



Adamas University

NAAC A, UGC-Entitled, AICTE Approved, NIRF #100-150

BBA (Hons.) E- Commerce

Type

Ug Program

Mode

Campus

Duration

4 Years

Total fees

₹ 911,800

Adamas University

Adamas University is located in Barasat, just 13 km from Netaji Subhash Chandra Bose International Airport, Kolkata. The university has a large green campus spread across 120 acres, offering students a peaceful and modern learning environment. Now in its 10th year of operation, the university aims to provide high-quality education to students in West Bengal. It has well-equipped research facilities and an experienced team of teachers who guide students both academically and professionally. Adamas University is accredited with a NAAC 'A' Grade, reflecting strong academic processes, faculty quality, learning outcomes, and institutional governance. With 10+ years of focused academic delivery, the university has built a learning ecosystem grounded in consistency, progression, and student success.

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 Business Accounting, Fundamentals of Management, E- Commerce, and Customer Relationship Management 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 E-Commerce Operations Executive, Digital Marketing Executive, and Marketplace Account Manager and related e-commerce operations, digital sales, marketplace coordination, and online business roles through a stronger applied foundation, with added focus on strategic perspective.

Learning outcomes

- ◆ Within BBA (E-Commerce) from ADAMAS University, understand how Business Accounting, Fundamentals of Management, E- Commerce, and Customer Relationship Management 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 E-Commerce Operations Executive, Digital Marketing Executive, and Marketplace Account Manager and related e-commerce operations, digital sales, marketplace coordination, and online business roles, while strengthening strategic perspective.

Eligibility Criteria

Minimum 60% aggregate in 10+2 or equivalent from any recognized board.

Curriculum Overview

Semester I (8 subjects)

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| ◆ OLBBA11 - Business Accounting | ◆ OLBBA15 - Communicative English I |
| ◆ OLBBA12 - Fundamentals of Management | ◆ OLBBA16 - Business Decision Techniques I |
| ◆ OLBBA13 - E- Commerce | ◆ OLBBA17 - Digital Fluency |
| ◆ OLBBA14 - Customer Relationship Management | ◆ OLBBA18 - Health & Wellness |
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Semester II (8 subjects)

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| ◆ OLBBA21 - Retail Operations Management | ◆ OLBBA25 - Micro Economics |
| ◆ OLBBA22 - Organisation Behaviour | ◆ OLBBA26 - Environmental Studies |
| ◆ OLBBA23 - Marketing Management | ◆ OLBBA27 - Artificial Intelligence in Business |
| ◆ OLBBA24 - Fundamentals Of Fintech | ◆ OLBBA28 - Digital Banking and Payments |



Curriculum Overview (continued)

Semester III (8 subjects)

- ◆ OLBBA31 - Financial Management
 - ◆ OLBBA32 - Business Law
 - ◆ OLBBA33 - Corporate Accounting
 - ◆ OLBBA34 - AI Powered Automation and Chatbots
 - ◆ OLBBA35 - Business and Professional skills
 - ◆ OLBBA36 - Product & Brand Management
 - ◆ OLBBA37 - Business Etiquette & Corporate Culture
 - ◆ OLBBA38 - Indian Constitution
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Semester IV (8 subjects)

- ◆ OLBBA41 - Macro Economics
- ◆ OLBBA42 - Company Law
- ◆ OLBBA43 - Supply Chain Management
- ◆ OLBBA44 - Operations Research
- ◆ OLBBA45 - Indian Business Value System
- ◆ OLBBA46 - Business Information Technology
- ◆ OLBBA47 - Digital Social Media Awareness
- ◆ OLBBA48 - Introduction to Business Analytics



Curriculum Overview (continued)

Semester V (7 subjects)

- ◆ OLBBA51 - Business Research Methods
 - ◆ OLBBA52M/F/HR - Marketing/Finance/HR -DSE-1
 - ◆ OLBBA53M/F/HR - Marketing/Finance/HR -DSE-2
 - ◆ OLBBA54 - Operations Research
 - ◆ OLBBA55 - Entrepreneurship development
 - ◆ OLBBA56 - Ethical AI and Data Governance
 - ◆ OLBBA57 - Right to Information Act (RTI)
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Semester VI (1 subject)

- ◆ ODLBBA61 - Internship Embedded Project
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Semester VII (5 subjects)

- ◆ ODLBBA71 - Strategic Management
 - ◆ ODLBBA72 - Applied Research Statistics
 - ◆ ODLBBA73 - Global Management
 - ◆ ODLBBA74 - Project Management
 - ◆ ODLBBA75 - Quality Management
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Semester VIII (1 subject)

- ◆ ODLBBA81 - Internship Embedded Project work & Viva Voce (or) Research work & Dissertation

Fee Structure

Fee heads	Year 1	Year 2	Year 3	Year 4	Total
Admission Fee	₹ 43,800	—	—	—	₹ 43,800
Tuition Fee	₹ 217,000	₹ 217,000	₹ 217,000	₹ 217,000	₹ 868,000
Total	₹ 260,800	₹ 217,000	₹ 217,000	₹ 217,000	₹ 911,800