### B. K. BIRLA COLLEGE OF ARTS, SCIENCE AND COMMERCE (AUTONOMOUS), KALYAN

#### **CERTIFICATE COURSE**



Concept Note								
on								
Certificate Course in								
'Public Relations Management'								
Course Objective	Develop a proficiency in the writing of public relations press releases, newsletters, brochures, speeches and other persuasive pieces							
	<ul> <li>Prepare and present orally speeches and other public relations types of presentations</li> <li>Design and present a crisis management plan</li> </ul>							
Course Outcome	<ul> <li>Upon successful completion of this course, you will be able to:</li> <li>knowledgeably discuss the origins, purpose, and methods of effective public relations;</li> <li>conduct related research and prepare a comprehensive public relations plan;</li> <li>develop messages using themes and images that connect with a multicultural audience in local and global campaigns; and</li> <li>identify resources for professional networking and job opportunities in public relations.</li> </ul>							
Course Description	Public relations address how we wish to present ourselves and how to deal with the perceptions of others. Public relations tactics are just as useful for large international corporate projects as they are for personal networking. Most communications courses are based on addressing how we relate to others. The field of public relations takes the theories of human interaction and applies these theories for real-life results.							
Course Duration & Credit points	Duration of the course will be 30 hours.  After the successful competition of the certificate course, the student will be awarded certificate equivalent to 2 Credit Points.							
Learning Platform	Online (Microsoft Team)							
Eligibility Criteria	A student (Undergraduate/ Post Graduate) of B. K. Birla College							

from any stream will be eligible for this certificate course.

**Examination Pattern** 

Student will have to appear for course end examination

(Online):

Question Paper Format : Multiple Choice (MCQs)

Marks : 50 (Fifty)

Passing Criteria : Passing percentage – 40%

(20 Marks out of 40)

Duration : 30 Minutes

#### Course Syllabus

This course includes the following units:

- Unit 1: Foundations of Public Relations
- Unit 2: Public Relations Components and Planning
- Unit 3: Key Target Audiences
- Unit 4: Media Relations
- Unit 5: Writing for Public Relations
- Unit 6: Social Projects and Public Relations
- Unit 7: Crisis Communications
- Unit 8: Ethical Issues in Public Relation
- Unit 9: Careers in Public Relations
- Unit 10: Professional Development

### B. K. Birla College of Arts, Science & Commerce (Autonomous), Kalyan

#### Department of Management Studies

List of Students Registered for Certificate Course

**Certificate Course Name: Public Relation Management** 

	Certificate Course Name . 1 ubile Relation Management								
Sr. No	Student ID	First Name	Middle Name	Last Name	<b>Contact Number</b>	Course Name	Signature		
1	44138	Apurva	Jitendra	Baviskar	7410162443	B.M.S.			
2	44265	Tejas	Hanmant	Nikam	8830893070	B.M.S.			
3	44284	Siddhika	Ankush	Dhokale	9372962942	B.M.S.			
4		Shashikant	Omprakash	Sonawane	8356004784	B.M.S.			
5	44467	RHEA	VINOD	CHAURASIA	9892872599	B.M.S.			
6	44489	Bhavesh	Dinkar	Goturne	9082950117	B.M.S.			
7	44526	Aayushi	Prashant	Manwar	9324109296	B.M.S.			
8	44657	Prathamesh	Prabhakar	Gangurde	9326196817	B.M.S.			
9	44667	Harsha	Anand	Nair	8928636831	B.M.S.			
10	44729	Rinkita	Vinod	Chauhan	7400359128	B.M.S.			
11	44730	Nitin	Shankarlal	Saini	7499300477	B.M.S.			
12	44851	Gaurav	Ramesh	Rajpurohit	9653442614	B.M.S.			
13	44892	Ann Reni	Shoby		8108742641	B.M.S.			
14	44971	Sayee	Ajit	Borate	8108004182	B.M.S.			
15	45160	Gaurav	Kamlesh	Tiwari	8960380510	B.M.S.			
16	45281	Yadunath	Bhagwandas	Patel	8169044021	B.M.S.			
17	46666	Reena	Ajit	Waghmare	7843014192	B.M.S.			
18	46785	Shubham	Ramkumar	Pal	9769994037	B.M.S.			
19	47095	Sachin	Vinod	Gupta	9152110370	B.M.S.			
20	47444	Divya	sakharam	desai	9819132649	B.M.S.			
21	44277	Merry	Nagraj	Reddy	7718026261	B.Com. (A&F)			
22	44448	Harshada	Danny	Sonawane	7738944934	B.Com. (A&F)			
23	44778	Sakshi	Anil	Sangle	9867651672	B.Com. (A&F)			
24	44865	Sayali	Dnyaneshwar	Devaraj	9082677676	B.Com. (A&F)			
25	44981	Nandini	Vipin	Bhusane	9146320597	B.Com. (A&F)			
26	47591	Sumeet	Prakash	Patke	7700020373	B.Com. (A&F)			

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27	44251	Kishan	Prakash	Dadagha	7977319923	B.Com. (B&I)	
28	44271	Vaishnavi	Ramesh	Suryawanshi	9372517027	B.Com. (B&I)	
29	44744	Ekta	Kantilal	Prajapat	8233262802	B.Com. (B&I)	
30	44939	Mitali	Hemant	Gadhe	8975699513	B.Com. (B&I)	
31	45042	Tejal	Dattatray	Lahakar	8104733076	B.Com. (B&I)	
32	45226	Gautami	Amit	Kale	8380001118	B.Com. (F.Mg)	
33	45541	Siddharth	-	Mishra	7219466593	B.Com. (F.Mg)	
34	45846	Pratik	Shivaji	Chavan	9137682692	B.Com. (F.Mg)	
35	48389	Arya	Manoj	Damodar	7057416658	B.Voc. (FMTO)	
36	47922	Dakshata	Chandrakant	Yashwantrao	8390760827	B.Voc. (BMED)	

#### B.K.Birla College Of Arts, Science & Commerce (Autonomous), Kalyan **DMS** List of Students Registered for Certifucate Course (2021-22) Certificate Course Name: Public Relation Management Date 09-12-2021 11-12-2021 16-12-2021 18-12-2021 23-12-2021 Sr.No Name 1 Apurva Jitendra Baviskar 2 Tejas Hanmant Nikam P 3 Siddhika Ankush Dhokale P 4 Shashikant Omprakash Sonawane P 5 Rhea Viond Chaurasia A 6 Bhavesh Dinkar Goturne P P 7 Ayushi Prashant Manwar A 8 Prathamesh Prabhakar Gangurde P A A P 9 Harsha Anand Nair A 10 Rinkita Vinod Chauhan A P 11 Nitin Shankarlal Saini A P P A 12 Gaurav Ramesh Rajpurohit A 13 Ann Reni Shobby P P P P 14 Savee Ajit Borate A A P 15 Gaurav Kamlesh Tiwari P P 16 Yagunath Bhagwandas Patel P A P 17 Reena Ajit Waghmare P P A 18 Shubham Ramkumar Pal A P P P 19 Sachin Vinod Gupta P P P 20 Divya Sakharam Desai P 21 Merry Nagraj Reddy A P P A 22 Harshada Danny Sonawane P A P 23 Sakshi Anil Sangle P A P P 24 Sayali Dnyaneshwar Devaraj P P 25 Nandini Vipin Bhusane A 26 Sumeet Prakash Patke P P P P 27 Kishan Prakash Dadagha P P 28 Vaishnavi Ramesh Suryawanshi A A P 29 Ekta Kantilal Prajapat A P 30 Mitali Hemant Gadhe P 31 Tejal Dattatray Lahakar P P P 32 Gautami Amit Kale P P P 33 Siddhart Mishra P P A P 34 Pratik Shivaji Chauhan P P P 35 Arya Manoj Damodar P P P 36 Dakshata Chandrakant Yashwantrad P P P P

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#### CERTIFICATE OF EXCELLENCE

THIS CERTIFICATE IS AWARDED TO

### **Ann Reni Shoby**

for successfully completing Online Certificate Course in **Public Relations** Management having 02 Course Credit Points with A+ grade organized by the Department of Management Studies.

Mr. Arnold Jathanna

Mr. Anil S. Tiwari

Ms. Esmita Gupta

Dr. Avinash Patil

Course Coordinator

Head, Dept. of Mgmt Studies

Vice -Principal

Principal



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# **Baviskar Apurva Jitendra**

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Mr. Arnold Jathanna

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### **Borate Sayee Ajit**

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### Chauhan Rinkita Vinod

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### Chaurasia Rhea Vinod

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# Chavan Pratik Shivaji

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#### CERTIFICATE OF EXCELLENCE

THIS CERTIFICATE IS AWARDED TO

# Dadagha Kishan Prakash

for successfully completing Online Certificate Course in **Public Relations Management having 02** Course Credit Points with A+ grade organized by the Department of Management Studies.

And John

Mr. Arnold Jathanna

H.

Mr. Anil S. Tiwari

Suptamit Contact

Ms. Esmita Gupta
Vice -Principal

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Dr. Avinash Patil

Course Coordinator

Head, Dept. of Mgmt Studies

Principal

Sr. No. 101

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#### CERTIFICATE OF EXCELLENCE

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### Damodar Arya Manoj

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Mr. Arnold Jathanna

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Ms. Esmita Gupta

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THIS CERTIFICATE IS AWARDED TO

# Devaraj Sayali Dnyaneshwar

for successfully completing Online Certificate Course in **Public Relations Management having 02** Course Credit Points with A+ grade organized by the Department of Management Studies.

And date

Mr. Arnold Jathanna

# ...

Mr. Anil S. Tiwari

Suptamit Conta

Ms. Esmita Gupta

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**Dr. Avinash Patil** 

Course Coordinator

Head, Dept. of Mgmt Studies

Vice -Principal

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#### CERTIFICATE OF EXCELLENCE

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### **Dhokale Siddhika Ankush**

for successfully completing Online Certificate Course in **Public Relations**Management having 02 Course Credit Points with A+ grade organized by the Department of Management Studies.

And delta

Mr. Arnold Jathanna

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Mr. Anil S. Tiwari

Suptame !

Ms. Esmita Gupta

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**Dr. Avinash Patil** 

Course Coordinator Head, Dept. of Mgmt Studies

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### **Gadhe Mitali Hemant**

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And date

Mr. Arnold Jathanna

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Mr. Anil S. Tiwari

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#### CERTIFICATE OF EXCELLENCE

THIS CERTIFICATE IS AWARDED TO

### Gangurde Prathamesh P

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And Jaren

Mr. Arnold Jathanna

T.

Mr. Anil S. Tiwari

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#### CERTIFICATE OF EXCELLENCE

THIS CERTIFICATE IS AWARDED TO

### **Gupta Sachin Vinod**

for successfully completing Online Certificate Course in **Public Relations Management having 02** Course Credit Points with A+ grade organized by the Department of Management Studies.

Huldalis

Mr. Arnold Jathanna

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### Kale Gautami Amit

for successfully completing Online Certificate Course in **Public Relations** Management having 02 Course Credit Points with A grade organized by the Department of Management Studies.

Mr. Arnold Jathanna

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