

HM106 : Communications for Hospital Managers

Objectives:

This unique module is an outcome of innovative thoughts that have been conceptualized in order to prepare the students *for* the healthcare challenges, transforming them into future healthcare leaders.

Pedagogy:

Classroom based teaching, field visits, reading materials and online based instruction.

Contents:

Unit 1

Core Concepts

Meaning of communication, Components of communication, Types of communication, Directions of communication, Barriers to communication, Communicating in work teams, Nonverbal communication and Communicating in diverse environments.

Unit 2

Psychological Aspects In Communication

Role of understanding psychology, Personality determinants & traits, Emotional Intelligence & Motivation

Unit 3

Basic correspondence, listening and writing skills

Language Art Basics, Principles of effective writing, Choosing the right words, Writing effective sentences, Developing logical paragraphs, Overall tone and readability, Process of writing, Art of listening & Basic correspondence: Emails, Letters, Memorandums, Reports, Minutes, Manuals, MOU's & Proposals

Unit 4

Oral communication methods and skills

Principles & types of oral communication, Audience analysis, Business presentations, Impromptu remarks, Visual aids for business presentations & Art of Public speaking.

Unit 5

Information and persuasion techniques

Presenting information effectively: directness, conciseness, organization, clarity, redundancy & multisensory messages, Persuasive process, Changing existing & adopting new attitudes and behaviour

Contemporary Issues in Health Services Management

Resumes, Interviews, Public relations, Entrepreneurship, Innovative communication technologies, Grant proposals, Business ethics & Business etiquette,

References:

- Ober S. 2004. Contemporary Business Communication. 5th Ed. Biztantra: New Delhi
- Penrose J M, Rasberry R W & Myers R J. 2002. Advanced Business Communication. 4th Ed. Thomson South-Western: Singapore
- Fruehling R R & Lacombe J M. 2000. Communicating for Results. AITBS Publishers: New Delhi.
- Pradhan. H & Pradhan N S. 2005. Business communication. 4th Ed. Himalaya publishing house: Mumbai.
- Bhal S. 1996. Business communication today. Response books: Sage Publications: New Delhi.
- Bhatia S K. 2003. Business ethics and managerial values. Deep and Deep Publications Pvt Ltd: New Delhi.