



# 7 Days - WRC-ICSSR Sponsored Faculty Development Programme (FDP)

for College Faculties and Freelancers

on

## Course Launch Accelerator

(Designing, Creating, Marketing and Launching Online Course)

Organized by

**St. Gonsalo Garcia College of Arts and Commerce, Vasai.**

21st to 28th March, 2022

### Our Patron

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98921 74145

**Prof. Vikram Trivedi**

Co-Convenor

97642 56257



## Introduction :

St. Gonsalo Garcia College of Arts and Commerce, established in year 1984 is one of the well-known colleges in Vasai affiliated to the University of Mumbai with more than 3800 students. Our College is committed for the integrated development of students for individual and social transformation in vicinity of Vasai-Virar region. Like every education institution, we too at St. Gonsalo Garcia College strongly believe that while pursuing graduation, students should get privilege to learn from best faculties, professionals from industry and subject experts for getting practical exposure.

As we are aware that Covid -19 has brought new challenges in front of the world & education sector is not an exception. Dynamics of Industry has changed & faculties have experienced the change in dynamics of education sector as well. Importance of hybrid model of learning consisting of online & offline mode for improving effectiveness & overcoming shortcoming of teaching has been increasing constantly. Digital mode of learning & teaching will be inevitable in period to come as UGC has also recommended introduction of hybrid model in regular curriculum.

To celebrate **Platinum Jubilee of our country's independence "Azadi Ka Amrut Moahotsav"** and realizing increasing importance of digital teaching & learning, our college plans to organize a Faculty Development Programme - FDP, so as to enable faculties to get adapted to new methodologies, technologies of imparting knowledge to the learner using various platforms like Swayam, Coursera and Udemy etc. by using various contemporary and innovative tools. Along with designing their own course this FDP will also help participant art of promoting & marketing their course using various social media platforms.

Day & Date	Module	Objective	Session Outcome	Duration
	<b>Opening Ceremony</b>			
Monday 21/03/22 Time 10.30 am. to 12.30 pm. & 1.30 pm. to 3.30 pm	A) Types of Info Products - Ms. Rhea Punjabi.	Learn how to create impactful online courses using multiple types of information products. You don't only have to rely on videos.	<ul style="list-style-type: none"> <li>Types of freebies</li> <li>Types of paid info products</li> <li>Choosing the best types of info products</li> <li>How to create an eBook</li> </ul>	2 Hours
	<b>B) Assignment</b> Ms. Rhea Punjabi.	Session based assignment for hands on experience		2 Hours
Tuesday 22/03/22 Time 10.30 am to 12.30 pm. & 1.30 pm to 3.30 pm	Commercial platform available for launching online course. Ms. Rhea Punjabi.	Various non-academic & commercial platforms available for giving course access to students, accepting payments, giving discounts and certificates.	<ul style="list-style-type: none"> <li>Setting Up Your LMS</li> <li>Giving Access to Students</li> <li>Creating Coupons</li> <li>Accepting Payments</li> <li>Generating Certificates</li> </ul>	2 Hours
	<b>B) Assignment</b> Ms. Rhea Punjabi.	Session based assignment for hands on experience		2 Hours
Wednesday 23/03/22 Time 10.30 am. to 12.30 pm. & 1.30 pm to 3.30 pm	Profitable Niche Selection Ms. Rhea Punjabi.	Learn how to select your profitable niche and ideal customer	<ul style="list-style-type: none"> <li>Understanding The Most Popular Niches</li> <li>Finalizing Your Niche using the Niche Pin-Pointing Template</li> <li>Understanding Your Ideal Customer using an Empathy Map</li> </ul>	2 Hours
	<b>B) Assignment</b> Ms. Rhea Punjabi.	Session based assignment for hands on experience		2 Hours
Thursday 24/03/22 Time 10.30 am. to 12.30 pm. & 1.30 pm to 3.30pm	Virtual Teaching Tools Ms. Rhea Punjabi.	Learn how to use different virtual training tools to explain your concepts without depending highly on PowerPoint. The virtual tools enable you to make sessions engaging and also gamify them.	<ul style="list-style-type: none"> <li>Virtual Tools for Recorded and Live Sessions</li> <li>Creating Quizzes</li> <li>Creating Surveys</li> </ul>	2 Hours
	Pre-sell Your Course Ms. Rhea Punjabi.	Pre Sell your cours without paid ads and get customers via organic marketing techniques.	<ul style="list-style-type: none"> <li>Title Your Program</li> <li>Steps To Launch Your Beta Program</li> </ul>	2 Hours
Friday 25/03/22 Time 10.30 am. to 12.30 pm. & 1.30 pm to 3.30 pm	No-Brainer Offer and Course Roadmap Ms. Rhea Punjabi.	Craft a No-Brainer Offer that will attract students and plan your course roadmap before you launch your program.	<ul style="list-style-type: none"> <li>Creating One Big Promise For Your Ideal Customer</li> <li>Craft Your No Brainer Offer</li> <li>Use The No-Brainer Offer To Create Your Course Roadmap</li> </ul>	2 Hours
	Use of free LMS Dr. Mandar Bhanushe	Use of Free LMS for hosting and conducting online courses	<ul style="list-style-type: none"> <li>How to use free LMS</li> <li>Hosting online course</li> </ul>	2 Hours
Saturday 26/03/22 Time 10.30 am. to 12.30 pm. & 1.30 pm to 3.30 pm	Academic platform available for launching online course. Mrs. Cynthia D'costa.	Explore various online accademic platforms available for launching course.	<ul style="list-style-type: none"> <li>Academic platform available</li> <li>Procedure to launch course.</li> </ul>	2 Hours
	Making interactive E-Content for Self paced learning in Online Courses Dr. Mandar Bhanushe	Intractive E-Content Development.	<ul style="list-style-type: none"> <li>Online Tools for Intractive E-Content Development</li> </ul>	2 Hours
Monday 28/03/22 10.30 am. to 12.30 pm. & 1.30 pm. to 3.30 pm.	Video Production	Learn how to increase your confidence in front of the camera and know the tools needed to shoot and edit your videos all by yourself.	<ul style="list-style-type: none"> <li>How To Create Engaging Content For Your Course Videos.</li> <li>Equipment Needed For Recording Videos and Webinars.</li> <li>Recording, Editing and Uploading Your Videos.</li> </ul>	2 Hours
	<b>B) Assignment</b> Ms. Rhea Punjabi.	Session based assignment for hands on experience		2 Hours
	Closing Ceremony 4.00 pm. onwards			2 Hours

## Registration Details

- Registration Fees is Rs 250 per person.
- Registration Amount is to be paid in account details mentioned below.
- Every participant will get certificate on successful completion of course (To be delivered by post).

St. Gonsalo Garcia College  
Bank : Bank of Baroda  
A/c. No.: 4901 0100 0054 48  
IFSC : BARBOVASAIG (Note : 5th letter is zero)  
Branch : Vasaigaon Branch

## Speakers

**Ms. Rhea Punjabi**  
(Corporate Trainer & Coach)

**Dr. Agnes Dcosta**

Associate Professor  
Pushpanjali College of Education, Vasai

**Dr. Mandar Bhanushe**

Head Faculty of Science and Technology  
IDOL - University of Mumbai

## Organising Committee

**Dr. Monica Penkar**

98928 76682

**Dr. Chitanya Veer**

87938 88808

**Dr. Gunwant Gadbadde**

97576 98588

**Prof. Rubina D'Mello**

98676 83126

**Prof. Celsa D'Souza**

92847 29702

**Prof. Calvina Maharao**

98234 49211

**Prof. Swenal Ferreira**

77983 16985