



SAGE University Bhopal

NAAC A, UGC-Entitled, R. World Institutional Ranking #979

BBA Hons. (E-Commerce)

Type

Ug Program

Mode

Campus

Duration

4 Years

Total fees

₹ 600,000

SAGE University Bhopal

Explore SAGE University Bhopal NewGen Campus offering career-ready degree programs with industry integration, placement support and modern learning.

BBA Hons. (E-Commerce)

Highlights

- ◆ Classroom or blended learning environment that supports direct engagement with e-commerce, digital business, and online marketplace operations.
- ◆ Experiential components help learners explore Fundamentals of Financial Accounting, Fundamentals of Management, Managerial Economics- I (Micro), and Multi- Disciplinary Elective- 1 through projects, discussions, or applied tasks.
- ◆ Encourages concept clarity, collaboration, and guided problem-solving in structured academic settings.
- ◆ Connects subject learning with online consumer behaviour, marketplace workflows, and digital revenue channels, making the programme more practice-oriented.
- ◆ Supports future academic and career pathways in Digital Marketing Analyst, Business Analyst, and E-commerce Manager and related e-commerce operations, digital sales, marketplace coordination, and online business roles through a stronger applied foundation, with added focus on case-based thinking.

Learning outcomes

- ◆ Within BBA (E-Commerce) from SAGE University, Bhopal, understand how Fundamentals of Financial Accounting, Fundamentals of Management, Managerial Economics- I (Micro), and Multi-Disciplinary Elective- 1 shape practice within e-commerce, digital business, and online marketplace operations.
- ◆ Apply concepts to interpret online consumer behaviour, marketplace workflows, and digital revenue channels and respond to practical questions.
- ◆ Review e-commerce strategies across acquisition, fulfilment, retention, and platform performance using evidence, context, and customer focus, commercial awareness, and data-informed thinking.
- ◆ Build digital campaign briefs, marketplace plans, and online business reports that support effective communication and problem-solving.
- ◆ Demonstrate readiness to pursue deeper learning or relevant roles connected to Digital Marketing Analyst, Business Analyst, and E-commerce Manager and related e-commerce operations, digital sales, marketplace coordination, and online business roles, while strengthening case-based thinking.

Curriculum Overview

Semester I (7 subjects)

- ◆ Fundamentals of Financial Accounting
- ◆ Fundamentals of Management
- ◆ Managerial Economics- I (Micro)
- ◆ Multi- Disciplinary Elective- 1
- ◆ Professional Development- 1
- ◆ Business Communication
- ◆ Environmental Science and Disaster Management

Semester II (7 subjects)

- ◆ Business Environment
- ◆ Management Accounting
- ◆ Managerial Economics- II (Macro)
- ◆ Business Law
- ◆ Fundamentals of Computer
- ◆ Professional Development- 2
- ◆ Introduction to Indian Knowledge System



Curriculum Overview (continued)

Semester III (7 subjects)

- ◆ Fundamentals of E- Commerce
- ◆ E- Commerce Platforms & Infrastructure
- ◆ Management Information System
- ◆ Multi- Disciplinary Elective- 2
- ◆ UI/UX Design for E-Commerce
- ◆ Indian Constitution/Disaster Management
- ◆ Professional Communication Skills

Semester IV (7 subjects)

- ◆ Financial Management
- ◆ E-Payment Systems and Fintech
- ◆ Operations Management
- ◆ Cyber Security and Data Privacy
- ◆ Design Thinking and Innovation
- ◆ Introduction to Digital Media
- ◆ Value Added Course (VAC)

Semester V (7 subjects)

- ◆ Research Methodology
- ◆ Entrepreneurship and Start up Eco System
- ◆ Logistics & Supply Chain management (or) Project Management
- ◆ Consumer Behaviour/ International Business
- ◆ Search Engine Optimization/Social Media & content Marketing
- ◆ Logistics and Last mile Delivery/Mobile Commerce and App Strategy
- ◆ Internship (8 weeks)



Curriculum Overview (continued)

Semester VI (2 subjects)

- ◆ E- Commerce Analytics & Big data
 - ◆ Internship Embedded Project Work & Viva voce (or) Research & Dissertation
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Semester VII (5 subjects)

- ◆ Entrepreneurial Leadership
 - ◆ Blockchain & AR in E-Commerce
 - ◆ Applied Research Statistics
 - ◆ On the Job training/ Internship- E-Commerce organization(10-12 weeks)
 - ◆ Emerging Tech: AI
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Semester VIII (1 subject)

- ◆ Internship Embedded Project work & Viva Voce (or) Research work & Dissertation

Fee Structure

Fee heads	Year 1	Year 2	Year 3	Year 4	Total
Annual Academic Fee	₹ 150,000	₹ 150,000	₹ 150,000	₹ 150,000	₹ 600,000
Total	₹ 150,000	₹ 150,000	₹ 150,000	₹ 150,000	₹ 600,000