



# Prahladrai Dalmia Lions College of Commerce & Economics

Sunder Nagar, S. V. Road, Malad (West), Mumbai – 400064.

**ISO 9001:2015 Certified**

## Departmental of Business Communication - Report: 2022-23

“The single biggest problem in communication is the illusion that it has taken place.”

- George Bernard Shaw

**Communication, human connection is the key to success in almost all fields.** The Department of Business Communication aims to enhance the Communication skills of its students in the English language. Apart from the teaching learning process that happens with reference to the subject of Business communication offered at the first year of the BCom 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 skill 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. The course was titled: A Bridge course to Business Communication: How to Speak and Write Fluently in English from 3rd to 6th August 2023. A total of 582 students attended the course.

**A Workshop on Using Gender Sensitive Language:** A workshop for students of FYBCom was conducted on “Using Gender Sensitive Language” on 27 January 2023 wherein 91 students participated.

**Seminars on Emotional Intelligence** were conducted by the teachers of the department from 26th to 31st January 2023 wherein 264 students participated.

**Seminar on Computer Ethics and Netiquettes** was conducted on 27 Aug and 13 Sep 2022 wherein 110 students (39 Male and 71 Female students) participated. About 39.1 percent of the

students rated the seminar as “Excellent”, 58. 2 per cent rated it as “Good” while 2.7 per cent rated it as average.

**Remedial classes in Business Communication** were conducted by the department from 23rd to 28th February 2023 wherein 133 students were the beneficiaries of the classes.

**Online Certificate Course on Soft skills and Communication in English:** The Department of Business Communication conducted a Course on Soft Skills and Communication in English for students on Google Meet. This course commenced from 25 April 2023 and went on until May 2023. Modules such as: Creating a Resume, Video Resume, Interviews, Video Interviews, Group Discussion, Improving Communication skills through life-long learning, 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 purpose.

Certificate was given on the following basis: Attendance: 60 Percent attendance was compulsory – 20 percent marks were allotted. Assignments: 1 Best assignment out of 2 was counted for grading: 40 percent marks allocated . Classroom interaction, Group discussion, Mock Interview & presentation: 40 percent marks were allocated.

**Mock Interviews and Group Discussion were taken up in tutorials in order to brush up the communication skills of students.**

**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 activities:** The Literary Debating and Advertising Society and the Dept of Business Communication conducted an ad making competition called “Jinglevertising” on 29th September 2022 wherein 35 students participated.

All participants were given participation certificates while following were the winners:

#### **Faculty Pursuits:**

##### **Emelia Noronha, Tanvi Shah & Devanand Kamble:**

- Participated in a "One Day National Colloquium " on "NEP 2020: Implementation in Higher Education With Special Reference to NAAC organized by Self-Financed Courses under the aegis of IQAC held on Saturday 4th March 2023.

##### **Emelia Noronha & Tanvi Shah**

- Participated in the workshop on “Academic Toolbox: Disseminating Knowledge through Publication and Pedagogy” organized by KES College in collaboration with NAAC from 20 to 21st April 2023.

##### **Emelia Noronha**

- Published research paper titled: “Baby Kamble’s The Prisons We Broke: Reading History through the Lens of Autobiography” in UGC CARE-listed *The IIS University Journal of*

- Published research paper titled: The "Mother" in The Lowland by Jhumpa Lahiri and the Recovery of Self in the *Asian Quarterly : An International Journal of Contemporary Issues* bearing ISSN 2229-581X Volume 20, Issue 3 & 4 , Pages 12-20 available at [https://www.researchgate.net/publication/369416342\\_The\\_Mother\\_in\\_The\\_Lowland\\_by\\_Jhumpa\\_Lahiri\\_and\\_the\\_Recovery\\_of\\_the\\_Self](https://www.researchgate.net/publication/369416342_The_Mother_in_The_Lowland_by_Jhumpa_Lahiri_and_the_Recovery_of_the_Self)
- Published research paper titled: Rainbow Parenting Blogs: Creating a Gender-expansive Space in UGC Care Listed Journal : *Sanshodhak* bearing ISSN 2394-5990, Volume 6, Pages 158-162 available at [https://www.researchgate.net/publication/370399987\\_Rainbow\\_Parenting\\_blogs\\_Creating\\_a\\_Gender-expansive\\_Space](https://www.researchgate.net/publication/370399987_Rainbow_Parenting_blogs_Creating_a_Gender-expansive_Space)
- Attended a Five day Online Faculty Development Programme on “Policy Framing in Higher Educational Institutions” organized by ASC Degree College, Bangalore and South India IQAC Cluster from 5th to 9th September 2022.
- Participated in “Course for preparing and Uploading of NAAC Documents” organized by IQAC Cluster from 5th to 27th April 2023.

### **Tanvi Shah**

- Published research paper titled: Memes in Vogue: A Semiotic Analysis of Cyber Culture in UGC Care Listed Journal : *Sanshodhak* bearing ISSN 2394-5990, Volume 6, Pages 370- 374.

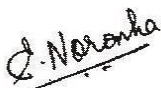
### **Strengths of department**

- 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

**Best practices:** Use of Internet based teaching learning resources and tools to enhance 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.

**Achievements of Students - academic and non-academic :** Students were encouraged to take part in Elocution, Debate and Literary Competition at the college and intercollegiate levels.

**Departmental Members:** Tanvi Shah: MA, NET; Devanand Kamble: MA, NET Emelia Noronha, MA, NET



**Emelia Noronha**

**Business Communication (HOD)**