

NMBAC-16/197

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GURU NANAK DEV ENGINEERING COLLEGE, LUDHIANA

(An Autonomous College under UGC Act 1956)

DEPARTMENT OF BUSINESS ADMINISTRATION

Study Scheme 2024- B.com (Entrepreneurship)

FIRST SEMESTER

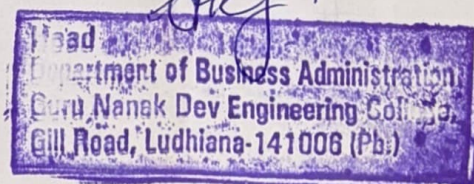
Course Category	Module Name	Course Code	Course Title	Theory/ Practical	Contact hours per week			Credits	Marks Distribution		Total Marks
					L	T	P		CA Marks	ESE Marks	
Core Course	General Management	BCE101	Entrepreneurial Business Management	Theory	3	1	0	4	40	60	100
Core Course	Financial Management	BCE102	Financial Accounting	Theory	3	1	0	4	40	60	100
Core Course	General Management	BCE103	Business Economics	Theory	3	1	0	4	40	60	100
Value added course	Life Skills	BCE104	Environmental Sciences	Theory	2	0	0	0	50	0	50
Skill Enhancement course	Computing	BCE105	Introductory Computing	Theory	2	0	2	3	90	60	150
Core Course	Marketing Management	BCE106	Introduction to Marketing Management	Theory	3	0	0	3	40	60	100
Ability Enhancement course	Communication Skills	BCE107	Effective Communication for Entrepreneurs-I	Theory	1	1	0	2	40	60	100
Mentoring and Professional Development	Life Skills	NEMPD 101	Mentoring and Professional Development	Practical	0	0	1	0	-	-	-
Total					17	4	3	20	340	360	700

Final evaluation of NEMPD101 will be done based on the combined assessment of odd and even semester of respective year of study.

For BCE104 (Non credit Course), the minimum criteria for passing is to secure 40% of maximum marks assigned to Continuous Assessment (CA).

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Study Scheme 2024- B.com (Entrepreneurship)

SECOND SEMESTER

Course Category	Module Name	Course Code	Course Title	Theory/ Practical	Contact hours per week			Credits	Marks Distribution		Total Marks
					L	T	P		CA Marks	ESE Marks	
Core Courses	Computing	BCE108	Fundamentals of E-commerce	Theory	3	1	0	4	40	60	100
Core Courses	Financial Management	BCE109	Cost Accounting	Theory	3	1	0	4	40	60	100
Core Courses	General Management	BCE110	Statistical Tools for Entrepreneurship	Theory	3	1	0	4	40	60	100
Core Courses	Human Resource Management	BCE111	Human Resource Management	Theory	3	0	0	3	40	60	100
Core Courses	Entrepreneurship	BCE112	Innovation and Creativity for Entrepreneurship	Theory	3	0	0	3	40	60	100
Value Added courses	Life Skills	UGNE101	Indian Constitution	Theory	2	0	0	2	40	60	100
Mentoring and Professional Development	Life Skills	NEMPD101	Mentoring and Professional Development	Practical	0	0	1	1	100	0	100
Total					17	3	1	21	340	360	700

Final evaluation of NEMPD101 will be done based on the combined assessment of odd and even semester of respective year of study.

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Department of Business Administration
Guru Nanak Dev Engineering College
Gill Road, Ludhiana-141006 (Pb.)

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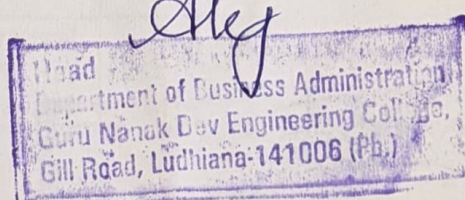
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Study Scheme 2024- B.com (Entrepreneurship)

THIRD SEMESTER

Course Category	Module Name	Course Code	Course Title	Theory/ Practical	Contact hours per week			Credits	Marks Distribution		Total Marks
					L	T	P		CA Marks	ESE Marks	
Core Course	Entrepreneurship	BCE113	Entrepreneurship Development-I	Theory	3	1	0	4	40	60	100
Core Course	Taxation & Laws	BCE114	Commercial Law	Theory	3	1	0	4	40	60	100
Core Course	Entrepreneurship	BCE115	Entrepreneurial Ecosystem	Theory	3	1	0	4	40	60	100
Core Course	Taxation & Laws	BCE116	Auditing and Corporate Governance	Theory	3	1	0	4	40	60	100
Value added Course	Entrepreneurship	BCE117	Entrepreneurial Social Responsibility	Theory	2	1	0	3	40	60	100
Skill Enhancement Course	Human Resource Management	BCE118	Effective Communication for Entrepreneurs-II	Theory	1	1	0	2	40	60	100
Mentoring and Professional Development	Life Skills	NEMP D102	Mentoring and Professional Development	Practical	0	0	1	0	-	-	-
Total					15	6	1	21	240	360	600

Final evaluation of NEMP D102 will be done based on the combined assessment of odd and even semester of respective year of study.



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Study Scheme 2024- B.com (Entrepreneurship)

FOURTH SEMESTER

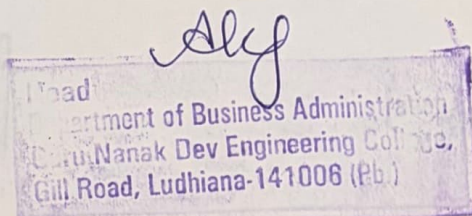
Course Category	Module Name	Course Code	Course Title	Theory/ Practical	Contact hours per week			Credits	Marks Distribution		Total Marks
					L	T	P		CA Marks	ESE Marks	
Core Course	Entrepreneurship	BCE119	Entrepreneurship Development-II	Theory	3	1	0	4	40	60	100
Core Course	Financial Management	BCE120	Management Accounting	Theory	3	1	0	4	40	60	100
Core Course	Business Management	BCE121	Production and Operations Management	Theory	3	1	0	4	40	60	100
Open Elective	Computing	OBCA101	Management Information System	Theory	3	0	0	3	40	60	100
Core Course	Taxation and Laws	BCE122	Company Law	Theory	3	1	0	4	40	60	100
Value Added Course	Indian Knowledge	BCE123	Indian Knowledge System	Theory	2	0	0	0	50	0	50
Mentoring and Professional Development	Life Skills	NEMPD102	Mentoring and Professional Development	Practical	0	0	1	1	100	0	100
Total					17	4	1	20	350	300	650

Open Elective will be taken by the student offered by other department and not by the parent department.

Final evaluation of NEMPD102 will be done based on the combined assessment of odd and even semester of respective year of study.

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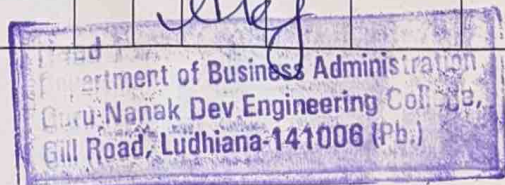
Study Scheme 2024- B.com (Entrepreneurship)

FIFTH SEMESTER

Course Category	Module Name	Course Code	Course Title	Theory/ Practical	Contact hours per week			Credits	Marks Distribution		Total Marks
					L	T	P		CA Marks	ESE Marks	
Core Course	Business Management	BCE124	Operations Research	Theory	3	1	0	4	40	60	100
Core Course	Foundations of Research	BCE125	Research Methodology	Theory	3	1	0	4	40	60	100
Professional Elective Course	Finance/Marketing/Human Resource Management	Professional Elective Course	Elective -I	Theory	3	1	0	4	40	60	100
Professional Elective Course	Finance/Marketing/Human Resource Management	Professional Elective Course	Elective -II	Theory	3	1	0	4	40	60	100
Ability Enhancement Course	Ideation and creativity	BCE126	Design Thinking for Entrepreneurship	Theory	0	0	2	1	50	0	50
Mentoring and Professional Development	Life Skills	NEMPD103	Mentoring and Professional Development	Practical	0	0	1	0	-	-	
Total					12	4	3	18			

FIFTH SEMESTER

Course Category	Module Name	Course Code	Course Title	Theory/ Practical	Contact hours per week			Credits	Marks Distribution		Total Marks
					L	T	P		CA Marks	ESE Marks	
Skill Enhancement Course	Experiential Learning	TRBCE101	Training	Practical	-	-	120	1	60	40	100



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Industrial Training (TRBCE101) of 120 hours minimum will be undertaken by the students at of the fourth semester and Evaluation of Industrial Training (TRBCE101) will be done in the fifth semester.

Final evaluation of NEMPD103 will be done based on the combined assessment of odd and even semester of the respective year of study.

Electives to be offered in the Fifth semester

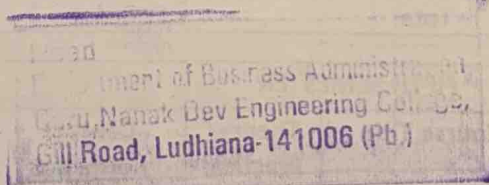
Students are required to choose one subject in Semester V from Elective-I and one from Elective-II from their respective Tracks.

Elective-I

Track 1 Finance		Track 2 HRM		Track 3 Marketing	
Course Code	Course Title	Course Code	Course Title	Course Code	Course Title
EBCE101	Strategic Corporate Finance	EBCE103	Manpower Planning	EBCE 105	Consumer Behaviour
EBCE102	Financial Markets and Services	EBCE104	Team Dynamics at work place	EBCE 106	Sales Management

Elective-II

Track 1 Finance		Track 2 HRM		Track 3 Marketing	
Course Code	Course Title	Course Code	Course Title	Course Code	Course Title
EBCE107	Financial Derivatives	EBCE109	Employee Relations	EBCE111	Brand Management
EBCE108	Investment Analysis	EBCE110	Industrial Relations and Labour Law	EBCE112	Social Media Marketing



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DEPARTMENT OF BUSINESS ADMINISTRATION

Study Scheme 2024- B.com (Entrepreneurship)

SIXTH SEMESTER

Course Category	Module Name	Course Code	Course Title	Theory/ Practical	Contact hours per week			Credits	Marks Distribution		Total Marks
					L	T	P		CA Marks	ESE Marks	
Core Course	Human Resource Management	BCE127	Strategic Management	Theory	3	1	0	4	40	60	100
Core Course	Taxation and Laws	BCE128	Income tax Laws	Theory	3	1	0	4	40	60	100
Core Course	Entrepreneurship	BCE129	Cross Cultural Management	Theory	3	1	0	4	40	60	100
Value Added Course	Emergency Preparedness Essentials	BCE130	Disaster Management and Preparedness	Theory	2	0	0	0	50	0	50
Professional Elective Course	Finance/ Marketing/ Human Resource Management	Professional Elective Course	Elective -III	Theory	3	1	0	4	40	60	100
Professional Elective Course	Finance/ Marketing/ Human Resource Management	Professional Elective Course	Elective -IV	Theory	3	1	0	4	40	60	100
Skill Enhancement Course	Experiential Learning	PRBCE101	Project	Practical	0	0	4	2	120	80	200
Mentoring and Professional Development	Life Skills	NEMPD103	Mentoring and Professional Development	Practical	0	0	1	1	100	0	100
Total					17	5	5	23	470	380	850

For BCE130 the minimum criteria for passing is to secure at least 40% of maximum marks assigned to Continuous Assessment (CA) and attain satisfactory level (S). Final evaluation of NEMPD103 will be done based on the combined assessment of odd and even semester of respective year of study.

Electives to be offered in the sixth semester

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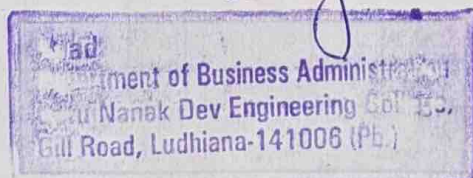
Students are required to choose one subject in Semester VI from Elective-III and one from Elective-IV from their respective Tracks.

Elective-III

Track 1 Finance		Track 2 HRM		Track 3 Marketing	
Course Code	Course Title	Course Code	Course Title	Course Code	Course Title
EBCE 113	Mergers and Acquisitions	EBCE 115	Training and Development	EBCE 117	Marketing of Services
EBCE 114	Goods and Services Tax	EBCE 116	Personnel Management	EBCE 118	Retail Marketing

Elective-IV

Track 1 Finance		Track 2 HRM		Track 3 Marketing	
Course Code	Course Title	Course Code	Course Title	Course Code	Course Title
EBCE 119	Entrepreneurial Finance	EBCE 121	Organization change and development	EBCE 123	Integrated Marketing Communication
EBCE 120	Portfolio Management	EBCE 122	Conflict Management and Negotiation Skills	EBCE 124	Rural Marketing



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