

UGC ACADEMIC STAFF COLLEGE, UNIVERSITY OF MUMBAI
REFRESHER COURSE IN E-COMMERCE AND E-BUSINESS
Under RUSA

Theme: Redefining Business models- Emergence of E-business in India- Challenges and Opportunities

Venue: R. A. Podar College of Commerce & Economics
Duration: Monday 26th Dec 2016 to 14th January 2017

REPORT

In the Inaugural Session, Dr. Shobana Vasudevan Course Co-ordinator welcomed the gathering. Dr. M.A. Khan Registrar University of Mumbai, inaugurated the Course and delivered the keynote Address. Dr. Shobana Vasudevan (Course Coordinator) explained the Theme of the Course and the emerging trend and challenges in E-Commerce & E-Business. She also underlined the duties and responsibilities of teachers to update themselves in this area of specialization as the world was going digital.

Resource Persons were invited from various Universities and Research Institutes. All the sessions were designed around the theme to empower and enrich the skills of participants. In addition to the Lectures, Practical Sessions for the entire day were arranged in computer lab on Advanced Excel made easy (Hands on training) by Podar Alumina Mr. Nachiket Pendharkar Microsoft Certified Trainer Founder & CEO of ViN Learning Centre.

Subject related Sessions like E-Commerce –Issues and opportunities by Subramaniam Vutha, Proprietor at Subramaniam Vutha & Associates; Changing Business models- Business Environmental aspects of E-Business by Dr. V. Aditya Srinivas Chief Operating Officer and Chief Economist

Bombay Stock Exchange Brokers Forum; E-Business Environment with special reference to Digital Marketing by Mr. Jaimit Doshi, Chief Marketing Officer of Coverfox; Evolution of Entrepreneurship under e-environment by Mr. Anantharaman Balakrishnan Enterprise Evangelist @ Amazon Internet Services Pvt.Ltd, E- Business models and strategies by Dr. Vinita Pimpale. The library session (introduction and use of e-resources, (hand on training) was held by the college Librarian Mr. Santosh Patil. This session was of much use to the participants.

An actual hacking was performed by Jasmin ChandrakantDawada while his session on Information Security & Ethical Hacking. He enlightened the participants on do's and the don'ts of password and privacy of accounts.

Special lectures like E- Filing of ITR For Salary and house property Income by CA Abhishek AptePartner Apte& Co.;E-Teaching and E- learning in the subject of Accountancy by Dr. CA Pradeep D. Kamthekar; Role of Yoga in higher education by Dr. Amitha Sehgal; Research & Consultancy under E-environment by Dr. Vinayak Dalvi; Reading of Economic Times By Mr. CA Ashok Dingreja; 'Anything that costs you "Peace" is expensive' by Ms. Rukaiya Joshi (SPJIMR)

Grading activities in the course

- a) Group discussion
- b) Seminar presentation
- c) Book review

A One Day Field Trip to SEBI was also arranged as part of the syllabi during the course. At the end of the course, participants were evaluated and graded accordingly.

The Valedictory Function of the refresher Course was held on Saturday 24th Jan 2017. Dr. ShobanaVasudevanthe Course Coordinator of the Programme, welcomed the gathering and Dr.Vinita Pimpale presented the Course Report.

Besides, the Participants provided the general Feedback about the course at the Valedictory Function. They opined that the course refreshed their knowledge and motivated them to be aware of the latest trends in E-Commerce & E-business and thanked the UGC-HRDC for the opportunity. They also appreciated the theme and proper selection of renowned academicians and experts as Resource Persons. Dr. Shanti, Director, UGC-HRDC University of Mumbai outlined the seriousness of the programmes and appreciated the cooperation and support of the Course Coordinator Dr. ShobanaVasudevan.

Principal Dr. SiddheshwarGadade, ChanguKanu Thakur Arts, Commerce and Science College New Panvel, Chairperson of the Board of Studies in the Faculty of Commerce (Accountancy) presided over the function and distributed the Certificates In his Valedictory Address he explained the importance and development of E-Commerce and E-Business in the present-day context and also commended the effort taken by Dr. Shanti, Director, UGC-HRDC University of Mumbai to conduct these courses very successfully.After the distribution of the Course

Certificates, Prof. S. Natarajan proposed the vote of thanks and recorded the support and cooperation extended by Dr. Shanti, Director, UGC-HRDC University of Mumbai.