

MASTER OF BUSINESS ADMINISTRATION (MBA)

Specialization: E-Commerce Management

Proposed Syllabus

Programme Duration: 2 Years (4 Semesters)

Total Credits: 80

Assessment Pattern: Internal Assessment (30 Marks) + End Semester Examination (70 Marks) = 100 Marks per Course

Semester I

MBAEC101 - Principles of Management | Credits: 4 | Marks: 30 IA + 70 ESE = 100

MBAEC102 - Managerial Economics | Credits: 4 | Marks: 30 IA + 70 ESE = 100

MBAEC103 - Accounting for Managers | Credits: 4 | Marks: 30 IA + 70 ESE = 100

MBAEC104 - Business Statistics | Credits: 4 | Marks: 30 IA + 70 ESE = 100

MBAEC105 - Digital Business Foundations | Credits: 4 | Marks: 30 IA + 70 ESE = 100

Semester II

MBAEC201 - Marketing Management | Credits: 4 | Marks: 30 IA + 70 ESE = 100

MBAEC202 - Financial Management | Credits: 4 | Marks: 30 IA + 70 ESE = 100

MBAEC203 - Human Resource Management | Credits: 4 | Marks: 30 IA + 70 ESE = 100

MBAEC204 - E-Commerce Technologies | Credits: 4 | Marks: 30 IA + 70 ESE = 100

MBAEC205 - Business Research Methods | Credits: 4 | Marks: 30 IA + 70 ESE = 100

Semester III

MBAEC301 - E-Commerce Strategy | Credits: 4 | Marks: 30 IA + 70 ESE = 100

MBAEC302 - Supply Chain & Logistics Management | Credits: 4 | Marks: 30 IA + 70 ESE = 100

MBAEC303 - Digital Marketing Analytics | Credits: 4 | Marks: 30 IA + 70 ESE = 100

MBAEC304 - Cyber Security & Legal Issues in E-Commerce | Credits: 4 | Marks: 30 IA + 70 ESE = 100

MBAEC305 - Elective-I | Credits: 4 | Marks: 30 IA + 70 ESE = 100

Semester IV

MBAEC401 - International E-Commerce | Credits: 4 | Marks: 30 IA + 70 ESE = 100

MBAEC402 - Customer Relationship Management | Credits: 4 | Marks: 30 IA + 70 ESE = 100

MBAEC403 - Entrepreneurship & Startup Management | Credits: 4 | Marks: 30 IA + 70 ESE = 100

MBAEC404 - Elective-II | Credits: 4 | Marks: 30 IA + 70 ESE = 100

MBAEC405 - Major Project / Dissertation | Credits: 8 | Marks: 30 IA + 70 ESE = 100

Detailed Course Structure

MBAEC204 – E-Commerce Technologies

Unit 1: Web Technologies and Architecture
Unit 2: Electronic Payment Systems
Unit 3: Cloud Computing for E-Commerce
Unit 4: Mobile Commerce Applications
Unit 5: Case Studies

MBAEC301 – E-Commerce Strategy

Unit 1: Business Models
Unit 2: Platform Economics
Unit 3: Competitive Strategy
Unit 4: Growth and Scaling
Unit 5: Performance Metrics

MBAEC303 – Digital Marketing Analytics

Unit 1: SEO & SEM
Unit 2: Web Analytics
Unit 3: Social Media Metrics
Unit 4: Customer Data Platforms
Unit 5: Marketing Dashboards