



# Department of Business Communication

“Communication is the key for any global business” – Anita Roddick

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:** - From 10th to 12th September, 2020 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: How to Speak and Write Fluently in English and Using the Internet to enhance English language skills. A total of 440 students had participated.

### Online soft skills Modules: -

- 1. A Course on Emotional Intelligence:** - was conducted from 12th October, 2020 to 23rd November, 2020 wherein all students of F.Y.B.Com were enrolled. This course was conducted during the online tutorials of Business Communication. 140 students, who regularly attended it benefitted from this course.
- 2. Course on Soft skills** was taken up in the second semester from 1st March, 2021 to 5th April, 2021. The modules dealt with were: Leadership skills, conflict Management, Stress management and Time Management. Though all F.Y.B.Com students were enrolled for it; 70 Students took benefit from this course.
3. Apart from Mock Interviews and Group Discussion conducted **an online tutorials** students were also trained to make Video resumes using Video Resume Maker at biteable.com.
4. **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 asunder.

In the subject of Business communication, we teach in detail 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 a Virtual Conference for student researchers on **“Reaching out in COVID 19: Social, Economic and Psychological Dimensions of Human Life during The Pandemic”** on 25th March, 2021 organized by the Department of Business Communication and Student Research Cell under the aegis of IQAC. The subtopics for the conference were:

### Subtopics:

- Role of media in reaching out to people for help.
- Hunger and Food Charity during COVID 19.
- COVID 19- Misery of Migrants.
- COVID 19 – Rise of depression.
- Economic consequences of COVID 19.
- Social Isolation and Trauma during the Pandemic.
- Fear of losing loved ones during the Pandemic.
- Dealing with loss of jobs due to COVID 19.
- Domestic violence and Lockdown.
- Lockdown: is Environment healing?
- Challenges of Education during Pandemic.
- Lockdown: Finding yourself.
- Lockdown: Healing yourself.
- Lockdown: Emergence of DIY.
- Lockdown: “I am a writer too”.
- Lockdown: Reconnecting with family.
- Any other topic related to the theme.

Students all over India contributed research papers on the themes given. We have researchers from Maharashtra, Tamilnadu, Puducherry and even Darjeeling, Coimbatore, who came together on this virtual platform to share their research studies. Dr. Shweta Ranade a passionate researcher and Prof. Aastha Bhatia a dedicated and enthusiastic teacher, mentored this group of young energetic students who have put in a lot of hard work for four months in organizing this conference.

The keynote speaker Dr. Swati Jayant Pawar, M.B.B.S., D.P.M., D.H.A.; M.H.A, MDP completed (IIM-A) who is currently working as a Deputy Medical Superintendent with a 1400 bedded, Teaching hospital in Pondicherry, India set the tone of the conference by her experiences handling the pandemic of Covid 19. The Chairperson for the technical session 1 was: Dr. Iramani Bhuyan, Assistant Professor at Nowrosjee Wadia College, Pune, Maharashtra, Technical session 2 was chaired by Mr. Deepak Poojary, Assistant Professor in Zoology at Ramniranjan Jhunjhunwala College, Ghatkopar, Mumbai, Maharashtra and technical session 3 was chaired by Dr. Vaishali Takode, Assistant Professor at Shri Shivaji Arts and Commerce College, Amravati, Maharashtra. 69 students participated in the conference. 35 Research papers were presented at the three parallel technical sessions held for the paper presentations. The best papers were awarded:

#### Technical session 1:

Rank	Author Name	Paper Name	College Name
I	Pranjali Rai, Fiza Rehman and Anaisha Sadri	Covid-19 and its Impact on Lifestyle Patterns	Sophia College for Women
II	Anjali Jain	Pandemic Affecting the Educational Environment of Mumbai Students	Ghanshyamdas Saraf College
III	Sakina M. Babuji	Impact of Covid-19 on Education in India	Narsee Monjee College of Commerce and Economics

#### Technical session 2:

Rank	Author Name	Paper Name	College Name
I	Dhruvi Mehta	Covid 19- Rise of Depression	Narsee Monjee College of Commerce & Economics
II	Thameena Syed, Carmel Abinaya and Vivek Mandal	Fear of losing your loved ones during pandemic	Mahatma Gandhi medical College and research institute, Pondicherry
III	Sruthi N	- A study on job satisfaction, stress and strain of medical representatives in covid era with special reference to Trichur region	Sri Krishna Aditya College of Arts and Science, Coimbatore

### Technical session 3:

Rank	Author Name	Paper Name	College Name
I	Tushani Das	Lockdown and Crime	Patkar Varde College
II	Deep Gada	Normal to New Normal- A Journey of Humans during this Pandemic	Narsee Monjee College of Commerce & Economics
III	Swarangi Joshi	Role of media during Covid-19/Lockdown	Prahladrai Dalmia Lions College of Commerce and Economics
III	Vanisha Agarwal	Lockdown: finding yourself	Jai Hind college, Mumbai

### Faculty Pursuits:

#### Prof. Emelia Noronha

- From 18th May till 1st June, 2020 successfully completed the Two-Week Faculty Development Programme on “Managing online classes and co-creating MOOCS 2.0”.
- From 8th June till 14th June, 2020 successfully completed the One Week Faculty Development Programme on “Open-Source Tools for Research” organized by the Ministry of Human Resource Development, Pandit Madan Mohan Malviya National Mission on Teachers and Teaching and Ramanujan College.
- From 15th September, 2020 to 10th November 2020 successfully completed the two-month course with O grade the Course on “Effective Documentation for Accreditation” organized by “IQAC Cluster India”.
- On 25th September, 2020 had participated in the one-day National Webinar on “Microbial Humanities: A (Post) Pandemic Perspective” organised by A. R. Burla Mahila Varishtha Mahavidyalaya, Solapur.
- On 27th September, 2020 had participated in Webinar on Using Songs and Music in the Language Classroom organised by the English Language Teachers' Association of India (ELTAI).
- On 8th January, 2021 attended the RUSA sponsored State level Webinar on “UGC’s Career Advancement Scheme (CAS) organised by Patkar College.
- From 1st December to 23rd December, 2020 successfully completed “Three Week Faculty Development Program” organized by Saint Francis De Sales College, Nagpur.
- From 25th to 31st May, 2021 attended the Seven-day Faculty Development Program (FDP) on “English and Interdisciplinary Paradigms in Research ” organised by GOVT. V.Y.T. PG Autonomous College, Durg, (ChhatTisgarh) and HSNC Board's Smt. C.H.M. College, Ulhasnagar, (Maharashtra).

- On 4 & 5th December 2020 participated in International Conference on Emotions: A Multidisciplinary Inquiry jointly organised by St. Andrew's Educational Foundation and Grand Academic Portal in association with Nalanda Nritya Kala Mahavidyalaya-Mumbai & University of Hindu, Indonesia. Published a Research paper at the same conference titled "Gendering Emotions: Consolidating Patriarchy" which was published in GAP BODHI TARU A Global Journal of Humanities, Volume - III Issue IV August – October 2020, available at <https://www.gapbodhitaru.org/view-articles.php?iid=21>.
- Published a research paper "Documenting Pain: Disrupting Minds" in Shodh Sanchar Bulletin - UGC Care listed Journal ISSN No 2229-3620, Volume 10, Issue 40, Pages 10-14, Publisher: Sanchar Educational & Research Foundation, Lucknow (U.P.) INDIA.
- On 25th and 26th February, 2021 presented a research paper titled "Power Struggle and Sexuality in the Times of the pandemic" at the two-day transdisciplinary international Web conference on "The Pandemic Turn: Challenges, Direction & Innovation in the new order" organized by KETs Vaze College.

#### **Combined Faculty Pursuits of Ms. Aastha Bhatia and Ms. Emelia Noronha: -**

- On 26th & 27th June, 2020 attended the Two-Day International seminar on "Literary Studies in the Coronavirus Terrain: Reading Peril, Environment and Normalcy".
- From 18th to 22nd January, 2021 attended Workshop on "Data Analysis Using Excel" organized by Prahladrai Dalmia Lions College of Commerce and Economics.
- On 11th January, 2021 attended a one-day National level workshop on "Ethics in Research and Publication in Scopus and ABDC Listed Journal" organized by the Research centre of Prahladrai Dalmia Lions College of Commerce and Economics.
- On 16th February, 2021 attended Webinar on "Power of Forgiveness " organized by AASTHA CELL of Prahladrai Dalmia Lions College of Commerce and Economics.

#### **Strengths of department**

- A dedication and enthusiastic faculty.
- A well-planned yearly schedule of activities.
- Efforts are directed towards strengthening 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.

#### **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. Videos were created with the help of powtoon and renderforest.
- 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