

Identification	Subject (code, title, credits)	MGT 330 Business Communication – 3KU (6 ECTS)	
	Department	Economics and Management	
	Program (undergraduate, graduate)	Undergraduate	
	Term	Fall, 2026	
	Instructor	Erkin Nasirov	
	E-mail:	Erkin.nasirov@khazar.org;	
	Phone:		
	Classroom/hours	Khazar University (Neftchiler), 18:30-21:00	
Prerequisites	ENGL 216 English for Special Purposes		
Language	English		
Compulsory/Elective	Compulsory		
Required textbooks and course materials	Core: Cardon, P. W. (2026). Business Communication: Developing Leaders for a Networked World (5th ed., 2026 Release). McGraw Hill. Supplementary: Selected articles, video materials, and instructor-provided handouts.		
Course Description	This course develops the knowledge and practical skills required for effective communication in contemporary business environments. It covers credibility and professionalism, interpersonal and team communication, inclusion and global communication, message planning and design, digital and social-media communication, routine, persuasive and bad-news messages, reports and proposals, presentations, employment communication, and the responsible use of generative AI. The course combines theory with writing practice, discussion, short case tasks, and presentations.		
Course objectives	The objectives of this course are to: • Develop clear, credible, ethical, and professional written and oral communication. • Strengthen interpersonal, emotional-intelligence, teamwork, and difficult-conversation skills. • Apply structured approaches to planning, drafting, and improving business messages across traditional and digital channels. • Develop competence in reports, proposals, presentations, and employment communication. • Use generative AI critically and responsibly as a support tool without replacing independent judgment or authorship.		
Learning outcomes	Upon successful completion of this course, students will be able to: • Establish credibility and communicate professionally in business settings. • Apply emotional intelligence, active listening, teamwork, and difficult-conversation techniques. • Adapt communication to inclusive, diverse, and global workplace contexts. • Plan and create clear business messages using appropriate structure, tone, style, and design. • Prepare routine, persuasive, and bad-news messages for appropriate audiences and channels. • Research, organize, and present business proposals and reports effectively. • Plan and deliver professional presentations and prepare employment communication materials. • Use generative AI responsibly, transparently, and critically while retaining ownership of the final work.		
Teaching methods	Lecture		x
	Practices		x
	Group discussion		x
	Case analysis		x
	Others		
Evaluation	Methods	Description and deadline	Percentage (%)
	Midterm Exam	To be announced	30
	Attendance		5
	Activity		5
	Quizzes / Case Studies	Four times / To be announced	20
	Final Exam	To be announced	40
	Total		100

Class Policy		Attendance and activity: Students are expected to attend all classes and participate actively. Legitimate absences should be communicated in advance. Students exceeding the 25% absence limit will not be allowed to take the final exam. Repeated unauthorized absence and persistent lateness are subject to University rules. Preparation for class: Students should read the assigned chapters before class. Lectures focus on the main concepts and do not replace independent study. After class, students should review notes and complete assigned exercises and practice tasks. Withdrawal (pass/fail): The course follows the grading policy of the School of Economics and Management. A minimum overall grade of 60% is required to pass. In case of failure, the student may be referred or required to repeat the course in accordance with University rules. Assignments/quizzes: Quizzes and case-study tasks will be announced or conducted in class as specified by the instructor. Deadlines must be respected unless an approved legitimate reason is provided. Cheating/plagiarism: Cheating, plagiarism, or presenting another person’s or an AI system’s work as one’s own may result in cancellation of the work and a grade of zero (0), subject to University rules. Generative AI (GAI) - Partial permission: In accordance with Khazar University rules, GAI tools may be used for learning support, brainstorming, organizing ideas, comparing alternatives, practice questions, and grammar/style improvement. In this course, students may also use GAI to compare wording, tone, or message alternatives, but the core ideas, analysis, final decisions, and final communication must remain the student’s own. Any GAI use in submitted work must be disclosed, including the tool and purpose. For text-based documents, GAI use must not exceed 25%. GAI is not permitted in the Midterm or Final Exam, quizzes, graded in-class work, or 15–20-minute case studies/case tasks designed to assess independent critical thinking. Students are responsible for verifying accuracy and sources and must not upload personal, confidential, examination, or restricted University information to GAI tools. Violations may lead to a warning, resubmission, grade reduction, or zero (0). Professional behavior: Students are expected to maintain respectful, professional, and collaborative behavior throughout the course.	
Tentative Schedule			
Week	Date/Day (tentative)	Topics	Textbook/Assignments
1		Introduction to Business Communication; Establishing Credibility	Chapter 1
2		Interpersonal Communication and Emotional Intelligence	Chapter 2
3		Team Communication and Difficult Conversations	Chapter 3
4		Inclusion in a Diverse Workplace	Chapter 4
5		Global Communication	Chapter 5
6		Creating Effective Business Messages (AIM model)	Chapter 6
7		Improving Readability with Style and Design / Case Study	Chapter 7
8		Email and Other Traditional Tools; Collaboration Tools and Social Media	Chapters 8-9
9		Midterm Exam	
10		Routine Business Messages	Chapter 10
11		Persuasive Messages	Chapter 11
12		Bad-News Messages	Chapter 12
13		Research, Planning, and Completion of Business Proposals and Reports	Chapters 13-14
14		Planning and Delivering Presentations / Case Study	Chapters 15-16
15		Employment Communications; Using AI with Purpose and the Human Touch	Chapter 17 + AI Chapter
16		Final Exam	