

BBA IN E-COMMERCE

Learn Business. Work With Industry. Graduate Career-Ready.

ABOUT UNIVERSITY



Adamas University is set on a lush 120-acre green campus in Barasat, just 13 km from Netaji Subhas Chandra Bose International Airport, Kolkata. Now in its 10th year, the University is dedicated to providing high-quality education to young learners of West Bengal and beyond.

With a strong research ecosystem, experienced faculty, and modern infrastructure, Adamas University offers a dynamic learning environment. The University actively collaborates with international institutions and industry partners, creating opportunities for projects, research, and student exchange programs.

Currently, the campus is home to over 7,500 students, along with nearly 2,000 resident students and faculty members. Academic programs are offered through 10 Schools of Studies, with a clear focus on helping students become both professionally skilled and academically strong.



NAAC Accredited University

Recognised for quality benchmarks in teaching, learning, and institutional governance.



UGC Entitled

Degrees are nationally recognised and aligned with higher education standards.



Industry-Integrated Programs

Curriculum designed with practical exposure and applied learning at its core.



Multidisciplinary Learning Environment

Engineering, business, technology, and humanities intersect for holistic education.



Strong Academic & Industry Faculty

Learning guided by experienced academicians and industry practitioners.



Future-Oriented Campus Ecosystem

Focused on innovation, employability, and technology-led learning outcomes.



WHAT ARE NEW-GEN DEGREES?

New-Gen Degrees are built around how careers actually work today. Instead of limiting learning to classrooms alone, these programs integrate academic theory with hands-on industry exposure and technology-enabled learning.

Students don't just study concepts, they apply them through internships, live projects, and structured work exposure while pursuing their degree. This ensures they graduate with practical experience, workplace readiness, and confidence to operate in real business and technology environments.

For fast-evolving domains like Business AI, this approach is essential. Employers seek professionals who understand both technology and business decision-making, and New-Gen Degrees are designed precisely to build that intersection.

LEARNING THAT GOES BEYOND CLASSROOMS



Classroom Experience

Faculty-led discussions, case studies, and applied problem-solving connect theory with business and industry use cases.



Internships & Industry Exposure

Structured internships allow students to apply AI and business concepts in real organisational settings, strengthening skills and professional understanding.



Digital Learning

Students build conceptual foundations through curated digital modules, expert-led content, and guided learning resources.



WHY NEW-GEN DEGREES ARE THE FUTURE



**Applied Learning,
Not Just Theory**
Practical exposure
is embedded into
the degree
structure.



**Bridging the Skill-
Employability Gap**
Students graduate
with experience, not
just academic
credentials.



**Prepared for
Tomorrow's Roles**
Programs are aligned
with future business
and technology
demand.

YOUR WORK-LINKED DEGREE JOURNEY

A structured pathway that supports learning, skill development, and career growth.

STEP 1

APPLY

Choose the integrated BBA program aligned with your interests and career goals.

STEP 2

SUBMIT DOCUMENTS

Academic credentials are verified for eligibility confirmation.

STEP 3

CONFIRM ENROLLMENT

Secure admission with flexible fee payment options.

STEP 4

ORIENTATION & CAREER MAPPING

Understand the program structure, industry exposure, and career pathways.

STEP 5

LEARN WITH INDUSTRY EXPOSURE

Begin blended learning with classroom sessions, digital content, and internships.

STEP 6

DEVELOP CONTINUOUSLY

Skill assessments, mentorship, and feedback support continuous improvement.

STEP 7

GRADUATE INDUSTRY-READY

Earn a recognised business degree with real-world experience.

BBA IN E-COMMERCE

4 YEARS | 8 SEMESTERS

Classroom Learning

+

Digital Modules

+

Internships

No-Cost EMI Available

SKILLS ACQUIRED



E-Commerce
Operations



Digital Marketing
Fundamentals



Online Business
Strategy



Supply Chain &
Logistics Basics



Customer
Experience &
Retention



Data-Driven
Decision
Making



Marketplace &
Platform
Management



Business
Communication &
Professional Skills

OVERVIEW

The BBA in E-Commerce focuses on building a strong understanding of how online businesses operate in today's digital economy. Students learn about digital marketplaces, online consumer behaviour, payment systems, logistics, and technology-enabled business models.

The program combines core management education with practical exposure to e-commerce platforms and digital business operations. Through internships and applied projects, students gain first-hand experience of how online brands, marketplaces, and startups function.

By the end of the program, graduates are prepared to work in digital business environments with a clear understanding of operations, strategy, and customer-centric decision-making.

PROGRAM FEATURES



Industry-Relevant Curriculum

Designed around real business use cases and emerging AI applications.



Integrated Internships

Structured work exposure allows students to apply learning in professional environments.



Blended Learning Model

Classroom instruction supported by digital content for flexibility and deeper understanding.



Recognised Business Degree

Awarded by Adamas University, ensuring academic credibility and industry acceptance.



Holistic Skill Development

Technical, analytical, and professional skills developed together.



Faculty & Industry Mentorship

Guidance from experienced educators and industry professionals.



Career Support & Placement Assistance

Career counselling, skill readiness, and placement support throughout the program.



COURSE STRUCTURE

SEMESTER 1

Subject	Credits
Principles of Management	4
Principles of Economics	4
Financial Accounting	4
Business Communication- I	2
General English	2
Community Engagement & Social Responsibility	2
Indian Knowledge System	2
French-I/German-I/Spanish-I	2
AI for Everyone	2
Total	24

SEMESTER 2

Subject	Credits
Behavioural Science	4
Business Mathematics and Statistics	4
Management Accounting	4
Basics of Data Analytics	2
Environmental Science and Sustainability	2
French-II/German-II/Spanish-II	2
Business Communication-II	2
Basics of Insurance	3
Soft Skills and Aptitude	1
Total	24

SEMESTER 3

Subject	Credits
Introduction to E-Commerce	4
Marketing Management	4
Legal and Ethical Issues in Business	4
Human Resources Management	3
UI/UX Design for E-Commerce	2
Indian Constitution/Disaster Management	2
Professional Communication Skills	2
Indian Business Value System	2
Total	23

SEMESTER 4

Subject	Credits
Financial Management	4
E-Commerce Platforms & Infrastructure	4
Operations Management	4
E-Payment Systems and Fintech	4
Cyber Security and Data Privacy	3
Design Thinking and Innovation	2
Introduction to Digital Media	2
Total	23

SEMESTER 5

Subject	Credits
Research Methodology	4
DSE-1-Logistics & Supply Chain Management (or) Project Management	3
DSE-2- Consumer Behaviour/ International Business	3
DSC-3-Search Engine Optimization/Social Media & Content Marketing	3
DSC-4-E- Logistics and Last-mile Delivery/Mobile Commerce and App Strategy	3
Indian Constitution/Disaster Management	3
Entrepreneurship and Start up Ecosystem	4
Total	20

SEMESTER 6

Subject	Credits
E- Commerce Analytics & Big Data	4
Internship Embedded Project Work & Viva voce (or) Research & Dissertation	16
Total	20

SEMESTER 7

Subject	Credits
Entrepreneurial Leadership	4
Applied Research Statistics	4
Emerging Tech: AI, Blockchain & AR in E-Commerce	4
On the Job training/ Internship- E-Commerce Organization (10-12 weeks)	8
Total	20

SEMESTER 8

Subject	Credits
Internship Embedded Project Work & Viva Voce (or) Research Work & Dissertation	20
Total	20

FEE STRUCTURE

BBA in E-Commerce	Year 1	Year 2	Year 3	Year 4
Tuition Fee	2,17,000	2,17,000	2,17,000	2,17,000
Admission Fee	43,800	-	-	-
Total Fee (4 Years)	9,11,800			

*EMI and flexible payment options available. Scholarships for meritorious students.

HOSTEL FEE STRUCTURE (FOOD & LODGING) : 2026-27

(Only For New Hostel Students)

Accommodation Type	Admission Fee (One-time/ Non-refundable)	Security Deposit (One-time / Returnable)	Lodging/ Month	Food/ Month	Total/ Month	Total/ Semester (6 Months)	Total Payable Amt. at the time of New Admission
Single Bed AC	₹ 30,000	-	₹ 9,250	₹ 7,200	₹ 16,450	₹ 98,700	₹ 1,28,700
Single Bed Non AC	₹ 30,000	-	₹ 6,850	₹ 7,200	₹ 14,050	₹ 84,300	₹ 1,14,300
Double Bed AC	₹ 30,000	-	₹ 8,250	₹ 7,200	₹ 15,450	₹ 92,700	₹ 1,22,700
Double Bed Non AC	₹ 30,000	-	₹ 4,850	₹ 7,200	₹ 12,050	₹ 72,300	₹ 1,02,300
Triple Bed AC	₹ 30,000	-	₹ 7,250	₹ 7,200	₹ 14,450	₹ 86,700	₹ 1,16,700
Triple Bed Non AC	₹ 30,000	-	₹ 3,850	₹ 7,200	₹ 11,050	₹ 66,300	₹ 96,300
4 Bed AC	₹ 30,000	-	₹ 5,750	₹ 7,200	₹ 12,950	₹ 77,700	₹ 1,07,700
4 Bed Non AC	₹ 30,000	-	₹ 3,050	₹ 7,200	₹ 10,250	₹ 61,500	₹ 91,500
DORMITORY	₹ 30,000	-	₹ 2,300	₹ 7,200	₹ 9,500	₹ 57,000	₹ 87,000

NOTE:

- Students already residing in the hostel and taking re-admission to UG/Diploma/PG or other courses shall be exempted from the hostel admission charge. However, they shall pay hostel fees as per the new fee structure applicable to new hostel students for the academic year 2026–27.
- Hostel facility once opted cannot be discontinued within the Academic year. In case a student desires to leave the Hostel and Mess at any time during an academic year, then the payment has to be made for the entire academic year and there'll be no refund. Hostel and Mess Fee shall be collected in advance on half yearly basis.
- All the above charges are subject to revision from time to time.
- The accommodation types Single Bed AC, Single Bed Non-AC, Four Bed Non-AC & Dormitory are not applicable for the girl- students.

ADMISSION PROCESS

STEP 1

Login to the Application Portal and start your application Form

STEP 2

Upload your documents

STEP 3

Accept offer letter and pay admission fees



CAREER OPPORTUNITIES

Graduates can explore roles across technology-driven businesses, consulting firms, startups, and data-centric organisations.

E-Commerce Executive

₹3-5 LPA

Average Salary
in India

~12-14%

Role Growth
Rate

Industry Growth: Online
Retail & Marketplaces

Digital Marketing Executive

₹3-6 LPA

Average Salary
in India

~14-16%

Role Growth
Rate

Industry Growth: Digital
Marketing & Branding

Marketplace Operations Associate

₹4-6 LPA

Average Salary
in India

~13-15%

Role Growth
Rate

Industry Growth: Platform-
Based Businesses

Customer Experience & CRM Executive

₹3-5 LPA

Average Salary
in India

~11-13%

Role Growth
Rate

Industry Growth: E-Commerce
& Services

Entrepreneur / Online Business Owner

INCOME POTENTIAL: VARIABLE

Industry Growth: Startups &
Digital Commerce

ABOUT CHANCELLOR

Prof. (Dr.) Samit Ray, Chancellor of Adamas University, began his career as a software professional in the 1980s. Recognizing the declining number of candidates from West Bengal qualifying for competitive examinations, he founded Roy's Institute of Competitive Examinations (RICE) in 1985. What began in a single room in Kolkata has expanded across West Bengal, supporting the success of approximately 80,000 professionals in government services.

In 1992, he partnered with CMC (Computer Maintenance Corporation), a Government of India enterprise, to make computer education accessible. The centre was recognized as the best in Eastern India in 2000. He later established RICE Infotech Education (2001), offering training in IT, ITES, Multimedia, Hardware, and Networking, with select courses affiliated to the West Bengal State Council for Technical Education. To address the need for quality schooling in North 24 Parganas, he founded Adamas International School in 2004, affiliated to the Council for Indian School Certificate Examination and associated with The Cambridge, UK.

He further established Adamas Knowledge City, Barasat, a 100-acre education hub that includes Adamas University. Currently, he leads multiple organizations employing around 1,400 people directly and supporting over 5,000 livelihoods indirectly, across education, IT, advertising, real estate, and other sectors, alongside active involvement in social and cultural initiatives.



Prof. (Dr.) Samit Ray

Chancellor, Adamas University

ABOUT VICE CHANCELLOR

Professor Suranjan Das recently completed his second term as Vice-Chancellor of Jadavpur University. He previously served the University of Calcutta as Professor of History, Pro-Vice Chancellor (Academic) (2002–2008), and Vice-Chancellor (2008–2015). He is Honorary Visiting Professor at the University of Exeter, UK, and currently serves as President of the Association of Indian Universities (New Delhi), Honorary Director of Netaji Institute for Asian Studies (Kolkata), and Chairman, Board of Governors, Centre for Studies in Social Sciences (Kolkata).

A graduate of Presidency College, Kolkata, he secured First Class First in both BA and MA (History) from the University of Calcutta and holds a D.Phil. from Oxford University. His specialization is in South Asian History and Politics, focusing on identity politics, socio-cultural transformation, and nation-building.

Professor Das has led major international collaborative research projects with the University of Exeter, Anglia Ruskin University, King's College London, and the University of Hull, and has been associated with projects funded by the Wellcome Trust, Leverhulme Foundation, and Friedrich Stiftung. He has authored six monographs, co-authored five books, edited/co-edited nine volumes, and published 36 widely cited research articles. His academic engagements include roles as Distinguished Fellow at the Australia India Institute (University of Melbourne), Honorary Professor at the University of Hull, British Academy Visiting Professor, and Visiting Scholar at leading global institutions in France, the USA, and the UK. He has represented India in international education summits and held leadership roles in major academic bodies, including the Indian History Congress. Professor Das has contributed to higher education policy through the UGC and ICHR and has served on governing and executive councils of national academic and cultural institutions, including NAAC, the Indian Council of World Affairs, Nehru Memorial Museum & Library, and the Higher Education Council of West Bengal.



Prof. Suranjan Das

MA (Cal), D.Phil (Oxon)
Vice Chancellor, Adamas University

ABOUT PRO VICE CHANCELLOR

Dr. Radha Tamal Goswami holds a PhD (Technology) from BIT Mesra, Ranchi, and has been conferred a D.Litt (Honoris Causa) along with a Post-Doctoral Fellowship from Universidad Internacional de La Rioja (UNIR), Spain. With 29 years of experience across academics, research, and administration, he has previously served as Director at Techno International New Town (Techno India Group) and as Professor (CSE) and Director at BIT Mesra, Kolkata Campus.

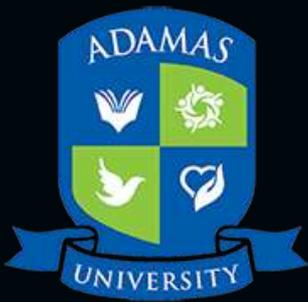
His expertise spans Network Security, Big Data Analytics, Pattern Recognition, Cryptography, and Bioinformatics. He has guided numerous UG, PG, and PhD scholars, published around 70 research papers in reputed international journals, and chaired several national and international conferences. He is a visiting faculty at leading institutions and a senior member of ACM, IEEE, CSI, NIPM, and ISTD, while also serving on academic and governing bodies in India and abroad.

His interests extend to sports, drama, music, professional networking, and social outreach initiatives.

Dr. Radha Tamal Goswami

(Start-Up, Innovation & Incubation) | Special
Assignment: Strategy Planning & Implementation,
School of Engineering & Technology
Pro Vice Chancellor, Adamas University





CONTACT US!



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