

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

04/08/2020
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: Introduction to public relations- reg.,

Respected Sir,

With reference to subject mentioned above, the department proposes to conduct a value-added course titled: **Introduction to public relations** on 03/09/2020. 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

04/08/2020

Sub: Organising online Value-added Course: Introduction to public relations - 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: Ethics in Engineering Practice". 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 31st August 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: Introduction to public relations**

S.No	Register Number	Student Name	Remarks
1	U15BA001	AJITHKUMAR D	
2	U15BA002	BERYL CHRISTY C	
3	U15BA003	CASTRO S	
4	U15BA004	CHRISTY JOSEPH P	
5	U15BA005	DHINAKARAN P	
6	U15BA006	E. RAHUL	
7	U15BA007	IYANAR A	
8	U15BA008	JOTHI B	
9	U15BA009	JOYEL T JOSE	
10	U15BA010	KEERTHIGA A	
11	U15BA011	KIRANKUMAR U	
12	U15BA012	KOWSHIK S	
13	U15BA013	LALITHA PRIYA P	
14	U15BA014	M. MEENA	
15	U15BA015	M. VIJAYA RAM	
16	U15BA016	MALSAWMDAWNOZUALA	
17	U15BA017	MANOJ PRABHAKAR S	
18	U15BA018	NAGOOR MEERAN S	
19	U15BA019	PRABAKARAN P	
20	U15BA020	RAJESH K	
21	U15BA021	RAJESWARI B	
22	U15BA022	RAJKUMAR C	
23	U15BA023	RAJMANI VERMA	
24	U15BA024	S. NARESH	
25	U15BA025	SAMSAD AHAMED	
26	U15BA026	SHANKAR P	
27	U15BA027	SOWNDARYA D	
28	U15BA028	SUNDARALINGAM A	
29	U15BA029	SURESH M	
30	U15BA030	THENMOZHI M	
31	U15BA031	YOGESHWARAN R	
32	U15BA032	NASIR MANZOOR PARAH	
33	U15BA033	THULASINGAM A	
34	U15BA034	SUBASH S J	
35	U15BC152	AKASH R	
36	U15BC153	AJITHKUMAR M	
37	U15BC154	SHEEBA L	
38	U15BC155	SREE RANJINI K	
39	U15BC156	SHARON P	
40	U15BC158	LINGESHWARAN.S	

41	U15BC159	RAM KUMAR S A	
42	U15BC160	SUDARSANABALAN R	
43	U15BC161	P.CHITRA	
44	U15BC162	MANIGANDAN.D	
45	U15BC163	MICAH IMMANUAL M	
46	U15BC165	SARAVANAN C	
47	U15BC166	AKASH D	
48	U15BC167	PHILIP ANTONY F	
49	U15BC168	VISHHAL O R	
50	U15BC169	SHARMILA E	
51	U15BC170	VENKATESAN M	
52	U15BC171	VIJAYALAKSHMI V	
53	U15BC172	MOHAN KUMAR M	
54	U15BC173	PARTHIBAN P	
55	U15BC174	DIVYA S	

Course Feedback form

Date: 3/9/20

Course Title: Introduction to public relations

Name: Rajesh

RegNo: U15BA20

Department: BBA

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 Services

Rajesh
Signature

*** Thank you ***

Course Feedback form

Date:

Course Title: *Introduction to Public relations.*

Name: *Meena M*

RegNo: *U15BA015*

Department: *BBA*

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:

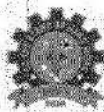
Session Speed.

Strength of the course:

explanation good

meena
Signature

*** Thank you ***



Bharath

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SCHOOL OF MANAGEMENT STUDIES & COMMERCE

CERTIFICATION OF PARTICIPATION

MEENA M

has participated in the Value-added course: **Introduction to public relations**, a unique and special programme held at **Bharath Institute of Higher Education & Research** on 03/09/2020

J. Pavithra



Ms. J. Pavithra

COURSE CO-ORDINATOR

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: Introduction to Public Relation Course Duration:30				
S.No	Date	Topic	Time	Hour
1	9/3/2020	Brief history of PR as profession	4.00-5.00 Pm	1
2	9/4/2020	4 models of Public Relations	4.00-5.00 Pm	1
3	9/5/2020	Excellence theory of PR	4.00-5.00 Pm	1
4	9/7/2020	Key definitions and classifications of PR	4.00-6.00 Pm	2
5	9/8/2020	Key definitions and classifications of PR	4.00-5.00 Pm	1
6	9/9/2020	Fully functioning society theory	4.00-5.00 Pm	1
7	9/10/2020	Strategic communication and the role of PR	4.00-5.00 Pm	1
8	9/11/2020	Interpersonal Communication	4.00-6.00 Pm	2
9	9/12/2020	Steps of building strategic communication	4.00-5.00 Pm	1
10	9/14/2020	Managing corporate identity through corporate communication	4.00-5.00 Pm	1
11	9/15/2020	Stakeholder communication	4.00-5.00 Pm	1
12	9/16/2020	Corporate social responsibility	4.00-6.00 Pm	2
13	9/17/2020	the importance of the research in PR	4.00-5.00 Pm	1
14	9/18/2020	strategic communication	4.00-5.00 Pm	1
15	9/19/2020	surveys, focus-groups, contentanalysis	4.00-5.00 Pm	1
16	9/21/2020	correspond the research methods with needs and requests of PR	4.00-6.00 Pm	2
17	9/22/2020	The most important cornerstones of PR and this lecture is taking them	4.00-5.00 Pm	1
18	9/23/2020	communication strategies, developing practices for the creative collaborations	4.00-5.00 Pm	1
19	9/24/2020	Relationship management theory	4.00-5.00 Pm	1
20	9/25/2020	New media and online reputation	4.00-6.00 Pm	2
21	9/26/2020	series of publications that appear online on different media platforms	4.00-5.00 Pm	1
22	9/28/2020	Theories & methods of Global PR	4.00-5.00 Pm	1
23	9/29/2020	Comparative cultural metrics	4.00-5.00 Pm	1
24	9/30/2020	Structural comparison of Global PR	4.00-6.00 Pm	2