



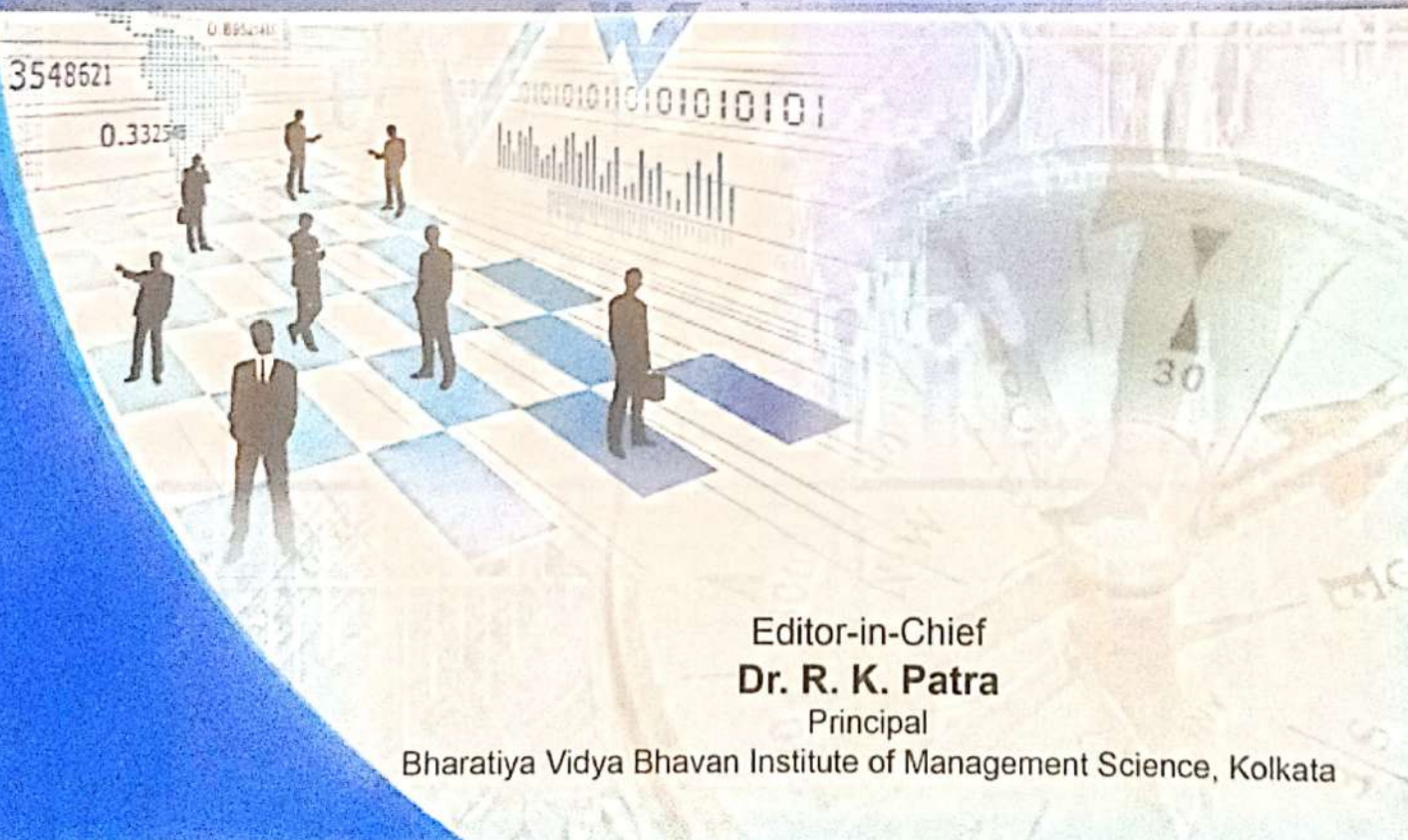
ISSN: 2456-222X

BIMS Journal of Management

Conference Issue on “New Paradigms in Management” in Association with AIMS (Association of Indian Management Schools)

Volume 4

Issue 1 & 2



Editor-in-Chief
Dr. R. K. Patra
Principal

Bharatiya Vidya Bhavan Institute of Management Science, Kolkata

**Special Issue of
BIMS Journal of Management
of BIMS-AIMS Eastern Regional
Conference on
"New Paradigms of Management"**

held on 24th August 2019

BIMS Journal of Management

Conference Issue on “New Paradigms in Management” in Association with AIMS (Association of Indian Management Schools)

Volume 4

Issue 1 & 2

Contents

Editorial Board	I
Conference Organization Committee	II
Message	IV
Message	VI
Message	VII
Message	VIII
Message	IX
Preface	XI
About AIMS	XII
About BIMS	
1. An Empirical Study on Businesses Approaches in the Field of Environment & Society with Special Reference to Tea Industry in North-Eastern Region <i>Indranil Chatterjee, Dr. Amit Majumdar</i>	1
2. An Exploratory Study on the Impact of Emotional Labor and Quality of Work Life Balance of Doctors in Private Hospitals of Kolkata <i>Ranita Ghosh, Sukanta Kundu</i>	7
3. Changing Waves in Online Retailing from Brick & Mortar <i>Dr. Archana Sharma, Dr. Gairik Das, Jayjit Chakraborty</i>	21
4. Corporate Social Responsibility: It's Impact on Society and Development <i>Sneha Ghosh</i>	28
5. Digital Pedagogical Paradigm in Business Communication: Language Lab – based English Teaching for Management Education <i>Dr. Sadhan Kumar Dey</i>	37
6. Dividend Policy from the Prism of Behavioural Finance <i>Dr. Arindam Banerjee, Prof. (Dr.) J.N. Mukhopadhyaya</i>	44



Digital Pedagogical Paradigm in Business Communication: Language Lab – based English Teaching for Management Education

Dr. Sadhan Kumar Dey

Associate Professor (English) Department of Engineering Science & Management
RCC Institute of Information Technology, Kolkata

ABSTRACT

Compliance to Washington Accord (USA) by NBA (India) is a landmark event of the current decade as envisaged in the emphasis on 'digital pedagogy' in Management Education in India today. NBA in compliance with the basic tenets of the Washington Accord has made 'Accreditation of Professional Courses' compulsory across the length and breadth of India. Digital pedagogy is *sine qua non* of the present situation in Management education. The present paper is a humble attempt to present a model for teaching of Business Communication using digital pedagogy in Management course as prescribed by NBA (India). Reviewed in the light of the prescribed Course Planner of NBA English faculty cannot continue with the traditional way of teaching 'Business Communication'. Digital Language Laboratory is to be used to develop Communicative nuances that are followed all over the world in Management Education. Digital Language Laboratory should not be misunderstood as an alternative smart classroom. The present paper would focus on how NBA - prescribed norms can be maintained using Digital Language Laboratory as a teaching aid or digital Realia. The present paper would showcase modern strategies where English language can be taught by following the legacy of 'continuity in change' through digital pedagogy.

Keywords: digital; pedagogical; paradigm; Business Communication; Language Lab – based; English teaching; Management Education;

1. INTRODUCTION

During the twentieth century global society witnessed several mega events and dramatic changes in the field of management education across the globe. Driven by innovations in the field of transportation system, Electronic advancement, and Information and Communication Technology (ICT), classroom pedagogy has established a new paradigm in higher education. Management education has experienced and introduced these technologies that are evolving. These cutting-edge educational technologies have not only altered the constraints of space and time but also reshaped the way we learn, think and communicate in academia. Rapid advancement in information technologies and other digital systems have started reshaping our pedagogical ecosystem. Innovations in ICT allow us to transmit information quickly and widely propelling the growth of new urban communities through linking distant places and diverse areas of endeavor in productive new ways. Even two decades ago this was unimaginable in Indian Management education.

Management Education has been brought under the Provisions of Washington Accord in India since 2010. Two overriding principles behind standard **course planning** and **Lesson Planning** are being used that are known as '**variety**' and '**flexibility**'.

'Variety' with reference to Digital Lab-Based Business Communication teaching, means involving Business Communication students in a number of different types of Digital Learning Activities and introducing them to wide selections