

Online BBA in E – Commerce

An online BBA in E-commerce provides students with the skills and knowledge to thrive in the digital marketplace. The curriculum focuses on e-commerce strategies, digital marketing, online consumer behaviour, and web analytics. Students learn to create and manage online businesses, develop e-commerce platforms, and implement effective online marketing campaigns. The program also covers aspects of cybersecurity and data privacy, ensuring graduates are equipped to handle the technical and regulatory challenges of e-commerce. Ideal for those looking to enter or advance in the rapidly growing field of online business, this program offers the flexibility needed to balance education with other commitments.

Syllabus of Online BBA in E – Commerce

1st Semester Syllabus of Online BBA in E – Commerce	2nd Semester Syllabus of Online BBA in E – Commerce
Fundamentals of Management	Organizational Behaviour
Basics of Marketing Management	Marketing Management
Basics of Accounting	Business Environment
Business English	Computer Fundamentals
Environmental awareness	Business Communication

3rd Semester Syllabus of Online BBA in E – Commerce	4th Semester Syllabus of Online BBA in E – Commerce
Research Methodology	Introduction to MIS
Business Law	Business Quantitative Techniques
Human Resource Management	Ethics and Corporate Governance
Managerial Economics	Introduction to International Business
Entrepreneurship Development	Fundamentals of E- Commerce

5th Semester Syllabus of Online BBA in E – Commerce	6th Semester Syllabus of Online BBA in E – Commerce
Introduction to Production Management	Project Management
Strategic Management	Introduction to Business Analytics
Cost and Management Accounting	Business models in E-commerce
Digital Business Management	E-commerce application and securities
Digital Marketing	Project Work

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