

# E-COMMERCE

# ASSOCIATE DEGREE PROGRAM

**2 YEARS**

**APPLY NOW**

[info@brains.edu.pk](mailto:info@brains.edu.pk)  
[www.brains.edu.pk](http://www.brains.edu.pk)

091 5611637, 0336 5700036,  
0325 5700036, 0331 9191283  
PHASE- III CHOWK, JAMRUD ROAD, PESHAWAR



## ASSOCIATE DEGREE PROGRAM (2 YEARS)

### E-COMMERCE

Upon completing the ADP, students have the option to continue their education and pursue a 4-year Bachelor's degree (BS) in related fields.

### CORE OBJECTIVE

The core objective of an Associate Degree Program in E-Commerce is to equip students with fundamental knowledge and skills related to electronic commerce, online business, digital marketing, and the use of technology in modern business environments.

### COURSE CONTENTS AND STRUCTURE

The course contents and structure of an Associate Degree Program in E-Commerce may include the following subjects;

- ▶ Introduction to E-Commerce
- ▶ E-Commerce Platforms and Technologies
- ▶ Digital Marketing and Social Media Strategies
- ▶ E-Commerce Business Models
- ▶ Online Payment Systems and Security
- ▶ Website Design and Development for E-Commerce
- ▶ E-Commerce Logistics and Supply Chain Management
- ▶ Customer Relationship Management (CRM)
- ▶ E-Commerce Entrepreneurship and Startups
- ▶ E-Commerce Law and Ethics



Recognized by:  
**Higher Education Commission of Pakistan**

The **BRAINS** Institute Peshawar as a degree awarding institute recognized by HEC .

Chartered by:  
Govt: of Khyber Pakhtunkhwa

## JOB AND CAREER OPPORTUNITIES

With an Associate Degree in E-Commerce, graduates can seek entry-level positions in various sectors, including e-commerce companies, retail businesses with an online presence, digital marketing agencies, and startups. Job roles may include e-commerce assistant, digital marketing associate, customer service representative, and website administrator

## FEE

ADP Program	Eligibility	Credit Hours	Admission fee	Semester Fee	Total Fee
E- Commerce	FA/FSc or Equivalent with 45% Marks	60	10000	50000	210000

## ADMISSIONS ARE OFFERED TWICE A YEAR

- Spring Admission: From February to March
- Fall Admission: From July to August

## CREDIT HOURS AND SEMESTERS

The ADP programs consist of around 60 to 70 credit hours and can be completed in four semesters.

## EXAMS AND ASSESSMENT

The evaluation of students' study progress is done continuously throughout the semester. This assessment includes assignments, online quizzes, mid-term exam, and final-term exam.

## DURATION

The duration of the ADP is two years.

## AWARD OF ADP DEGREE

To qualify for the Associate Degree in E-commerce, a student must complete a minimum of 60 credit hours with a CGPA of at least 2.5 out of 4

## ADMISSION ELIGIBILITY

Candidates who have completed their intermediate education (12 years of schooling) or equivalent are eligible to apply for admission

### DISCLAIMER

Course revisions may occur periodically as part of ongoing reviews to align them with topclass courses offered by foreign universities. During these reviews, the needs of the local industry and job market are also taken into account. Additionally, The BRAINS Institute reserves the right to modify the fee structure as needed