

Online BBA in E - Business

An online BBA in E-business provides students with the knowledge and skills needed to navigate the digital business landscape. The curriculum covers e-commerce, online business models, and digital entrepreneurship, preparing students for careers in the evolving digital economy. Students learn about web development, online marketing, and e-commerce management, gaining the ability to create and manage online businesses. The program emphasises the integration of technology and business strategy, equipping graduates with the tools to succeed in digital enterprises and innovative startups.

Syllabus of Online BBA in E - Business

1st Semester Syllabus of Online BBA in E – Business	2nd Semester Syllabus of Online BBA in E – Business
Business Organization and Management	Business Technology and Applications
English	Business Communication
Financial Accounting	Marketing Management
Business Statistics	Business Analytics
Business Environment awareness	Hindi/Alternative English

3rd Semester Syllabus of Online BBA in E – Business	4th Semester Syllabus of Online BBA in E – Business
Management Accounting	Introduction to HRM
Consumer Behaviour and Marketing Research	Management Science
Operations Management	Management Information System
Company Law	e-CRM
Managerial Economics	Global e-Business

5th Semester Syllabus of Online BBA in E – Business	6th Semester Syllabus of Online BBA in E – Business
Strategic Management	Entrepreneurship Development
Research Methodology	Goods and Services Tax
Digital Marketing	Business Ethics and Corporate Governance
Financial Markets and Services	Enterprise Resource Planning
E- Commerce	Project Work

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