



DEPARTMENT OF BUSINESS COMMUNICATION

“The art of communication is the language of leadership.” - James Humes

- The Department of Business Communication aims to enhance the Communication skills of its students. Apart from the teaching learning process that happens with reference to the subject of Business communication, offered at the first year of the B.Com degree program, the department makes efforts to instill in the students a love for language learning.
- Understanding communication theory, concepts, practice and skills definitely help students advance themselves. But practice in communication skills is a major requirement.
- The Department provides students with opportunities to showcase and enhance their skills – reading, writing, listening and speaking skills.

Activities conducted during the year by the department: Curricular:

Bridge Course in Communication Skills:

- A bridge course in communication skills was organized for students of F.Y.B.Com. immediately after they took admission in the institution. The topics dealt with were: Bridge course to Business Communication: How to Speak and Write Fluently in English. The data is as follows:

Class	Date of the Bridge course	Name of Bridge Course	Name of Faculty	No. of participants
FYBCOM A	17 th , 21 st & 22 nd September, 2021.	Bridge course to Business Communication: How to Speak and Write Fluently in English	Emelia Noronha	60
FYBCOM B	18 th , 23 rd & 24 th September, 2021	Bridge course to Business Communication: How to Speak and Write Fluently in English	Emelia Noronha	49
FYBCOM C	17 th , 21 st & 22 nd Sep 2021	Bridge course to Business Communication: How to Speak and Write Fluently in English	Emelia Noronha	57
FYBCOM D	25 th September & 5 th October, 2021	Bridge course to Business Communication: How to Speak and Write Fluently in English	Emelia Noronha	64
FYBCOM E	24 th September, 27 th September & 1 st October, 2021	Bridge course to Business Communication: How to Speak and Write Fluently in English	Emelia Noronha	63
FYBCOM F	24 th & 25 th September, 2021	Bridge course to Business Communication: How to Speak and Write Fluently in English	Emelia Noronha	35
FYBCOM G	22 nd & 23 rd September, 2021	Bridge course to Business Communication: How to Speak and Write Fluently in English	Emelia Noronha	46

- From 10th August, 2021 until October 2021 the Department of Business Communication conducted a Course on Soft Skills and Communication in English for students of T.Y.B.Com., being held from Monday to Friday from 11.00 a.m. to 12.00p.m. on Google Meet platform.

This course commenced and following Modules were covered:

- Emotional Intelligence, Working with EI, Self Awareness, Self Confidence, Self management, Creating a Resume, Video Resume, Interviews, Video Interviews, Group Discussion, Improving Communication skills through life-long learning, Leadership skills, Conflict Management, Stress management, Time Management, Improving Pronunciation, Improving Vocabulary and Grammar through Audio-video , SWOT Analysis, Self Introduction, Mock Interviews, Public speaking, Presentation Skills and Business Etiquettes, were taken up in great detail.
- Teaching learning methodology used was : Online sessions via Google Meet, use of Google Classroom, Group discussions, Mock interviews. Tests, Quizzes, Assignments & Project presentations to be used for grading purposes.
- Certificate was given on the following basis : Attendance: 60 Percent attendance is compulsory – 20 percent marks allotted. Assignments : 1 Best assignment out of 2 will be counted for grading: 40 percent marks allocated . Classroom interaction, Group discussion, Mock Interview & presentation: 40 percent marks allocated.
- Finally 32 Students successfully completed the course and certificates were awarded to them.

Video Resume :

- All F.Y.B.Com. students were taught in detail how to make their video resumes using Video Resume Maker at biteable.com . The Literary Debating and Advertising Society and the Department of Business Communication held a Video Resume Event wherein all students were required to submit their resumes by 10th January, 2022. The best Resumes were given Best Video Resume Award Certificates, the rest of the students received an Appreciation Certificate. 78 students participated in this event.
- Mock Interviews and Group Discussion were taken up in tutorials in order to brush up the communication skills of students .
- Workshop On Using Gender Sensitive Language : A workshop for students of F.Y.B.Com. was conducted on “Using Gender sensitive Language” following is the data :

Class	Date of workshop on “Using Gender sensitive Language”	Name of Faculty	No. of participants
F.Y.B.COM. A	4 th January, 2022	Emelia Noronha	35
F.Y.B.COM. C	4 th January, 2022	Emelia Noronha	26
F.Y.B.COM. D	22 nd December, 2021	Emelia Noronha	22
F.Y.B.COM. E	20 th December, 2021	Emelia Noronha	44
F.Y.B.COM. F	18 th , 23 rd December, 2021	Emelia Noronha	38
F.Y.B.COM. G	11 th January, 2022	Emelia Noronha	36

- Google Classroom was used throughout the year to connect with the students. Regularly they were assisted with online notes, PowerPoint presentations were shared, and study material – audio-visual was used for flipped learning experiences.

Extra-curricular:

- **Student Research Conference:** Research is the cornerstone of knowledge. Young minds are flint stones that help ignite new avenues of growth, be it in the field of science and technology Economics and psychology politics or the social arena. The venture that started as a small student quality circle yearning for enrichment has today grown and spread its branches. We started these student conferences as a project in experiential learning wherein students themselves learn to organize a research conference. A conference for students, By students, a project that began as an intra-collegiate activity has today, being nurtured by the zest and enthusiasm of our students, got together young researchers from places as under.
- In the subject of Business communication, we teach in detail the topic of Conferences. Thus, every year in order to gain experiential learning we have students joining the Student Research Cell and organizing a Student Research conference. As every year the theme of the year is taken up at the conference, this year's theme for the conference was in tune with Commemorating 50 years of establishment of Prahladrai Dalmia Lions College of Commerce & Economics. The theme for the Virtual Conference for student researchers was "Changing Media Landscapes and their Impact on Culture, Society and its Economics". The conference was organized on 27th April, 2022 by the Department of Business Communication and Student Research Cell of Prahladrai Dalmia Lions College of Commerce & Economics and D.T.S.S. College of Commerce under the aegis of IQAC of both colleges.
- Prof. Dr. Sangeeta Pawar, Professor of Commerce and Management, Senate Member, Department of Commerce, University of Mumbai was the Keynote Speaker.
- The technical sessions were chaired :
Dr. Akash Deepak Agarwal, Associate Professor , Renaissance Institute of Management Studies, Gondwana University, Gadchiroli, Maharashtra.
Dr. Bhavik Swadia, Asst. Professor S.M. Patel Institute of Commerce GLS University, Gujarat.

The technical sessions were as follows:

Session 1: Commerce , Finance and Economics
Relationship of media and share market
Crypto currency and media
Impact of media on investment methods
Media attention, sentiment and Investor relations
Gaming industry and media
Media and public relations
The Economics of Information and Media
Media and Smart Finance

Media and Stock Markets Financial Media and corporate performance – Case study

Session 2 : Humanities

Media and emotional health
Media addiction
Media and politics
Sexual politics and media
Humour and media
Children and media
Media and health – physical and psychological

Session 3 : Technology & Emerging Trends

The use of media in education
Policy making and media
Media and start-ups
Influence of virtual reality on the media and vice-versa

Artificial intelligence in mass media

This National level conference through our MOU with D.T.S.S. College of Commerce, Mumbai, was made successful as 2 technical sessions with 27 papers were presented.

The details of the sessions are as under :

Technical session 1 chaired by Akash Deepak Agarwal

SR.NO.	Name of Participant	Title of Research Paper
1	Suha Riyaz	A Study of investment preference with respect to equity and mutual funds
2	Tanmay Kamble	Representation of gender (power) in media and society.
3	Subhaangi Singh	Social media for start-ups - an effective marketing tool
4	Nikkhil Chettri	crypto currency and media
5	Gauri Narayan Gawas	Sexual policy & media
6	Dhruvi mehta	The use of Social media in in Education
7	Bains Gurwinder Kaur	Media and Smart Finance
8	Oshra Yeheal Kolatkar	IAS 19 - Employee benefits - a study on employee benefits in pvt. ltd. Co.
9	Bhoomi Nagda	Code of the Ethicsand professional conduct
10	Vedant Gupta	Drone Technology's Impact on Various Industries
11	Ritika Manral	A study on mergers and acquisitions in Banking Sector
12	Surai Prasad	Media and Share Market
13	Nidhi Mer	Use of Fintech in India

Technical session 2 chaired by Dr. Bhavik Swadia

SR.NO.	Name of Participant	Title of Research Paper
1	Ayushi Singh	A study on individual awareness towards cryptocurrencies
2	Shubham Gothankar	Non-Fungible Token (NFT) : Overview, Evaluation, Opportunities & Challenges
3	Navin Mittal	An analysis of the Instagram Users and Their Demography with special Reference to Mumbai Metropolitan Region
4	Nidhish Tripathi	Role of Media in the growth of gaming industry
5	Mohan Avdhesh Gupta	Child Sexual Abuse
6	Kale Tushar Shivraj	A study on Impact of Media on an individual's physical and mental health
7	Shreyash Shrikant Vedak	A study on Influence of Social Media on stock market
8	Yashvi Mahesh Gudhka	A study on perspective of public about media
9	Vivek Anand Pandey	A study on impact of social media on politics
10	Shashank Awdhesh Kumar Singh	A study on impact of media on investment decisions
11	Anjali Rajkumar Lohar	Impact of media on education in India
12	Anurag Ramesh Mishra	Impact of social media platforms on college students
13	Anjali Ajay Gupta	Impact of media with reference to Smart Finance
14	Rebekah Cardoza	Social Media and Children

3 best research papers from each technical session were awarded and all papers were published in the student research journal - Adhyayan.

The paper awarded were :

Technical Session 1 :

Rank	Author Name	Paper Name	College Name
1	Suha Riyaz	A study of investment preference with respect to equity and mutual funds	SVKM's Mithibai College of Arts, Science Commerce
2	Gauri Narayan Gawas	Sexual politics & media	Shailendra Education Society
3	Oshra Yeheal Kolatkar	IAS 19- Employee benefits- a study on employee benefits in pvt ltd co.	KES Shroff College

Technical Session 2 :

Rank	Author Name	Paper Name	College Name
1	Nidhish Tripathi	Role of media in the growth of gaming industry	Tilak College
2	Navin Mittal	An analysis of the Instagram Users and Their Demography with Special Reference to Mumbai Metro Politan Region	Prahladrai Dalmia Loins College of Commerce and Economics
3	Ayushi Singh	A study on individual Awareness towards cryptocurrencies	SVKM's Mithibai College of Arts, Science and Commerce

Faculty Pursuits :

Ms. Emelia Noronha, Ms. Forum Joshi & Ms. Tanvi Shah:

- On 7th December, 2021, participated in a workshop on ' Will and Probate' organized by Prahladrai Dalmia Lions College of Commerce & Economics.
- On 10th February, 2022 attended a University level workshop on 'Dissertation Writing' organized by the Department of English and Political Science of Deccan Education Society's Kirti M. Doongursee College of Arts, Science and Commerce, Dadar, Maharashtra.
- On 18th November, 2021, 21st October and 16th December, 2021 attended the workshop series on 'Mapping the Institutional CO's and PO's' organized by the Internal Quality Assurance Cell of Prahladrai Dalmia Lions College of Commerce & Economics.
- On 10th January, 2022 attended seminar on 'Rights Under Indian Constitution ' organized by Department of Business Law in Association with Department of Economics & Foundation Course, DLLE and IQAC of Prahladrai Dalmia Lions College of Commerce & Economics.

- Was awarded an 'A' Grade in the One Week Online National Faculty Development Program on 'Outcome based Education and Technology in Higher Education jointly organized by K. J. Somaiya College of Science and Commerce, Vidyavihar, Mumbai and Guru Angad Dev Teaching Learning Center, SGTB Khalsa College, University of Delhi under the Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT) of Ministry of Education. This was conducted in online mode with one week's involvement in a flexible mode from 28th July to 3rd August, 2021.
- From 5th to 19th August, 2021, successfully completed Inter-Disciplinary Online Two - Week Refresher Course/Faculty Development Programme on "Managing Online Classes & Co- creating MOOCS 7.0" and obtained Grade A+ organized by Teaching Learning Center, Ramanujan College, University Of Delhi, under the Aegis of ,Ministry of Education, Pandit Madan Mohan Malaviya National Mission On Teachers And Teaching, in collaboration With CMS College (Autonomous) Kottayam, Kerala.
- On 10th August and 11th August, 2021 participated in two day National Webinar on 'Quality Management in Education' organized by K.M.E.S Society's G.M. Momin Women's College, Bhiwandi (Dist. Thane) in association with IQAC Cluster India.
- On 18th November, 2021, 21st October and 16th December, 2021 organized a workshop series on 'Mapping the Institutional CO's and PO's' organized by the Internal Quality Assurance Cell of Prahladrai Dalmia Lions College of Commerce & Economics.
- On 25th August and 26th August, 2021 was awarded an 'A' Grade in the Two-Day National Level Workshop held on "Research Methods in English Studies (Language and Literature)" was held by HSNB Board's Smt. Chandibai Himathmal Mansukhani College, Ulhasnagar, Maharashtra, Govt. V. Y. T. Post Graduate College Autonomous, Durg, Chhattisgarh and The KET's V. G. Vaze College of Arts, Science and Commerce Autonomous, Mumbai, Maharashtra.
- Published a research paper titled 'Occupying Spaces of Resistance: The Visual Art of Bahia Shehab and Rupi Kaur' in LangLit - An International Peer-Reviewed Open Access Journal - Special Issue Sep 2021, pgs. 81-85.with an impact Factor of 5.61.; bearing ISSN 2349 -5189. Available at <http://surl.li/bukri>
- On 7th February, 2022 attended a workshop on 'Understanding MLA 9TH Edition' organized by KET's V.G. Vaze College of Arts, Science & Commerce (Autonomous), Mumbai, Maharashtra; Govt. VYT Post Graduate Autonomous College, Durg, Chhattisgarh & HSNB Board's Smt. Chandibai Himathmal Mansukhani College, Ulhasnagar, Maharashtra.
Ms. Foram Joshi
- On 18th November, 2021, 21st October and 16th December, 2021 organized a workshop series on 'Mapping the Institutional CO's and PO's' organized by the Internal Quality Assurance Cell of Prahladrai Dalmia Lions College of Commerce & Economics.
- On 10th February, 2022 participated in University-level workshop on "Dissertation Writing" organized by Department of English and Political Science of Vaze College of Arts, Science & Commerce (Autonomous), Mumbai, Maharashtra.

Ms. Tanvi Shah

- On 18th November, 2021, 21st October and 16th December, 2021 organized a workshop series on 'Mapping the Institutional CO's and PO's' organized by the Internal Quality Assurance Cell of Prahladrai Dalmia Lions College of Commerce & Economics.
- On 10th February, 2022 participated in University-level workshop on "Dissertation Writing" organized by Department of English and Political Science of Vaze College of Arts, Science & Commerce (Autonomous), Mumbai, Maharashtra.

Strengths of department

- A dedication and enthusiastic faculty
A well planned yearly schedule of activities
- Efforts are directed towards strengthening of tutorials using the audio-visual mode
Mobile phones are put to active use to enhance the teaching learning process
Study material in the form of worksheets and Ppts are provided to students.
Constant teacher support to students through social media
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Best practices:

- Experiential learning – Conference by students for students.
Use of Internet based teaching learning resources and tools to enhance the online teaching methodology: Google classroom, podcasts, flipped and blended classroom technique was used throughout the year to keep up the interest levels of the students for teaching listening skills in English.
The Department makes use of the Language Lab to enhance the communication skills of students.

Achievements of Students - academic and non academic :

Students were encouraged to take part in Elocution, Debate and Literary Competition



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