

DR. VIRENDRA SWARUP INSTITUTE OF VOCATIONAL STUDIES



SYLLABUS

(CVESD DIPLOMA IN PUBLIC RELATIONS OFFICER)

COURSE CODE: OME07

COURSE NAME: CVESD DIPLOMA IN PUBLIC RELATIONS OFFICER

COURSE DURATION: 1 YEAR

SESSION: 2024-25

DR. VIRENDRA SWARUP INSTITUTE OF VOCATIONAL STUDIES, MC ROBERT GANJ, CIVIL
LINES, KANPUR (UP) 208001

CourseCode **CourseName**

OME07-01 **COMMUNICATIVE ENGLISH & COMPUTER FUNDAMENTALS**

CO1	Inculcate Process of Communication and identify barriers in communication.
CO2	Develop skills for working in team and individually.
CO3	Inculcate soft skills and develop personality through participation in group discussion, mock interview, group and individual presentation.
CO4	Describe the usage of computers and why computers are essential components in business and society.
CO5	Understanding the concept of Computer memory and input/output devices of Computers and how it works and recognize the basic terminology used in computer programming.

Course Outcomes: At the end of the course, the student will be able to,

UNIT-I

The Process of Communication:

Communication, the Process of Communication, Barriers of Communication, Different Types of Communication, Characteristics and Conventions of Conversation, Conversational Problems of Second/Foreign Language Users, Difference Between Conversation and Other Speech Events.

UNIT- II

Soft Skills Training:

Soft Skills Practice, Personality Development, Participating in Group Discussion and Job Interviews, Time Management Presentation Skills, Leadership Skills, Lateral Thinking, Team Work and Interpersonal Skills, Emotional Intelligence, Self-Confidence and Attitude.

UNIT- III

Speaking Skills and Presentation:

Presentation Design and Delivery. Monologue Dialogue, Group Discussion. Effective Communication/ Mis-Communication. Interview. Effective Writing, Report Writing, Resume and letter Writing.

UNIT-4

Introduction to Computer: Definition - History & Generation of Computer (From First to 5th) - Applications of Computer – Advantages of Computer – Terms related to Computer - Characteristics of Computer: Speed, Storage, Versatility and Diligence – Hardware & Software. Block Diagram and Working Principle of Computer - Types of Computer: On the Basis of

Working - Analog, Digital & Hybrid, On the Basis of Size - Main frame, Mini Computer, Super Computer, Work station, MicroComputer, Desktop Computer, Laptop Computer

UNIT-5

Memory: Units, Representation, Types - Primary memory: RAM, ROM, PROM, EPROM, EEPROM, DDR Secondary memory: Hard disk, CD, DVD, Blue ray Disc, PenDrive Magnetic tape & Zip disk – **CPU:** Components of CPU - Mother board, Hard disk, RAM, ROM, Processor, SMPS & Connecting wire - Graphics Card, Sound Card, Network Card – Modem; **Input, Output devices:** Keyboard, Mouse, Scanner, Digital Camera, Joystick, Pen drive, Monitor, Printer, Plotter – Connecting port – Serial, parallel – USB port.

Referential Books:

1. Wren and Martin -English Grammar and Composition
2. B. K. Das- an Introduction to Professional English and Soft Skills
3. Barun K. Mitra- Personality Development and Soft Skills

CourseCode **CourseName**

OME07-02 **PRINCIPLES OF MANAGEMENT**

CO1	
CO2	
CO3	
CO4	
CO5	

Course Outcomes: At the end of the course, the student will be able to,

UNIT-I

The Process of Communication:

Definition, Nature- Features of Management, Management Functions, Management as a Process, Importance of Management, Management and Administration, Contribution of Taylor, Weber and Fayol in management. Functional Areas of Management, Managerial Skills, Roles of a Manager, Levels of Management, Management as a Science, an Art and as a Profession.

History of management, Classical Approaches: Systematic Management, Scientific Management, Administrative Management, Human Relations Movement and Contemporary Approaches: Quantitative Management, Organizational Behaviour, Systems Theory, Contingency Theory

UNIT- II

Soft Skills Training:

Planning – Meaning and Definition, Features, Steps in Planning Process, Approaches, Principles, Importance, Advantages and Disadvantages of Planning, Types of Plans, Types of Planning, Management by Objectives.

Organizing Process – Meaning and Definition, Characteristics, Process, Need and Importance, Principles, Span of Management. Organization Chart – Types, Contents, Uses, Limitations, Factors Affecting Organizational Chart,

UNIT- III

Speaking Skills and Presentation:

Organizational Structure – Line Organization, Line and Staff, Functional, Project, Matrix and Virtual. Informal Organization – Meaning, Characteristics, Importance, Limitations, Difference between Formal and Informal Organization

Staffing – Meaning, Nature, Importance, Staffing Process – Manpower Planning, Recruitment, Selection, Orientation and Placement, Training, Remuneration, Performance Appraisal, Promotion and

Transfer.

UNIT-4

Direction – Definition, Nature, Need and Importance, Principles of Directing. Supervision– Role and Functions of a Supervisor, Effective Supervision, Direction and Supervision.

Controlling–Meaning, Features, Importance, Control Process, Characteristics of an Effective Control System, Types of Control.

Co-ordination–Characteristics, Essentials, Types and Techniques, Principles, Obstacles and Needs.

UNIT-5

Motivation: Concept, Theories–Classical and Modern, Importance, Financial and Non-Financial Motivation, Positive and Negative Motivation, Group Motivation. Leadership: Definition, Meaning, Factors, Theories, Principles and Leadership Styles.

Communication: Definition, Meaning, Nature, Communication Process, Types and Barriers to Communication. Social Responsibility–Meaning, Definition, Features, Scope, Social Responsibility of a Manager, Interested Group – Shareholders, Workers, Customers, Creditors, Suppliers, Government, Society. Indian Business and Social Responsibility.

UNIT-6

Decision-making-Meaning, Characteristics, Decision-Making Process, Guidelines for Making Effective Decision, Types of Decisions.

Strategic Decisions and SWOT Analysis: Strategy formulation, elements of strategy, the strategy formulation process, Strategy formulation tools & techniques.

Referential Books:

1. Joseph L. Massie, *Essentials of Management*, Prentice Hall of India
2. Pagare Dinkar, *Principles of Management*
3. Satyanarayan and Rao, VSP, *Principles and Practices of Management*
Srivastava and Chuna Walla, *Management Principles and Practice*

CourseCode CourseName

OME07-03 PUBLIC RELATIONS MANAGEMENT

CO1	
CO2	
CO3	
CO4	
CO5	

Course Objectives: To identify the important functions and its management in Public Relations
 To familiarise with the CSR activities, global relations & dimensions of PR

UNIT-1

Public Relations & Management- What is Management? - Principles of Management – Various Management disciplines - Interface of PR with other disciplines: Human Resource Development- Finance-Marketing - PR a top Management Function in handling both Information and Relationships -Interpretation of Management to the Public and vice versa - PR as a Bridge between Management and its Public - Staff and Line Functions - PR as a Staff Function, of Globalization - Global Marketing – Global Corporate Public Relations and Global Media - Emergence of Global Public Relations

UNIT 2:

CORPORATE PUBLIC RELATIONS- Concept of Organization/ Corporation - Segmentation of Publics/ Stakeholders - Corporate Face - What is Corporate Public Relations? Or Corporate Communications? The Difference - Elements of Corporate Public Relations Programme – Communication with Publics - Major Areas of Corporate Public Relations - Creating Favorable Public Opinion, Public Relations in Major Industrial Undertaking, Industrial Policy Resolution of 1956, New Industrial Policy 199, PR Strategies in Multinational Companies

UNIT-3

STAKEHOLDERS' PUBLIC RELATIONS- FINANCIAL PUBLIC RELATIONS- Concept of Three 'M's –Men, Money, Material - Define Financial PR - Financial Stakeholders – Shareholders - Investing financial Institutions – Stockbrokers - Stock exchanges - Investors Relations Policy – Objectives – Strategy – Media and tactics - Annual General Meeting - Public Issue Management , CONSUMERS' PUBLIC RELATIONS: Definition - PR 5th P of Marketing - Know your Customer (KYC)- Customer outreach for Direct marketing-CPR in promotions - Case studies in CPR in Promotions -Experiential Marketing Crowd Sourcing - Consumer Protection Act , GOVERNMENT RELATIONS: Economic Reforms - Need for Government Relations - Centre-State and Municipal Government Relations - Public Affairs in Relation to Government.

UNIT-4

CORPORATE SOCIAL RESPONSIBILITY- COMMUNITY RELATIONS: Community as Stakeholder ,Social Economic and Cultural Problems, Participation in Welfare Programmes - PR Programme – Objectives - Role of PR in Reaching the Target Audience, PUBLIC RELATIONS FOR NGOs - Objectives of NGOs in Socio Economic Developments of the Community - Need for Public Relations - Fund Raising and Other Development Programme, PUBLIC RELATIONS IN CRISIS MANAGEMENT What is a Crisis?

– Types of Crisis – Crisis Management - Public Relations in Crisis Management, CORPORATE SOCIAL RESPONSIBILITY: - Meaning of CSR, its Need - Concept of Corporate Citizenship - CSR and Business Organizations - Public Relations and Social Responsibility -Benefits of Corporate Social Responsibility

UNIT-5

DIMENSIONS OF PUBLIC RELATIONS PRACTICE CENTRAL GOVERNMENT PUBLIC RELATIONS :Public Information- Management of Public Information - Government Information-Impact of Government PR, PUBLIC RELATIONS IN STATE GOVERNMENT Structure and Function of State Government Public Relations - Information Administration and Development, PUBLIC RELATIONS IN LOCAL BODIES Concept of Local Bodies – Local Needs – Civic Amenities – Local Bodies in India, PUBLIC SECTOR PUBLIC RELATIONS The Concept of Public Sector - Types of Public Sector Units - PR in Major Public Sector Undertakings: BHEL, Indian Oil Corporation, PUBLIC RELATIONS IN PRIVATE SECTOR: Role of PR in Private Sector, PUBLIC RELATIONS IN FINANCIAL INSTITUTIONS Concept of Financial Public

Relations – Financial Public – Financial and Media and Tactics: Role of PR in Banks – PR Practice in Banks – PR Structure and Functions in a Nationalized Banks , PUBLIC RELATIONS IN EDUCATIONAL INSTITUTIONS: PR in Educational Institutions – Structure and Functions of PR Department in Conventional and Open Universities

ReferentialBooks:

1. "Effective Public Relations" by Scott M. Cutlip, Allen H. Center, and Glen M. Broom
2. "Strategic Public Relations Management: Planning and Managing Effective Communication Programs" by Erica Weintraub Austin and Bruce E. Pinkleton
3. "Public Relations: Strategies and Tactics" by Dennis L. Wilcox, Glen T. Cameron, and Bryan H. Reber

CourseCode	CourseName	L	T	P
COE32-04	PRACTICAL-I	0	0	3

CourseCode	CourseName	L	T	P
COE32-05	PRACTICAL-II	0	0	3

CourseCode	CourseName	L	T	P
COE32-06	PRACTICAL-III	0	0	3