

## **PRESS NOTE**

### **NIT Jalandhar organises Short Term Course On “Recent Trends in Business Communication”**

The Department of Humanities and Management, Dr B.R. Ambedkar National Institute of Technology, Jalandhar, has organised One Week Self Sponsored Short Term Course on “Recent Trends in Business Communication” from June 26 to 30, 2024. The event aimed at providing participants with a comprehensive understanding of the latest developments and practices in the field of business communication such. The course witnessed huge participation across the nation with participants from eminent institutes such as IITs, IIMs, NITs, Jawaharlal Nehru University, and Central Universities.

The course has provided an opportunity to learn about recent trends in business communication that surround Cross-Cultural Communication in Global Business, Remote Work Communication Strategies, Artificial Intelligence in Communication, Data Driven Communication, Video Conferencing Etiquette, Storytelling in Business Communication, Future Trends and Innovations in Business Communication, Digital Transformation in Communication, Communication in Research and Crisis Communication Management.

The course commenced with the welcome address presented by Dr Aditya Prakash, Associate Professor, Department of Humanities and Management, NIT Jalandhar. On behalf of the institute he expressed his immense gratitude to the

participants and keynote speakers Dr Shyamkiran Kaur (NIT Jalandhar), Dr Shefali Arora Chauhan (NIT Jalandhar), Dr Sandesha Rayapa (Jawaharlal Nehru University), Dr Jitender Yadav (ICFAI, Hyderabad), Dr Shubra Bajaj (NIT Jalandhar), Dr Pankaj Kumar (ICFAI, Hyderabad), Dr Vaibhav Mishra (ICFAI, Hyderabad), Dr Preshita Neha Tudu (ICFAI, Hyderabad), Dr Rambalak Yadav, IIM Jammu, Dr Kanishka Pathak (NIT Jalandhar).

While sharing the relevance of the short-term course, Prof. Binod Kumar Kanaujia, Director, Dr. B.R. Ambedkar National Institute of Technology, Jalandhar, congratulated and applauded the organizing committee, Dr Aditya Prakash, Dr Gyan Prakash and Dr Shyamkiran Kaur for their cooperative efforts in making the participants well-equipped with the recent trends in business Communication.

The Short Term Course on "Recent Trends in Business Communication" held significant value in today's rapidly evolving corporate landscape. With the advent of new technologies and changing workplace dynamics, effective communication has become more crucial than ever. This course provided participants with the latest insights and techniques in business communication, enabling them to stay ahead of the curve. By covering contemporary trends such as digital communication platforms, remote team collaboration, and the use of artificial intelligence in communication, the course equipped professionals with the skills needed to navigate and thrive in a modern business environment. Understanding

these trends helps individuals enhance their interpersonal and organizational communication, leading to more efficient operations and better overall performance.

Moreover, the course fostered a deeper understanding of the cultural and generational shifts impacting business communication. As workplaces become more diverse, it is essential to develop strategies that cater to varied communication styles and preferences. This course addressed these challenges by highlighting the importance of inclusivity and adaptability in communication practices. Participants learnt to craft messages that resonate across different demographics, fostering a more cohesive and productive work environment. By emphasizing the latest trends and best practices, the Short Term Course on "Recent Trends in Business Communication" had empowered professionals to improve their communication effectiveness, ultimately contributing to their personal growth and organizational success.