



Faculty Development Program on

"VARIOUS ASPECTS OF E-BUSINESS"

July 12 to 18, 2016



Organized By:

Zakir Husain Delhi College
University of Delhi
Jawaharlal Nehru Marg
New Delhi-110002

About the Faculty Development Program

Introduction of CBCS of UGC in recent has been one of the radical reforms to bring justness, effectiveness and vividness in the Higher Education System of country. Providing a 'cafeteria' type approach, the system empowers the students to take courses of their choice, undertake additional courses and attain more than the required credits while adopting an interdisciplinary approach to learning. With the offerings of existing as well as new subjects in form of core, elective or minor or soft skill courses, it has become imperative to equip teaching faculty with the ability to handle the papers. At the same time, it is equally essential to follow the common guidelines for such papers so as to ensure uniformity within the University. This FDP seeks to serve this dual purpose.

About Zakir Husain Delhi College

Zakir Husain Delhi College holds the distinction of being in existence well before the establishment of the University of Delhi, boasting of a legacy of more than 300 years of imparting knowledge in various academic fields. Today, the college is one of the main constituents of the University of Delhi in the fields of Commerce, Mathematics, Philosophy, Psychology, Art, Science and numerous languages. The College is managed by Zakir Husain Memorial College Trust in memory of former President of India, Dr. Zakir Husain. The college has highly qualified, dedicated and committed faculty who are well known in their respective fields of specialization. The College provides vibrant academic environment for the students to sharpen their intellect, inter-personal and communication skills. The co-curricular and extracurricular activities organized in the college provide a platform to the students for their personality development and the promotion of their creative talents in the diverse fields of debating, dancing, music and host of other cultural activities. From the year 2015-16, the college has been providing three year CBCS degree courses in various fields. Our future plan is to develop the college into a centre of excellence to provide opportunities for all round development of the students in today's fast changing competitive global environment of the 21st century.

Objectives of the FDP

Covering various aspects of E-Business, this FDP aims to cover diversified themes on e-marketing, e-filing along with financial reporting and analysis and cyber crimes and laws. As part of ability enhancement courses, the focus of this program will be to provide knowledge on these concepts, tools and techniques of e-marketing, conceptual and practical knowledge about e-filing of returns, appreciate and analyze the basic framework of financial reporting and to understand the applicability of cyber laws in general.

With the emergence of internet and further technological up-gradation, radical changes are visible in both, the way businesses are done and the manner in which they are managed across the globe. Owners of e-businesses and their customers find benefits and convenience in transacting via internet as opposed to brick-and-mortar operations. However with the changing business environment, there has been rise in the rate of crime, secrecy, internet safety and hacking issues to mention a few. Within this business environment, it is next to impracticable to manage and run the business with the previous knowledge patterns, related to brick-and-mortar business. In order to overcome this ambiguity, the University of Delhi has taken initiatives to introduce papers related to e-business such as, e-marketing, e-filing of return of income, e-commerce, cyber crime and laws etc. As a step ahead to sustain this much needed initiative and change, we intend to equip our teachers with the familiarity, knowledge and skills to teach some of these papers.

We aim to synchronize the differences that exist between theory and practice. In an attempt to achieve these objectives, we aspire to comprise personnel from academics and industry both. For the same, provision of requisite information will be also made available through lectures, case studies with the incorporation of information technology and other sources. Further, in order to avoid any scope of any ambiguity, after all the sessions of a particular paper are completed; entire work discussed for that paper will be summed up.

Some of the broad areas covered under the concerned papers are:-

1. Cyber Crime and Laws: Concept of cyber crimes, introduction to Information Technology Act, regulatory framework, case laws, computer related offences etc.
2. E-filing of Returns: Basics of Income Tax Act and practical workshop on e-filing of ITR's etc.
3. Financial Reporting and Analysis: Elements of financial statements, basics of financial reporting, accounting standards in India & IFRS etc.
4. E-Marketing: Different aspects of internet marketing, direct marketing, case studies, issues and challenges of e-marketing etc.

Learning Outcomes

- ★ Practical exposure to the teacher to efficiently handle various courses related to e-business.
- ★ Improvement in teacher's classroom delivery both as a teacher and trainer.
- ★ Enhancement of pedagogical and research skills of the participant.
- ★ Equipping teachers with essential skills and knowledge.

Resource Persons

In order to address the aforesaid objectives and to achieve the desired outcomes, the resource persons would comprise of eminent subject experts from the requisite fields as well as industry experts in the desired area.

Participants

The program tends to serve faculty members from different colleges who will be teaching the related subjects in near future as well as research scholars who will be dynamically pursuing research in the said field.

Date and Venue

The FDP will be held from July 12 to July 18, 2016 at Zakir Husain Delhi College, Jawaharlal Nehru Marg, New Delhi-110002. Nearest metro station: New Delhi Railway Station (Yellow Line).

Registration Fees

The FDP is being conducted on non-residential basis. The fee for research scholars/faculty belonging to University of Delhi is Rs. 4,000/- per participant which includes course kit, lunch, tea and snacks. All participants are supposed to make their own travel arrangements including local transportation.

Mode of Payment

Participation fee could be paid by a Cheque/DD/PO drawn in favor of “Principal, Zakir Husain Delhi College” payable at Delhi. It can also be paid in cash.

Important Note

Registration will be done on first come, first serve basis. Limited seats are available. The participants are requested to send in duly filled registration form to Mr. Mukesh Kr. Jain, FDP Convener at fdpzhdc2016@gmail.com with subject titled- Registration for FDP. All the participants will be required to carry their own laptop and power cords during this program.

Contact Us

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Advisory Board

Dr. R Prabhakar Rao
(Acting Principal)
FDP Director

Mr. Ashok Sharma
Executive Member

Dr. Ruma Debnath
Executive Member

Mr. Bharat Bhushan
Executive Member

TENTATIVE SCHEDULE OF THE FDP

Date	Session I	TEA BREAK	Session II	LUNCH BREAK	Session III
	09:30 AM -11:00 AM		11:30 AM -01:00 PM		02:00 PM - 03:30 PM
12 July, 2016 (Tuesday)	Inaugural		E-Marketing - Internet Advertising		E-Marketing
13 July, 2016 (Wednesday)	E-Marketing		Direct Marketing		Marketing
14 July, 2016 (Thursday)	E-Filing of ITR		Accounting Standards		E-Filing
15 July, 2016 (Friday)	Financial Reporting		Income Tax		Financial Reporting
16 July, 2016 (Saturday)	Cyber Crime		Cyber Crime- Case Laws		Cyber Crime – Regulation
18 July, 2016 (Monday)	Cyber Crimes – IT Act		Cyber Crime- Case Laws		Valedictory

Form No. _____

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ON
“VARIOUS ASPECTS OF E-BUSINESS”
ZAKIR HUSAIN DELHI COLLEGE
JULY 12-18, 2016

REGISTRATION FORM

Name of the Participant (Dr./Mr./Mrs./Ms.): _____

Designation: _____

College/ University: _____

Address: _____

City: _____ **State:** _____ **Pin Code:** _____

Email ID: _____ **Mobile No.:** _____

Qualifications:

Payment Details:

Registration Fee Demand Draft No.: _____

Date: _____ **Drawn at (Bank Name):** _____