



Bharath

INSTITUTE OF HIGHER EDUCATION AND RESEARCH
(Declared as Deemed - to - be - University under section 3 of UGC Act 1956)
ACCREDITED WITH 'A' GRADE BY NAAC

11/08/2020

Chennai

From
Dr S Praveen Kumar,
Professor & Head,
Department of Management Studies,
Bharath Institute of Higher Education and Research,
Chennai

To
The Dean Engineering
Bharath Institute of Higher Education and Research,
Chennai

Sub: Permission to conduct online value- added course: Course on Corporate

Communication- reg.,

Respected Sir,

With reference to subject mentioned above, the department proposes to conduct a value-added course titled: **Course on Corporate Communication** on 12/09/2020. We kindly solicit your kind permission to commence the program.

Warm Regards,

Dr S Praveen Kumar DEAN- Engineering

DEAN

BHARATH INSTITUTE OF HIGHER EDUCATION & RESEARCH
(Declared as Deemed to be University U/S 3 of UGC Act. 1956)
Chennai-600 073. INDIA.



School of Management Studies & Commerce

Circular

11/08/2020

Sub: Organising online value- added course: Course on Corporate Communication- reg.,

With reference to the above-mentioned subject, it is to bring it to your notice that School of Management Studies & Commerce, Bharath Institute of Higher Education & Research is organising "Value added course: Course on Corporate Communication". The Course content and registration form is enclosed below.

The application must reach the institution along with all the necessary documents as mentioned. The hard copy of the application should be sent to the institution by registered/ speed post only to reach on or before 8th September 2020; application received after the mentioned date shall not be entertained under any circumstances.


Head of the Department

Encl: A copy of Syllabus & Registration form

Bharath Institute of Higher Education & Research**School of Management Studies & Commerce****Participant List****Value Added Course: Course on Corporate communication**

S.No	Register Number	Student Name	Remarks
1	U15BC108	SOBANRAJ A	
2	U15BC109	SRIDEVI M	
3	U15BC110	SRINIVASAN A	
4	U15BC111	SRINIVASAN R	
5	U15BC112	SUBBULAKSHMI V	
6	U15BC113	SUDHAKARAN P	
7	U15BC114	SURYA PRASANNA S	
8	U15BC115	SWATHILAKSHMI P	
9	U15BC116	T. R. VIGNESH	
10	U15BC118	THAMOTHIRAN S	
11	U15BC119	THERESA P	
12	U15BC120	THIRUKKUMARAN C	
13	U15BC121	THIRUVENGADAM M	
14	U15BC122	UDHAYA KUMAR M	
15	U15BC123	UMAMAHESWARI K	
16	U15BC125	VANI K	
17	U15BC126	VASANTHAKUMARA L	
18	U15BC127	VASANTHI S	
19	U15BC128	VEERA SURIYA P	
20	U15BC130	VENKATESAN D	
21	U15BC131	VIGNESH D	
22	U15BC132	VIGNESH K	
23	U15BC133	VIGNESH N	
24	U15BC134	VIJAY A	
25	U15BC135	VIJAY S	
26	U15BC136	VIJAYA KUMAR S	
27	U15BA003	CASTRO S	
28	U15BA004	CHRISTY JOSEPH P	
29	U15BA005	DHINAKARAN P	
30	U15BA008	JOTHI B	
31	U15BA009	JOYEL T JOSE	
32	U15BA010	KEERTHIGA A	
33	U15BA011	KIRANKUMAR U	
34	U15BA012	KOWSHIK S	
35	U15BA013	LALITHA PRIYA P	
36	U15BA014	M. MEENA	
37	U15BA015	M. VIJAYA RAM	
38	U15BA016	MALSAWMDAWNOZUALA	
39	U15BA017	MANOJ PRABHAKAR S	
40	U15BA018	NAGOOR MEERAN S	

41	U15BA019	PRABAKARAN P	
42	U15BA020	RAJESH K	
43	U15BA022	RAJKUMAR C	
44	U15BA024	S. NARESH	
45	U15BA025	SAMSAH AHAMED	
46	U15BA027	SOWNDARYA D	
47	U15BA029	SURESH M	
48	U15BA030	THENMOZHI M	
49	U15BA031	YOGESHWARAN R	
50	U15BA032	NASIR MANZOOR PARAH	
51	U15BA033	THULASINGAM A	
52	U15BA036	ARUN KUMAR A	
53	U15BA038	MULAGOORI SREETHA	
54	U15BA039	MOHAN M	
55	U15BA042	G GOVARDHAN NAIDU	

Course Feedback form

Date: 12-09-2020

Course Title: Corporate Communication.

Name: Vicky

RegNo: V1512134

Department: Commerce

S.No	Particulars	1	2	3	4	5
(1. Very Unsatisfied 2. Unsatisfied 3. Neutral 4. Satisfied 5. Very Satisfied)						
1.	objectives of the course clear to you				✓	
2.	The course contents met with your expectations				✓	
3.	The lecture sequence was well planned					✓
4.	The lectures were clear and easy to understand				✓	
5.	The teaching aids were effective				✓	✓
6.	The instructors encourage interaction and were helpful					✓
7.	The level of the course			✓		
(1. Very poor 2. Poor 3. Average 4. Good 5. Excellent)						
8.	Overall rating of the course:	1	2	3	4	5

Please give Suggestion for the improvement of the course:

Weakness of the course:

Strength of the course:

*** Thank you ***

Signature 

Course Feedback form

Date: 12-9-2020

Course Title: Corporate Communication

Name: Sobam Raj - A

RegNo: U15 Be 108

Department: Commerce

S.No	Particulars	1	2	3	4	5
(1. Very Unsatisfied 2. Unsatisfied 3. Neutral 4. Satisfied 5. Very Satisfied)						
1.	objectives of the course clear to you				✓	
2.	The course contents met with your expectations			✓		
3.	The lecture sequence was well planned				✓	
4.	The lectures were clear and easy to understand				✓	
5.	The teaching aids were effective				✓	
6.	The instructors encourage interaction and were helpful					✓
7.	The level of the course				✓	
(1. Very poor 2. Poor 3. Average 4. Good 5. Excellent)						
8.	Overall rating of the course:	1	2	3	4	5

Please give Suggestion for the improvement of the course:

Weakness of the course:

Strength of the course:

Excellent


Signature

*** Thank you ***



SCHOOL OF MANAGEMENT STUDIES & COMMERCE

CERTIFICATION OF PARTICIPATION

SOBANRAJ S

has participated in the Value-added course: **Course on Corporate communication**, a unique and special programme held at **Bharath Institute of Higher Education & Research** on 12/09/2020



Handwritten signature of Mr. Ravi Mohan.

Mr. Ravi Mohan

COURSE CO-ORDINATOR

Handwritten signature of Dr S Praveen Kumar.

Dr S Praveen Kumar

HEAD OF THE DEPARTMENT



Bharath Institute of Higher Education & Research				
School of Management studies and Commerce				
Value Added Course: Course on corporate communication			Course Duration:30 Hrs	
S.No	Date	Topic	Time	Hour
1	9/12/2020	Defining structure of an organisation- Various kinds of organisations	4.00-5.00 Pm	1
2	9/14/2020	Management hierarchy	4.00-5.00 Pm	1
3	9/15/2020	Various kinds of communication in an organisation	4.00-5.00 Pm	1
4	9/16/2020	Role and scope of corporate communication	4.00-6.00 Pm	2
5	9/18/2020	Interface of corporate communication department with various management disciplines	4.00-5.00 Pm	1
6	9/21/2020	Definitions, concept and genesis of CC	4.00-5.00 Pm	1
7	9/22/2020	Difference and similarities between PR and CC	4.00-5.00 Pm	1
8	9/23/2020	Publics in CC - Financial publics, media, opinion makers, government, elected representatives	4.00-6.00 Pm	2
9	9/24/2020	Present state of CC	4.00-5.00 Pm	1
10	9/28/2020	Organising corporate communication activities	4.00-5.00 Pm	1
11	9/29/2020	Areas of strategic thinking in corporate communication	4.00-5.00 Pm	1
12	9/30/2020	Ethics and laws in corporate communication	4.00-6.00 Pm	2
13	10/1/2020	Lobbying- Sponsorship	4.00-5.00 Pm	1
14	10/5/2020	Financial communication	4.00-5.00 Pm	1
15	10/6/2020	Corporate reputation	4.00-5.00 Pm	1
16	10/7/2020	Corporate identity	4.00-6.00 Pm	2
17	10/8/2020	Media mileage	4.00-5.00 Pm	1
18	10/9/2020	Growth and role of financial communication in present context- Overview of Indian financial system	4.00-5.00 Pm	1
19	10/12/2020	Capital market – stock exchanges, SEBI- functioning and mandate	4.00-5.00 Pm	1
20	10/13/2020	Legal and ethical aspects in financial communication- Financial communication campaigns	4.00-6.00 Pm	2
21	10/14/2020	Defining corporate identity- Intergrating corporate identity into communication process	4.00-5.00 Pm	1
22	10/15/2020	Case studies in corporate identity	4.00-5.00 Pm	1
23	10/16/2020	Definition and role of corporate image	4.00-5.00 Pm	1
24	10/17/2020	-Corporate brand management,	4.00-6.00 Pm	2

17	10/8/2020	Entry Strategies	5.00-6.00 Pm	1
18	10/9/2020	Strategic Alliances	5.00-6.00 Pm	1
19	10/12/2020	geocentric and region centric approaches of MNE's	5.00-6.00 Pm	1
20	10/13/2020	Ethno centric, poly centric approaches	4.00-6.00 Pm	2
21	10/14/2020	Relevance between strategy and structure in the MNE	5.00-6.00 Pm	1
22	10/15/2020	Introduction to Global Manufacturing,	5.00-6.00 Pm	1
23	10/16/2020	Materials Management and Marketing	5.00-6.00 Pm	1
24	10/17/2020	Accounting & International Finance	4.00-6.00 Pm	2