

# DEPARTMENT OF BUSINESS COMMUNICATION

*“The one great principle of English law is to make business for itself” – Charles Dickens*

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 FYBCom immediately after they took admission in the institution in the first week of July 2019.

**Remedial lectures** were organized for students who have failed in the subject in the previous years.

**Online English Language Enhancement Course – ELEC:** Using Google Classroom the department conducted an online English Language Enhancement Course from 9th May to 9th June 2020. 66 students enrolled for the course and 21 students successfully completed the course.

### **Extra-curricular:**

**Workshop on ‘Read Fast and Learn More’:** The Dept. of Business Communication organized an informative workshop on ‘Read Fast and Learn More” on Monday, 28th January 2020 at 10:30 am in the college auditorium. The workshop was conducted by Professor Rajesh Tayal, a student-guide and wellness instructor. Mr. Tayal enlightened the students with information on how to increase their reading speed by prescribing different methods and exercises to enhance their reading capabilities. He emphasized that a faster reading speed, makes learning faster and easier. With various exercises and activities, Prof. Tayal helped the students develop the ability of reading faster. More than 90 students attended the session and got a chance to learn the skill of reading fast.





**A short basic course on Enhancement of Speaking Skills in English was organised in February 2020 for the students of FYBCom.**

**Student Research Conference:** In the subject of Business communication we teach in detail Conferences. As part of experiential learning for the past years we give our students a hands on learning experience of organizing a conference themselves. This year too students were given an opportunity to conduct a research conference of the students by the students and for the students. The theme of the conference was: **The Art and Science of Generosity. This topic was chosen in keeping with our theme of the year – The Art of Giving.**



### **Faculty Pursuits:**

#### **Prof. Aastha Bhatia**

Attended a Workshop on "Learning through Cyberspace" on 23 August 2019

- Attended a Workshop on "An Insight into Career Advancement Scheme (CAS) & Its Recent Amendments on 27th August 2019.
- Attended a Guest Lecture on "Developing Entrepreneurial Skills through Innovative Ideas" on 17 January 2020
- Attended a Workshop on "Data Analysis in Research with Application of R Software" – 13 March 2020
- Attended the web-event " The Left Reflects on the Global Pandemic: Gayatri Chakraborty Spivak on 7th May 2020 organised by Transform! Europe, Vienna, Austria.



### **Prof. Saniya Gonsalves**

- Attended the online content creation course, the certificate for which I had already submitted to college.
- Attended a week-long FDP organized by GAP and SRM University on Indian Literature and Languages: Paradigms and Praxis.
- Attended a workshop on Academic Writing from 15th to 18th May 2020
- Attended a webinar Reflections on the post-covid, scenario on 6th June 202
- Attended a two-day workshop on Understanding the works of Simone De Beauvoir 3rd and 4th June 2020
- Completed a 40-days creative writing course on Internshala from 15th April to 27th May 2020.

### **Prof. Emelia Noronha**

- Attended a workshop on 'Filing AQAR under New NAAC Process' organised by KES College and IQAC Cluster India on 28th June 2019.
- Attended a Workshop on "Learning through Cyberspace" conducted by Faculty development Cell of Prahladrai Dalmia Lions College of Commerce & Economics on 23 August 2019
- Attended a Workshop on "An Insight into Career Advancement Scheme (CAS) & Its Recent Amendments conducted by Faculty development Cell of Prahladrai Dalmia Lions College of Commerce & Economics on 27th August 2019.
- Attended a Guest Lecture on " Developing Entrepreneurial Skills through Innovative Ideas" conducted by Prahladrai Dalmia Lions College of Commerce & Economics on 17 January 2020
- Attended the RUSA sponsored Short Term Course on 'E Content Development' at Ruia College, Mumbai from 19th to 25th Nov. 2019.
- Participated at the International Conference on 'Globalization and Multilingual Language Education Policies' jointly organised by the Research Chronicler, INLEPS, USA, Janardhan Bhagat Shishak Parsark Sanstha, Panvel and KSA Barns College, Panvel and University of Mumbai on 17th & 18th Dec. 2019.
- Participated in the one day Interdisciplinary Workshop on 'Research Methodology 'organised by SIES College of Arts, Science & Commerce, Mumbai on 27th January 2020.
- Attended a Workshop on "Data Analysis in Research with Application of R Software" – 13th March 2020.
- Attended a seminar on 'IPR Solutions and Funding Schemes for Start-ups in India organised by Prahladrai Dalmia Lions College of Commerce & Economics on 21 September 2019.
- Participated in Webinar: Sweat of the Brow"-IPR on 21st May 2020 organized by Prahladrai Dalmia Lions College of Commerce and Economics in association with IQAC.
- Presented a Research paper titled "Documenting Pain: Disrupting Minds" at the International Web Conference on "Worlds of Hurt- Reading the Literature of Trauma" organised by Chembur Trombay Education Society's N. G. Acharya & D. K. Marathe College of Arts, Science and Commerce, Shri N. G. Acharya Marg, Chembur, Mumbai, Dept of English, in collaboration with Board of Studies – English, University of Mumbai on 27th & 28th May, 2020. The paper was also sent for publication.
- Successfully completed a course on "Feminism: Concepts and Theories "(12 Weeks) on the SWAYAM platform by NPTEL Online Certification (funded by the Ministry of HRD, Govt. of India) with a score of 93 percent, during the Jan-Apr 2020 Semester.
- Successfully completed ARPIT 2019, Annual Refresher Programme in English Language Teaching 2019 organized by Ministry of Human Resource Development on Swayam portal. Appeared for the Exam in the month of February, 2020 and cleared with Distinction.

- Successfully completed the Two Week Faculty Development Programme on “Managing online classes and co-creating MOOCS 2.0” from 18th May till 01 June, 2020 organized by the Ministry of Human Resource Development, Pandit Madan Mohan Malviya National Mission on Teachers and Teaching and Ramanujan College.
- Attended the web-event “ The Left Reflects on the Global Pandemic: Gayatri Chakraborty Spivak on 7th May 2020 organised by Transform! Europe, Vienna, Austria.
- Successfully completed the One Week Faculty Development Programme on “Open Source Tools for Research” from 8th June till 14 June, 2020 organized by the Ministry of Human Resource Development, Pandit Madan Mohan Malviya National Mission on Teachers and Teaching and Ramanujan College.
- Successfully completed a Five Days Online Faculty Development Programme organized by Sydenham Faculty Development Centre (SFDC) from 2-6 May, 2020 under the Pandit Madam Mohan Malviya National Mission on Teachers and Teaching (PMMMNTT), MHRD, New Delhi.
- Attended a Webinar on “ NAAC: Revised assessment and Accreditation Framework” organised by RUSA and Office of Joint Director, Higher Education, Mumbai |Region, in association with Ramanand Arya DAV College, Bhandup on 4 June 2020.

### **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 form of worksheets and Ppts are provided to students.
- Constant teacher support to students through social media
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### **Best practices:**

- **Online Course on Enhancement of English language**
- **Experiential learning – Conference by students for students.**
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### **Language Lab:**

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



**Prof. Emelia Noronha**  
HOD