

**Batch 2023-27 Sem-6**

**BBA**

**Project**

**Sub-Code MGT314**

**Choose any one of the following 30 Project Topic**

**A. Marketing Projects**

1. Consumer Buying Behaviour towards Online Shopping
2. Brand Awareness Study of Selected Product
3. Customer Satisfaction towards Retail Stores
4. Digital Marketing Strategies of Small Businesses
5. Market Potential Study of New Product
6. Social Media Marketing Impact on Consumers

**B. Human Resource Projects**

7. Employee Job Satisfaction Study
8. Recruitment and Selection Process in Organizations
9. Employee Motivation and Performance
10. Training and Development in Organizations
11. Work-Life Balance among Employees
12. Employee Retention Strategies

**C. Finance Projects**

13. Financial Performance Analysis of Small Business
14. Working Capital Management Study
15. Budgeting Practices in Small Businesses
16. Investment Behaviour of Individuals
17. Cost Control Techniques in Organizations
18. Financial Planning and Budget Analysis

**D. Entrepreneurship & Small Business Projects**

19. Small Business Management Study
20. Entrepreneurship Development Study
21. Startup Business Opportunities Analysis
22. Challenges Faced by Small Entrepreneurs
23. Business Plan for Small Enterprise
24. Growth of Small and Medium Enterprises

**E. General Management Projects**

25. Customer Relationship Management Study
26. Business Ethics in Organizations
27. Organizational Culture and Employee Performance
28. Leadership Style and Employee Motivation
29. Supply Chain Management Study
30. Business Environment Analysis of Company