

Online PGDM

First Year, Trimester 1, June 2024

Course Name : Communication for Business

Max Marks : 70

Course Code : 1102

Final Project

Listen to a podcast of your choice. There are some suggestions below for your ease in choice. Listen to any one cast which you may find interesting.

Create a 500 word document of why you found it interesting/ boring/ bemusing/ funny/ knowledgeable - whatever it is that you felt and how do you think you would have done it if you were given the opportunity. (20 Marks)

Create a 5 minute video recording of you speaking on what you deem is important in the medium of podcasting and why you chose this particular episode of this particular podcaster and why you find that there is an important/ useless message in the cast but found it valuable/ useless in the business management sense. (30 Marks)

Create a PowerPoint presentation of 7 slides on the same podcast with limited usage of words and more emphasis on images, cartoons or whatever imagery that you can imagine in terms of showcasing what was discussed in the podcast (20 Marks)

Below are some suggestions, you can make your own choices and may not be restrictive to [these.as](https://www.these.as) these are just suggestive. Most of these are business based with a larger repertoire so if you could restrict yourself to business based podcasts/ videocasts etc that would be brilliant.

1. Nikhil Kamath WTF
2. The barbershop with Shantanu
3. Joe Rogan Show
4. Paisa Paisa with Anupam Gupta
5. Beer Biceps
6. Gary Vee
7. Tim Ferris Show

This above is the final project for Communication for Business.