



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

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 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 English: We have many students who are not fluent in the English language. This often is a barrier towards understanding regular lectures therefore a basic course in English language was conducted so as to facilitate the learning and usage of English language.
- Guest Lecture on RTI: Along with the Praja Foundation the department conducted a talk on Right to Information 2005 on 29th January, 2019. 157 students attended the talk.
- Remedial lecture: Remedial lectures in the subject of Business Communication were organized.
- Problem solving sessions were organized for students.
- A Basic Course in English Speaking was organized for students on 18th, 19th and 20th March, 2019. 57 students registered for the course.

Extra-curricular:

Student Research Conference on ‘Youth and Relational Value’:

- An intercollegiate Student Research Conference on “Youth & Relational Value” was conducted on 23rd February, 2019. The purpose of this conference was to imbibe a research culture among the students & showcase their talent.
- Prof. Meet T.D from SNDT College, Psychology Dept. Ghatkopar was invited as a Keynote speaker as well as judge for the technical sessions. Student Researchers sent 31 research papers and 26 papers were presented. Total 74 students participated in the conference.
- The trophies sponsored by the Prahladrai Dalmia Lions College Alumni Association were bagged by the following colleges:-

Best Researcher Trophy	Model College
2nd Best Researcher Trophy	SIA College
3rd Best Researcher Trophy	CHM College

Under the aegis of LADS the members of the department conducted the following activities:

No one can debate upon the power of the ‘Word’. Public speaking is essential in all walks of life. The Literary Advertising & Debating Society tries to inculcate oratory skills in our students through various competitions. It also encourages them to participate in intercollegiate competitions.

On 10th August 2018 an Essay Writing Competition was held wherein the topics were given on the spot. On 5th February 2019 a Poetry writing competition was held. On 5th February 2019 a Story Writing Competition was held. Both the competitions were in Hindi, English and Marathi.

Faculty Pursuits

Prof. Emelia Noronha

- Published research paper titled ‘Social Networking and Adaptation Memes in the Indian Context’ in UGC approved (44728) Quarterly International Refereed Journal of English Language, Literature and Criticism - Literary Endeavour, bearing ISSN 0976-299X.
- Attended Symposium titled ‘Measures for Quality Enrichment and Sustenance in Higher Education’ conducted by the Internal Quality Assurance Cell of University of Mumbai on 18th January, 2019.
- Attended a workshop on ‘Shifted Goal Posts in New NAAC Assessment’ organized by Maniben Nanavati Women’s College & IQAC Cluster Maharashtra on 27th July, 2018.

Combined Faculty Pursuits:

- Prof. Emelia Noronha, Ms. Tanvi Rao and Ms. Bharti Tiwari-Shukla attended a workshop on ‘An insight into Career Advancement Scheme (CAS) and its recent amendments’ organized by IQAC of Prahladrai Dalmia Lions College on 29th August, 2019.
- Prof. Emelia Noronha, Ms. Tanvi Rao and Ms. Bharti Tiwari-Shukla attended Workshop on ‘Gender & Sexuality’ conducted by the Faculty Development Cell on 9th March, 2019.

Strengths of department:

- A dedicated 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.

Best practices:

- Course in English speaking
- Experiential learning – Conference by students for students.

Language Lab:

The Department makes use of the Language Lab to enhance the communication skills of students.



Prof. Emelia Noronha,
HOD