

INNOVATION IN TEACHING & LEARNING

BY PGDM – International Business Program

‘OMNIGLOTZZZ’

(Foreign Language & Inter Cultural Communication)

Cultures are what make countries unique and being a student of PGDM- International Business; it is pertinent to understand the nuances of cultures of different countries in the world. Learning a **Foreign Language** is also an integral part of the curriculum of PGDM-International Business Program, hence, by the end of second Trimester students display their knowledge of these foreign languages through various activities.

It is an event to enhance knowledge of foreign language and understanding the flavors of cross cultural business communication. The event comprises of students' presentation and performances on German and French Languages. These languages are an integral part of their syllabus and every student is required to opt for one foreign language. It includes e-Newsletters and small videos on cultural codes for 10 emerging countries i.e. Taiwan, Russia, Singapore, Japan, Brazil, Columbia, Vietnam, UAE, Philippines and Mexico, which is an integral part of Intercultural Business Communication paper.

Objectives –

Cultural Awareness so as to develop deeper understanding about the different culture beliefs, food preferences, way of living and language.

Implementation development of speaking skills of the language

International mindedness

Research & Development on Culture

Assessment -

Every student is given an opportunity to speak the language and is assessed on pronunciation, content and presentations.

Students are required to connect their language learning with real life experiences e.g. business ethics, food, culture etc.

Teaching faculty as well as external judges who are language experts assess the students on 25 marks of internal assessment.

SOME GLIMPSES

“OMNIGLOTZZZ– Enhancing Cross Cultural flavours of France and Germany and other Emerging Countries” - December 10, 2019 which was an amalgamation of cultures. Students demonstrated different aspects of German and French Cultures as well as of other Emerging Countries through various activities.



External Language Experts :

Dr. Rita Malhotra, President of Poetry across Cultures

Ms. Aradhana Pradhan, Director, Masi Inc.

Mr. Soma Sundaram, Teacher, Alliance Francaise

IB Class was **decorated** beautifully with flags, balloons and cut-outs, keeping in mind the cross cultural theme and all of it was done by our students. It was the continuous effort of all students and Mentors: **Prof. Mamta Kathuria, Prof. Sanjay Sharma.**