



DEPARTMENT OF MBA

Report Submission: 27/07/2026

Semester: II	Academic Year: 2025–26	Venue: MBA Auditorium, Acharya Institutes
Event Date: 13/07/2026	Time: 10:00 AM to 01:00 PM	Duration: 03:00 Hrs

TYPE OF EVENT: GUEST TALK

EVENT NAME: Biztalks 2.0: From Campus to Corporate

Target Audience: II Sem MBA Students	Number of Participants: 73	Event Coordinator: Ms. J Jensy Fernandez
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Objectives:

1. To equip MBA students with Industry-relevant Business Communication Skills
2. To help Students transition confidently from academic life to the corporate workplace
3. To enhance Professional communication, presentation, networking and interpersonal skills
4. To Provide Practical insights into workplace communication through industry expertise

Program Introduction: The Department of MBA, Acharya Institute of Graduate Studies, organized a guest lecture on "BIZTALKS 2.0 – From Campus to Corporate" to enhance students' professional communication skills. The session focused on effective speaking, writing, listening, and managerial communication techniques essential for career success.

Theme of the Event: Bridging the Gap between Academic Learning and Corporate Communication Excellence.

Resource Person(s): Ms Deepali Joshi, Academic copy editor, CTL IIM, Bangalore.

Detailed Report:

The Department of MBA, Acharya Institute of Graduate Studies (AIGS), successfully organized BizTalks 2.0 – From Campus to Corporate on 13th July 2026 at the MBA Auditorium from 10:00 AM to 1:00 PM. The objective of the program was to equip MBA students with essential business communication and professional skills that would enable them to confidently transition from academic



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life to the corporate world. The event served as a valuable platform for students to understand the expectations of today's workplace and develop competencies required for managerial success.

The guest speaker for the session was Ms. Deepali Joshi, Academic Copy Editor, Centre for Teaching and Learning (CTL), Indian Institute of Management Bangalore (IIMB). The programme was coordinated by Ms. J. Jency Fernandez, Assistant Professor, Department of MBA, under the guidance of Dr. N. Bhargava, Program Coordinator, and Dr. Kiran L. Maney, Head of the Department of MBA. The guest lecture, titled "Business Communication for Future Managers," emphasized the critical role of communication in building leadership capabilities and achieving professional excellence. Ms. Deepali Joshi explained that effective communication is not about speaking flawless English but about expressing ideas with clarity, confidence, and purpose. She introduced the PREP (Point, Reason, Example, Point) Framework, demonstrating how it helps professionals organize their thoughts logically and deliver impactful messages during presentations, meetings, and interviews.

The session covered several practical topics including executive presence, verbal and non-verbal communication, active listening, professional email writing, storytelling in business communication, meeting etiquette, giving and receiving constructive feedback, conflict resolution, and the art of productive disagreement. Through engaging discussions, real-life corporate examples, role-play activities, and interactive exercises, students actively participated and reflected on their own communication styles. The speaker also highlighted common communication mistakes made by young professionals and shared practical strategies to overcome them, thereby enhancing workplace effectiveness.

The session was highly interactive and well-received by the students, who appreciated the practical insights and industry-oriented approach. The programme significantly enhanced participants' understanding of professional communication, confidence-building, interpersonal effectiveness, and leadership presence. Students left the session with actionable techniques to improve their communication skills and prepare themselves for successful corporate careers.

The programme concluded with an engaging question-and-answer session, where students sought guidance on interview communication, workplace interactions, and career readiness. The event ended with a heartfelt Vote of Thanks delivered by Ms. J. Jency Fernandez, Faculty Coordinator, who expressed sincere gratitude to Ms. Deepali Joshi for sharing her expertise and inspiring the students with practical insights into business communication. She also thanked the Principal, Head of the Department, Program Coordinator, faculty members, organizing team, student volunteers, and participants for their wholehearted support in making the event a grand success. On behalf of the students, the Student Coordinator conveyed appreciation to the resource person for conducting an insightful and engaging session and thanked the Department of MBA for providing such valuable industry-oriented learning opportunities.



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Geotagged Photographs:



Introduction of the Guest Speaker, Ms Deepali Joshi



Students listening to the Introduction of the event Biztalk 2.0



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Ms. Deepali Interacting with students on Business communication



Public speaking activity for students.



Token of appreciation to Ms. Deepali Joshi

Outcomes:

1. Students developed a clear understanding of the importance of effective business communication in professional and managerial roles.
2. Participants learned to structure their ideas using the PREP (Point, Reason, Example, Point) Framework for clear and impactful communication.
3. Students enhanced their verbal, non-verbal, and interpersonal communication skills required for corporate interactions.
4. Participants gained practical knowledge of professional email writing, meeting etiquette, and workplace communication protocols.
5. Students understood the significance of active listening, constructive feedback, and productive disagreement in fostering effective teamwork and collaboration.
6. The session improved students' confidence in public speaking, presentations, interviews, and professional networking.



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Conclusion

The BizTalks 2.0 – From Campus to Corporate guest lecture was a highly informative and enriching session that provided MBA students with valuable insights into professional communication and corporate expectations. The resource person, Ms. Deepali Joshi, effectively highlighted the importance of structured communication, executive presence, and interpersonal skills in managerial success. The session successfully bridged the gap between academic learning and workplace requirements, motivating students to develop confidence and professionalism in their communication practices.

Audience Feedback Summary

The feedback received from the participants was overwhelmingly positive. Students appreciated the interactive nature of the session, practical examples, and real-world insights shared by the speaker. Based on student feedback, 97% rated the guest talk excellent, and 3% rated it good. Overall, the session on Biztalk 2.0 was a great success, enhancing their communication skills, boosting their confidence, and providing valuable guidance for their future professional careers.

