

Business Communication Lab

Business Communication lab is an initiative of MBA Department and has been offering since 2010 beyond the college hours with the objective of developing writing skills and presentation, writing business proposals and letters among the students. Some of the events which are conducted to meet the objective are

JUST-A-MINUTE AND ADVERTISEMENT

In This session they have to speak about any topic for a 1 minute in English and they speak out of any advertisement in English language. It is an individual activity to perform.



Participant in the JAM Session



Participant in the JAM Session



Participant in the JAM Session

AD MAKING

In this session they done advertisement of product which they launched their own. I have divided 6 teams and each team consisting 4 members. Each team take their own product i.e., those who is making the products and start the business own, as they also do like making new product, create features, make cost of the product, making production process and how much the investment required, etc. and finally they done advertisement to promote the product how they sell.

DEBATE & PAPER READING

DEBATE

A debate is a formal discussion on a specific topic. In a debate, two sides argue for and against a specific proposal or resolution. In this session students expressed their views on the current topics.

Some covered debate topics:

- Homework should be banned
- National public service should be mandatory for every citizen
- The sale of human organs should be legalized
- Artificial intelligence is a threat to humanity
- Bottled water should be banned.

PAPER READING

During the coronavirus pandemic, students worldwide shifted from the classroom to remote, online learning. Many swapped hard copy textbooks and worksheets for websites and other digital resources. Digital books have been with us for a decade — but how well are we absorbing it all?



Student participant as paper reader



Students participated in Debate session



SELF – INTRODUCTION

A good introduction will help new acquaintances learn the essential details about who you are. When you don't have a third party to provide an introduction, you must offer an informative self-introduction that's engaging and memorable. The right introduction can solidify your name and purpose for the person you're speaking to, so you can make a positive impression. This article will help you create a powerful self-introduction that includes all the essential information you need to convey.



Participants in Self-introduction



MANAGEMENT GAMES

Business Games refers to the training method for managers. This form of training is based on an artificial environment that simulates the real situation in the management of the organization.

Learning should be enjoyable and listening to a person talk is one of many methods of learning. However, it is less suitable for people who prefer a more practical, active approach. Management games help make learning interactive, enjoyable and realistic with key learning points to take back to the workplace.

However, there are many reasons for running management games including:

- A game simulates 'real life' conditions of what the training is trying to communicate
- It is enjoyable with lots of learning in a short space of time
- It generates interest in the subject and is rich in experiential learning
- The game allows participants to easily interact, socialise, and network with others
- It provides much evidence for the facilitator and participants to debrief and learn from.

Key benefits of our management games:

- Wide selection of business games and training materials produced by us and other top companies
- Best price guaranteed with help before and after your purchase
- Buy and use as many times as you want
- Easy to use – just follow the included trainer's guide
- Structured learning activities that are lively and fun, but focus on real, relevant workplace issues.



Participants in the Management games

