

BACHELOR OF COMMERCE (B.COM)

SPECIALIZATION IN E-COMMERCE

Under Apprenticeship-Based UG Degree Programme (AEDP)

Fully aligned with the National Education Policy (NEP 2020)

Govt. College Karsog proudly introduces a revolutionary and highly job-oriented course: **B.Com (E-Commerce)** under the innovative Apprenticeship-Based UG Degree Programme (AEDP). This course marks a paradigm shift from traditional textbook learning to continuous industry integration, allowing students to match theoretical mastery with professional workplace experiences.



EARN WHILE YOU LEARN!

Get monthly stipends around 7000 to 10000 during your mandatory built-in corporate apprenticeships while working towards your university degree!

★ WHY THIS COURSE IS CRUCIAL TODAY (IMPORTANCE)

With the digital revolution completely reshaping commerce, logistics, and retail globally, traditional commerce tracks often create a skill gap. This specialized programme acts as an immediate bridge to high-demand careers:

Direct Professional Advantage

Instead of seeking separate internships, real industry exposure is built completely into your academic framework, guaranteeing standard credits.

High-Growth Domain Mastery

Gain hands-on competencies in Digital Marketing, Online Retail Operations, Supply Chain Analytics, and E-Payment Architectures.

NEP 2020 Flexible Exit Options

Exit after Year 1 with a Certificate, Year 2 with a Diploma, Year 3 with a Bachelor's Degree, or complete the 4th Year for an Honours with Research Degree.

Fostering Entrepreneurship

Equips you with the absolute blueprint, strategies, and practical tools to launch, fund, and scale your very own online digital venture.



FLEXIBLE PROGRAMME STRUCTURE (3 & 4 YEAR TRACKS)

Navigate your educational roadmap seamlessly with structured milestones across your academic journey at Govt. College Karsog:

1

Foundational Core (Years 1 & 2)

Master business management, standard financial accounting, introductory IT, website setups, and e-commerce regulatory principles.

2

Immersive Apprenticeship Block

Spend dedicated semesters directly within verified partner corporate settings, accumulating practical learning credits accompanied by monthly stipends.

3

Graduate Exit Threshold (End of Year 3)

Complete your baseline credits to graduate successfully with a comprehensive B.Com E-Commerce Degree ready for employment markets.

4

Advanced Research Track (Year 4 - Optional)

Achieve the prestigious Honours with Research designation, satisfying prerequisites for direct Ph.D. entries and senior management paths.



DIRECT PLACEMENT & CAREER AVENUES

CAREER ROLE	TARGET SECTOR	CORE SKILL CAPABILITIES
E-Commerce Operations Manager	Online Retailers & Tech Giants	Store Architecture, Supply Networks & Inventory Control
Digital Growth Specialist	Marketing & Consulting Agencies	SEO Strategy, Performance Marketing & Web Analytics
Supply Chain Analyst	Logistics Providers & Warehouses	Automated Route Planning, Flow Audits & Vendor Relations
E-Commerce Entrepreneur	Independent Self-Employment	Digital Storefront Creation, Scaling Strategies & Ad Operations

SECURE YOUR ADMISSION FOR SESSION 2026-27

Eligibility Criteria: Successful 10+2 completion across any stream from recognized boards conforming to SPU Mandi criteria.

Seats are strictly bounded to guarantee individual corporate apprenticeship allocation. Plan your future early!

 **Visit the Govt. College Karsog Admission Office or Portal for registration packets.**