

## Proposed Structure BBA

Year	Semester		Major 1	Credits	Major 2	Credits	Minor 1	Credits	CC/VC	Credits	Total Credits	Award	
	1	Semester-1	P1	Principles of Management	4	P1'	Financial & Management Accounting - I	4	P1"	Computer & IT Applications - I	CC1	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	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	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	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													
	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																
	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																		
Total Credits			76				48				16				52		192		

Lucknow Public College of Professional Studies  
 Varanasi, Kashi, Goranhatta, 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. Akhileshwar Nath Singh  
(Assistant Professor)**

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

**SUBMITTED BY:  
Brishti Singh  
BBA 6th Semester  
ROLL NO.: 2110820980034**



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**SESSION-2023-24**

*Ashutosh*  
Principal

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



**“SATISFACTION LEVEL OF EMPLOYEES IN THE  
TELECOM SECTOR”**



**MINOR PROJECT**

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

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

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

**SUBMITTED BY:  
Chanchal Jaiswal  
BBA 6th Semester  
ROLL NO.: 2110820980035**



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

# "SOLAR POWER PRODUCTS IN LUCKNOW"



## MINOR PROJECT

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

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


SUBMITTED TO:  
Dr. Sameer Srivastava  
Head of Department

SUBMITTED BY:  
Chinmay Bansal  
BBA 6th Semester  
ROLL NO.: 2110820980036



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LUCKNOW PUBLIC OF PROFESSIONAL STUDIES  
(UNIVERSITY OF LUCKNOW)

SESSION-2023-24

# **“Business Policy and Strategy Management at TATA Motors”**



## **MINOR PROJECT**

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

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

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

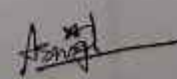
**SUBMITTED BY:  
Devansh Srivastava  
BBA 6th Semester  
ROLL NO.: 2110820980037**



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**“CUSTOMER SATISFACTION, STORE OPERATIONS  
AND STUDY OF PROMOTIONAL ACTIVITIES OF  
RELIANCE TRENDS IN LUCKNOW CITY”**



**MINOR PROJECT**

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

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

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

**SUBMITTED BY:  
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ROLL NO.: 2110820980038**



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(UNIVERSITY OF LUCKNOW)**

**SESSION-2023-24**

**“RECRUITMENT & SELECTION PROCESS IN  
HYUNDAI AT PR HYUNDAI”**



**MINOR PROJECT**

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


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

**SUBMITTED TO:  
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**SUBMITTED BY:  
Divyansh Singh  
BBA 6th Semester  
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**SESSION-2023-24**



**“STUDY ON CONSUMER SATISFACTION ABOUT VARIOUS  
SERVICE PROVIDER IN TELECOM INDUSTRY”**



**MINOR PROJECT**

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

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

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

**SUBMITTED BY:  
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BBA 6th Semester  
ROLL NO.: 2110820980040**



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

**SESSION-2023-24**

**“STUDY ON CUSTOMER PREFERENCE AND  
ATTITUDE TOWARDS RETAIL COFFEE  
CHAINS- BARISTA AND CAFE COFFEE DAY IN LUCKNOW”**



**MINOR PROJECT**

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

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

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

**SUBMITTED BY:  
Divyanshu Tripathi  
BBA 6th Semester  
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**SESSION-2023-24**

# "A STUDY ON MARKETING MIX OF NESTLE"



## MINOR PROJECT

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

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

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

**SUBMITTED BY:**  
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**LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES  
(UNIVERSITY OF LUCKNOW)**

**SESSION-2023-24**



**Minor Project Report on**  
**SELLING AND MARKETING STRATEGY OF**  
**MARUTI SUZUKI COMPANY**

**SUBMITTED TO**



**FOR THE DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION**

**Under Supervision by**

**Akhileshwar Nath Singh**

**(Assistant Professor)**

**Submitted by**

**Harshita Srivastava**

**BBA 6<sup>th</sup> Semester**

**Roll NO. 2110820980044**



**LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES**

**DEPARTMENT OF MANAGEMENT**

**SESSION (2023-2024)**

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

# "SOLAR POWER PRODUCTS IN LUCKNOW"



## MINOR PROJECT

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

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

SUBMITTED TO:  
Dr. Sameer Srivastava  
Head of Department

SUBMITTED BY:  
Ishita Sharma  
BBA 6th Semester  
ROLL NO.: 2110820980045



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

**SESSION-2023-24**

**“A STUDY TO ANALYSE SALES PROMOTION AND  
ADVERTISING STRATEGY OF SWIGGY”**



**MINOR PROJECT**

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

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

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

**SUBMITTED BY:  
Kashish Tiwari  
BBA 6th Semester  
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**SESSION-2023-24**

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



**“HOW SOCIAL MEDIA INFLUENCE IN PURCHASING  
DECISION OF BUYER”**



**MINOR PROJECT**

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

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

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

**SUBMITTED BY:  
Kumari Sanjana  
BBA 6th Semester  
ROLL NO.: 2110820980050**



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**“A STUDY TO ANALYSE SALES PROMOTION AND  
ADVERTISING STRATEGY OF SWIGGY”**



**MINOR PROJECT**

**SUBMITTED FOR THE PARTIAL FULFILLMENT FOR  
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**Under the Supervision of  
Mr. Akhilesheshwar Nath Singh  
(Assistant Professor)**

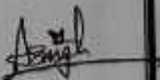
**SUBMITTED TO:  
Dr. Sameer Srivastava  
Head of Department**

**SUBMITTED BY:  
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BBA 6th Semester  
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Principal

Lucknow Public College of Professional Studies  
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**“ANALYSIS OF RISK & RETURN IN  
MUTUAL FUND INDUSTRY”**



**MINOR PROJECT**

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

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

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

**SUBMITTED BY:  
Aryan Banswar  
BBA 6th Semester  
ROLL NO.: 2110820980029**



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

**SESSION-2023-24**



# “A STUDY ON SOCIAL MEDIA FOR INNOVATIVE MARKETING STRATEGIES”



## MINOR PROJECT

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

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

SUBMITTED TO:  
Dr. Sameer Srivastava  
Head of Department

SUBMITTED BY:  
Aryan Singh Yadav  
BBA 6th Semester  
ROLL NO.: 2110820980030



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LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES  
(UNIVERSITY OF LUCKNOW)

SESSION-2023-24

**“ANALYZING THE IMPACT OF GLOBALISATION ON  
INTERNATIONAL BUSINESS STRATEGIES”**



**MINOR PROJECT**

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

**Under the Supervision of**

**Mr. Akhileshwar Nath Singh**

**(Assistant Professor)**

**SUBMITTED TO:**

**Dr. Sameer Srivastava**

**Head of Department**

**SUBMITTED BY:**

**Ashlesha Singh**

**BBA 6<sup>th</sup> Sem.**

**Roll No. 2110820980031**



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Vinamra Khand, Gomtinagar, Lucknow**

**“A COMPARATIVE STUDY ON MARKETING  
STRATEGY OF MARUTI SUZUKI AND HYUNDAI”**



**MINOR PROJECT**

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

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

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

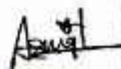
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**“A STUDY ON SOCIAL MEDIA FOR INNOVATIVE  
MARKETING STRATEGIES”**



**MINOR PROJECT**

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

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

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

**SUBMITTED BY:  
Ayushi Saxena  
BBA 6th Semester  
ROLL NO.: 2110820980033**



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Vidya Vihar, Gomti Nagar, Lucknow

**“A STUDY ON STRATEGIC MANAGEMENT IN  
AMAZON”**



**MINOR PROJECT**

SUBMITTED FOR THE PARTIAL FULFILLMENT FOR  
THE DEGREE OF

(Bachelor of Business Administration)

Under the Supervision of

**Mr. Akhileshwar Nath Singh**

(Assistant Professor)

**SUBMITTED TO:**

**Dr. Sameer Srivastava**

**Head of Department**

**SUBMITTED BY:**

**Khushi Singh**

**BBA 6th Semester**

**ROLL NO.: 2110820980049**



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