

COURSE OBJECTIVES AND COURSE OUTCOMES

T.Y.B.M.S. (SEMESTER - V)

SUBJECT: CORPORATE COMMUNICATION AND PUBLIC RELATIONS

Sr. No.	Course Objectives	Course Outcomes
1)	To deliver the students with a basic understanding of the concepts of corporate communication and public relations	Learners will acquire the basic understanding of the concepts of corporate communication and Public Relations
2)	To discuss the various elements of corporate communication and consider their roles in managing organizations	Learners will be mastered about various elements of corporate communication and consider their roles in managing organizations
3)	To examine how various elements of corporate communication must be coordinated to communicate effectively	Learners will evaluate about various elements of corporate communication that must be coordinated to communicate effectively
4)	To develop a critical understanding of the different practices associated with corporate communication	The learner will unfold a critical understanding of the different practices associated with corporate communication