Public Relations and Corporate Communications

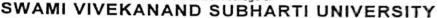


Acharya Vishnu Gupt

Subharti College of Management & Commerce

Website: management.subharti.org, e-mail: management@subharti.org, Ph: 0121-3058039, Extn-2841, Telefæx: 0121-3058030, 2439067

A constituent college of



(Established under U.P. Govt. Act no. 29 of 2008 and approved under section 2(f) of UGC Act 1956)

Ref. No.: SVSU/AVGSCMC/2016/



Date: 29/04/2017

Notice

Subject: Commencement of Value Added Course for Even Semester of session 2016-17 from 01-05-2017.

All the students of MBA, BBA, B.Com, B.Com(H) & M.Com are, herewith, informed that for making the students aware about the industry oriented program, Value added courses are going to be started from 01-05-2017.

Student, who have been registered in the course, are advised to attend their classes as per the schedule.

Kindly contact to your concerned VAC faculty for further quarries.

The list of Value Added courses, which would be running, is given below:

S. No	Name of the value- added courses	Course Code	Progra m	Year	Faculty	No. of Regis tered Stude nts	Dute	Total No. of Hours	Room No.
1	Public Relations and Corporate Communications	VACP- 1606	MBA	2016-17	Prof.(Dr.) Balwinder N Bedi	35	01 - 08 May, 2017	30	LT-G1
2	Enterprise Resource Planning	VACP- 1607	BBA	2016-17	Dr. Pushpender Verma	26	01 - 08 May, 2017	30	17-
3	Corporate Social Responsibility and Sustainability	VACP- 1608	МВА	2016-17	Dr. Padma Misra	34	11-18 May, 2019	30	02 UT - 01
4	Rural Financial Institutions	VACP- 1609	B. COM.	2016-17	Ms. Preeti Verma	23	01 - 08 May, 2017	30	LT - 03

Principat

AVGSCMCRINCIPAL

Acharya Vishnu Gupt
Subfalta Institute of Management & Commerce

- 1. Stade & CoMEBBidFd
- 2. Class Coordinators
- 3. VAC Faculty
- 4. Office File

Swami Vivekanand Subharti University MEERUT



ACHARYA VISHNU GUPT



SUBHARTI INSTITUTE OF MANAGEMENT & COMMERCE

(College established in 2007 & Approvid by AICTE)
Ph: 0121-3058031/32, Fax: 0121-2439067, E-mail, subharti management@gmail.com, Web; www.simitsubharti.org

SWAMI VIVEKANAND SUBHARTI UNIVERSITY

(Established under UP Govt. Act No. 29 of 2008 and approved under section 2(f) of UGC Act, 1956) E-mail. subhartl.uni@gmail.com, eb, www.subhartl.org

Acharya Vishnu Gupt Subharti College of Management and Commerce

Course Contents

Public Relation and Corporate Communications

VACP-1606 Session: 2016-17

Total 30 Hours

Core Skills for P. R.

P.R. Concepts, Structures & Practice, The P.R. Campaign / Strategic P.R., Effective Writing for P. R., Effective Content for the Digital Platform, P.R. & Media Relations, Client servicing

Corporate Communications: Corporate Communication Concepts, Corporate Communication Practice, News Reporting, Research and Research Writing, Measurement of P.R. Objectives / Campaigns, B: Foundation based Skills for P. R., Management Studies

Management Studies Concepts and Practice, The Marketing Plan, The Mass Media Industry

Effective Business Communication, Integrated Communication, Corporate Branding, P.R. Industry Practice and Application, Event Management, Event Planning, Event Execution, Computer Skills for Media and Communication, Digital Marketing, New Media & Practice, New media Case-Studies, P.R. Case Studies: Research, Analysis and Solutions, Crisis Communication, Public Affairs Practice, C: Value added Skills for P. R., Relationship Management, P.R. Law & Media, Audio Visual Communication Production, Public Speaking & Presentation Skills for P.R. Professionals, P.R. Pitches to Clients: Writing & Presenting, P.R. Professional Practice, The Making of a P.R. professional, Professional Etiquette & Standards for P.R. Professionals, Soft Skills for PR Professionals, The Economics/Business side of the P.R. agency, Faculty Name & Signature.

MEER

29. Balunheliz Bedi Bum

Faculty Name and Signature

Page 1 of 1

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Acharya Vishnu Gupt



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Report

on

Value Added Course

Session: 2016-17 Program: MBA Date: 1-8 May 2017

Course Name: Public Relations and Corporate Communications

Course Code: VACP-1606

No. of Students Enrolled in the Couse in the year: 35

Resource Person: Dr. BalwinderBedi

Objective of Value Added Course: The objective of conducting the VAC was to enhance the knowledge of the students and make them aware about competitive edge to their job prospects.

Outcome of Value Added Course: Value added courses are the fine way to fill the gaps in the knowledge of students and add competitive edge to their job prospects. As systems, programs and practices change, making it critical for job-seekers to have a range of competencies, Value Added Courses helpedthe students to be a winner. The purpose of the Value Added Courses is to make you industry-ready and that was fulfill very effectively. Starting off with a Value Added Course helpedthe students to have a foundation on which to build their career.



Faculty Signature

Swarm Vivekanand Subharti University MEERUT 4-

Acharya Vishnu Gupt



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Acharya Vishnu Gupt Subharti College of Management and Commerce

Record of students enrolled in Value Added Course of Even S.

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		and Corporate Communication	Course C	ode: VACP	1606		*****	***	· · · ·
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•	1607020001602	AVED ALAW	A	0	P	0	8	P	P
-	1007020001643	JOYSON RONGME	P	0	A	P	P	0	2
3	1607020001984	KUR DWOWL	10	1	P	· A	P	0	1
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Swami Vivekanand Subharti University



Certificate

Session 2016-17-

_Ms./Mr.	Rahil Shanma	has Successfully Completed
	the <u>3</u> 0	_hour Value Added Course
	Public Relat	ions and Componate Communications

Organized by Faculty of Management and Commerce

This certificate is hence awarded on successful completion of the Value Added Course.

Course Coordinator
Proof (Dn.) Balwinder N Bedi

Head of Institution





Swami Vivekanand Subharti University



Certificate

Session 2016-17

Ms./Mr	Abhishek	Kaushik	has Successfully Completed
		2	

the 30 hour Value Added Course

Public Relations and Componate Communications
Organized by

Faculty of Management and Commerce

This certificate is hence awarded on successful completion of the Value Added Course.

Course Coordinator Fraf. (Dr.) Balwinder N Bedi

Head of Institution