

Departmental Profile

Department: English for Business Communication and Marketing

Aims and Objectives:

1. To enable the students to communicate effectively, impressively in English considering the global needs.
2. To prepare the students in English communication for business and marketing.
3. To make them able, confident and competent for upcoming challenges.

Autonomous status: June 2016

Programme Offered/ Programme Structure (UG)

Course Code	Title of the Paper	Credits Point	CCE Marks	SEE Marks	Total
BCom22-1-A1	English For Business Communication and Marketing	4	40	60	100
19201	English For Business Communication and Marketing	4	40	60	100
19304	English For Business Communication and Marketing	4	40	60	100
19404	English For Business Communication and Marketing	4	40	60	100
BCA22-1-A2	Business Communication	4	40	60	100
FMS-GEC-101	Communication Skills	4	40	60	100
FMS-GEC-501	Business Ethics	4	40	60	100
FMS-GEC-601	Corporate Etiquettes	4	40	60	100
A&T-GEC-101	Communication Skills	4	40	60	100
A&T-GEC-301	Personality Development	4	40	60	100
A&T -GEC-501	Business Ethics	4	40	60	100
A&T -GEC-601	Corporate Etiquettes	4	40	60	100

Faculty Members

Sr. No	Name	Designation	Qualification	Experience
1.	Prof. Dr. G.V.Jadhav	Professor and Head	M.A., B.Ed., SET, Ph.D.	23
2.	Mr. V.M. Godase	Assistant. Professor	M.A., (SET)	6
3.	Mr. S.A. Pathan	Assistant. Professor	M. A. B.Ed	8

Teaching Methods:

- Direct Method
- Grammar Cum Translation Method
- Lecture Method,
- Problem solving method etc.
- PPTs Presentation
- Video Lectures
- Question-Answer

Research:

- **Prof. Dr. G.V. Jadhav**

Sr. No.	Title of the Paper	Name of Journal/Book	Year of Pub.	ISSN/ISBN
1.	Nuances of sexual contentment, legends and shadows in the Poems of Balkrishna Sonawane	Research Front International Journal Impact Factor: 1.115	ISSN 2320-8341 Vol.5, Issue 2, April-June 2017	1-3
2.	Fractured Identities in Anita Rau Badami's <i>The Hero's Walk</i>	Gurukul International Multidisciplinary Research journal Impact Factor 4.374	Mar – 2018 Issue–I, Volume–VII ISSN No. 2394-8426	107-110
3.	Hope and Disappointment in Kavita Dasvani's <i>'Lovetorn'</i>	Research Journey International Journal, Impact Factor 6.261	October 2018 Special Issue	64-67
4.	Fitting into Diasporic Space: Sunetra Gupta's <i>Memories of Rain</i>	Ajanta International Peer Reviewed Multidisciplinary Research Journal Impact Factor 5.5	Special Issue ISSN 2277-5730 Journal 40776, November 2018	2277-5730
5.	Multiple Identities in Sunetra Gupta's <i>Glasblower's Breath</i>	Aayushi International Interdisciplinary Research Journal I F: 4.574	March 2018 Special Issue	2349-638x
6.	Problem of Defining Identity in Buchi Emecheta's <i>Kehinde</i>	Langlit UGC approved Journal Sr.No. 49124, Vol 4 Issue 4 (May 2018)	ISSN 2349-5189	4.23
7.	Revisiting Home in Anita Rau Badami's <i>The Hero's Walk</i>	Langlit Vol 5 Issue 1 (Aug 2018)	ISSN 2349-5189	4.23
8.	Hope and Disappointment in Kavita Dasvani's <i>Lovetorn</i> P:64-67	UGC approved, refreed Journal Research Journey Oct. 2018	ISSN 2348-7143	6.261
9.	Fractured Identities in Anita Rau Badami's <i>The Hero's Walk</i> P:107-110	UGC approved Journal Sr.No. 48455 Vol 7 Issue 1, Gurukul Mar 2018	ISSN 2394-8426	4.374

10.	Fitting into Diasporic Space: Sunetra Gupta's Memories of Rain P:64-68	UGC Listed Peer Reviewed Referred Journal No 40776 Ajanta	ISSN 2277-5730	5.5
11.	Multiculturalism in Kavita Dasvani's Bombay Girl P:216-218	Research Journey Dec. 2019	2348-7143	6.625
12.	Fitting into Diasporic Space: Sunetra Gupta's Memories of Rain P:64-68	UGC Listed Peer Reviewed Referred Journal No 40776 Ajanta	2277-5730	5.5
13.	Rejuvenating Past into Present : A Study in Diaspora with Special Reference to Kavita Dasvani's Lovetorn P:22-25	Zeichen Journal UGC Care Group II Journal Vol.6 Issue 9,2020 (September)	0932-4747	4.7
14.	Psychological Impact of COVID-19 Pandemic on Mental Health of Students P:423-426	Vidyawarta, Issue 9, Sept. 2020	2319-9318	7.041
15.	Fitting into Diasporic Space: Sunetra Gupta's Memories of Rain P:64-68	UGC Listed Peer Reviewed Referred Journal No 40776 Ajanta	2277-5730	5.5
16.	Multiculturalism in Kavita Dasvani's Lovetorn	Peer Reviewed Referred International Journal Smart Moves Journal IJELLH	2582-3574	-
17.	Role of Mass Media in Business Development and Promotion	Education and Society	2022	ISSN 2278- 6864

MINOR / MAJOR RESEARCH PROJECTS

Sr.No.	Title of Project	Funding Agency	Amount Sanctioned	Year of Sanction	Year of Completion
1.	Application of Mass Media in Business Development and Promotion	RUSA	3,10,000/-	2021	Ongoing
2.	A Comparative Study of Novels of Kavita Dasvani and Anita Rau Badami: A Diasporic Perspective	U.G.C.	1,95,000/-	2013	2015

BOOKS PUBLISHED**Dr.G.V.Jadhav**

Sr. No.	Title	Publishing Agency	ISBN	Year of Pub.	Type of Book & Author
I	Business Communication	Akshardhara Satara	978-93-5652-909-8	2022	Text, Sole
II	Dynamics of Indian Diaspora	Quickprint Publishers	978-93-5593-218-1	2022	Reference, Sole
III	Live Update:Reflections in Post 1990's Marathi Poetry	Quickprint Publishers	978-93-5593-745-2	2022	Reference, Sole
IV	English for Business Communication & Marketing (B.Com I)	Dhananjayrao Gadgil College of Commerce, Satara (An Autonomous College)	978-88671-18-7	2020	Text, Editor
V	Contemplation of Indian English Literature	Wizcraft Publication Pvt.Ltd.	978-93-86013-33-0	2017	Reference, Sole

- **Mr. V.M. Godase**

Sr.No	Name of the Paper	Organized by	Level (State, Nat/Int)	Year
1	Impact of Mythology on Children Literature.	D.P.Bhosale College,Koregaon.	International	Feb 2017
2	Literature: A Guide for English Language Teaching.	Ardhanari Natashwar Mahavidyalaya, Velapur.	National	Jan 2017
3	The Role of Mythology in Science Fiction.	Kaveri College Of Arts, Science And Commerce,Pune.	State	Aug 2017
4	Mythology and Philosophy In Indian Cinema.	Yashwantrao Chavan Mahavidyalaya,Pachwad.	National	Sept 2016
5	Film as Philosophy.	Yogeshwari Mahavidyalaya,Ambajogai	National	June 2016
6	Cultural Significance and Modern Use of Tattuo.	D.P.Bhosale College,Koregaon.	International	Apr 2019

Activities (Curricular & Extra Curricular, Extension, etc)

2017-18

- Lead College Activity on “Interview Technique”
- Soft Skill Programme under CPE
- Mock Interview
- Poetry Recitation
- Essay Competition
- Word Games
- Role Play

2018-19

- Lead College Activity on “Communication Skills”
- Elocution Competition on ‘ Voters Awareness’
- Mock Interview
- Poetry Recitation
- Essay Competition
- Word Games
- Role Play

2019-20

- Lead College Activity on “ German Language Awareness Programme” on 19th July, 2019
- Soft Skills
- Mock Interview for B.Com II

2020-21

- Lead College Activity on “ Developing Positive Thinking and Attitude” 6th March, 2021
- Lead College Activity on “ Leadership and Assertive Skills” on 12th March, 2021

2021-22

- Soft Skill Development Programme under RUSA dated 26th July, 2021 to 27th August, 2021.
- Lead College Activity on “Master Your Soft Skills” 21st December, 2021
- Extension Activity On “Use of Tense” for Primary School students of ZP School Zakatwadi on 29th March, 2022.

2022-23

- Soft Skill Development Programme under RUSA dated 1st September to 19th September, 2022
- One Day National Workshop on ‘ Writing Quality Research Paper’ on 20th September, 2022
- Mock Interview for B.Com II and BCA I

Awards/ Recognitions received by faculty

Prof. Dr. G.V. Jadhav

- Patent awarded “ Loneliness Detecting Device” by Government of India dated 11th March, 2022
- Dr. Babasaheb Ambedkar National Teacher Award
- Dr.A.P.J. Abdul Kalam Life Time Achievement **National Award**, by International Institute of Social And Economic Reforms, Bengalore 2018 (Karnataka)
- Ideal Teacher Award 2018, by D.P. Bhosale College, Koregaon
- Felicitated by Madhya Vibhag, Rayat Shikshan Sanstha, Satara for receiving National Award.
- Felicitated by Shivaji University, Kolhapur for receiving A Grade in NAAC Accreditation 18th Nov. 2017
- Felicitated by **Hon. Ajitdada Pawar**, Former Deputy Chief Minister of Maharashtra on 9th May 2018 for working as a Coordinator of NAAC Steering Committee in the presence of **Hon. Sharad Pawar**.

Seminars/ Conference/ Workshop/ Webinar Organized

Sr. No	Name of Seminars/ Conference/ Workshop Organized	Date	Level
1	Second Language Acquisition Research and Insights for Effective English Language Teaching	13 th August, 2020	International
2	Writing Quality Research Paper	20 th September, 2022	National

MoUs and Linkages:

- Satara Chapter of ELT@I (English Language Teachers’ Association of India)

Best Practices:

1. **Soft Skill Development Programme**

The training was conducted in a very informal, interesting, and interactive manner, which gives ample scope for the students to interact with each other.

Objectives of Soft Skills

Training By the end of the soft skills training program, the students should be able to:

- Develop effective communication skills (spoken and written).
- Develop effective presentation skills.
- Conduct effective business correspondence and prepare business reports which produce results.
- Become self-confident individuals by mastering interpersonal skills, team management skills, and leadership skills.
- Develop all-round personalities with a mature outlook to function effectively in different circumstances.
- Take part effectively in various selection procedures adopted by the recruiters.

The department has been allotted Soft-Skill programme under CPE which is neatly planned in terms of the course objectives, target group, in-take capacity etc. The said course was planned for the duration of 3 months(December to February) having 1 hr teaching on all working days between 11.30 and 12.20 p.m. 25 students from B.Com. III classes have been enrolled for the same. The said course was commenced from 4th December 2017.

The department always focus on the development of the students. Keeping in the mind, the department has started training extensively. The department had conducted Online Soft Skill Development programme during 26/07/2021 to 27/08/2021 and 23 students attended the online programme. In the year 2022- 2023, the department has started offline batch consisting of 80 students' belonged to different departments and classes. It was conducted in the month of September, 2022. For this batch college has appointed Prof. Anthony Thomas, who is the Director of The English Language Academy, which conducts training for all round development in communication. Prof. Thomas is a corporate trainer for fluency in English and Public Speaking for 214 corporate clients all over India.

Future Plan:

- To strengthen “Soft Skills Development Training Programme”
- To increase the percentage of participation of students in the Blended mode of learning