

AC 27/2/13  
Item No. 4.54

# UNIVERSITY OF MUMBAI



**Revised Syllabus for the S.Y.B.A.**

**Program: B.A.**

**Course: Public Relations**

**(Sem III & IV)**

(As per Credit Based Semester and Grading System

with effect from the academic year 2013–2014)

SYBA (Applied Component)

Title of the Paper: Public Relations

Subject Codes: UAPR3A1 AND UAPR4A1

### **Semester III**

**Unit 1:** Definition, concept and use of Public Relations

Communication for an individual and a group

Use and importance of Public Relations in business, industry, and in governmental and non-governmental agencies

PR in manufacturing sector

PR in service sector- public and private

**Unit 2:** Theories of Communication

Various forms of communication, tools of communication, Art of listening, Areas of miscommunication and correctives

**Unit 3:** Communication in Organization

Internal Communication- In-house magazines, reports etc.

External Communication- Press relations, liaison with Chambers of Commerce, Industry Associations, Government organizations

**Unit 4:** Crisis management

Definition and nature of Crisis

Crisis communication in times of industrial disasters, image problems,

Consumer pressures, quality issues

**A) Internal Assessment – 40%****40 Marks**

Sr.No.	Particulars	Marks
1	One class test to be conducted in the given semester	20 Marks
2	One assignment based on curriculum to be assessed by the teacher concerned	10 Marks
3	Active participation in routine class instructional deliveries	05 Marks
4	Overall conduct as a responsible student, manners and articulation and exhibition of leadership qualities in organizing related academic activities	05 Marks

Following methods can be used for the tests and assignment (30 Marks)

Survey of the actual PR processes of companies

Case Studies

Reports on PR practices

Publishing a weekly magazine/ wall paper for college,

**B) Semester End Examination Pattern for Semester III**

Total marks : 60

- Question 1: Essay on Unit 1(two out of three) : 15 Marks  
Question 2: Essay on Unit 2 (one out of two) : 15 Marks  
Question 3: Essay on Unit 3 (one out of two) : 15 Marks  
Question 4: Unit 4 –(two out of three) : 15 marks

## **Semester IV**

### **Unit 1:**

Behavioral Patterns for improving communication  
Understanding laws governing commercial enterprises,  
Evaluation and adaptability to corporate culture  
Creating tools and conditions to improve communication

### **Unit 2:**

Socio-Cultural factors and communication  
Maintaining and building strong organization through communication  
Understanding socio-economic issues, political issues and legal/commercial issues  
Transactional Analysis and its relevance to PR

### **Unit 3:**

Effective Oral Communication  
Effective Public Speaking, debating skills, group interaction  
Information gathering, sharing information  
Knowledge sharing

### **Unit 4:**

Techniques of Written communication  
Publishing/ printing, TV production  
Audio-visuals, films for PR  
Desk-top publications, Script and report writing  
Journalistic writing, advertising and financial communication

**A) Internal Assessment – 40%****40 Marks**

Sr.No.	Particulars	Marks
1	One class test to be conducted in the given semester	20 Marks
2	One assignment based on curriculum to be assessed by the teacher concerned	10 Marks
3	Active participation in routine class instructional deliveries	05 Marks
4	Overall conduct as a responsible student, manners and articulation and exhibition of leadership qualities in organizing related academic activities	05 Marks

**Following methods can be used for the tests and assignment (30 Marks)**

Survey of the actual PR processes of companies

Case Studies

Reports on PR practices

Desk-top publications, Script and report writing

**B) Semester End Examination Pattern for Semester IV (60 Marks)**

Question 1: Essay on Unit 1(two out of three) : 15 Marks

Question 2: Essay on Unit 2 (one out of two) : 15 Marks

Question 3: Essay on Unit 3 (one out of two) : 15 Marks

Question 4: Unit 4 –(two out of three) : 15Marks