



DEPARTMENT OF ENGLISH **MUHAMMED ABDURAHIMAN MEMORIAL** **ORPHANAGE (MAMO) COLLEGE**

[Govt. Aided First Grade College & Affiliated to University of Calicut.
Re-Accredited by NAAC with A Grade]

CURRICULUM FOR CERTIFICATE COURSE **CEREN004: PR AND CORPORATE** **COMMUNICATION**

OFFERED DURING THE
ACADEMIC YEAR 2019-20
[APPROVED BY ACADEMIC COMMITTEE, MAMO COLLEGE]



MANASSERY, MUKKAM POST,
KOZHIKODE, KERALA, INDIA, 673 602.
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CONTENTS		
1	INSTITUTIONAL VISION, MISSION & OBJECTIVES	3
2.	VISION, MISSION, OBJECTIVES & CORE VALUES OF THE DEPARTMENT	4
3.	B.A ENGLISH: PEOs	5
4.	B.A ENGLISH: PSOs	7
5.	B.A ENGLISH: POs	8
6.	CEREN004: COURSE CURRICULUM	11
6.1.	COURSE LEVEL	12
6.2.	PREREQUISITE	12
6.3.	COURSE INTAKE & ADMISSION	12
6.4.	COURSE COORDINATOR	12
6.5.	COURSE PREAMBLE	12
6.6.	DURATION	12
6.7.	CURRICULUM FOCUS	12
6.8.	COURSE OBJECTIVES	13
6.9.	SKILL EXPECTED	13
6.10.	COURSE OUTCOMES	13
6.11.	MAPPING OF COs WITH POs AND PSOs	14
6.12.	MODULE-WISE COURSE CONTENTS	14
6.13.	DELIVERY MODE	16
6.14.	DELIVERY SCHEDULE	16
6.15.	DETAILED COURSE DELIVERY PLAN	16
6.16.	ASSESSMENT COMPONENTS	19
6.17.	COURSE EVALUATION & GRADING	19
6.18.	GRIEVANCE REDRESSAL	20
6.19.	ISSUANCE OF CERTIFICATES	20



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INSTITUTIONAL VISION, MISSION & OBJECTIVES 01



VISION

VISION: Build Scientifically Oriented, Intellectually Accomplished, Morally Upright and Socially Committed youth who can play a constructive role in Nation Building.



MISSION

MISSION: Intellectual, social and economic empowerment of the youth in general and women, minorities, orphans and the destitute in particular by providing quality, value-based higher-education.



OBJECTIVES

OBJECTIVES: Pursuit of Excellence, Harnessing technology, Thrust on value-based education, Nurturing Excellence and Moulding the youth for Nation Building



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VISION, MISSION, OBJECTIVES & CORE VALUES OF THE DEPARTMENT 02



VISION

VISION: To be a prime centre for nurturing students into academically competent, aesthetically conscious, and socially committed youth.



MISSION

MISSION: Committed to empower and enrich students with understanding of language and literature and to instil value of critical reading and effective writing, through exploring the realms of literary genres across era.



OBJECTIVES: (a) Language Training: To build up students' listening, speaking, reading and writing skills in English. (b) Literature: To increase students' knowledge of English literature and broaden their international vision, in hopes of nurturing their cultural sensitivity in the humanities. (c) Linguistics: To introduce students to the structure, meaning and function of the English language. (d) Applied English: To improve spoken and written communication skills as a foundation for pursuing secondary professional skills, to meet the demands of career development and diversity in the present social milieu. (e) Maintaining Ethical Conscience through value based education.



VALUES

CORE VALUES: Academic and Aesthetic Excellence, Ethical Conscience, Service Mindedness, Professionalism and Global Outlook.



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B.A ENGLISH LANGUAGE AND LITERATURE: PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

03

The career and professional accomplishments attained by B. A English Graduates would reflect that the programme really prepared the graduates to deal with the real world, where they could apply and use the skills and knowledge they have learned to good use.

Specifically, the graduate would be able to:



PEO1: To provide students with the critical faculties necessary in an academic environment, while at job and in an increasingly complex and interdependent world.



PEO2: Proficiency - Graduates will demonstrate comprehensive knowledge of literature in their chosen domain. They will describe a range of literary techniques and rhetorical strategies used in texts, including their relationship to audience, purpose and cultural context.



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PEO3: Developing intellectual, personal and professional abilities through effective communicative skills; ensuring high standard of behavioural attitude through literary subjects and shaping the students socially responsible citizens.



PEO4: To educate the student in both artistry and the utility of the English language through the study of literature.



PEO5: Education for Learning- Graduates will showcase leadership qualities and diverse learning by cultivating versatile skills of teamwork, morality, ethics, communication and analytical skills.



PEO6: To make student aware of the different communicative skills and make them effectively communicate in written and spoken mode.



PEO7: Prospective Employment and Career Prospects-To empower graduates for employment in the fields of translation, content writing, teaching and orient them for research and higher studies.



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B.A ENGLISH LANGUAGE AND LITERATURE: PROGRAMME SPECIFIC OUTCOME (PSOs) **04**

On successful completion of a Bachelor Degree in English Language & Literature, the graduates would be able to:



PSO1: Communicate well, both verbal and written.



PSO2: Have command over English language and its linguistic structures.



PSO3: Apply critical frameworks to analyse the linguistic, cultural and historical background of texts written in English.



PSO4: Familiar with the conventions of diverse textual genres including fiction, non-fiction, poetry, autobiography, biography, Journal, film, plays, etc. and will be able to apply domain knowledge and expertise for enhancing research capabilities.



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B.A ENGLISH LANGUAGE AND LITERATURE: PROGRAMME OUTCOMES (POs) 05

The students graduating from B.A English Language & Literature Programme should be able to:



PO1: THEORIZING SOCIETY: Students should be able to identify, analyze, interpret and describe the critical ideas, values, and themes that appear in literary and cultural texts.



PO2: LITERARY HISTORY: Demonstrate knowledge of literary terms, major periods, authors, genres, and theories.



PO3: CRITICAL ANALYSIS: Produce original insights about literature in a variety of forms, styles, structures and modes in scholarly practices with compelling explanatory power.



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PO4: HISTORY OF LITERATURE: Show knowledge of major literary works, periods, genres, and critical approaches to Indian, American, and World Literature.



PO5: MULTI DISCIPLINARY APPROACH: Articulate the relations among culture, history and texts.



PO6: ENGLISH LANGUAGE TEACHING: Be adept at teaching of English Language and literature as a career option.



PO7: CREATIVE AND ACADEMIC WRITING: Produce creative writing, rhetoric and composition for diverse needs of students and community nationally and internationally. Develop their critical thinking skills and creativity. Enhance their writing skills.



PO8: THEORIZING LITERATURE: Students should be able to apply critical and theoretical approaches to the reading and analysis of literary and cultural text in multiple genres.



PO9: COMMUNICATION: students should be able to write analytically in a variety of formats, including essays, research papers, reflective writings and critical review of secondary sources.



PO10: ETHICS: students should be able to ethically gather, understand, evaluate and synthesize information from a variety of written and electronic sources..



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PO11: INDIVIDUAL AND TEAM WORK: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.



PO12: LIFE-LONG LEARNING: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the ever-changing world of humanities.



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CERTIFICATE COURSE

CEREN004: PR AND CORPORATE COMMUNICATION 06

COURSE CURRICULUM

Course Name	PR and Corporate Communication
Course Code	CEREN004
Year	2019-20
Course Designer	Mr. Noby Manuel
Course Duration	30 Hrs.
Course Schedule	June to September
Maximum Students Intake	60 Students



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1. COURSE LEVEL

Foundational, skill-oriented certificate programme.

2. PREREQUISITE

None.

3. COURSE INTAKE & ADMISSION

Maximum 60 students will be given admission to the course based on First-Come-First-Serve basis. All the students of the MAMO College are eligible for free enrolment for the course. The enrolment notification will be issued for the course well in advance of the commencement of the course.

4. COURSE COORDINATOR

Mr. Noby Manuel, Assistant Professor, Department of English

5. COURSE PREAMBLE

This course aims to gaining importance as there are increasing opportunities in areas like advertising , sales strategies , social media strategies, public relation.

6. DURATION

Total Duration: 30 Hrs. [Contact Hrs. 18 Hrs. Course Woks: 6 and Assessment Works: 6]

7. CURRICULUM FOCUS

Enhance the employability of the learners through curriculum enrichment for additional skill development.



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8. COURSE OBJECTIVES

Learners are expected to

- To furnish the students with fundamentals of PR and Corporate Communication

9. SKILL EXPECTED

On the successful completion of the course, learners will be able to:

- Understand the major skills in PR management.
- Design the strategies for corporate communication.
- Writing proposals- preparing press releases, writing for the web, Website and social media.

10. COURSE OUTCOMES

Upon the successful completion of the course, learners will be able to:

CO No	Course Outcome(CO)	Skill/Knowledge Attainment Level Based on Revised Bloom's Taxonomy
CO1	Explain the elements of Public Relations.	Understand
CO2	Implementing Propaganda for public relations.	Apply
CO3	Compare advertising versus public relations	Analyze
CO4	Design media relation strategies and crisis management tools.	Evaluate
CO5	Invent, design and develop new applications for Business communication,	Create



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CO No	Course Outcome(CO)	Skill/Knowledge Attainment Level Based on Revised Bloom's Taxonomy
	writing memos, writing proposals, preparing press releases, website and social media management.	

11. MAPPING OF COs WITH PSO_s AND PO_s

CO _s	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	2	1	2	3	1	1	1	3	2	1	2	1	2
CO2	3	2	2	1	2	1	1	1	2	3	1	2	1	1	2
CO3	3	2	2	1	1	2	1	1	2	2	1	2	1	1	3
CO4	3	2	1	1	1	1	2	1	2	3	1	2	1	1	2
CO5	3	2	2	1	1	2	1	1	2	3	1	2	1	1	2
AVG	3	2	2	1	1	2	1	1	2	3	1	2	1	1	2

12. MODULE-WISE COURSE CONTENTS

MODULE 1: MODULE 1: INTRODUCTION TO PUBLIC RELATIONS

MODULE DURATION: 10 Hrs. [Contact Hrs. 6 Hrs., Course Woks: 2 and Assessment Works: 2]

MODULE CONTENT: Public Relations – definitions, origin and development of public relations, objectives and functions of public relations – qualities of a PRO-key personalities, Ivy Lee, Edward L Burneys, Paul Garret. History; of PR in India. Propaganda and public relations – publicity and PR – advertising versus



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public relations – PR campaigns – public opinion in PR- lobbying and pressure groups- PR and social responsibilities.

MODULE OUTCOME: Introduce the students the concept of Public Relations

MODULE 2: PR MANAGEMENT & MANAGEMENT TOOLS

MODULE DURATION: 10 Hrs. [Contact Hrs. 6 Hrs. Course Woks: 2 and Assessment Works: 2]

MODULE CONTENT: PR management tools, reputation management, media relations and crisis management tools, online PR and online PR tools. PR activities by Govt.: DAVP, IPRD. PR services and political parties; Code of ethics for PR, IPRA and PRSI Module IV Corporate communication - scope, nature, role and evolution of corporate communication - internal and external audiences, CSR.

MODULE OUTCOME: Introduce a wider and new concept namely Corporate relations and PR management.

MODULE 3: CORPORATE COMMUNICATION MANAGEMENT

MODULE DURATION: 10 Hrs. [Contact Hrs. 6 Hrs., Course Woks: 2 and Assessment Works: 2]

MODULE CONTENT: corporate communication tools – house journals , writing memos- report writing – writing proposals- preparing press releases, writing for the web, website and social media management.

MODULE OUTCOME: practicing public relation management and corporate communication techniques.



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REFERENCES:

1. Joep P Cornelissen, *Corporate Communication, A Guide to Theory and Practice*.
2. John Foster, *Effective Writing Skills for Public Relations*.
3. Joseph Fernandez, *Corporate Communications at 21st Century Primer*.
4. J. V. Vilanilam, *Public Relations in India*.

ADDITIONAL REFERENCES & STUDY MATERIALS:

5. Kieth Butterik, *Public relations Theory and Practice*, Sage
6. B. N. Ahuja & S .S. Chhabra, *Advertising & Public Relations*, Delhi, Surjeet Publications.
7. Alison Theaker, *The Public Relations Handbook*, New Delhi, Vikas Publishing House Pvt. Ltd.
8. Scott M. Cutlip, Allen H. Center, *Effective Public Relations*, New Jersey, Pentice Hall Books.

13. DELIVERY MODE

The course employs multi-mode delivery mechanism including contact lecture, online videos, and online and offline course works.

14. DELIVERY SCHEDULE

June to September.

15. DETAILED COURSE DELIVERY PLAN

Hour	Delivery Mode and Activity	Topics to be Covered
1	Contact Hour - 1: Classroom Discussion	Public Relations – definitions, origin and development of public relations,



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Hour	Delivery Mode and Activity	Topics to be Covered
		objectives and functions of public relations
2	Contact Hour – 2 : Classroom Discussion	Qualities of a PRO- key personalities, Ivy Lee, Edward L Burneys, Paul Garret.
3	Contact Hour – 3 : Classroom Discussion	History; of PR in India. Propaganda and public relations
4	Contact Hour – 4 : Classroom Discussion	publicity and PR – advertising versus public relations
5	Contact Hour – 5 : Classroom Discussion	PR campaigns – public opinion in PR-
6	Contact Hour – 6 : Classroom Discussion	Lobbying and pressure groups- PR and social responsibilities.
7	Course Work – 1: Course Assignment	Course Assignment on History; of PR in India
8	Course Work – 2: Course Assignment	Course Assignment on advertising versus public relations
9	Assessment Hour - 1	Assessment test 1
10	Assessment Hour - 2	Assessment test 2
11	Contact Hour - 7: Classroom Discussion	PR management tools, reputation management
12	Contact Hour – 8 : Classroom Discussion	Media relations and crisis management tools, online PR and online PR tools
13	Contact Hour – 9: Classroom Discussion	PR activities by Govt.: DAVP, IPRD. PR services and political parties;
14	Contact Hour – 10 : Classroom Discussion	Code of ethics for PR, IPRA and PRSI



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Hour	Delivery Mode and Activity	Topics to be Covered
15	Contact Hour – 11 : Classroom Discussion	Corporate communication - scope, nature, role and evolution of corporate communication
16	Contact Hour – 12 : Classroom Discussion	Corporate communication - internal and external audiences, CSR.
17	Course Work – 3: Course Assignment	Course Assignment on media relations and crisis management
18	Course Work – 4: Course Assignment	Course Assignment on Code of ethics for PR
19	Assessment Hour - 3	Assessment test 3
20	Assessment Hour - 4	Assessment test 4
21	Contact Hour - 13: Classroom Discussion	Corporate Communication Tools- Introduction
22	Contact Hour – 14 : Classroom Discussion	House Journals , Writing Memos
23	Contact Hour – 15: Classroom Discussion	Report Writing – Writing Proposals
24	Contact Hour – 16 : Classroom Discussion	Preparing Press Releases
25	Contact Hour – 17 : Classroom Discussion	Writing For The Web, Website And Social Media Management
26	Contact Hour – 18 : Classroom Discussion	Revision
27	Course Work – 5: Course Assignment	Course Assignment on report writing
28	Course Work – 6: Course Assignment	Course Assignment on writing for the web, website and social media
29	Assessment Hour - 5	Assessment test 5



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Hour	Delivery Mode and Activity	Topics to be Covered
30	Assessment Hour - 6	Course End Assessment

16. ASSESSMENT COMPONENTS

Total Marks: 100

CLASSROOM AND GROUP PARTICIPATION: 20 Marks. This component aims at testing the course content understanding and the reflection skills and their attainment levels.

COURSE WORK: 30 Marks. This component aims at testing the skill attainment levels of the learners in analysing and implementing the real-world problem.

MID-COURSE ASSIGNMENT: 20 Marks. This component aims at testing the module-wise attainment levels of the course objectives and course outcome and module outcomes.

END-COURSE ASSESSMENT: 30 Marks. This component aims at testing overall attainment levels of the course with respect to course objectives, course outcome and module outcomes.

17. COURSE EVALUATION & GRADING

The course evaluation is done/coordinated entirely by the course coordinator. The following 10-point Indirect Grading System is used for awarding grades to students:

Percentage of Mark	Letter Grade	Interpretation	Class
95 and above	O	Outstanding	First Class with Distinction
85 to below 95	A+	Excellent	First Class with Distinction



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COORDINATOR
ACADEMIC COMMITTEE
MUHAMMED ABDURAHIMAN MEMORIAL
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MUHAMMED ABDURAHIMAN MEMORIAL ORPHANAGE (MAMO) COLLEGE

[Govt. Aided First Grade College & Affiliated to University of Calicut.
Re-Accredited by NAAC with A Grade]

DEPARTMENT OF ENGLISH

CURRICULUM FOR CERTIFICATE COURSE - CEREN004

75 to below 85	A	Very good	First Class with Distinction
65 to below 75	B+	Good	First Class
55 to below 65	B	Satisfactory	First Class
45 to below 55	C	Average	Second Class
35 to below 45	P	Pass	Third Class
Below 35	F	Failure	Fail
Incomplete	I	Incomplete	Fail
Absent	Ab	Absent	Fail

The grade is awarded by the course-coordinator by considering the overall performance of the learner in all the assessment component of the course.

18. GRIEVANCE REDRESSAL

The grievances, if any, can be submitted to the Head of the Department for its redressal. Those grievances that cannot be redressed by HoD can be forwarded to Academic Council of the College for final decision on the matter.

19. ISSUANCE OF CERTIFICATES

The Course Completion Certificate will be issued to all the successful candidates showing the Total Marks and Grade Obtained.



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