

**Study Scheme of  
B.Com. (Entrepreneurship)  
Batch 2024 onwards**

**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	0	2	40	60	100
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	BCMPD101	Mentoring and Professional Development	Practical	0	0	1	0	-	-	-
Skill Enhancement course	Computing	LBCE105	Introductory Computing Laboratory	Practical	0	0	2	1	30	20	50
Total					17	4	3	20	320	380	700

Final evaluation of BCMPD101 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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<b>SECOND SEMESTER</b>											
<b>Course Category</b>	<b>Module Name</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Theory/ Practical</b>	<b>Contact hours per week</b>			<b>Credits</b>	<b>Marks Distribution</b>		<b>Total Marks</b>
					<b>L</b>	<b>T</b>	<b>P</b>		<b>CA Marks</b>	<b>ESE Marks</b>	
Core Course	Computing	BCE108	Fundamentals of E-commerce	Theory	3	1	0	4	40	60	100
Core Course	Financial Management	BCE109	Cost Accounting	Theory	3	1	0	4	40	60	100
Core Course	General Management	BCE110	Statistical Tools for Entrepreneurs	Theory	3	1	0	4	40	60	100
Core Course	Human Resource Management	BCE111	Human Resource Management	Theory	3	0	0	3	40	60	100
Core Course	Entrepreneurs hip	BCE112	Innovation and Creativity for Entrepreneurs	Theory	3	0	0	3	40	60	100
Ability Enhancement course	Life Skills	BCE113	Indian Constitution	Theory	2	0	0	2	40	60	100
Mentoring and Professional Development	Life Skills	BCMPD101	Mentoring and Professional Development	Practical	0	0	1	1	100	0	100
<b>Total</b>					<b>17</b>	<b>3</b>	<b>1</b>	<b>21</b>	<b>340</b>	<b>360</b>	<b>700</b>

Final evaluation of BCMPD101 will be done based on the combined assessment of odd and even semester of respective year of study.

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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	BCE201	Entrepreneurship Development-I	Theory	3	1	0	4	40	60	100
Core Course	Taxation & Laws	BCE202	Commercial Law	Theory	3	1	0	4	40	60	100
Core Course	Entrepreneurship	BCE203	Entrepreneurial Ecosystem	Theory	3	1	0	4	40	60	100
Core Course	Taxation & Laws	BCE204	Auditing and Corporate Governance	Theory	3	1	0	4	40	60	100
Value added Course	Entrepreneurship	BCE205	Entrepreneurial Social Responsibility	Theory	2	1	0	3	40	60	100
Skill Enhancement Course	Human Resource Management	BCE206	Effective Communication For Entrepreneurs-II	Theory	1	1	0	2	40	60	100
Mentoring and Professional Development	Life Skills	NEMPD201	Mentoring and Professional Development	Practical	0	0	1	0	-	-	-
Total					15	6	1	21	240	360	600

Final evaluation of NEMPD201 will be done based on the combined assessment of odd and even semester of respective year of study.

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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	Entrepreneurs hip	BCE207	Entrepreneurship Development-II	Theory	3	1	0	4	40	60	100
Core Course	Financial Management	BCE208	Management Accounting	Theory	3	1	0	4	40	60	100
Core Course	Business Management	BCE209	Production and Operations Management	Theory	3	1	0	4	40	60	100
Open Elective		OXXX	Open Elective	Theory	3	0	0	3	40	60	100
Core Course	Taxation and Laws	BCE210	Company Law	Theory	3	1	0	4	40	60	100
Value Added Course	Business Management	BCE211	Indian Knowledge System	Theory	2	0	0	0	50	0	50
Mentoring and Professional Development	Life Skills	NEMPD 201	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.

At the end of the fourth semester every student shall undergo training for 120 hours in the industry. This component will be evaluated during the fifth semester.

Final evaluation of NEMPD201 will be done based on the combined assessment of odd and even semester of respective year of study.

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FIFTH SEMESTER											
Course Category	Module Name	Course Code	Course Title	Theory / Practica l	Contact hours per week			Credits	Marks Distribution		Total Marks
					L	T	P		CA Marks	ESE Marks	
Core Course	Business Management	BCE301	Operations Research	Theory	3	1	0	4	40	60	100
Core Course	Project and Report Writing	BCE302	Research Methodology	Theory	3	1	0	4	40	60	100
Core Course	Financial/Marketing/Human Resource Management	Discipline specific Elective-I	Elective –I	Theory	3	1	0	4	40	60	100
Core Course	Financial/Marketing/Human Resource Management	Discipline specific Elective-II	Elective –II	Theory	3	1	0	4	40	60	100
Ability Enhancement Course	Entrepreneurship	BCE303	Design Thinking for Entrepreneurship	Theory	0	0	2	1	50	0	50
Skill Enhancement Course	Project and Report Writing	TRBCE301	Training	Practical	-	-	-	2	60	40	100
Mentoring and Professional Development	Life Skills	NEMPD301	Mentoring and Professional Development	Practical	0	0	1	0	-	-	
Total					12	4	1	19	270	280	550

Final evaluation of NEMPD301 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**

<b>Track 1</b>		<b>Track 2</b>		<b>Track 3</b>	
<b>Finance</b>		<b>HRM</b>		<b>Marketing</b>	
<b>Course Code</b>	<b>Course Title</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Course Code</b>	<b>Course Title</b>
EBCExxx	Strategic Corporate Finance	EBCExxx	Manpower Planning	EBCE xxx	Consumer Behaviour
EBCExxx	Financial Markets and Services	EBCExxx	Team Dynamics at work place	EBCE xxx	Sales Marketing

**Elective-II**

<b>Track 1</b>		<b>Track 2</b>		<b>Track 3</b>	
<b>Finance</b>		<b>HRM</b>		<b>Marketing</b>	
<b>Course Code</b>	<b>Course Title</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Course Code</b>	<b>Course Title</b>
EBCExxx	Financial Derivatives	EBCExxx	Employee Relations	EBCExxx	Brand Management
EBCExxx	Investment Analysis	EBCExxx	Industrial Relations and Labour Law	EBCExxx	Influences and Content Marketing

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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	BCE304	Strategic Management	Theory	3	1	0	4	40	60	100
Core Course	Taxation and Laws	BCE305	Income tax Laws	Theory	3	1	0	4	40	60	100
Core Course	Entrepreneurship	BCE306	Cross Cultural Management	Theory	3	1	0	4	40	60	100
Core Course	Financial/ Marketing/ Human Resource Management	Discipline specific Elective-III	Elective –III	Theory	3	1	0	4	40	60	100
Core Course	Financial/ Marketing/ Human Resource Management	Discipline specific Elective-IV	Elective –IV	Theory	3	1	0	4	40	60	100
Core Course	Project and Report writing	PRBCE301	Project	Theory	0	0	6	3	120	80	200
Mentoring and Professional Development	Life Skills	NEMPD301	Mentoring and Professional Development	Practical	0	0	1	1	100	0	100
Total					15	5	7	24	420	380	800

Final evaluation of NEMPD301 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**

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 xxx	Mergers and Acquisitions	EBCE xxx	Training and Development	EBCE xxx	Marketing of Services
EBCE xxx	Goods and Services Tax	EBCE xxx	Personnel Management	EBCE xxx	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 xxx	Entrepreneurial Finance	EBCE xxx	Organization change and development	EBCE xxx	Integrated Marketing Communication
EBCE xxx	Portfolio Management	EBCE xxx	Conflict Management and Negotiation Skills	EBCE xxx	Rural Marketing

