B.Com.(e-Commerce)

Inception: Since 2005
Duration: 3 Years

Unique Features of the Programme

This unique programme empowers the students to acquire a holistic grasp of the e-commerce terrain, business models, and technologies associated with diverse industries. It also prepares them for professional pursuits like CA, ICWA, ACS, or other postgraduate programmes in Commerce and Management. The curriculum anticipates future global trends while instilling traditional values, aligning with scientific advancements, and emphasizing moral and social responsibility.

Highlighting higher education opportunities

The students get to meticulously evaluate their interests and career objectives while contemplating advanced studies. Through rigorous research and programme selection aligned with their aspirations, they gain a strategic advantage in navigating the ever-evolving intersection of commerce and technology.

Programme Highlights

The students gain hands-on expertise in programming, business applications, strategically positioning themselves for a spectrum of career opportunities, including the roles in IT Consulting, Data Analysis, and Financial Technology.

Expertise of the Faculty Members

Our faculty, with extensive knowledge and experience in the areas such as Accounting, Mercantile Law, Taxation, and Computer Programming, cultivates new ideas, initiatives, and a commitment to staying updated with industry standards. This ensures a comprehensive and dynamic learning experience for the students that covers a broad spectrum of skills related to the digital world.

Infrastructure encompassing state-of-the-art facilities

The classrooms boast modern audio-visual aids ensuring an immersive and effective learning environment. Specialised computer labs, equipped with high-speed processors, ample memory, and a suite of advanced software including Java, Python, SQL, Oracle, Statistical Analysis Tools (SPSS, R), and Business Application suites such as SAP and Tally Prime. These resources aim to provide the students with a comprehensive technological environment that facilitates academic excellence.

Highlights about the Curriculum

The curriculum delves into the realities and implications of e-commerce, fostering continual learning in the dynamic e-commerce environment. The students learn the theoretical concepts of e-commerce alongside real-world knowledge in the e-commerce market. The course trains and develops students in areas such as e-business and related e-trade activities, covering basics like Accounting and Business Management, and advancing to studies in Programming and Technology. Practical skills in Python, R programming, Database Management, HTML, and Tally Prime are acquired, guided by the industry experts of these fields.

Extracurricular Activities and Clubs

Our institution values the pivotal role of clubs and extracurricular activities in shaping a holistic academic experience. Beyond recreation, these avenues serve as invaluable platforms for personality development and skill acquisition.

Our students have been admitted to various top-ranked institutions

Highlighting career prospects

The graduates from this programme benefit from various outstanding placement prospects, owing to their exceptional blend of commerce expertise and technological adeptness. This distinct skill combination positions the students as the ideal candidates for the roles within dynamic, rapidly evolving industries. Equipped with this specialised skill set, they are poised to thrive and contribute significantly in today's competitive professional landscape.

Ms.Jyothi Nivetha
Batch: 2010-2013
Digital Fintech Chief Manager,
A-Treds,fintech Company, Chennai.

Mrs.Priyanka
Batch: 2011-2014
Chief Administrator,
Sri Seshaas International Public
school,Salem.

Ms. DaminiHareshTeckchandani
Batch: 2014-2017
Founder,
The Edi story, Coimbatore