



Refresher Course On
**“GLOBAL TRANSFORMATION IN CONSUMERISM
: e-Commerce & e-Learning”**
(Date from 10.01.2022 to 22.01.2022)

**Organized by UGC-HRDC and Department of Commerce,
Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.) 495 009**

Introduction:

e-Commerce first started in 1994 and now needless to say it has grown by leaps and bounds leading to a remarkable change in the retail sector. Today many web traffic id's are being generated by Smartphones and tablets which drives e-commerce sales. All major brands ensure that their websites are mobile adaptive-enhancing to the customers experience- and more often than not they have native mobile apps to make shopping even easier. E-commerce has paved way to e-learning covering the education sector which was never a thought about option few decades back. The stakeholders have become more technically sound in terms of learning. There has been a significant change in protecting the interests of the consumers globally and regarding the practise of an increasing consumption of goods beyond basic needs for life. The Department of Commerce, Guru Ghasidas Vishwavidyalaya has developed this course keeping in view the diverse needs of the faculty members which would focus both on personal as well as professional growth of various disciplines.

The course covering 40 modules has been developed with thorough research by a term of experts from both academics as well as corporate. Attempts are taken to focus on aspects of research methodology besides the tools, techniques and approaches for managing the class room environment. Focus will be on providing knowledge and information to handle research projects, funding agencies and research proposals. The course will also cover innovative approaches in the present-day business covering aspects like usage of mobile apps and voice activated shopping techniques, etc so as to ensure a holistic learning experience for the participants. The refresher course will be of two weeks duration, with minimum of 12 working days (excluding Sunday) and 72 contact hours (Six hours a day) in online mode.

Objectives:

- To enable the participants of various disciplines to develop knowledge about global transformation in consumerism: e-commerce and e-learning and learn the fundamentals and research trends.
- To enable the participants to understand the basic concepts and technologies used in the field of e-commerce and management information systems and make the learning process more productive and to apply it in their real lives.

- To motivate the teachers to accept the challenges of quality teaching especially in the present pandemic situation and take up research projects in their disciplines.
- To provide exposure to emerging cross discipline advanced studies and to trigger the participants to venture out for taking up interdisciplinary research opportunities.
- To make the participants aware about the job opportunities in e-commerce so that they can motivate their students to be a part of the e-commerce industry.

Modules of Course:

The course will be organized under modules as follows:

- Artificial Intelligence
- E-learning technologies, standard sand system
- Computer aided assessments
- Virtual learning environments
- Multimedia in e-learning
- Marketing and promotion e-learning
- Mobile and pervasive commerce
- Electronic markets and multi agent systems
- Semantic web ontologies, rules and services
- Big data applications
- E-Negotiations, auctioning and contracting
- Agent- mediated e-commerce
- Technologies driven consumer behavior
- Pervasive technologies for E-commerce
- E-commerce content management
- Consumer protection
- Omni channel in organization
- Personalization in E-commerce
- Global scenario of consumerism
- Research opportunities
- Workshop on value conflict in decision making.
- Systems, Design and Technologies in E-learning platform
- Cloud based learning
- Portals and Virtual learning environment
- Micro finance application in consumerism

About Human Resource Development Centre (HRDC):

UGC-Academic Staff College (ASC), presently upgraded as Human Resource Development Centre (HRDC) was initially established in Guru Ghasidas Vishwavidyalaya (A Central University) during 2009. HRDC is organising various kinds of training programmes to enhance the professional skills and knowledge of teaching and non-teaching staff. The HRDC has the state-of-the-art ICT Laboratory equipped with high-speed internet & video conferencing facilities. The facilities of Central Library of Vishwavidyalaya, equipped with more than one lakh books and journals, Science Direct and INFLIB NET, have been extended to HRDC, which make possible an easy access to books, journals and e-resources for faculties. The HRDC has developed strong linkages with reputed national and international institutes and invites eminent academicians and researchers as resource persons as per the needs of the training programmes. The highly motivated faculty, eminent resource persons, state of the art facilities and excellent logistics are the strengths of HRDC and key to the successful organisation of many quality programmes.

About Department of Commerce:

The Department of Commerce is one of the oldest teaching departments in the university and is relentlessly striving to perceive and maintain academic excellence with its innovative outlook and vision. The thrust is on equipping the students with business acumen, critical thinking, a pioneering spirit so that they can adapt better to the paradigm shift in the business world and gain access to multiple career opportunities. Contemporary market relevant electives catering to diverse career options are offered at both undergraduate and post graduate levels. Project work, paper presentations for post graduates are undertaken to give them basic experience in research and hone their communication skills. The department ensures holistic development of the students by giving equal priority to academic, sports and cultural activities, thus enhancing self-identification, self-assessment and team-work comprehension.

Eligibility and Application of Participants:

1. Commerce & Management faculty members working in universities and colleges that are included under Section 2(f) of the UGC Act, even

though they may not yet be fit under Section 12 (B), may be invited to participate in the orientation and refresher courses. The teachers of colleges that do not yet come within the purview of Section 2(f), but have been affiliated to a university for at least five years, will be permitted to participate in the courses.

2. Part-time / Ad-hoc/ temporary / contract teachers who have been teaching for at least three academic sessions in an institution without differentiating them on the basis of type of management, which has been affiliated to a University programme / Refresher Course to enhance their skills.
3. University/ College teachers those already attended orientation programme or Refresher Course are eligible to attend a Refresher Course after a minimum gap of one year.
4. Selection will be made as per the guidelines of the UGC-HRDC and on first come first serve basis.
5. **The last date of receiving application is 24/12/2021.**

The interested candidates are advised to apply via online application form at the earliest and the same application may be printed out for applying through proper channel from university web site: www.ggu.ac.in/hrdc with a registration fee (non-refundable) of Rs. 1000/- paid through NEFT/RTGS/NET BANKING/OTHER in the account of UGC-HRDC, GGV, Bilaspur (C.G.), Bank Account No.- 947410110001547, IFSC Code- BKID0009474, Branch- BOI, GGV Campus, Koni to secure the participation. Bilaspur city of Chhattisgarh is well connected by rail and roadways. Regarding any further queries related to the course and other details, please contact the Course Coordinator and Director.

Contact:

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