

Identification	Subject (code, title, credits)	MGT 330 Business and Professional Communication -(6 ECTS)
	Department	Economics and Management
	Program	Undergraduate
	Term	Fall, 2026
	Instructor	Atir Guliyeva
	E-mail	atir.guliyeva@khazar.org
	Classroom/hours	Neftchilar Campus
Prerequisites	ENGL 216 English for Special Purposes	
Language	English	
Compulsory/Elective	Compulsory	
Required textbooks and course materials	Core textbooks: • Business and Professional Communication by Kory Floyd, Peter W. Cardon (<i>second edition</i>) • Essentials of Business Communication by Mary Ellen Guffey, Dana Loewy	
Course outline	1. Communicating for Professional Success 2. Listening and Learning 3. Verbal and Nonverbal Messages 4. Planning Business Messages 5. Positive and Neutral Messages 6. Negative News and Persuasive Messages 7. Professionalism at Work: Business Etiquette, Teamwork, and Meetings 8. Culture, Diversity, and Global Engagement 9. Effective communication via AI 10. Proposals and Formal Reports 11. Rehearsing and Delivering Successful Presentations 12. Career Communication 13. The Job Search, Résumés, and Cover Messages 14. Interviewing Successfully	
Course objectives	– Understand the principles and importance of effective communication in professional and business settings. – Develop clear, concise, and audience-focused written communication. – Plan, organize, and deliver professional oral presentations. – Interpret and apply nonverbal and interpersonal communication strategies in the workplace. – Collaborate effectively in teams and manage workplace meetings and discussions. – Apply negotiation, conflict resolution, and problem-solving strategies in professional contexts. – Adapt communication styles for multicultural, digital, and global professional environments. – Demonstrate ethical and professional behavior in all communication practices.	
Learning outcomes	By the end of the course students will be able to: – Analyze professional communication situations and select appropriate strategies. – Compose professional documents such as emails, reports, and proposals with clarity and correctness. – Deliver structured, engaging, and persuasive oral presentations using appropriate visual aids. – Apply effective nonverbal communication and active listening skills in workplace interactions. – Collaborate productively in teams and conduct professional meetings. – Demonstrate negotiation and conflict resolution skills in realistic business scenarios. – Adapt communication methods to multicultural, virtual, and digital contexts.	

	– Exhibit ethical decision-making and professional conduct in all communication activities.		
Teaching methods	Lecture		x
	Group Presentations		x
	Peer review and feedback		x
	Activities		x
	Group discussion		x
	Case studies		x
Evaluation	Methods	Date/deadlines	Percentage (%)
	Midterm Exam	To be announced	30
	Class Attendance	To be announced	5
	Activity	To be announced	5
	Group Role-Play Presentation	To be announced	10
	Group Case Analysis Report	To be announced	10
	Final Exam	To be announced	40
	Total		100
Policy	Attendance and Participation Students are expected to attend all classes, arrive on time, and stay for the full session. Active participation in discussions, activities, and role-plays contributes to your grade. Missing more than 25% of classes may make a student ineligible for the final exam. Please notify the instructor in advance if you need to miss a class. Group Role-Play Presentation Students will work in groups to create a pre-recorded video (2–3 minutes) performing a short role-play based on a workplace communication scenario (e.g., handling a team conflict, delivering negative news, or managing a cross-cultural situation etc). Presentations will be graded on clarity of message, teamwork, creativity, professionalism, and authenticity. Videos should be submitted by Week 7 and will be reviewed and graded in two weeks' time. Please note that no technical issues related to video submission will be accepted as an excuse for late submission. Students are responsible for ensuring their video is properly recorded and submitted on time. Group Case Analysis Report Students will work in groups to prepare a written business report (3–4 pages), choosing the format themselves — a formal business report, a proposal, or an informal business report — on a topic of their choice relevant to their field of study or a real/simulated business context. Reports will be graded on the appropriateness of the chosen format, depth of analysis, quality of content and recommendations, and authenticity of individual contribution. Each group must also submit a brief process appendix (meeting notes or task division) along with individual reflections from each member. Submit reports by Week 14; they will be followed by a short informal Q&A session with the instructor to verify authentic understanding of the report. Please note that no technical issues related to submission will be accepted as an excuse for late work. Students are responsible for ensuring their report is properly submitted on time. Exams – Midterm Exam: Includes case analysis and a combination of multiple-choice, short-answer, and long-answer questions. – Final Exam: Includes case analysis and a combination of multiple-choice, short-answer, and long-answer questions that test understanding and application of course concepts. Evaluation Grades are based on participation, in-class activities, group case analysis report, group role-play presentation, midterm and final exams. Active participation includes asking and answering questions, contributing ideas, and engaging thoughtfully in class discussions and activities.		

Course Flexibility and Additional Resources The sequence of topics in this course may be adjusted during the semester, if needed, to better meet learning objectives. In addition to the required textbooks, the instructor may provide supplementary reading materials, visual aids, or other resources to enhance understanding and engagement. Professional Conduct Students are expected to demonstrate professional behavior in all aspects of the course, including attending classes on time, participating actively, and contributing respectfully during group activities and presentations. Developing these skills in the classroom prepares you for effective communication, teamwork, and professional conduct in the workplace. AI Usage Policy This course follows Khazar University's Generative AI Usage Policy. The use of Generative AI (GAI) tools (e.g., ChatGPT, Copilot, Claude) is partially permitted in this course, limited to the following purposes: • Structuring and organizing ideas during the planning phase of written assignments • Grammar, spelling, and sentence-structure editing • Comparing different viewpoints or approaches during research GAI tools may not be used to generate the core content, analysis, arguments, or conclusions of any written assignment, including the group case analysis report, or video role-play script. These must reflect the student's own independent thinking and, in group work, the group's own analysis. Per university policy, GAI usage in any submitted document may not exceed 25% of the text. Any use of GAI must be disclosed in the assignment (a short statement noting the tool and purpose of use, e.g., "ChatGPT was used only for grammar editing"), following the citation format in Section 8 of the university's GSI policy. Undisclosed or unauthorized use of GAI tools will be treated as an academic integrity violation and addressed according to Section 11 of the university's policy (grade reduction/zero).			
Tentative Schedule			
Week	Date/Day Tentative	Topics	Textbook
1	15.09.2026	Communicating for Professional Success- • Summarize the six principles of communication. • Describe the principal elements of communication. • Illustrate the principles of effective communication in professional networks. • Explain credibility and identify the communication skills it embodies. • Summarize the characteristics of competent communicators.	Chapter 1 (K.Floyd, P.W Cardon)
2	22.09.2026	Listening and Learning – • Justify the importance of listening effectively.	Chapter 4 (K.Floyd, P.W Cardon)

		- Summarize the stages in the HURIER model of listening. - Differentiate and illustrate informational listening, critical listening, and empathic listening. - Analyze barriers to effective listening in social interactions. - Implement strategies for improving informational, critical, and empathic listening skills.	
3	29.09.2026	Verbal and Nonverbal Messages- - Indicate the most important characteristics of language. - Outline the ways in which language can enhance or diminish credibility. - Practice methods of fostering effective verbal communication. - Explain the primary nonverbal communication channels. - Formulate strategies for improving nonverbal interpretation and expression skills.	Chapter 3 (K.Floyd, P.W Cardon)
4	06.10.2026	Culture, Diversity, and Global Engagement- - Explain culture and co-cultures. - Identify primary forms of human diversity. - Explain the major cultural dimensions. - Describe behavioral strategies for adapting to cultural norms and customs. - Illustrate ways of engaging diversity in an ethical manner. - Demonstrate communicating with cultural proficiency.	Chapter 2 (K.Floyd, P.W Cardon)
5	13.10.2026	Planning Business Messages - List the steps in the communication process. - Describe the goals of business writers and three phases of the writing process. - Identify the intended purpose and audience of a message to select the best communication channel. - Discuss expert writing techniques that improve business messages. - Apply writing techniques that improve the tone, clarity, and effectiveness of a message	Chapter 2 (M.E.Guffey, D.Loewy)
6	20.10.2026	Positive and Neutral Messages- - Identify the channels through which positive and neutral messages— e-mails, memos, and business letters—travel in the digital era workplace. - Write direct messages that make requests, respond to inquiries via any channel, and deliver step-by-step instructions. - Prepare contemporary messages that make direct claims and voice complaints, including those posted online.	Chapter 6 (M.E.Guffey, D.Loewy)

		• Compose adjustment messages that restore customers' trust and promote further business. • Create special messages that convey goodwill and kindness.	
7	27.10.2026	Negative News and Persuasive Messages- • Explain the strategies of business communicators in conveying negative news. • Describe the direct and indirect strategies in communicating unfavorable news. • Identify the components of effective bad-news messages. • Identify digital age persuasion as well as time-proven persuasive techniques. • Craft persuasive messages that request actions. • Write compelling claims and successful complaints.	Chapter 7&8 (M.E.Guffey, D.Loewy)
8	03.11.2026	Professionalism at Work: Business Etiquette, Teamwork, and Meetings- • Discuss how developing professionalism and business etiquette skills can boost your credibility and improve your competitive advantage. • Name techniques for successful face-to-face communication on the job. • List techniques for improving telephone skills to project a positive image. • Explain why teamwork is important in the digital era workplace and how you can contribute to excellent team performance. • Identify effective practices and technologies for planning and participating in face-to-face meetings and virtual meetings.	Chapter 11 (M.E.Guffey, D. Loewy)
9	10.11.2026	Effective communication via AI • Explain the role of AI tools in modern business communication practices. • Describe how to use AI effectively for drafting, editing, and structuring professional messages. • Summarize the ethical and academic integrity considerations of using AI in professional communication. • Identify strategies for evaluating AI-generated content for accuracy, bias, and appropriateness. • Explain how to maintain authentic voice and critical thinking when collaborating with AI tools.	TBC

10	17.11.2026	Proposals and Formal Reports • Explain the purpose of informal and formal proposals and their basic components. • Outline the steps in the process of writing formal business reports. • Describe primary and secondary research and how to evaluate its credibility. • Discuss the importance and methods of ethically documenting information from business report sources. • Incorporate meaningful visual aids and graphics in business reports. • Identify the components of typical formal business reports.	Chapter 10 (M.E.Guffey, D.Loewy)
11	24.11.2026	Mid-term exam	
12	01.12.2026	Rehearsing and Delivering Successful Presentations- • Compare and contrast the four styles of delivering a presentation. • Explain how to use visual and vocal cues effectively. • Summarize the psychological, physical, and behavioral effects of stage fright. • Describe strategies for managing public speaking anxiety and using it to a speaker's advantage. • Explain how to maintain presence and confidence while speaking.	Chapter 14 (K.Floyd, P.W Cardon) & Chapter 12 (M.E.Guffey, D.Loewy)
13	08.12.2026	Career Communication- • Formulate short-term and long-term career aspirations. • Understand principles for professional networking. • Develop a résumé, a cover letter, and a reference list. • Describe strategies for developing an online professional persona.	Chapter 8 (K.Floyd, P.W Cardon)
14	15.12.2026	The Job Search, Résumés, and Cover Messages- • Describe how digital age technology will enhance the four major steps in your job search. • List search strategies that explore the open job market. • Identify job-search strategies that unlock the hidden job market. • Explain how to organize your qualifications and skills into effective categories for résumés and an engaging LinkedIn profile. • Describe digital tools that can enhance your job search and résumé. • Analyze the importance and construction of customized cover messages.	Chapter 13 (M.E.Guffey, D.Loewy)

15	22.12.2026	Interviewing Successfully • Describe how to prepare <i>before</i> a job interview. • Describe what to do <i>during</i> a job interview. • Differentiate types of interviews. • Formulate strategies for conducting a job search. • Identify tactics to respond to employment interview questions. • Explain etiquette for following up after job interviews.	Chapter 14 (M.E.Guffey, D.Loewy) & Chapter 9 (K.Floyd, P.W Cardon)
16		Final Exam	