



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

B.COM. (ENTREPRENEURSHIP) PROGRAM

Semester I

TEACHING & EVALUATION SCHEME								
THEORY			PRACTICAL					
End Sem Exam	Two Term Exam	Teacher Assessment	End Sem University Exam	Teacher Assessment	L	T	P	Credit
60	20	20	-	-	4	-		4

Legends: Th=Theory, L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

BBAI101 Principles of Management

BBAI102 Principles of Financial Accounting

BBAI103 Principles of Communication

BComE101 Digital Marketing

BComE102 Business Organization and Entrepreneurship Management

**Chairperson
Board of Studies**

Shri Vaishnav Vidyapeeth Vishwavidyalaya
Indore

Registrar
Shri Vaishnav Vidyapeeth Vishwavidyalaya
Indore