

Seminar Presentations

Business Communication & Soft Skills

15 Seminar Presentations

M.Com First Semester Students · Internal Assessment · Academic Year 2025–26

PROGRAMME

M.Com – I Semester

DATE OF SEMINAR

2nd February 2026

ASSESSMENT TYPE

Internal Assessment

ACADEMIC YEAR

2025 – 2026

THEMES COVERED

Brand Communication · Cultural Communication · AI in Business · Team Collaboration · Virtual Meetings · Marketing Communication · Leadership & Management · Corporate Strategy · Electronic Communication · Social Communication · Technology in Business · Media of Communication

Business Communication & Soft Skills

Dept. of Commerce & Management

SEMINAR DATE

02 · 02 · 2026

GOVERNMENT COLLEGE (A), RAJAHMUNDRY

Department of Commerce & Management

SEMINAR ASSESSMENT REPORT

Business Communication and Soft Skills

Programme	Master of Commerce (M.Com) – I Semester
Course	Business Communication and Soft Skills
Assessment Type	Seminar Presentation (Internal Assessment)
Date of Seminar	February 2, 2026
No. of Presentations	15 (Fifteen)

1. Introduction

As part of the internal assessment for the course Business Communication and Soft Skills, students of the M.Com First Semester were required to present seminars on assigned topics. The seminar exercise is designed to develop students' research acumen, communication skills, analytical thinking, and ability to relate theoretical concepts to real-world business scenarios through case studies.

The seminar presentations were conducted on February 2, 2026. A total of 15 students presented their seminars, each covering a distinct dimension of business communication supported by relevant corporate or organizational case studies. The topics ranged from branding, cultural communication, and AI in business to leadership, corporate strategy, and technology-driven communication.

2. Objectives of the Seminar Assessment

- To assess students' understanding of key concepts in business communication.
- To evaluate their ability to apply theoretical knowledge to practical business situations.
- To develop and enhance oral presentation and communication skills.
- To encourage self-directed research and case study analysis.
- To foster critical thinking and awareness of contemporary communication challenges in organizations.

3. List of Seminar Topics Presented

The following table presents the complete list of seminar topics along with the case study references adopted by the students:

S.No.	Seminar Topic	Case Study / Reference
1	Communication for Brand Building	A Case Study
2	Cultural Communication	A Case Study of Walmart
3	Media of Communication in Business	A Case Study

S.No.	Seminar Topic	Case Study / Reference
4	Effective Team Collaboration and Communication	A Case Study of Infosys Ltd.
5	Virtual Meetings and Online Communication	A Case Study
6	Artificial Intelligence in Business Communication	A Case Study of Twitter
7	Effective Marketing Communication	A Case Study of Visakha Steel Plant
8	The Influence of Culture on Business	A Case Study of Kellogg's in India
9	Leadership Qualities in Management	A Case Study
10	Social Communication	A Case Study of Flipkart
11	The Role of Communication in Management	A Case Study of Tata Consultancy Services
12	Artificial Intelligence in Business Communication	A Case Study of Artificial Intelligence in Business Communication
13	Electronic Communication in Business	A Case Study
14	Technology in Business Communication	A Case Study: Amazon
15	Corporate Communication Strategy	A Case Study of the Tata Group, India

4. Overview of Topics Covered

The seminar topics collectively covered a wide spectrum of business communication themes:

Brand & Marketing Communication

Topics such as Communication for Brand Building and Effective Marketing Communication (Visakha Steel Plant) highlighted how organizations use strategic communication to establish brand identity and market positioning.

Cultural & Cross-Cultural Communication

Presentations on Cultural Communication (Walmart) and The Influence of Culture on Business (Kellogg's in India) examined how multinational corporations adapt their communication strategies to diverse cultural contexts.

Technology & Digital Communication

Topics on AI in Business Communication (Twitter), Electronic Communication in Business, Technology in Business Communication (Amazon), and Virtual Meetings and Online Communication addressed how emerging technologies are reshaping organizational communication.

Organizational & Management Communication

The Role of Communication in Management (TCS), Effective Team Collaboration (Infosys), Leadership Qualities in Management, and Corporate Communication Strategy (Tata Group) explored intra-organizational communication dynamics.

Media & Social Communication

Presentations on Media of Communication in Business and Social Communication (Flipkart) addressed the role of diverse media channels and social platforms in contemporary business environments.

5. Observations and Remarks

1. Students demonstrated satisfactory preparation and research in selecting relevant case studies to substantiate their topics.
2. The use of well-known corporate examples — including Infosys, TCS, Amazon, Twitter, Flipkart, Walmart, Kellogg's, and the Tata Group — reflected an ability to connect academic concepts with real business practices.
3. Presentations on AI, virtual communication, and digital media indicated students' awareness of current trends in the business communication landscape.
4. Several presentations exhibited strong analytical depth, particularly those covering Corporate Communication Strategy (Tata Group) and Cross-Cultural Communication (Kellogg's in India).
5. Areas identified for improvement include structuring arguments more cohesively, enhancing visual aids, and deepening the analysis of case studies beyond descriptive reporting.

6. Conclusion

The seminar presentations conducted on February 2, 2026 served as a meaningful platform for M.Com I Semester students to demonstrate their comprehension of business communication principles. The diversity of topics and case studies selected by the students underscores the multifaceted nature of communication in modern business environments. This assessment has been recorded as part of the internal evaluation for the course Business Communication and Soft Skills.

The exercise is expected to contribute to the holistic development of students as effective communicators and management professionals.

Reported by:

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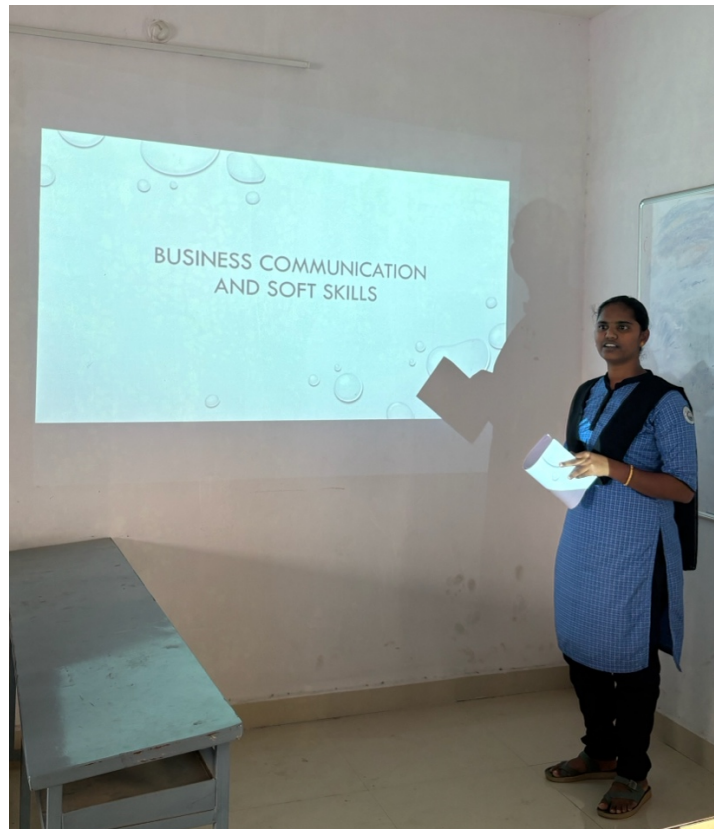
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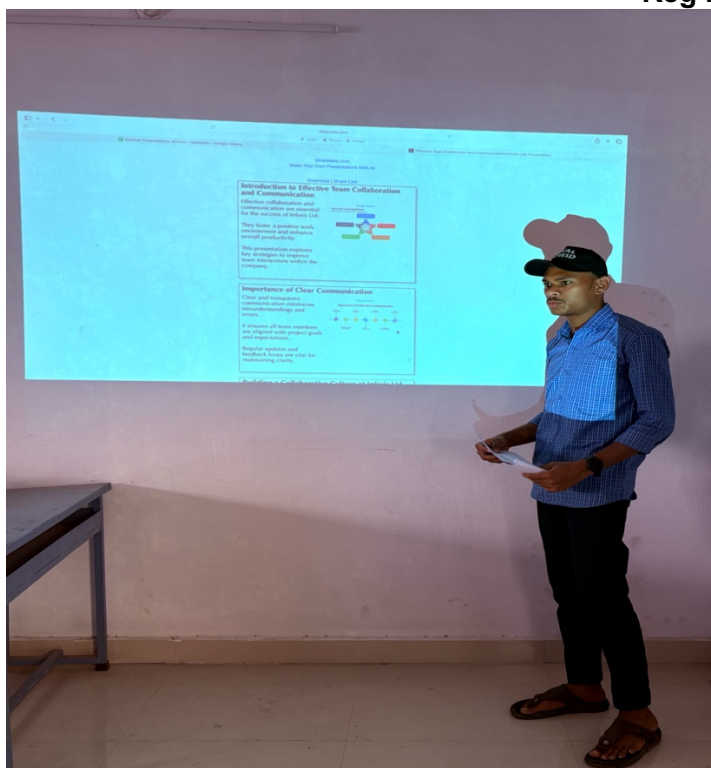
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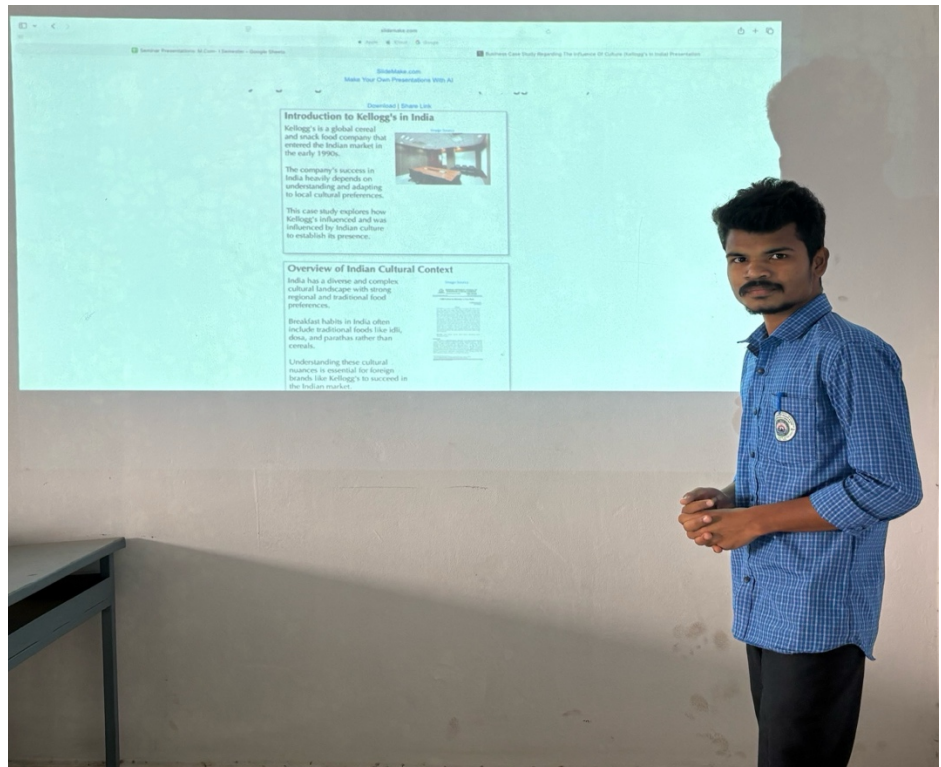
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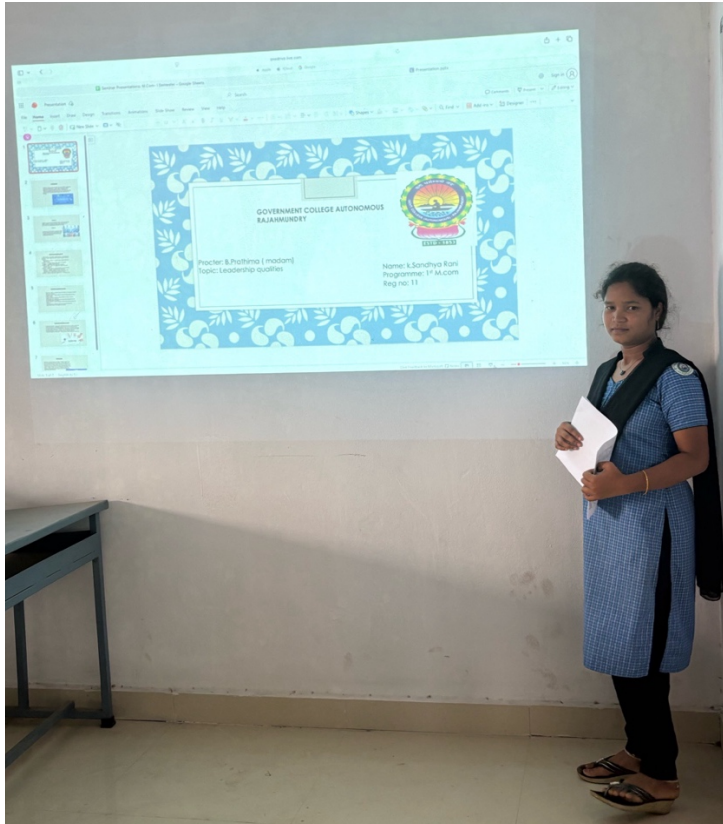
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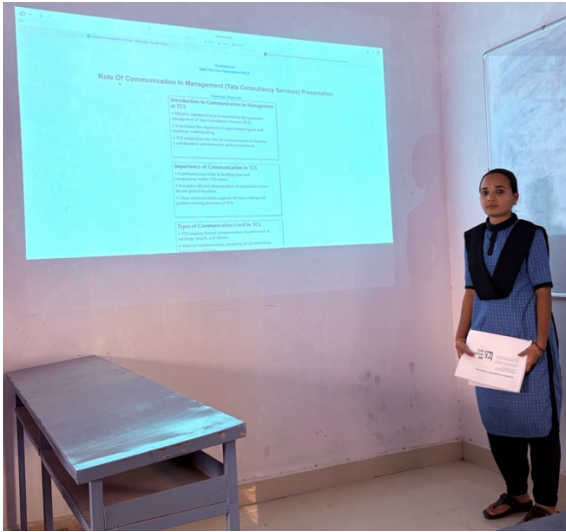
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