



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC ACCREDITED GRADE "A" INSTITUTE

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Event	: Workshop
Date	:17th October, 2018
Time	:11:30 am onwards
Venue	: MBA 1st Sem. Students
Students	:MBA Class Room, 4th Floor, PG Building, TIAS
Faculty In-Charge	: Ms. Shilpa Bhandari
Topic	:Trends in Business Communication

About the Company:

The Skill Campus is the brainchild of Worldwide Skills Training Pvt. Ltd, an entrepreneurial venture started by young educationalists looking at the changing skills paradigm in the marketplace. The Skill Campus Team works to augment the effort in building skills for tomorrow, today. They partner progressive educational institutions in multiple formats with their future ready Skills Offerings for the student.

About the speaker:

Ms. Dipanwita Dutta Chowdhury is a certified trainer by SQA (Scottish Qualification Authority) & ICBI with expertise in Soft Skills & Behavioral Trainings. She has also been certified by NABET for the trainer program. Apart from this, she has done MBA in HR (Symbiosis, Pune) and is also a Microsoft Office Specialist Certified. She delivered lecture on Business communication to make students be industry ready and to promote good human relations.

Objectives

- To make students understand the concept and principles of Business Communication
- To understand the importance of non- verbal communication
- To know the importance of communication in public speaking and negotiation.
- To make students ready for Industry
- To build confidence of students in Group discussions.

Report:

A seminar was organized for MBA 1st semester students on October 17th , 2018 on the subject' **“Trends in Business Communication”** by TIAS, to make the students understand the importance of business communication. The speaker Ms. Dipanwita, informed the students that people who are good communicators are often perceived as being better leaders than those who do not communicate well with people. She also emphasizes on importance of non-verbal communication such as facial expression, negotiations and its relevance in Cross cultural communication. The trainer had interaction with students regarding technology enabled communication. Ms. Dipanwita highlighted points to become ready for industry. She also suggested a few tips for effective communication in group discussions and public speaking.

It was a quite interactive session and students appreciated the initiatives of speaker and found it really impressive.

Learning Outcome:

- Students were able to understand the concept and principles of Business Communication
- Students understood the importance and impact of active listening and public speaking

- They were able to understand the concept of negotiation and it's relevance in Cross Culture communication
- They got to know the tips of effective communication in group discussions and public speaking



Dr. Nivedita. Head T&P discussing the importance of seminar with students



Trainer addressing the students



Presentation to students highlighting importance of business communication on various aspects



Interaction of Ms. Dipanwita Dutta with students