

**Framework for BBA (NEP), Institute of Management Sciences- University of Lucknow**

Year	Semester	Course	Credits	Course	Credits	Course	Credits	CC/VC	Credits	Total Credits			
1	Semester-1	P1	Principles of Management	4	P3	Financial Accounting	4	P5	Computer &IT Applications -I	2	CCI	2	20
		P2	Business Statistics	4	P4	Business Communication	4						
	Semester-2	P6	Organizational Behaviour	4	P8	Cost & Management Accounting	4	P10	Indian Constitution	2	VC1	2	20
		P7	Managerial Economics	4	P9	Business Environment	4						
2	Semester-3	P11	Financial Management	4	P13	Marketing Management	4	P15	Computer &IT Applications -II	2	CC2	2	20
		P12	Operations Management	4	P14	Human Resource Management	4						
	Semester-4	P16	E-Commerce	4	P18	Customer Relationship Management	4	P20	Foreign Language (French/German)	2	VC2	2	20
		P17	Logistic & Supply Chain Management	4	P19	Industrial Relations Management	4						
3	Semester-5	P21	Business Policy & Strategic Management - I	4	P23	Business Ethics	4		INTERNSHIP/ MINOR PROJECT	4	20		
		P22	Taxation & Laws	4	P24	Business Laws	4						

Lucknow Public College of Pro  
Vinay Kumar Khanna  
Principles

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 P14 Y: Talent Management & HRIS	4 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									
Semester-8	Major Project								24	24	
Total Credits			76			48	15	52	192		

Victoria Khatri, Secretary  
 Laxmi Prasad College of Professional Studies  
 Panchsahi, Lucknow

# Comprehensive Tax: GST & ITR



## INTERNSHIP REPORT

SUBMITTED FOR THE PARTIAL FULFILLMENT FOR THE  
DEGREE OF (Bachelor of Business Administration)

Under the Supervision of

**Priyanshi Singh**

(Chartered Accountants)

SUBMITTED TO:

Dr. Sameer Srivastava

(Head of Department)

SUBMITTED BY

ABHAY SINGH

BBA 5<sup>TH</sup> Semester

ROLL NO. 2210822040001

(M/A)  
20/11/25




# LPCPS

LUCKNOW PUBLIC COLLEGE  
OF PROFESSIONAL STUDIES

LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

( UNIVERSITY OF LUCKNOW )

SESSION 2024-25

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

**“TRAINING AND DEVELOPMENT OF HERO  
MOTOR CORPORATION.”**



**Hero**

**Internship Report Submitted**

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

**By**

**Abhishek Srivastava**

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

**Roll No. : 2210822040002**

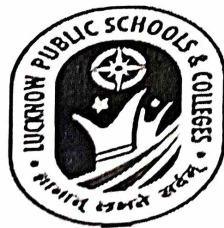
**Batch 2022-25**

**Under the Supervision of  
Mr. Reshabh Dev**

**(Assistant Professor)**

**Mr. Sameer Srivastava  
(Head of Department)**

**Mr. Rahul Singh  
(Area Manager)**



**LPCPS**  
LUCKNOW PUBLIC COLLEGE OF  
PROFESSIONAL STUDIES

**To the  
Department of Management  
Lucknow Public College of Professional Studies  
University of Lucknow, Lucknow  
Academic Session 2022-25**

**Principal**

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

# **“MARKETING STRATEGY AT MARUTI SUZUKI”**



## **INTERNSHIP REPORT**

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

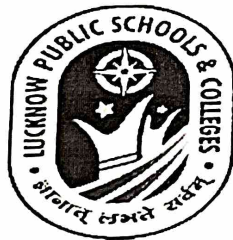
**Batch 2022-25**

**Under the Supervision of  
Mr. Reshabh Dev**

**(Assistant Professor)**

**SUBMITTED TO  
Mr. Sameer Srivastava  
(Head of Department)**

**SUBMITTED BY  
Aditya Raaj Nandi  
BBA Vth Sem  
Roll No. : 2210822040007**



**LPCPS**  
LUCKNOW PUBLIC COLLEGE OF  
PROFESSIONAL STUDIES

**To the  
Department of Management  
Lucknow Public College of Professional Studies  
University of Lucknow, Lucknow  
Academic Session 2022-25**

A handwritten signature in blue ink, appearing to read 'Anish'.

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

**“ STUDY OF TAX & GST COMPLIANCE  
FRAMEWORK ”**



**INTERNSHIP REPORT**

Submitted In Partial Fulfillment Of The Requirements

For The Degree Of

**Bachelor Of Business Administration (BBA)**

**BATCH 2022-25**

Under the Supervision of  
**Mr. Reshabh Dev**  
(Assistant Professor)

**SUBMITTED TO:**  
Mr. Sameer Srivastava  
Head of Department

**SUBMITTED BY:**  
Aditya Pratap Singh  
BBA 5<sup>th</sup> Semester  
Roll No.2210822040006



**LPCPS**  
LUCKNOW PUBLIC COLLEGE  
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**LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES  
(UNIVERSITY OF LUCKNOW)  
ACADEMIC SESSION 2022-25**

*Arugh*

Principal

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

# WORKING CAPITAL MANAGEMENT

ICICI Bank Ltd.



## INTERNSHIP REPORT

SUBMITTED FOR PARTIAL FULFILLMENT FOR THE DEGREE  
OF

BACHELOR OF BUSINESS ADMINISTRATION

Under The Supervision of

Mr. Reshabh Dev

(Assistant Professor)

SUBMITTED TO:

Dr. Sameer Srivastava

(Head of Department)

SUBMITTED BY:

Aditi Srivastava

ROLL NO: 2210822040004

BBA 3rd Year/5th Semester



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OF PROFESSIONAL STUDIES

LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

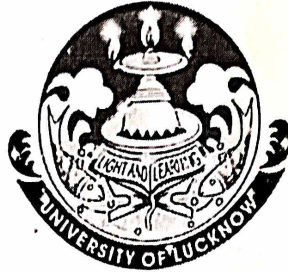
(UNIVERSITY OF LUCKNOW)

Session- 2024-25

Principal

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

# “MARKETING STRATEGY SELLING OF TATA MOTORS”



## INTERNSHIP REPORT

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

Batch 2022-25

Under the Supervision of  
Mr. Reshabh Dev

(Assistant Professor)

SUBMITTED TO

Mr. Sameer Srivastava  
(Head of Department)


SUBMITTED BY

Aman Kumar Singh  
BBA Vth Sem  
Roll No. : 2210822040012



**LPCPS**  
LUCKNOW PUBLIC COLLEGE OF  
PROFESSIONAL STUDIES

To the  
Department of Management  
Lucknow Public College of Professional Studies  
University of Lucknow, Lucknow  
Academic Session 2022-25

  
Principal  
Lucknow Public College of Professional Studies

**“STUDY ON SATISFACTION LEVEL AND  
CUSTOMER ATTRACTION WORKEZY  
PRIVATE LIMITED”**



**INTERNSHIP REPORT**

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

**Batch 2022-25**

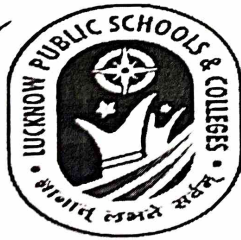
**Under the Supervision of  
Mr. Reshabh Dev**

**(Assistant Professor)**

**SUBMITTED TO  
Mr. Sameer Srivastava  
(Head of Department)**

**SUBMITTED BY  
Akshat Jaiswal  
BBA Vth Sem  
Roll No. : 2210822040009**

(M)  
20/1/25



**LPCPS**  
LUCKNOW PUBLIC COLLEGE OF  
PROFESSIONAL STUDIES

**To the  
Department of Management  
Lucknow Public College of Professional Studies  
University of Lucknow, Lucknow  
Academic Session 2022-25**

*Asma*  
Principal

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

# **“MARKETING STRATEGIES OF AGILE CAPITAL SERVICES”**



## **INTERNSHIP REPORT**

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

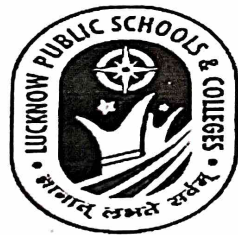
**Batch 2022-25**

**Under the Supervision of  
Mr. Reshabh Dev**

**(Assistant Professor)**

**SUBMITTED TO  
Mr. Sameer Srivastava  
(Head of Department)**

**SUBMITTED BY  
AKASH PANDEY  
BBA Vth Sem  
Roll No. : 2210822040008**



**LPCPS**  
LUCKNOW PUBLIC COLLEGE OF  
PROFESSIONAL STUDIES

**To the  
Department of Management  
Lucknow Public College of Professional Studies  
University of Lucknow, Lucknow  
Academic Session 2022-25**

**Internship Report on**  
**“A STUDY OF SBI MUTUAL FUND”**



**INTERNSHIP REPORT**  
**SUBMITTED FOR PARTIAL FULFILLMENT FOR THE DEGREE OF**  
**BACHELOR OF BUSINESS ADMINISTRATION**

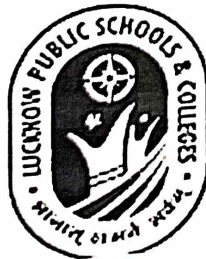
**Under The Supervision of**

**Mr. Reshabh Dev**  
**(Assistant Professor)**

**SUBMITTED TO:**  
**Dr. Sameer Srivastava**  
**(Head of Department)**

**SUBMITTED BY:**  
**Aniket Vimal**  
**ROLL NO: 2210822040015**  
**BBA 3rd Year/5th Semester**


*(M)*  
*20/1/25*



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**PROFESSIONAL STUDIES**

**LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES**  
**(UNIVERSITY OF LUCKNOW)**

**Session- 2024-25**

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

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



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

By

Anikesh Kumar Gupta

BBA V<sup>th</sup> Sem

Roll No. : 2210822040014

Batch 2022-25

Under the Supervision of

Mr. Reshabh Dev

(Assistant Professor)

Mr. Sameer Srivastava

(Head of Department)

Mr. Karan Bhalla

(Area Manager)



## LPCPS

LUCKNOW PUBLIC COLLEGE OF  
PROFESSIONAL STUDIES

To the  
Department of Management  
Lucknow Public College of Professional Studies  
University of Lucknow, Lucknow  
Academic Session 2022-25

A handwritten signature in blue ink, appearing to be 'Azulga', with a long horizontal line extending to the right.

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

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



**INTERNSHIP REPORT**

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

**Batch 2022-25**

**Under the Supervision of  
Mr. Reshabh Dev**

**(Assistant Professor)**

**SUBMITTED TO  
Mr. Sameer Srivastava  
(Head of Department)**

**SUBMITTED BY  
Aman Thakur  
BBA Vth Sem  
Roll No. : 2210822040013**



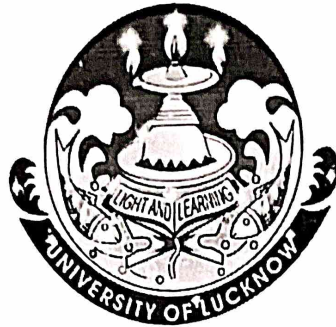
**LPCPS**  
LUCKNOW PUBLIC COLLEGE OF  
PROFESSIONAL STUDIES

**To the  
Department of Management  
Lucknow Public College of Professional Studies  
University of Lucknow, Lucknow  
Academic Session 2022-25**

*Reshabh*

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

# “A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT OF SWIGGY”



## INTERNSHIP REPORT

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

Batch 2022-25

Under the Supervision of  
Mr. Reshabh Dev

(Assistant Professor)

SUBMITTED TO  
Mr. Sameer Srivastava  
(Head of Department)

SUBMITTED BY  
Anjali Awasthi  
BBA Vth Sem  
Roll No. : 2210822040016



**LPCPS**  
LUCKNOW PUBLIC COLLEGE OF  
PROFESSIONAL STUDIES

To the  
Department of Management  
Lucknow Public College of Professional Studies  
University of Lucknow, Lucknow  
Academic Session 2022-25

**“RECRUITMENT AND SELECTION OF  
EMPLOYEES IN IMPRESSO MANAGEMENT  
SERVICES PVT. LTD”**



**INTERNSHIP REPORT**

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

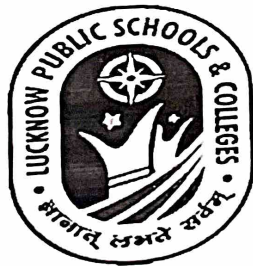
**Batch 2022-25**

**Under the Supervision of  
Mr. Reshabh Dev**

**(Assistant Professor)**

**SUBMITTED TO  
Mr. Sameer Srivastava  
(Head of Department)**

**SUBMITTED BY  
Anjana Ghughthyal  
BBA Vth Sem  
Roll No. : 2210822040017**



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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 2022-25**

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

**“RECRUITMENT AND SELECTION”  
AT  
“ADITYA BIRLA FASHION AND RETAIL LIMITED  
PANTALOONS”**



**INTERNSHIP REPORT**

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

**Batch- 2022-25**

**Under the Supervision of  
Mr. Reshabh Dev  
(Assistant Professor)**

**SUBMITTED TO  
Mr. Sameer Srivastava  
(Head of Department)**

**SUBMITTED BY  
ANMOL SINGH  
BBA Vth Sem  
Roll No. : 2210822040019**



**LPCPS**  
LUCKNOW PUBLIC COLLEGE OF  
PROFESSIONAL STUDIES

**To the  
Department of Management  
Lucknow Public College of Professional Studies  
University of Lucknow, Lucknow  
Academic Session 2022-25**

*Asingh*  
Principal

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

# "DIGITAL MARKETING IN FLIPKART"



## Internship Report

Submitted for the partial fulfillment of the requirement For the  
Degree of (Bachelor of Business Administration)

Batch 2022-2025

**Under the Supervision of**

Mr. Rishabh Dev

(Assistant Professor)

**Submitted To**

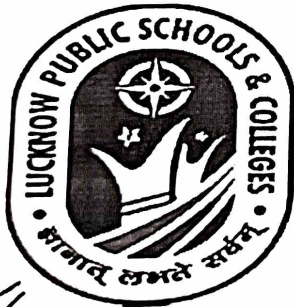
Mr. Sameer Srivastava  
(Head Of Department )

**Submitted By**

Anshuman Mishra

BBA 5th Sem Roll No. :

2210822040021



**LPCPS**  
LUCKNOW PUBLIC COLLEGE OF  
PROFESSIONAL STUDIES

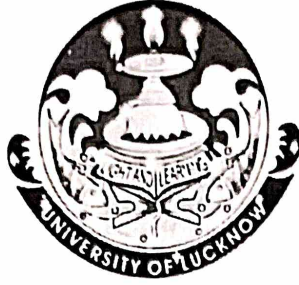
LUCKNOW PUBLIC OF PROFESSIONAL STUDIES

(UNIVERSITY OF LUCKNOW)

SESSION: 2022-2025

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

**Internship Report on**  
**“A STUDY OF SBI MUTUAL FUND”**



**INTERNSHIP REPORT**

**SUBMITTED FOR PARTIAL FULFILLMENT FOR THE DEGREE OF**  
**BACHELOR OF BUSINESS ADMINISTRATION**

**Under The Supervision of**

**Mr. Reshabh Dev**  
**(Assistant Professor)**

**SUBMITTED TO:**

**Dr. Sameer Srivastava**  
**(Head of Department)**

**SUBMITTED BY:**

**Ansh Naagar**

**ROLL NO: 2210822040020**

**BBA 3rd Year/5th Semester**



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

**LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES**  
**(UNIVERSITY OF LUCKNOW)**

**Session- 2024-25**

# “STUDY OF MARKETING RESEARCH STRATEGIES OF PEPSICO INDIA”



## INTERNSHIP REPORT

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

Batch 2022-25

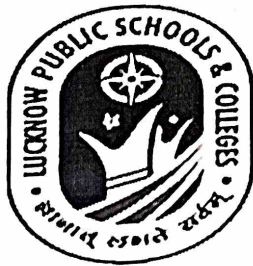
Under the Supervision of  
Mr. Reshabh Dev  
(Assistant Professor)

SUBMITTED TO

Mr. Sameer Srivastava  
(Head of Department)

SUBMITTED BY

Ankit Yadav  
BBA Vth Sem  
Roll No. : 2210822040018



**LPCPS**  
LUCKNOW PUBLIC COLLEGE OF  
PROFESSIONAL STUDIES

To the  
Department of Management  
Lucknow Public College of Professional Studies  
University of Lucknow, Lucknow  
Academic Session 2022-25

  
Principal

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

# “RECRUITMENT AND SELECTION OF EMPLOYEES IN STARTEK”



## INTERNSHIP REPORT

Submitted In Partial Fulfillment of the Requirements for the  
Degree of Bachelor of Business Administration (BBA)  
Batch 2022-25

Under the Supervision of  
Mr. Rishab Dev  
(Assistant Professor)

SUBMITTED TO  
Mr. Sameer Srivastava  
(Head of Department)

SUBMITTED BY  
Anuj Srivastava  
BBA Vth Sem  
Roll No. : 2210822040022



# LPCPS

LUCKNOW PUBLIC COLLEGE OF  
PROFESSIONAL STUDIES

To the  
Department of Management  
Lucknow Public College of Professional Studies  
University of Lucknow, Lucknow  
Academic Session 2022-25

*Asing*

Principal

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

## Internship Report

“Customer Satisfaction on Mahindra Automobiles Pvt. Ltd.”



### INTERNSHIP REPORT

SUBMITTED FOR PARTIAL FULFILLMENT FOR THE DEGREE OF  
BACHELOR OF BUSINESS ADMINISTRATION

Under The Supervision of

Mr. Reshabh Dev  
(Assistant Professor)

SUBMITTED TO:

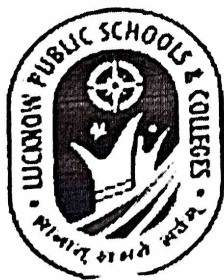
Dr. Sameer Srivastava  
(Head of Department)

SUBMITTED BY:

Anushika Rathour

ROLL NO: 2210822040023

BBA 3rd Year/5th Semester




**LPCPS**  
LUCKNOW PUBLIC COLLEGE OF  
PROFESSIONAL STUDIES

LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES  
(UNIVERSITY OF LUCKNOW)

Session- 2024-25

1

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