

PR GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA							
HCM 203	Communication and Report Writing			I BBA (HCM) - I Sem 2022-23			
Hours	75 (60 + 15)			L	T	P	C
Focus	Employability			4	1	-	4

Course Objective						
To understand the importance of business communications and its role in organizations and apply in real life situations						

Course Outcomes and mapping with Blooms taxonomy						
Outcome	Description			Level		
CO1	Understand the communication process and barriers and requirements			1 and 2		
CO2	Understand the models, types and process of communication in management			1 and 2		
CO3	Understand the types and process of oral and written communication and apply			1, 2 and 3		
CO4	Understand various types and structure of business letters and apply in job			1, 2 and 3		
CO5	Understand the report formats and structure and apply in job			1, 2 and 3		

Syllabus						
Unit	Content			Weightage		
Unit I	Business Communication: Meaning – Need – Definition – Importance – Fundamentals and Function of Communication – Inter Personnel Communication – Speaking – Listening – Barriers of Communication – Effective Communication – Commandants of Effective Communication			15%		
Unit II	Organizational Communication Process: Introduction – steps in Organizing – Patterns of Communication for Organization Communication Networks – Organizational Climate and Communication in Organizations. Role of Communication in Management - Models of Communication – Process of Communication – Types – Effective Communication - Essential of Effective Communication			15%		
Unit III	Channels of Communication: Vertical and Horizontal Communication – Oral Communication – Meaning – Tool of Organizational Communication – Styles of Oral Communication – Feed back in Oral Communication – Honest Communication – Privilege in Speech – Defamatory Speech – Merits and Demerits of Oral Communication. Meaning - Features – Steps – Types – Writing Systematically – Readable Writing – Effective Writing – media of Written Communication – Merits and Demerits of Written Communication.			20%		
Unit IV	Business Correspondence: Introduction to Business – Business Correspondence – Need – Functions – Kind of Business Letters – Essential of an Effective Business Letter (Layout) – Planning the Letter. Business Enquiries and			25%		

	Replies – Credit and Status Enquiries Placing and Fulfilling Orders – Complaint and Adjustments – Collection Letter – Circular Letters sales letters- Agency Correspondence and goodwill letters.	
Unit V	Report Writing: Importance of Reports – Types of Reports – Features – Process of Writing Reports – Structure of Business Reports. - Style – Language.	25%

References		
Books and Resources	<ul style="list-style-type: none"> • Rajendra Paul & KorehaI, Business Communication • Leiskar & Flatly, Basic Business Communication – Tata Mc Graw Hill • Aruna Koneru , Professional Communication, Tata – McGraw Hill Publishing co.Ltd 	
Online Courses	Course on Business Communication https://onlinecourses.swayam2.ac.in/nou22_cm21/preview	

Activities		
Measurable	<ul style="list-style-type: none"> • Assignments • Online Quizzes • Online games – Jeopardy, Crosswords and Word scramble • Presentations • Report writing 	
Group	<ul style="list-style-type: none"> • Analysis of Healthcare news and healthcare communication • Field visits to industry • Guest lectures • Interaction with industry professionals 	