

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business
Administration Programme/
Master of Business Administration (Family Business &
Entrepreneurship) Programme

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Course Code	MFT5SEMM14 MBM5SEMM14 MFB5SEMM14
Course Title	Managing Corporate Relations

Course Learning Outcomes (CLO):

At the end of the course, students will be able to:

1. Identify and explain the key issues related to corporate relations and corporate communications
2. Apply the relevant tools in corporate communications
3. Plan communication to manage corporate relations

Syllabus

Teaching Hours

<p>Unit I: Corporate Relations and Communication</p> <ul style="list-style-type: none"> • Concepts of Corporate Relations • Communications Theory • Target Groups in Corporate Relations • Corporate Image and Reputation 	05
<p>Unit II: Planning and Managing Corporate Communication</p> <ul style="list-style-type: none"> • Internal Communications • Managing Expectations of External Stakeholders • Crisis communications • Legal and Ethical issues • Budgeting Programmes and Manpower • Media Management – Scheduling Strategies • Role of PR and outside agencies, In House Planning • Personal Skills of Corporate Communications • Careers in Corporate Communications 	10

Suggested Readings:

1. Cees, B.M., Riel, V., and Fombrun, C. J., Essentials of Corporate Communication: Implementing Practices for Effective Reputation Management. Routledge. London
2. Cornelissen, J. P., Corporate Communication: A Guide to Theory and Practice. SAGE Publications Ltd. Los Angeles