



CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[ESTABLISHED UNDER THE CENTRAL UNIVERSITIES ACT 2009]

PO BOX: 21, DHARAMSHALA, DISTRICT KANGRA- 176215 (HP)

www.cuhimachal.ac.in

Course Code: BVMC 16

Course Name: Entrepreneurship Development Programme

Credits Equivalent: 4 Credits

Course Objectives: The course is designed to

- EDPs aim at training various target groups in entrepreneurial traits so that they obtain adequate information, motivation and guidance in setting up their own enterprises.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 25%
 2. End Term Examination: 50%
 3. Continuous Internal Assessment: 25%
- Class Participation: 10%
 - Group Discussion: 5%
 - Home Assignments: 5%
 - Role Play: 5%

Course Contents:

UNIT- I: Meaning, Need and Objectives of Entrepreneurship Development Programme

- **Meaning of EDPs**
- Need for EDPs
- Objectives of EDP
- Definition, nature, and characteristics of entrepreneurship.

UNIT- II: Entrepreneur

- Emergence of entrepreneurial class including women entrepreneurs.
- Theories of entrepreneurship: Socioeconomic environment and the entrepreneur.
- Characteristics of Entrepreneur Leadership, Risk taking, Decision making and business planning. Innovation and Entrepreneurship, entrepreneurial behaviour and motivation.

UNIT - III: Small Business as a Seed Bed of Entrepreneurship

- Concept of business venture.
- The start-up process, Concept, Plan, Implementation
- Initial Strategic Planning, Product and Marketing Scope.
- Legal and Tax consideration.
- Risk analysis and financial considerations.
- Profit Planning in Small Enterprise.
- Growth Strategies and diversification.

UNIT - IV: Business and Economy

- Finance Management in current operations and expansion of capital.
- Role of Small Business in the national economy.
- National Policies for small business development.
- Governmental and Non-Governmental assistance.
- Contribution of Commercial Banks in promoting and servicing small business.
- Small business and modern technology.

UNIT - V: Rules & Regulations

- Governmental Policies and formalities in setting up a unit.
- Basic requirements regarding registration, Excise, Sales Tax, Factory Act, SSI exemptions. Licensing and Registration procedure.
- Appreciation of important provisions of Factory Act, Shops & Commercial Establishment Act.
- Sales of Goods Act, Partnership Act.
- Contract Act; Income Tax, Sales Tax and Excise rules.
- Insurance.

Prescribed Text Books:

- Project Engineering & Management' by A.K. Sinha, Vikas Publishing House Pvt. Ltd., 1983.
- Project Planning, Financing, Implementation & Evaluation' by U. K. Srivastava, Indian Institute of Management, Ahmedabad, 1981.
- Financial Management - An Analytical and Conceptual Approach' by Kuchhal, S. C., Chaitanya Pub. House, 1982.

- Principles of Management Accounting’ by Mohan &Goyal, Agra SahityaBhavan, 1982.
- Management of Small Scale Industries’ by Saroja, Seth Publishers, Bombay, 1979.
- How to Succeed in Small Industry’ by Vepa Ram K., Vikas Publishing House, New Delhi, 1984.

Suggested Additional Readings:

- Bare Acts: Central Sales Tax Act, State Sales Tax Act, Central Excise Act and Customs Act.
- Law and Practice of Income Tax in India’ by Bhagwati Prasad, NavmanPrakashan, 1972.
- A Text Book of Commercial Law’ by S. S. Gulshan, S. Chand & Co., 1979 .
- Industrial Relations’ by B.P.Gupta, PHD Chamber of Commerce &Inds, 1986



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Course Code: BVMC17

Course Name: **Public Relations and Communication**

Credits Equivalent: 4 Credits

Course Objectives: The course is designed to

- To take the students through the role and scope of PR in management, its various tools and the emerging importance of the discipline in varying areas.
- To look at the evolution of Corporate Communication and its expanded role in organizational and marketing communication

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 25%
 2. End Term Examination: 50%
 3. Continuous Internal Assessment: 25%
- Class Participation: 10%
 - Group Discussion: 5%
 - Home Assignments: 5%
 - Role Play: 5%

Course Contents:

UNIT- I: Understanding PR & CC

- PR –Concepts, Definitions and Theory.
- Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links. The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney).

- Theoretical Underpinnings in PR – JM Grunig’s Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory.
- Understanding Various Concepts, viz., PR, Press Agency, Publicity, Propaganda and Advertising. Defining Publics/Stakeholders.

UNIT - II: PR Process and Practice

- The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies.
- Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics).
- The Public Relations Environment: Trends, Consequences, Growth and Power of Public Opinion.
- Political PR, PR vs Spin “Sports PR “Entertainment and Celebrity Management.
- Persuasion and Public Relations: The Power Structure, Roots of Attitude, Culture, Laws of Public Opinion and Governors of Opinion Change.
- What Media Expects from PR? Understanding Media Needs/New Value of Information etc. PR and Writing: Printed Literature, Newsletters, Position Papers/Opinion Papers and White Papers and Blogs.

UNIT - III: Introduction to Corporate Communication

- Defining Corporate Communication.
- Why Corporate Communication is Important?
- Defining and Segmenting Stakeholders in Corporate Communication.
- Various kinds of Organizational Communications.
- Elements of a Corporate Communication Plan Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases- Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).

UNIT - IV: Corporate Communication Strategies and Tools: Applications

- Crisis Communication.
- Corporate Image Management.
- Corporate Identity.
- Events, Sponsorships, Trade Shows.
- Corporate Advertising " CC/PR in Brand Building "
- Corporate Social Responsibility & Sustainable Development “Financial Markets.

UNIT- V: Corporate Communication Applications

- Corporate Governance.
- Public Affairs/Government Relations/Advocacy/ Lobbying.
- Case Studies.
- Laws & Ethics in CC
- Organisational Set-up of PR agency and department.
- Effect of Public Relations.
- Role of PR in government organization, public sector and private Sector.

Prescribed Text Books:

- Abelson Daniel: Communication in the corporate environment (NJ, Prentice hall, 1986). AL RIES AND LAURA RIES: The Fall of Advertising and the Rise of PR (NY, Harper Collins, 2002).
- Argenli Paul: The power of corporate communication (NY McGraw Hill, 2002).
- Brown, Rob: Public relations and the social web (New Delhi: Kogan Page India, 2010). CARROLL CRAIG E: Corporate Reputation and the New Media (US: Taylor and Francis, 2011).
- Christensen, Lars Thoger: Corporate Communications: Convention, complexity, and critique (New Delhi: Sage Publications, 2010).
- Johnston, Jane: Media relations: Issues and strategies (Australia: Allen &Unwin, 2008). JOHNSTON, JANE (Ed): Public Relations: Theory and practice (Australia: Allen &Unwin, 2010).

Suggested Additional Readings:

- L'etang Jacquie: Public Relations, Concepts, Practice and Critique (Sage Publications India, 2008).
- MallaPrveen B: Corporate Governance (New Delhi: Routledge, 2010).
- Martin Paul: Social media marketing (New Delhi: Global Vision Publishing, 2011). MCQUAIL DENIS: McQuail's mass communication theory, 2010.
- MisiuraShashi: Business communication (London, Butler, 1995).
- Moss Danny & Barbara Desanto: Public Realties A Managerial Perspective (Sage Publications, London, 2011).



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PO BOX: 21, DHARAMSHALA, DISTRICT KANGRA- 176216 (HP)
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Course Code: BVMC 18

Course Name: Development Communication

Credits Equivalent: 4 Credits

Course Objectives: The course is designed to

- Understand the concept of development.
- Explain the indicators of development.
- Understand development issues, particularly in Indian perspective.
- Understanding of skills in development of communication material in media.
- Understanding of The Indian Society, the process of development and the role of communication in it.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 25%
 2. End Term Examination: 50%
 3. Continuous Internal Assessment: 25%
- Class Participation: 10%
 - Group Discussion: 5%
 - Home Assignments: 5%
 - Role Play: 5%

Course Contents:

UNIT-I: Concept of Development

- Definition, meaning and process of development.
- Extension: concept, goals, philosophy and history.
- Adult learning Components of Extension.
- Principles of extension.
- Relationship between communication and extension - role of extension in development
- Ingredients (5Ms) of development and money generation, MNCs and foreign aid.
- Characteristics of developing countries:
 - High dependence on primary sector
 - Unemployment,
 - Population
 - Low productivity.
 - Low level of living

UNIT - II: Indicators of Development

- Economic and social indicators of development:
 - GDP/GNP
 - Human Development Index
 - Physical Quality of Life Index
- Other indicators:
 - Communication as an indicator
 - Democracy as an indicator.
 - Human Rights as an indicator.

UNIT - III: Development Issues and programs

- Poverty Alleviation.
- Women and child development.
- Health and Family Welfare.
- Tribal rights on forest.
- Development issues and goals- national and international perspectives.
- National Development Programmes – goals, strategies, structure and achievements.
- Analysis of contemporary national development programmes- objectives, clients, salient features, outcomes and communication support.
- Behaviour Change Communication strategies in development programmes.

UNIT - IV: Communication for Development

- Development Communication-concept and genesis.
- Concept of development, characteristics of developing countries.
- Philosophy & Approaches to Development Communication.
- Paradigms of Development.
- Innovations and trends in Development Communication.

UNIT - V: Media & Development Communication

- Traditional Media: types, characteristics, role in development communication.
- Development reporting- roles and responsibilities of a development reporter, ethics in reporting, specialized skills required and issues in development reporting News reporting: definition of news, ingredients and qualities of news, news value, types of news reports, structure of news reports.
- Radio news, features and commentaries. Radio and development communication.
- Television and cinema: role in development communication.
- ICTs: scope in development communication.

Prescribed Text Books:

- Narula, Uma (1994) Development Communication, New Delhi, Hariand Publication.
- Servaes, Jan (2008). Communication for Development and Social Change, New Delhi, Sage Publication.
- Mefalopulos. P (2008) Development Communication Sourcebook- Broadening the boundaries of communication, The World Bank.
- Tiwari, IP., Communication Technology and Development, Publication Division, Govt.of India, New Delhi, 2001.
- Thirwall A.P. Growth and Development –With Special Reference to Development Economics, ELBS/Macmillan, New York, 2006.
- Singhal, Arvind.,Rogers,M India’s Information Revolution, Sage, New Delhi, 1989.
- Melkote, Srinivas R., Communication for Development in the Third World. Theory and Practice, Sage, New Delhi, 2001.

Suggested Additional Readings:

- Mikkelsen, Britha, (2002), Methods for Development Work and Research. New Delhi: Sage Publications.
- Dale R, (2004) Evaluating Development Programmes and Projects. New Delhi : Sage Publications 10.
- Dahama, O.P. and Bhatnagar, O.P., (2003), Education and Communication for Development, New.
- Delhi, Oxford and IBH Publishing Co. Pvt. Ltd.Kumar&Hansra, (1997) Extension Education for Human Resource Development. New Delhi: Concept Publishers.
