



**Vivekanand Education Society's College of Arts, Science and
Commerce(Autonomous)**

Sindhi Society, Chembur, Mumbai, Maharashtra - 400 071.

Accredited by NAAC "A Grade" in 3"
Cycle-2017 Best College Award- Urban
Area, University of Mumbai
(2012-13)Recipient of FIST Grant (DST)
and STAR College Grant (DBT)
PM USHA GRANT

Affiliated to the University of Mumbai

Credit Based System for Holistic Development

Syllabus for

Program: T.Y.B. Com (E-Commerce)

As per NEP 2020

with effect from Academic Year 2025-2026

Courses Structure

B. Com. (E-Commerce) Programme

The National Education Policy (NEP) has brought about significant changes in the landscape of undergraduate courses in India. The policy advocates for flexibility in the choice of subjects, allowing students to explore diverse disciplines and customize their learning journey according to their interests and career aspirations. This new approach empowers students with four year undergraduate programmes, regulations prescribing a minimum standard and the procedure for the award of the one year Certificate, two year Diploma, three years Bachelor Degree, four years Bachelor Degree (Research/ Honors) and Master's degree with multiple entry and exit options and transformation of HEIS into multidisciplinary institutions. NEP fosters creativity, innovation, and a deeper understanding of real-world challenges, preparing students for successful careers and lifelong learning in a rapidly changing global landscape.

From this academic year, VESASC as an Autonomous College, is implementing NEP for the first year students as per the guidelines given by Government of Maharashtra through the 20th April 2023GR.

B. Com E-commerce is a 3-year bachelor's degree with 4th Year Honors course designed to provide theoretical and practical knowledge correlating accounting principles to technological advancements. E-commerce is a new trending method with the growth of the internet and technology. E-commerce heavily relies on digital marketing strategies to attract customers and drive sales. This program equips students with essential digital marketing skills, including search engine optimization (SEO), social media marketing, content creation, email marketing, and analytics. These skills are in high demand, as businesses strive to establish a strong online presence and maximize their digital marketing efforts.

B. Com E-Commerce programs incorporate practical training and internships, enabling students to gain hands-on experience in the e-commerce industry. This practical exposure allows students to apply theoretical knowledge in real-world scenarios, understand industry dynamics, and develop essential skills such as project management, problem-solving, and communication. It also incorporates case studies, guest lectures, and collaborations with

industry experts and organizations. These interactions offer valuable insights into real-world e-commerce challenges and strategies employed by successful companies. By studying these cases and engaging with industry professionals, students can develop a deeper understanding of the e-commerce landscape and gain practical knowledge.

The career path and opportunities of graduating from a B. Com (E-Commerce) program are immense, with job profiles available in diverse sectors booming with every passing year. The rise of e-commerce has created a wide range of job opportunities in various sectors. Graduates with a B. Com E-Commerce degree can explore careers in digital marketing, e-commerce management, online retailing, supply chain management, logistics, data analytics, and entrepreneurship.

Program Outcomes (PO):	
A learner completing B. Com (E-Commerce) will be able to:	
PO-1	Understand the role of business, IT, management, accounting and economics and its implications on society.
PO-2	Acquire conceptual knowledge of finance and accounting.
PO-3	Gain knowledge of different types of management information systems.
PO-4	Acquire entrepreneurial, administrative, legal and managerial skills.
PO-5	Develop the skills and techniques of communication.

Program Specific Outcomes (PSO's)	
On completion of B. Com (E-Commerce) program, learners will be enriched with knowledge and be able to:	
PSO-1	Understand contemporary trends in e-commerce and business finance.
PSO-2	Acquire diversified career options in different fields and organizations with the advancement of Information Technology.
PSO-3	Get acquainted with accounting and technological aspect in e-commerce organizations.
PSO-4	Familiarize themselves with current challenges and issues in E-commerce.
PSO-5	Develop understanding with reference to Legal and Regulatory Environment and Security issues of E-commerce.

TY.B. Com (E-Commerce) Course Structure for Semester V

SEMESTER V					
Course Code	Theory / Practical	Course Title	No of Credits	No. of Hours	Total Credits
MAJOR MANDATORY COURSE					
UMMEOS5-301	Theory	Digital Marketing	4	60	10
UMMEOS5-302	Theory	Marketing Research	4	60	
UMMEOS5-303	Theory	Strategic Management	2	30	
MAJOR ELECTIVE					
UMEEOS5-311	Theory	Direct Tax	4	60	4
UMEEOS5-312	Theory	International Business	4	60	
MINOR COURSES					
UMNEOS5-316	Theory	Advanced Web Programming Techniques	4	60	4
VOCATIONAL SKILL COURSE					
UVSEOS5-326	Theory	Cyber Law	2	30	2
FIELD PROJECT					
UFPEOS5-365		Field Project	2		2
Total					22