

Certificate course on E-commerce

“India’s e-commerce market was worth about USD 3.8 billion in 2009, it went up to USD 17 billion in 2014 and to USD 23 billion in 2015 and is expected to touch whopping USD 38 billion mark by 2016,” Assocham said in a statement. The E-commerce sector has changed the retail landscape in India. The ecommerce industry has brought about a new wave of innovations in technology and packaging. Small businessmen with niche products can now reach out to a large audience without a big advertising budget. International players have brought global business strategies, which are both open and inclusive. Amit Agarwal, Country Head & VP, Amazon India proudly claims that they have empowered local businesses by exposing them to their proven systems and processes. GTU’s Centre for Marketing Excellence (CME) has established to educate future marketing professionals with the capability to understand business problems and opportunities and translate them into actionable Information needs. By combining resources from academics and industry, the CMEs concentration will be to produce future marketing professionals who can gain superior insights from customer and marketplace. In that respect, GTU’s CME proposes to offer the Certificate Course on E-Commerce. The Courses will be offered by the academic team of GTU’s PG Research Centres through E- mode..

GUJARAT TECHNOLOGICAL UNIVERSITY

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GUJARAT TECHNOLOGICAL UNIVERSITY

Centre for Marketing Excellence

Announces

CERTIFICATE COURSE ON E-COMMERCE (CCEC)

ABOUT CERTIFICATE COURSE ON E-COMMERCE:

Recognizing the Global Economic Changes that are happening since the last few years, GTU is introducing Certificate Course on E-commerce

Course Highlights:

- Any Eligible Graduate can opt for the Certificate Course on E-Commerce.
- Course Duration for the course : 6 Months
- The Regular MBA students of GTU can also opt for the Certificate Course along with the regular MBA program
- The course will be offered through Exclusive E-mode with the Interaction Session for the subject guidance during weekend – once in a month on request basis.
- The course material will be available online on the course portal.

Who Can Join?

1. GTU regular MBA student
2. Aspirants from Foreign Countries having bachelor degree or equivalent qualification or professional experience of 3 years.
3. Aspirants from India having bachelor degree with Minimum 50%
4. Aspirants having MBA / MCA/ ME / M. Pharma degree and willing to acquire the additional knowledge of E-Commerce
5. Working executives from the businesses operating/intending to operate through Electronic mode having minimum 50 % in graduation

Tuition Fees:

Students from India: INR. 5,000/-

Students from foreign nations: US\$ 300/-

Course Delivery:

1. The course shall be delivered through e- learning platform. The course content will be available in the form of study material, presentations, video and pre-recorded lectures.
2. Student may also request for the online interaction/contact classes for interaction with concerned faculty for resolving the learning difficulties in weekends.

Duration of the Course:

Total Course Duration will be 6 months including practical assignments

Teaching Methodology

1. The delivery of the course shall be through e-mode.
2. The students will be provided the Log-In ID and Password for the e-learning platform of GTU. The course content will be available in form of study material, presentations, video and pre-recorded lectures.
3. Student may also request for the online interaction with concerned faculty through skype/google hangout for resolving the learning difficulties by taking prior appointment.
4. The group of the students may also request to arrange a contact class in any of the weekend – once in a month to resolve the learning difficulties if any.

Course Assessment (Certificate Course)

1. The course carries total marks of 500.
2. There will be four modules and one Project, each of 100 marks.
3. At the end of each module, student will have to submit the assignments (online) and will appear in online quiz – each of them will have 50% weightage (50+50=100 marks).
4. At the end of all four modules, there will be a common assignment in the form of Project of 100 Marks.

Passing Criteria

The passing criteria for the course is 50%.

SUBJECTS COVERED IN ABGP

Module I

Subject Name	Sub Code
Basics of E-Commerce	EC – 01

Module II

Policy Regulation and Technology Infrastructure in E-Commerce	EC- 02
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Module III

Strategies in E-Commerce	EC - 03
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Module IV

Logistic and SCM in E-commerce	EC - 04
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Procedure for Application

1. Fill in the online Expression of Interest Form (EOI)
2. Shortlisted Candidates will be contacted through e-mail for submitting the application form along with the required documents.
3. After verifying the documents, the candidates will be informed to submit the respective fees through online mode.
4. The participants will be enrolled for the course starting from August-2017 and log in ID and password will be provided to access online portal

Expression of Interest Form

Link: <https://goo.gl/5Jrohu>

Last date for registration is 27th August, 2017

About GTU's Management PG Research Centres:

Centre for Global Business Studies:

About CGBS:

Purpose: established to construct a coherent global perspective in Management education and research

Focused region for the study:

- North America
- Europe
- South America and Caribbean countries
- Africa
- Middle East
- Central Asia
- East Asia
- Pacific Countries & South Asia.

Activities:

- Promotes the research work in field of business management
- Facilitates the foreign study programs across the branches
- Expanding the scope by tie-up with foreign universities.
- Internationalization of the university in all possible areas

Mission of CGBS:

- Attracting scholars in field of education and research
- Internationalization of the faculties and students
- Creating an eco-system for innovation - leveraging academic and industrial research for global business studies
- Fostering entrepreneurship through global business studies.
- Becoming a hub for global business research to help academia and industry

International Students at GTU:

321 students from 41 countries of the world are studying full-time courses at GTU.

'INDO-EAST ASIAN STUDY CENTRE'

Asia has a major influence on world culture and the world's economy. Countries such as Russia, China, Japan and India produce products and services that are used by every nation in the world. Asia is also abundant in natural resources. Oil in the Middle East is a major supplier of much of the world's energy. The 'Indo-East Asian Study Centre' fulfils the need for an authentic center of study and information about East Asia in India. It hosts visiting Professors, Writers, Creative Artists, Media Personalities, Diplomats, Statesmen and delegations from Universities and Industries. It also helps businesses in East Asia to establish mutually beneficial interactions with businesses in Gujarat/ India.

Center for Governance Systems (CGS):

About the CGS:

GTU has started working on a Monitor for Good Governance, which will make it possible to objectively determine how well the governance systems are working. It is initiating studies in the field of Governance System in Businesses, Industries, Universities, Hospitals, NGOs and Governments. So that it might be able to help organizations improve their working through new policies or modifying existing policies and protocols and through creating or modifying management structures.

Objectives of CGS:

- To make the students/researchers/practitioners aware about the Governance practices.
- To take up joint research projects with foreign universities.
- To study, research and train managers in effective governance practices.
- To compare the governance system of Indian industry/sector/business with their developed nations' counterparts and to develop the governance models.

Centre for Business Ethics & CSR:

Vision:

Instrumental in creating and maintaining trust

Promoting practices based on principles of Ethics and behaviour, driven by human values.

Mission:

Develop and Provide systems and procedures for training 'Minds' of people in such a way that they become capable of thinking ethically and an environment with mutual understanding is created in every organization
Every individual may be able to reach his/ her optimum capability for harmoniously moving together towards achieving the larger objectives of the organization.

Centre for Financial Services:

Objectives:

- To offer training and education in the area of financial services and other areas of finance and economics by conducting long and short term courses.
- To conduct various in-house and external research projects in the area of financial services and other areas of finance and economics.
- To provide consultancy/advisory to the external bodies/institutes in the area of financial services and other areas of finance and economics.

Centre for Marketing Excellence:

Centre for Marketing Excellence is the dedicated centre to look after the research work in field of Marketing area. The Centre for Marketing Excellence has initiated vary reputed projects namely, **Kotler's Incubator for Ayurveda Medicines**. Kotler's Incubator for Ayurvedic Medicines is a part of the World Marketing Summit (WMS) initiative, started by the World's most influential Marketing Guru Professor Philip Kotler. Professor Kotler has initiated the concept of incubator and has set up WMS. The Centre is also very active in application based research projects funded by private limited companies, statutory bodies and government organizations; in niches of Governance in Marketing, Sales and Logistics Management, Brand Management, Product Management, Product / Service Promotions, Market Segmentation and Consumer Behavior and other related aspects in Marketing Management.

For More details on GTU's Management PG research Centre, Kindly go through the following web link:

<http://gtupgcenters.edu.in/>

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