

**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	CC1	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	
		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	
		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						

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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								
Semester-8	Major Project							24	24	
Total Credits			76			48	16	52	192	

Laxman Public College of Professional Studies  
 Vinayaka Nagar, Gundlupet, Lepakshi

# “IMPACT OF CASHLESS ECONOMY ON BANKING AND FINANCE”



## MINOR PROJECT

Submitted for the 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:**

**Abhay Singh**  
**BBA VI<sup>th</sup> Semester**  
**ROLL NO.: 2210822040001**



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LUCKNOW PUBLIC COLLEGE  
OF PROFESSIONAL STUDIES

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

**SESSION-2024-25**

*Abhay Singh*

Principal

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

**"A STUDY ON JOB SATISFACTION OF EMPLOYEES IN  
CONSULTING COMPANY (Tata Consultancy Services)"**



**MINOR PROJECT**

Submitted for the 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:**  
Abhishek Srivastava  
BBA VI<sup>th</sup> Semester  
ROLL NO.: 2210822040002



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SESSION-2024-25**

*Asingh*  
Principal

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

**MINOR PROJECT REPORT**  
**ON**  
**“INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY (CSR) ON**  
**EMPLOYEE MORAL: A STUDY ON WORKPLACE ENGAGEMENT**  
**AND ORGANISATIONAL COMMITMENT”**



**MINOR PROJECT**  
**SUBMITTED FOR THE 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**  
**BBA 6<sup>th</sup> Semester**  
**ROLL NO.: 2210822040004**



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**(UNIVERSITY OF LUCKNOW)**

**SESSION-2024-25**

A handwritten signature in black ink, appearing to read "A Singh".

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

**“TO ANALYZE THE EMPLOYEE SATISFACTION IN THE  
WORKPLACE WITH REFERENCE TO TCS”**



**MINOR PROJECT**

Submitted for the 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:**  
**Akshat Jaiswal**  
BBA VI<sup>th</sup> Semester  
ROLL NO.: 2210822040009



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**SESSION-2024-25**

*Akshat*

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

# **“THE IMPACT OF SOCIAL MEDIA ON BRAND AWARENESS”**



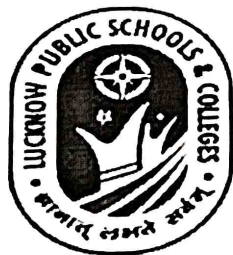
## **MINOR PROJECT**

Submitted for the 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:**  
**Aditya Raaj Nandi**  
BBA VI<sup>th</sup> Semester  
ROLL NO.: 2210822040007



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**SESSION-2024-25**

*Asingh*  
Principal

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

# "SOCIAL MEDIA MARKETING IN INDIA"



## MINOR PROJECT

Submitted for the 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:  
Aditya Pratap Singh  
BBA VI<sup>th</sup> Semester  
ROLL NO.: 2210822040006

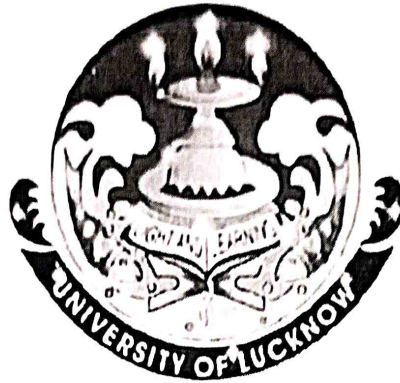


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**(UNIVERSITY OF LUCKNOW)**  
**SESSION-2024-25**

*Aditya*

**“A STUDY ON CUSTOMER SATISFACTION  
TOWARDS HERO BIKES”**



**MINOR PROJECT**

Submitted for the partial fulfillment for  
the degree of  
**(Bachelor of Business Administration)**

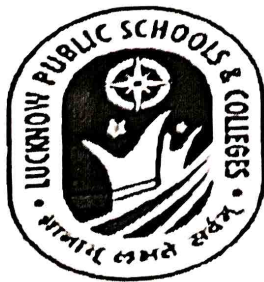
Under the Supervision of  
**Mr. Reshabh Dev**  
(Assistant Professor)

**SUBMITTED TO:**

**Dr. Sameer Srivastava**  
Head of Department

**SUBMITTED BY:**

**Anikesh Kumar Gupta**  
BBA VI<sup>th</sup> Semester  
ROLL NO.: 2210822040014



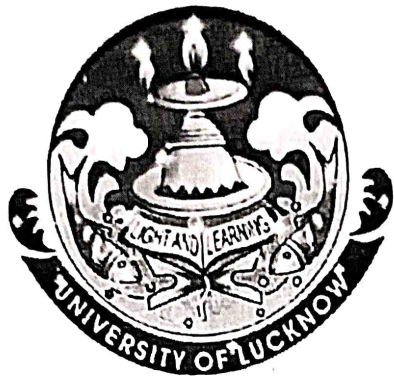
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**(UNIVERSITY OF LUCKNOW)**  
**SESSION-2024-25**

*Anikesh*  
Principal

Lucknow Public College of Professional Studies  
Vinayra Khanna, Lucknow

**“CUSTOMER PERCEPTION AND SATISFACTION  
TOWARDS ONLINE FOOD ORDERING”**



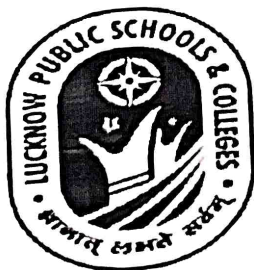
**MINOR PROJECT**

Submitted for the 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:**  
**Aman Thakur**  
BBA VI<sup>th</sup> Semester  
ROLL NO.: 2210822040013



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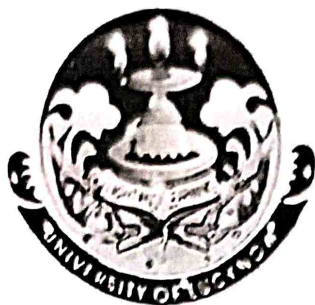
**LUCKNOW PUBLIC OF PROFESSIONAL STUDIES**  
**(UNIVERSITY OF LUCKNOW)**  
**SESSION-2024-25**

*Aman Thakur*

Principal

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

# “SOCIAL MEDIA MARKETING IN INDIA”



## MINOR PROJECT

Submitted for the partial fulfillment for  
the degree of  
**(Bachelor of Business Administration (BBA))**

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

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

**SUBMITTED BY:**  
**AKSHAT SRIVASTAVA**  
BBA VI<sup>th</sup> Semester  
ROLL NO.: 2210822040010



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**(UNIVERSITY OF LUCKNOW)**

**SESSION-2024-25**

A handwritten signature in blue ink, appearing to read "A Singh".

Principal

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Vinamra Khand, Gomtinagar, Lucknow

**“A STUDY ON CUSTOMER SATISFACTION TOWARDS  
ONLINE SHOPPING IN AMAZON”**



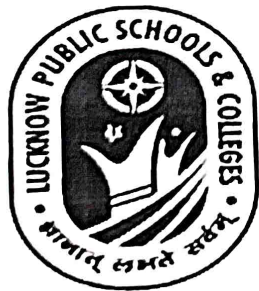
**MINOR PROJECT**

Submitted for the 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:**  
**Anjana Ghughthyal**  
BBA VI<sup>th</sup> Semester  
ROLL NO.: 2210832040017



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**SESSION-2024-25**

*Asingh*  
Principal

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

# “IMPACT OF SOCIAL MEDIA ON CONSUMER PREFERENCE”



## MINOR PROJECT

Submitted for the 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:**  
**Anjali Awasthi**  
BBA VI<sup>th</sup> Semester  
ROLL NO.: 2210822040016



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**(UNIVERSITY OF LUCKNOW)**  
**SESSION-2024-25**

*Anjali*

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

# "SOCIAL MEDIA MARKETING IN INDIA"



## MINOR PROJECT

Submitted for the 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  
BBA VI<sup>th</sup> Semester  
ROLL NO.: 2210822040015



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SESSION-2024-25

*Asitgh*

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

# "ANALYSIS OF THE SATISFACTION LEVEL OF CUSTOMERS IN MCDONALD'S"



## MINOR PROJECT

Submitted for the 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:**  
**Ankit Yadav**  
BBA VI<sup>th</sup> Semester  
ROLL NO.: 2210822040018

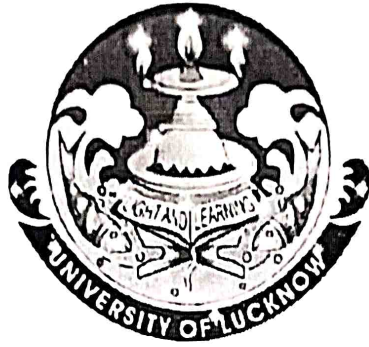


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**LUCKNOW PUBLIC OF PROFESSIONAL STUDIES**  
**(UNIVERSITY OF LUCKNOW)**  
**SESSION-2024-25**

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

# “BRAND LOYALTY AND CUSTOMER SATISFACTION IN ONLINE WITH REFERENCE TO AMAZON. IN”



## MINOR PROJECT

Submitted for the partial fulfillment for  
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**(Bachelor of Business Administration)**  
Under the Supervision of  
**Mr. Reshabh Dev**  
(Assistant Professor)


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

**SUBMITTED BY:**  
**Anmol Singh**  
BBA VI<sup>th</sup> Semester  
ROLL NO.: 2210822040019



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**(UNIVERSITY OF LUCKNOW)**  
**SESSION-2024-25**

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

**“A STUDY OF FINANCIAL FRAUD IN THE  
CYBER SPACE IN INDIA”**



**MINOR PROJECT**

Submitted for the 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  
BBA VI<sup>th</sup> Semester  
ROLL NO.: 2210822040020



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(UNIVERSITY OF LUCKNOW)  
SESSION-2024-25**

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