University of Lucknow, Lucknow  
Academic Session- 2021-2024**

  
Principal  
Lucknow Public College of Professional Studies  
Vinamra Khand, Gomti Nagar, Lucknow

**"HUMAN RESOURCE RECRUITMENT PROCESS  
TAREEQA GLOBAL SOLUTIONS PVT. LTD."**



**Project Report Submitted  
In Partial Fulfillment of the Requirements  
for the Degree of**

**Bachelor of Business Administration (BBA)**

**Submitted by**

**Yashwant Kushwaha**

**BBA V<sup>th</sup> Sem**

**Roll No. : 2110820980114**

**Batch 2021-2024**

**Under the Supervision of**

**Ms. Anchal Nigam Verma**

**(Assistant Professor)**



**LPCPS**  
LUCKNOW PUBLIC COLLEGE OF  
PROFESSIONAL STUDIES

**To the  
Department of Management  
Lucknow Public College of Professional Studies  
University of Lucknow, Lucknow  
Academic Session- 2021-2024**

*Anchal*  
Principal  
Lucknow Public College of Professional Studies  
Vinamra Khand, Gomtinagar, Lucknow

# **MARKETING STRATEGY OF MG MOTORS**

Project Report Submitted

In Partial Fulfillment of the Requirements for the Degree of  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

by

**Yashraj Singh**

**BBA Vth Sem**

**Roll No. : 2110820980112**

**Batch 2021-2024**

**Under the Supervision of**

**Mrs. Anchal Nigam**

**(Assistant Professor)**



**LPCPS**  
LUCKNOW PUBLIC COLLEGE OF  
PROFESSIONAL STUDIES

**TO THE DEPARTMENT OF MANAGEMENT  
LUCKNOW PUBLIC COLLEGE OF  
PROFESSIONAL STUDIES UNIVERSITY OF  
LUCKNOW, LUCKNOW**

**ACADEMIC SESSION- 2021-2024**

*Anchal*  
Principal  
Lucknow Public College of Professional Studies  
Vinamra Khand, Gomtinagar, Lucknow



**SUMMER INTERNSHIP PROJECT REPORT**  
**ON**  
**HUMAN RESOURCES MANAGEMENT**  
**At**  
**SUBHANSH SEWA TRUST COMPANY**  
**Bachelor of Business Administration (BBA)**  
**AFFILIATED TO UNIVERSITY OF LUCKNOW**



  
Principal  
Lucknow Public College of Professional Studies  
Vinamra Khând, Gomtinagar, Lucknow

**LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL**  
**STUDIES**

**Under the Supervision of:** \_\_\_\_\_

*Ms. Anchal Nigam Verma.*

**Submitted By:** \_\_\_\_\_

*Yashika Srivastava*

*Roll no: 2110820980111*

**LUCKNOW PUBLIC COLLEGE OF  
PROFESSIONAL STUDIES, LUCKNOW**



**PROJECT REPORT ON  
“TRAINING AND DEVELOPMENT OF HERO  
MOTOR CORPORATION.”**



*Submitted in partial fulfillment for the award of the degree of*  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**FROM**  
**UNIVERSITY OF LUCKNOW, LUCKNOW**

**Under the Supervision of**

**Mrs. Anchal Nigam**

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**Submitted By:**

**Yashika Bhagat**

**BBA Vth Semester**

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**Academic Session 2021-2024**

  
Principal  
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