

Public Relations and Corporate Communications



Acharya Vishnu Gupt
Subharti College of Management & Commerce
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A constituent college of

SWAMI VIVEKANAND SUBHARTI UNIVERSITY

(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 queries.

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

S. No.	Name of the value-added courses	Course Code	Program	Year	Faculty	No. of Registered Students	Date	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-01
2	Enterprise Resource Planning	VACP-1607	BBA	2016-17	Dr. Pushpender Verma	26	01-08 May, 2017	30	LT-02
3	Corporate Social Responsibility and Sustainability	VACP-1608	MBA	2016-17	Dr. Padma Misra	34	11-18 May, 2017	30	LT-01
4	Rural Financial Institutions	VACP-1609	B. COM.	2016-17	Ms. Preeti Verma	23	01-08 May, 2017	30	LT-03


Principal

AVGSCMC PRINCIPAL

Acharya Vishnu Gupt

Subharti Institute of Management & Commerce

1. Students
2. Class Coordinators
3. VAC Faculty
4. Office File


Registrar
Swami Vivekanand
Subharti University
MEERUT



ACHARYA VISHNU GUPT

SUBHARTI INSTITUTE OF MANAGEMENT & COMMERCE

(College established in 2007 & Approved by AICTE)

Ph: 0121-3058031/32, Fax: 0121-2439067, E-mail: subharti.management@gmail.com, Web: www.simitsubharti.org

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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.

Dr. Balwinder Bedi

Faculty Name and Signature


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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 Course in the year: 35

Resource Person: Dr. Balwinder Bedi

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 helped the students to be a winner. The purpose of the Value Added Courses is to make you industry-ready and that was fulfilled very effectively. Starting off with a Value Added Course helped the students to have a foundation on which to build their career.



Faculty Signature

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Swami Vivekanand
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Attendance Record of students enrolled in Value Added Course of Even Semester (2016-17)

Semester: 2016-17		Program: MBA		Year: I						
Course: Public Relations and Corporate Communications		Course Code: VACP-1608								
No. of Students Enrolled in the Course in the year: 35		Faculty Coordinator: Prof. (Dr.) Bahwinder N Bedi								
Program Dates: 01 - 08 May, 2017		1/5/17	2/5/17	3/5/17	4/5/17	5/5/17	6/5/17	7/5/17	8/5/17	
Sr No	Student Unique Enrollment ID	Name of the student								
1	1807020001608	Ashish Kumar		P	P	P	P	P	A	P
2	1807020001609	ABHIMANYU SINGH		A	P	P	P	P	P	P
3	1807020001678	ABHISHEK KAUSHIK		P	A	P	P	P	P	P
4	1807020001681	JAVED ALAM		A	P	P	P	P	P	P
5	1807020001682	JOYSON RONGMEI		P	P	A	P	P	P	P
6	1807020001683	KAJAL BHARDWAJ		P	P	P	A	P	P	P
7	1807020001686	KUSHBOO MANDAL		P	P	P	P	A	P	P
8	1807020001683	MEGHA		P	P	P	P	P	A	P
9	1807020001684	MOHD TARIQ		P	P	P	P	P	P	A
10	1807020001685	MOHIT KUMAR SAXENA		P	A	P	P	P	P	P
11	1807020001698	NEETA SINGH		A	P	P	P	P	P	P
12	1807020001709	SHUBHAM TOMAR		A	P	P	P	P	P	P
13	1807020001714	VINIT KUMAR		P	A	P	A	P	P	P
14	1807020001719	YASHDEEP KUMAR SAURANA		P	A	P	P	P	P	P
15	1507020000538	AMAAN		A	P	P	P	A	P	P
16	1507020000543	MR RAHEL SHARMA		P	A	P	P	P	A	P
17	1507020000544	MR SUMIT KUMAR		A	P	P	P	P	P	P
18	1507020000547	MS KAJAL DHAKA		P	P	P	A	P	P	A
19	1507020000562	MS KHAYATI RATHEE		A	P	P	P	A	P	P
20	1507020000566	MS PALLAVI KUMARI		P	P	P	A	P	P	A
21	1507020000530	NITIKA GUPTA		A	P	P	P	P	P	A
22	1507020000558	RACHAY BHARDWAJ		P	P	P	P	P	P	P
23	1507020000531	SACHANA RAY		P	P	P	P	P	P	P
24	1507020000549	MOHD FAISAL		P	P	P	P	P	P	P
25	1507020002418	MAYANK GUPTA		P	P	P	A	P	P	P
26	1507020003553	ABRAAM STEPHEN		A	P	P	P	P	P	P
27	1507020003554	INDERJIT PRASAD		P	P	P	A	P	P	P
28	1507020003555	MHOMMED YASEEN		P	P	P	P	P	P	P
29	1507020000527	KRITI SHARMA		P	P	P	P	A	P	A
30	1507020000548	MS MANSI TYAGI		P	A	P	P	P	A	P
31	1507020000551	MS NOOR JAHAN		P	P	A	P	P	P	A
32	1507020000535	PRATIMA		P	P	P	P	P	P	P
33	1507020000534	ROHIT SINGH		A	P	P	P	A	P	P
34	1507020000528	SHRPA DHAMAN		P	P	P	P	A	P	A
35	1507020001933	ANUP AVASTHI		P	P	P	P	P	A	A

Faculty Signature

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(Handwritten Signature)



Swami Vivekanand Subharti University



Certificate

Session 2016-17

Ms./Mr. Rahil Sharma has Successfully Completed

the 30 hour Value Added Course

on
Public Relations and Corporate Communications

Organized by

Faculty of Management and Commerce

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

Course Coordinator

Prof. (Dr.) Balwinder N Bedi

Head of Institution

Registrar
Swami Vivekanand
Subharti University
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Swami Vivekanand Subharti University



Certificate

Session 2016-17

Ms./Mr. Abhishek Kaushik has Successfully Completed

the 30 hour Value Added Course

on
Public Relations and Corporate Communications

Organized by

Faculty of Management and Commerce

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

Course Coordinator

Prof. (Dr.) Balwinder N Bedi

Head of Institution