

Common BBA (E-Commerce / E-Business) Syllabus

SEMESTER 1

1. Principles of Management
2. Financial Accounting - I
3. Business Communication
4. Business Economics - I
5. Business Mathematics
6. Computer Fundamentals and IT

SEMESTER 2

1. Financial Accounting - II
2. Marketing Management
3. Business Economics - II
4. Organizational Behavior
5. Business Statistics
6. Introduction to E-Commerce

SEMESTER 3

1. Cost and Management Accounting
2. Human Resource Management
3. Business Law
4. E-Business Technologies
5. Web Designing and Development (HTML, CSS, JavaScript)
6. Skill Enhancement Course / Practical

SEMESTER 4

1. Financial Management
2. E-Commerce Applications
3. Digital Marketing
4. Database Management Systems (DBMS)
5. Entrepreneurship Development
6. Project / Internship - Phase I

SEMESTER 5

1. E-Payment Systems and Security
2. Supply Chain and Logistics Management in E-Business
3. Mobile Commerce (M-Commerce)
4. E-Governance and Cyber Laws
5. Data Analytics for Business
6. Internship / Seminar

SEMESTER 6

1. Strategic Management in E-Business
2. Cloud Computing and Emerging Technologies
3. Customer Relationship Management (CRM) in E-Business
4. Business Ethics and Corporate Governance
5. Project Work / Dissertation / Viva Voce

ELECTIVE SUBJECTS (Depending on University)

- Social Media Marketing
- Artificial Intelligence in Business

- Blockchain and FinTech Applications
- Digital Entrepreneurship
- Global E-Business Strategies
- Business Intelligence Tools

Note: The above syllabus reflects the general structure followed by most UGC/AICTE-approved universities in India

for the BBA program specializing in E-Commerce or E-Business. Course names and credit structures may vary slightly

depending on the institution.