

Professional Communication (BHCS-203)
[B.SC\(H\)CS\(II Sem\)](#)
Lecture no;1 & 2

UNIT III
Topic:

SIGNIFICANCE OF REPORT WRITING:

Report plays an important role for decision-making in organization. And such importance of report can be understood through the following discussions:

1. **Decision Making Tool:** Today's complex business organizations require thousands of information. Reports provide the required information a large number of important decisions in business or any other area are taken on the basis of information presented in the reports. This is one of the great importance of report.
2. **Investigation:** Whenever there is any problem, a committee or commission or study group investigates the problem to find out the reason behind the problem and present the findings with or without the recommendation in the form of a report. It is another importance of report.
3. **Evaluation:** Large scale organizations are engaged in multidimensional activities. It is not possible for a single top executive to keep personal watch on what others are doing. So, the executive depends on reports to evaluate the performance of various departments or units.
4. **Quick Location:** There is no denying the fact that business executives need information for quick decision-making. As top executives are found to be busy for various purposes, they need vital sources of information. Such sources can be business reports.
5. **Development of skill:** Report writing skill develops the power of designing, organization coordination, judgment and communication.
6. **Neutral presentation of facts:** Facts are required to be presented in a neutral way; such presentation is ensured through a report as it investigates, explains and evaluates any fact independently.
7. **Professional Advancement:** Report also plays a major role in professional achievement. For promotion to the rank and file position, satisfactory job performance is enough to help a person. But for promotion to high level position, intellectual ability is highly required. Such ability can be expressed through the report submitted to higher authority.
8. **Proper Control:** Whether activities are happening according to plan or not is expressed through a report. So, controlling activities are implemented based on the information of a report.
9. **A managerial Tool:** Various reports make activities easy for the managers. For planning, organizing, coordinating, motivating and controlling, manager needs help from a report which acts as a source of information.

10. Encountering Advance and Complex Situation: In a large business organization, there is always some sort of labor problems which may bring complex situations. To tackle that situation, managers take the help of a report.

The discussions mention above justifies the importance of report in our life.

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UNIT III

LECTURE NO: 3 & 4

DATE: 6/4/2020

TOPIC:

WRITING A REPORT

Reports generally involve presenting your investigation and analysis of information or an issue, recommending actions and making proposals.

There are different types of reports, including business, scientific and research reports, but the basic steps for writing them are the same. These are outlined below:

Step 1: Decide on the 'Terms of reference'

Step 2: Decide on the procedure

Step 3: Find the information

Step 4: Decide on the structure

Step 5: Draft the first part of your report

Step 6: Analyse your findings and draw conclusions

Step 7: Make recommendations

Step 8: Draft the executive summary and table of contents

Step 9: Compile a reference list

Step 10: Revise your draft report

Step 1: Decide on the 'Terms of reference'

To decide on the terms of reference for your report, read your instructions and any other information you've been given about the report, and think about the purpose of the report:

What is it about?

What exactly is needed?
Why is it needed?
When do I need to do it?
Who is it for, or who is it aimed at?

Step 2: Decide on the procedure

This means planning your investigation or research, and how you'll write the report. Ask yourself:

What information do I need?
Do I need to do any background reading?
What articles or documents do I need?

Answering these questions will help you draft the procedure section of your report, which outlines the steps you've taken to carry out the investigation.

Step 3: Find the information

To do this you may need to read written material, observe people or activities, and/or talk to people. Make sure the information you find is relevant and appropriate. Check the assessment requirements and guidelines and the marking schedule to make sure you're on the right track. If you're not sure how the marks will be assigned contact your lecturer.

What you find out will form the basis, or main body, of your report – the findings.

Step 4: Decide on the structure

Reports generally have a similar structure, but some details may differ. How they differ usually depends on the type of report – if it is a research report, laboratory report, business report, investigative report, etc. How formal the report has to be. The length of the report. Depending on the type of report, the structure can include:

- A title page.
- Executive summary.
- Contents.
- An introduction.
- Terms of reference.
- Procedure.
- Findings.
- Conclusions.
- Recommendations.
- References/Bibliography.
- Appendices.

The sections, of a report usually have headings and subheadings, which are usually numbered

Step 5: Draft the first part of your report

Once you have your structure, write down the headings and start to fill these in with the information you have gathered so far. By now you should be able to draft the terms of reference, procedure and findings, and start to work out what will go in the report's appendix.

Findings:

The findings are result of your reading, observations, interviews and investigation. They form the basis of your report. Depending on the type of report you are writing, you may also wish to include photos, tables or graphs to make your report more readable and/or easier to follow.

Appendices

As you are writing your draft decide what information will go in the appendix. These are used for information that is too long to include in the body of the report, or supplements or complements the information in the report. For example, brochures, spreadsheets or large tables.

Step 6: Analyse your findings and draw conclusions.

The conclusion is where you analyse your findings and interpret what you have found. To do this, read through your findings and ask yourself:

What have I found?

What's significant or important about my findings?

What do my findings suggest?

For example, your conclusion may describe how the information you collected explains why the situation occurred, what this means for the organisation, and what will happen if the situation continues (or doesn't continue).

Don't include any new information in the conclusion.

Step 7: Make recommendations

Recommendations are what you think the solution to the problem is and/or what you think should happen next. To help you decide what to recommend:

Reread your findings and conclusions.

Think about what you want the person who asked for the report should to do or not do; what actions should they carry out?

Check that your recommendations are practical and are based logically on your conclusions.

Ensure you include enough detail for the reader to know what needs to be done and who should do it.

Your recommendations should be written as a numbered list, and ordered from most to least important.

Step 8: Draft the executive summary and table of contents

Some reports require an executive summary and/or list of contents. Even though these two sections come near the beginning of the report you won't be able to do them until you have finished it, and have your structure and recommendations finalised.

An executive summary is usually about 100 words long. It tells the readers what the report is about, and summarise the recommendations.

Step 9: Compile a reference list

This is a list of all the sources you've referred to in the report .

Step 10: Revise your draft report

It is always important to revise your work. Things you need to check include:

If you have done what you were asked to do. Check the assignment question, the instructions/guidelines and the marking schedule to make sure.

That the required sections are included, and are in the correct order.

That your information is accurate, with no gaps.

If your argument is logical. Does the information you present support your conclusions and recommendations?

That all terms, symbols and abbreviations used have been explained.

That any diagrams, tables, graphs and illustrations are numbered and labelled.

That the formatting is correct, including your numbering, headings, are consistent throughout the report.

That the report reads well, and your writing is as clear and effective as possible.

You might need to prepare several drafts before you are satisfied. If possible, get someone else to check your report.

Conclusively, for an effective report, we should workout on above steps.

LECTURE NO:5 & 6

9/4/2020

TECHNICAL PROPOSAL

A technical proposal is a document where you introduce your product, explain how it can help solve the recipient's issue, identify the company's plan for execution and provide technical details of the deal.

COMMON SECTIONS /PARTS IN PROPOSALS

The following provides a review of the sections you will commonly find in proposals. Do not assume that each one of them has to be in the actual proposal you write, nor that they have to be in the order they are presented here. Refer to the assignment sheet provided by your instructor and consider other kinds of information unique to your topic that should be included in your particular proposal.

Introduction

Plan the introduction to your proposal carefully. Make sure it does all of the following things (but not necessarily in this order) that apply to your particular proposal:

Indicate that the content of the memo is a proposal for a specific project.

Develop at least one brief motivating statement that will encourage the recipient to read on and to consider approving the project (especially if it is an unsolicited or competitive proposal).

Give an overview of the contents of the proposal.

Background on the problem, opportunity, or situation. Often occurring just after the introduction, the background section discusses what has brought about the need for the project—what problem, what opportunity exists for improving things, what the basic situation is. For example, management of a chain of day care centers may need to ensure that all employees know CPR because of new state mandates requiring it, or an owner of pine timber land in eastern Oregon may want to get the land producing saleable timber without destroying the environment.

While the named audience of the proposal may know the problem very well, writing the background section is useful in demonstrating your particular view of the problem. Also, if the proposal is unsolicited, a background section is almost a requirement—you will probably need to convince the audience that the problem or opportunity exists and that it should be addressed.

Benefits and feasibility of the proposed project. Most proposals briefly discuss the advantages or benefits of completing the proposed project. This acts as a type of argument in favor of approving the project. Also, some proposals discuss the likelihood of the project's success. In an unsolicited proposal, this section is especially important—you are trying to “sell” the audience on the project.

Description of the proposed work (results of the project). Most proposals must describe the finished product of the proposed project. In a technical writing course, that means describing the written document you propose to write, its audience and purpose; providing an outline; and discussing such things as its length, graphics, binding, and so forth. In the scenario you define, there may be other work such as conducting training seminars or providing an ongoing service. At this early stage, you might not know all that it will take to complete your project, but you should at least have an idea of some of the steps required.

Method, procedure, theory. In some proposals, you will need to explain how you will go about completing the proposed work. This acts as an additional persuasive element; it shows the audience you have a sound, thoughtful approach to the project. Also, it serves to demonstrate that you have the knowledge of the field to complete the project.

Schedule. Most proposals contain a section that shows not only the projected completion date but also key milestones for the project. If you are doing a large project spreading over many months, the timeline would also show dates on which you would deliver progress reports. If you cannot cite specific dates, cite amounts of time for each phase of the project.

Costs, resources required. Most proposals also contain a section detailing the costs of the project, whether internal or external. With external projects, you may need to list your hourly rates, projected hours, costs of equipment and supplies, and so forth, and then calculate the total cost of the complete project. Internal projects, of course, are not free, so you should still list the project costs: hours you will need to complete the project, equipment and supplies you will be using, assistance from other people in the organization, and so on.

Conclusions

The final paragraph or section of the proposal should bring readers back to a focus on the positive aspects of the project. In the final section, you can urge them to contact you to work out the details of the project, remind them of the benefits of doing the project, and maybe make one last argument for you or your organization as the right choice for the project.

Special project-specific sections. Remember that the preceding sections are typical or common in written proposals, not absolute requirements. Always ask yourself what else might your audience need to understand the project, the need for it, the benefits arising from it, your role in it, and your qualifications to do it. What else do they need to see in order to approve the project and to approve you to do it?