

# TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Management Sciences

## Bachelor of Business Administration (BBA)

Scheme and Syllabus (w.e.f. AS 2021-22)

**Course Code: BBA 108**  
**Course Name: E-Commerce**

**L - 3, T - 0**  
**Credits – 3**

**Objective:** The course imparts understanding of the concepts and various application issues of e-commerce like internet infrastructure, security over internet, payments systems and various online strategies for e-commerce.

**Course Outcomes:**

- CO1:** Examine strengths and weakness of digital profiles of business organizations
- CO2:** Explore the ways to enhance online visibility of business
- CO3:** Analyze challenges of security, privacy and legal jurisdictions in e commerce
- CO4:** Examine the barriers to successful online positioning of businesses