

Departmental Of Business Communication - Report: 2023-24

“Communication is the solvent of all problems and is the foundation for personal development.” – Peter Shepherd

Communication is the key to success. The department of Business Communication aims to help every student gain this key to success. It endeavours 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: **A Bridge course to Business Communication. It was conducted in two modules the first being - How to Speak and Write Fluently in English and second - Internet for Enhancing English Language skills. All students of FYBCom participated in the Bridge course.**

A Workshop on Soft skills and Communication : A workshop for students of FYBCom was conducted on “Soft skills and Communication ” on 03rd October 2023 wherein 144 students participated. Prof. Dr Sudhir Nikam, Chairperson, and Board of Studies in English, University of Mumbai, and editor of the reputed research journal - Journal of Higher Education & Research Society. A Refereed International. Professor & Head at the Postgraduate Department of English, B.N.N. College, Bhiwandi to inaugurate the workshop was the Chief Guest. The second resource person Mr. Kedar Dunakhe, a distinguished senior management professional Associate Dean (Academics) with IBS, Powai, Mumbai and a recognized 'Communication and Presentation Skills' trainer, imparting valuable skills to individuals and organizations.

Seminars on Emotional Intelligence were conducted by the teachers of the department on 4th Aug. , 7th Aug. 28th Aug and 12th Sep. 2023 wherein 172 students participated.

Seminars on Business Etiquette were conducted by the teachers of the department on 24th and 29th Aug. 2023 wherein 158 students participated.

Seminar on Etiquette on the Internet/ Netiquette were conducted on 9th , 17th 21st and 23rd August 2023 wherein 445 students participated.

Seminar on Interview Skills wherein 159 students participated.

Workshops on Marketing - Promoting a Film were conducted on 9th, 24th and 25th August 2023 wherein 147 students participated.

Seminar on Using Gender sensitive Language was conducted by the department on 21 Aug. 2023 wherein 90 students participated.

Teaching learning methodology used was : The students were given lecture notes, ppts and study material through ITLE, a student portal available on the ERP BY MASTERSOFT. Group discussions, Mock interviews. Tests, Quizzes, Assignments & presentations helped students the better their communication skills.

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

Faculty Pursuits :

Principal Prof. Dr. D. N. Ganjewar

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1. Awarded the Best Principal in College Award at ESF Education Supply & Franchise Expo 2023 on 4th, 5th, and 6th December 2023, BKC, MMRDA Grounds, Mumbai.
2. Awarded an Award by SAKSHAAT Entertainments: “Glamour & Lifestyle Awards 2024.
3. Published a research paper “Modern Feminist Voices: Analyzing the Representation of Womanhood in the works of Jessica Moor and Naoise Dolan” in 149 The Journal of Oriental Research Madras bearing ISSN: 0022-3301, August 2024.
4. Published a research paper “Contrasting Feminist Perspectives: A Comparative Study of Gender and Power in the Works of Malathi Rao and Jessica Moor” in the journal

Dr. Emelia Noronha

1. Presented a paper at the International Conference on and published a research paper :
“Recognizing Literary Tribal Wealth: Road To Development Of Indian Literature” in the
Globally peer-reviewed and open access journal **Gap Bodhi Taru** having ISSN – 2581-5857
and available at [https://www.gapbodhitaru.org/res/articles/\(340-343\)%20RECOGNIZING%20LITERARY%20TRIBAL%20WEALTH%20ROAD%20TO%20DEVELOPMENT%20OF%20INDIAN%20LITERATURE.pdf](https://www.gapbodhitaru.org/res/articles/(340-343)%20RECOGNIZING%20LITERARY%20TRIBAL%20WEALTH%20ROAD%20TO%20DEVELOPMENT%20OF%20INDIAN%20LITERATURE.pdf)
2. Organised and participated in eight Days Online Faculty Development Programme on
“Research: Methodology, Ethics and AI Tools organized under the aegis of IQAC of the
College in association with Institute of Advanced Studies in English, Pune & Research
Foundation of India, from Dt. 01/02/2024 to Dt. 08/02/2024.
3. Organised Seven Days Online Faculty Development Programme on “Research in
Humanities, Commerce & Management: Opportunities And Challenges“ organized under the
aegis of IQAC of the College in association with Institute of Advanced Studies in English,
Pune & Research Foundation of India, from Dt. 13/02/2024 to Dt. 19/02/2024 and has
secured A Grade.

Ms. Tanvi Shah

1. 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.
2. Participated in Seven Days Online Faculty Development Programme on “Research in
Humanities, Commerce & Management: Opportunities And Challenges“ organized under the
aegis of IQAC of the College in association with Institute of Advanced Studies in English,
Pune & Research Foundation of India, from Dt. 13/02/2024 to Dt. 19/02/2024 and has
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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: Use of ITLE, 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

Emelia Noronha, PhD, MA, NET

Prof. Dr. D. N. Ganjewar , Principal

Dr. Emelia Noronha

Business Communication (HOD)