



**UNIVERSITY GRANTS COMMISSION  
HUMAN RESOURCE DEVELOPMENT CENTRE  
GOA UNIVERSITY**

**Refresher Course in  
Commerce /  
Management  
(ONLINE)**

**From 20.09.2022 to 13.10.2022**

**For the members of the faculty of  
College / University that are included under  
Section 2(f)/12 (B) of the UGC Act**

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**UGC-Human Resource Development Centre**

**Goa University**

**Refresher Course in Commerce/Management (Online Mode)**

**from 20-09-2022 to 03-10-2022**


**A REPORT**

1. UGC-HRDC, Goa University conducted its Refresher Course in Commerce/Management (Online). There were 40 participants were registered for the course. Participants were from the state of Goa, Maharashtra, Karnataka, West Bengal, Tamil Nadu, Gujarat, Pondicherry, Mizoram, Himachal Pradesh and Haryana. Majority of the participants were from the State of Goa. There were 23 male and 17 female participants.
2. Prof. Ms. Purva welcomed the Resource person and participants for the Refresher Course was inaugurated by Prof. M. S. Dayanand, Professor in the Management Discipline of Goa Business and is currently the Dean of GBS, Goa University, in the presence of Prof. Ms. Purva G. Hegde Desai, In-Charge Director and Dr. Ingrid Anne P. Nazareth, Assistant Professor, UGC-HRDC. The Course was Co-ordinated by Dr. R. Nirmala, Goa Business School, Goa University. 4 lecture sessions were delivered daily (online) from 10.00 a.m. and 5.00 p.m. with a lunch-break of 1 hour.
3. Course was enriched with most eminent resource persons across the country. The theme of the Refresher Course was "The importance of networking and the opportunities provided through Refresher Courses should be taken beyond the Course to help promote research and ease participants teaching better".
4. Some of the topics that were presented by participants are: Hospitality (Food production), Accountancy and Finance, Travel and Tourism, Tax Planning by an Individual and different types of investment, Fintech : The digital transformation of Financial Technology, Social Media marketing – New trend in marketing, Consumer buying behaviour, Digital marketing, Limitations of Social Media Marketing, Importance of Commerce and Management, Challenges, Opportunity and Prospects of Digital payment system in India.

- 5 The participants were made to write Major Research Project Proposal as per UGC format, which was later assessed. They also had to submit the presentation Seminars report on the topic of their choice, which were assessed. A participants session was also held (online). At the end the participants had to answer the objective type test, which was evaluated, and graded accordingly.
- 6 Prof. Pranab Mukhopadhyay, Goa Business School, Goa University, delivered valedictory speech to the participants.

We are enclosing herewith:

- a. Time-table
- b. Name of Resource persons and topics.
- c. List of Participants sessions with topics
- d. Evaluation by the participants – summary
- e. Participants details.
- f. Participants Evaluation sheets

  
(Prof. Ms. Purva G. Hegde Desai )  
In-Charge-Director-UGC-HRDC

**DIRECTOR**  
**HUMAN RESOURCE DEVELOPMENT CENTRE**  
**GOA UNIVERSITY**  
GOA - 403 206



UGC-Human Resource Development Centre  
Goa University  
Refresher Course in Commerce/Management  
from 20-09-2022 to 03-10-2022  
Participants Details

Sr. No	Name of the participants	College address	Mobile No	Email ID of participants
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