

Identification	Subject (code, title, credits)	MGT 810 - Strategic Business Communication - (2) 3KU credits (6ECTS credits)
	Department	Economics and Management
	Program (undergraduate, graduate)	Graduate
	Term	Fall 2019
	Instructor	Nilufar Masimova
	E-mail:	Nilufar.masimova@gmail.com
	Phone:	
	Classroom/hours	Bashir Safaroglu 122, Room 31, Saturday 08.30 -11.00
	Office hours	by appointment
Prerequisites	None	
Language	English	
Compulsory/Elective	Compulsory	
Required textbooks and course materials	<p>J.V.Thill and C.L.Bovee (2017). <i>Excellence in Business Communication</i> (12th ed). Pearson.</p> <p>Additional Readings:</p> <p>Locker, K. O., & Kaczmarek, S. K. (2014). <i>Business Communication: Building Critical Skills</i> (6th ed.) McGraw-Hill/Irwin.</p> <p>M.Munter and L.Hamilton (2014). <i>Guide to Managerial Communication</i> (10th ed). Pearson.</p> <p>The instructor may assign additional articles and written pieces for reading and analysis throughout the semester.</p>	
Course outline	<p>Nowadays, developing effective business communication skills is very important for effective job placement performance, career advancement and organizational success. Employers often rank communication skill amongst the most required competencies. Based on that, this course is designed to give the students introduction to the major theories and topics of business communication, including its practical strategic concepts in the present world of diversities. Covered topics include adopting messages to specific audiences; planning, writing, and revising communications; creating good will and rapport with your audience, composing presentations that motivate, inspire, and instruct.</p>	
Course objectives	<p>Communication skills are essential to success in business. Effective managers are self-aware of and make choices in how and where they communicate with others. They have the ability to craft a clear message, choosing the medium, and ensuring that the communication accomplished their objective. This course addresses both interpersonal communication skills and tools for success in the business world, and also looks at the importance of communication internal and external to organizations.</p>	
Learning outcomes	<p>At the end of this course, students will</p> <ul style="list-style-type: none"> • Demonstrate working knowledge of the fundamental theories and principles of business communication and be able to apply them in individual, group, and organizational settings • Analyze communication situations and audiences to make choices about the most effective and efficient way to communicate and deliver messages • Provide feedback, accept feedback, and use feedback to improve communication skills • Identify processes and methods that can improve business-writing skills 	

	<ul style="list-style-type: none"> • Understand the importance of interpersonal communication in a business setting, including listening, working and writing in teams, planning and conducting meetings, and making oral presentations. • Deliver effective business presentations in contexts that may require either extemporaneous or impromptu oral presentations • Develop a professional resume and cover letter. 		
Teaching methods	Lecture		x
	Group discussion		x
	Experiential exercise		x
	Case analysis		x
	Simulation		x
	Course paper		x
	Others		
Evaluation	Methods	Date/deadlines	Percentage (%)
	Midterm Exam	09.11.2019	30
	Case studies		-
	Class Attendance		5
	Activity		5
	Professional Resume and cover letter	07.12.2018	10
	Final Project/Presentation	28.12.2019	10
	Final Exam		40
	Others		-
	Total		100
Policy	<p>Attendance and activity: The students are required to attend all classes as part of their studies and those having legitimate reasons for absence (illness, family bereavement etc) are required to inform the instructor. Generally, eight (8) unauthorized absence marks will lead to the students' expulsion from the course. If a student is late to the class for more than 10 minutes, it is counted as absent and she/he is allowed to enter to class.</p> <p>The attendance and participation will account for 10 % of the total course grade, which depends on students' good class attendance and active participation in class discussions.</p> <p>Preparation for class The structure of this course makes your individual study and preparation outside the class extremely important. The lecture material will focus on the major points introduced in the text. Reading the assigned chapters and having some familiarity with them before class will greatly assist your understanding of the lecture. After the lecture, you should study your notes and work relevant problems from the end of the chapter and sample exam questions. Throughout the semester we will also have a large number of review sessions. These review sessions will take place during the regularly scheduled class periods.</p> <p>Withdrawal (pass/fail) This course strictly follows grading policy of the School of Economics and Management. Thus, a student is normally expected to achieve a mark of at least 60% to pass. In case of failure, he/she will be referred or required to repeat the course the following term or year. For referral, the student will be required to take examination scheduled by instructor.</p>		

Assignment on conflict management

For this assignment, students will select a challenging academic/workplace situation that they are currently facing or recently faced (e.g., team conflict) and discuss how they could apply the concepts covered in the class to form a strategic approach to addressing the challenge. The word limit of the assignment is 2000 words (plus/minus 10 percent). Detailed instruction and rubric for grading will be posted on Blackboard

Professional Resume and Cover letter

You have to find a job posting according to your interest area and develop a cover letter and an up-to-date resume that includes your educational, work, and personal experience. Detailed instruction and rubric for grading will be posted on Blackboard.

Group Project Presentation On Communication in a World of Diversity

Each student will participate in a team of 5-6 persons to do an **in-depth** study of communication patterns of a chosen country. The focus of this presentation will be defining the opportunities and challenges of intercultural communication and the importance of recognizing cultural variations.

You will develop a multi-media presentation and other supporting materials to onboard your new expatriate employee to the chosen country. This presentation will be 30 minutes in length, followed by a question and answer session. Your presentation should inform, motivate, and instruct the audience.

Cheating/plagiarism

Cheating or other plagiarism will lead to paper cancellation. In this case, the student will automatically get zero (0), without any considerations.

Professional behavior guidelines

The students shall behave in the way to create favorable academic and professional environment during the class hours. Unauthorized discussions and unethical behavior are strictly prohibited.

Tentative Schedule

Week	Date/Day (tentative)	Topics	Textbook/Assignments
1	21.09.2019	Course Introduction Effective Business Communication	Thill and Bovee Mod. 1
2	28.09.2019	Group communication and teamwork	Thill and Bovee Mod. 2
3	05.10.2019	Understanding your audience	Thill and Bovee Mod. 3
4	12.10.2019	Communicating in a world of diversity	Thill and Bovee Mod. 4
5	19.10.2019	Managing conflicts and negotiations	Reading materials to be provided
6	26.10.2019	Putting positive communication to work and giving feedback constructively	Thill and Bovee Mod 8
7	02.11.2019	Putting positive communication to work and giving feedback constructively / Deadline for the conflict management paper	Thill and Bovee Mod 8
8	09.11.2019	Midterm Writing negative messages	Thill and Bovee Mod 9
9	16.11.2019	Writing persuasive messages	Thill and Bovee Mod 10
10	23.11.2019	Writing employment messages and interviewing for jobs	Thill and Bovee Mod 15,16
11	30.11.2019	Designing and developing business presentation	Thill and Bovee Mod 14

12	07.12.2019	Social & Emotional intelligence needed for successful communication/ Deadline for the Cover letter& resume assignment	Reading materials to be provided
13	14.12.2019	Effective business writing, writing preparation	Thill and Bovee Mod 4,5,6
14	21.12.2019	Effective business writing, writing preparation	Thill and Bovee Mod 4,5,6
15	28.12.2019	Project / Final presentation	
		Final Exam	

This syllabus is a guide for the course and any modifications to it will be announced in advance.