

### Format for syllabus development of Skill development course

Title of course	Public Relation officer
Nodel Department of HEI to run course	
Broad Area / Sector	
Sub Sector	
Nature of course - Independent/ progressive	Progressive
Name of suggestive sector Skill Council	3
Aliened NSQF Level	
Expected fees of the course - Free / paid	
Stipend to student expected from industry	
Number of Seats	
Course Code	
Max Marks- 100 Minimum marks ....	credit 03 (theory +02 practical)
Name of proposed skill partner (please specify, Name of Industry, Company etc for Practical/Training/Internship/OJT	
Job prospects - Expected fields of occupation where student will be able to get job after completing this course in (Please specify name/type of industry, company etc	All MSME

Duration of Course	-	6 th Sem
1- Communicative English	-	1st Sem.
2- Computer Fundamentals	-	2nd Sem
3- Public Scenes	-	3rd Sem
4- Stationary Compliances	-	4th Sem
5- Principals of management	-	5th Sem
6- Public Relation management	-	6th Sem

**Course Name: PUBLIC RELATION OFFICER**

**UNIT 1: COMMUNICATIVE ENGLISH (SEMESTER 1)**

- (a) Remedial Grammar (b) Applied Phonetics (c) Conversational English (d) Basics of Communication (e) Body Language

**UNIT 2: COMPUTER FUNDAMENTALS (SEMESTER 2)**

- (a) Knowing Computer (b) Operating Computer (c) Word Processing and spread sheet (d) Internet communication and collaboration (e) Making Presentation (f) Financial Literacy for Govt. Schemes and Applications

**UNIT 3: PUBLIC SCENARIOS (SEMESTER 3)**

- (a) Public Speaking (b) Conferences (c) Seminars (d) Job Presentation (e) Testimony (f) Intrapersonal Analysing

**UNIT 4: STATUTORY COMPLIANCES (SEMESTER 4)**

- (a) Legal Frame Work of organization (b) NOCs (c) Licensing (d) Penalties (e) EPA, FDA, FAA, DOT, etc (f) ISO

**UNIT 5: PRINCIPLES OF MANAGEMENT (SEMESTER 5)**

- (a) Division of Work (b) Authority and Responsibility (c) Discipline (d) Command and Direction (e) Individual and General Interest (f) Remuneration and Centralization

**UNIT 6: PUBLIC RELATIONS MANAGEMENT (SEMESTER 6)**

- (a) Principles of Public Relations (b) Public Statements (c) Foundational Public Relations