



Lead City University, Ibadan
Faculty of Environmental, Management and Social Sciences
Department of Mass Communication

COURSE PARTICULARS

Course Code: CMT 311

Course Title: Principles and Exercises in report writing

No of Units: 2

Status: Compulsory

LECTURERS DETAILS

Name: Dr. L.A Abioye

Qualifications: B.A., M.Ed. MBA. PhD

Phone: 08023318934

Email: gboyegaabioye@yahoo.com

Area of Specialization: Development Communication and Public Relations

Name: Mr. B.O. Jacobs

Qualifications: M.Sc, B.Sc, GMIPR, Dip. Customer Service. Dip. OIM.

Phone: 07089640475

Email: babafemi02@yahoo.com

Area of Specialization: Public Relations and Advertising

COURSE DESCRIPTION

This course is designed to achieve the following:

- (a) To expose students to the principles of writing reports
- (b) To make students practice writing reports.
- (c) To produce reports publishable in National dailies and electronic media.

COURSE OBJECTIVES

By end of the course, students should be able to write reports publishable in national dailies and broadcast on the electronic media.

ASSESSMENT

Class Attendance and Test	30% of Total Evaluation
Examination	70% of Total Evaluation
Total	100%

LECTURE PLAN

Weeks	Topics
Week 1	Definition of a report

	Definition and characteristics of report
Week 2	Definition of a report writer Qualities of a report writer
Weeks 3 and 4	Techniques of writing a good report.
Weeks 5 and 6	Types of reports
Week 7	Mid Semester Test
Weeks 8 - 10	Structure and format of different types of reports
=Weeks 11 – 12	Research and other information gathering methods
Weeks 13 - 14	Revision and Examination

SUGGESTED READING LIST

TUTORIAL QUESTIONS

1. Explain the term 'report' and state the purpose or otherwise for report writing.
2. Enumerate the techniques for good report writing.
3. When does a report become unclear?
4. Write short notes the following:
 - a. Objectivity
 - b. Concise
 - c. Well organized report
 - d. Appendices.
5. Outline and explain at least three parts of a format for report writing discussed in class.
6. Critically examine the qualities of a good report writing.
7. State the differences or similarities that exist between annual and strategic plan.
8. Differentiate between short term report format and science report format as discussed in class.
9. Write short notes the following:
 - a. Feasibility report
 - b. Progress report
 - c. Annual report
 - d. Periodic report
10. What is a technical report? Discuss the requirements for a good technical report.
11. State the attributes of an unacceptable or useless technical report.
12. (a) What is evaluation? (b) State two kinds of evaluation
13. A good evaluation has several distinguishing characteristics relating to focus, methodology and function. Discuss
14. Discuss the role of graph in the presentation of information in business report.
15. Write a report on proposed new offices in your school, giving full particulars of the most suitable building available, and some of the structural alterations that will be necessary.

