



**Delhi Skill and
Entrepreneurship University**

**BMS
E-Commerce**



Effective from Academic Year 2022-23

Program Information

Introduction

Delhi Skill and Entrepreneurship University offers a three-year bachelor's degree program in E-commerce. This allows students to train in a promising and job creating sector. The students will acquire a wide range of skills such as – understand the technical and functional environment of an e-commerce site; understand the legal framework governing online sales; learn the best practices related to conversion and customer loyalty; deploy and analyze the performance indicators of e-commerce sites. Students will be exposed to practical knowledge in the industry during their fieldwork placements along with the classroom theoretical and practical sessions.

Thorough understanding of practical sessions in the industry and classroom will help students to develop several skills such as define a marketing strategy; carry out a strategic diagnosis of the organisation and its e-commerce site; define a marketing positioning and segment its customers; know the customer protection and intellectual property legislation; understanding the gaps in organisational processes, designing the best intervention, and implementing in the organisations; analysing the different KPIs specific to e-commerce; managing different levers of website acquisition; measure the performance of a site and drive its strategy through data; and manage the customer relationships of an e-commerce site.

DSEU E-commerce bachelor program includes a long-term apprenticeship at the end of the degree period. Exposure to such apprenticeships and internships make students industry-ready.

Program Objective

The program also offers flexible entry and exit opportunities to students who can choose to exit after the first year of the program with a Diploma, after the second year with an Advanced Diploma, or complete the full three years and exit with a Degree. At DSEU, equipped with a unique undergraduate education and additional training, the students are promoted to become specialists and perform complex functions. This program envisages a skill-intensive training regimen for students where students get rigorous practical training along with theoretical knowledge.

There are three courses that will cut across commonly to all the degree programmes in the first two semesters.

- a. Face the World (FTW) courses aimed at imparting twenty-first century skills among the learners that will cover Digital Literacy, Financial Literacy, socio-emotional skills and entrepreneurial mindset. This course will also be intrinsic to other semesters too.
- b. English Communication I and English Communication II as prescribed by UGC under Ability Enhancement courses
- c. Environmental Sciences (EVS) and Disaster Management covered as prescribed by UGC under Ability Enhancement courses.

Pedagogy and Teaching Methodology

Three years of classroom training are interspersed with industry visits, guest lectures and paid apprenticeships. You will learn to gather order information, perform historical pattern analysis, follow up with trucking companies, communicate with clients, consolidate orders by destination, and monitor all consignments in real-time. Students will be exposed to the industry interface via internships, live projects, field placements, master classes by the industry personnel, and classroom online/ offline workshops and seminars. In the third year, students will be offered an apprenticeship in the industry under the guidance of industry experts and in-house faculty members. In the last semester, students will be able to consolidate the knowledge of all the five semesters in the apprenticeship, in order to find the best career path for themselves.

Placement and Internship

With strong industry inputs and partnerships since the inception of this course, the design and development of curriculum of this prestigious program focuses on hands on contemporary skill development such that students will have ample opportunity to get the much-required projects and industry internship experience which will pave the way for a strong foundation for a future career in the E-Commerce and Logistics industry.

Credit scheme

Semester I			
S No.	Course Code	Course Titles	Total Credits
1	ECO-SE101	Quantitative Research: Methods and Applications	3
2	ECO-SE102	Data Management & Analysis using Technical Tools	3
3	ECO-DC101	Introductions to Operations Management	3
4	ECO-DC102	Introduction to E Commerce Logistics	3
5	ECO-DC103	Organisation Behaviour	3
6	ECO-DC104	Marketing Management	3
7	ECO-FW101	Face The World Skills (FTW) - I	3
8	ECO-AE101	English Communication I	2
Total			23

Semester II			
S No.	Course Code	Course Titles	Total Credits
1	ECO-SE201	Introduction to Statistics for Data Analysis	3
2	ECO-SE203	Basics of Accounting	3
3	ECO-DC201	Warehouse Management	3
4	ECO-DC202	First Mile Operations and Material Handling	4
5	ECO-DC203	Inventory Management	3
6	ECO-FW201	Face The World Skills (FTW) - II	2
7	ECO-AE201	Environmental Studies (EVS) - II	3
8	ECO-AE202	English Communication I	2
Total			23

Semester III			
S No.	Course Code	Course Titles	Total Credits
1	ECO-SE302	MIS for E Commerce	3
2	ECO-SE303	Cost Accounting	3
3	ECO-DC301	E Commerce Logistics Operations	3
4	ECO-DC302	Transportation for E Commerce	3
5	ECO-DC303	Reverse Logistics for E Commerce and Last Mile Operations	4
6	ECO-DC304	Sustainable Supply Chain Management	3
7	ECO-FW301	Face The World Skills - III	3
8	ECO-SE301	Environmental Studies (EVS) - II	2
Total			24

Semester IV			
S No.	Course Code	Course Titles	Total Credits
1	ECO-FW401	FTW-IV	3
2	ECO-SE401	Project Management	3
3	ECO-SE402	Human Resources Management	3
4	ECO-DC401	Hub & Line Operations and Packaging for E Commerce	4
5	ECO-DC402	E Commerce Customer Service	3
6	ECO-DC403	Fulfilment Operations & Outsourcing in E Commerce	4
7	ECO-DC404	Risk Management	3
8	ECO-DC405	Economics for E-commerce Business	3
Total			26

Semester V			
S No.	Course Code	Course Titles	Total Credits
1	ECO-501/02	Allied Course 1-MOOC	2
2	ECO-PR501	Inventory Management - Practical	2
3	ECO-PR502	Warehouse Management - Practical	2
4	ECO-SI501	Apprenticeship I	22
Total			28

Semester VI			
S No.	Course Code	Course Titles	Total Credits
1	ECO-601/02	Allied Course 2-MOOC	2
2	ECO-PR601	MIS for E Commerce – Practical	2
3	ECO-PR602	Fulfilment Operations – Practical	2
4	ECO-SI601	Apprenticeship II	22
Total			28