

Identification	Subject	MGT 810– Strategic Business Communication– (6 ECTS)	
	Department	Economics and Management	
	Program	MBA	
	Term	Fall 2022	
	Instructor	Aygün Ganiyeva	
	Contact email	aygun.ganiyeva@khazar.org	
	Classroom hours		
	Office Hours	By appointment only	
Prerequisites	None		
Language	English		
Compulsory/ Elective	Compulsory		
Textbooks and course materials	<p>J.V.Thill and C.L.Bovee (2017). <i>Excellence in Business Communication</i> (12<sup>th</sup> ed). Pearson.</p> <p><i>Additional reading materials:</i></p> <p>Locker, K. O., &amp; 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> (10<sup>th</sup> ed). Pearson.</p> <p><b>Business Communication for Success by University of Minnesota</b> The instructor may assign additional articles and written pieces for reading and analysis throughout the semester.</p>		
Course objectives	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.		
Course Outline	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.		
Learning outcome	<p>At the end of this course, students will</p> <ul style="list-style-type: none"><li>• Demonstrate working knowledge of the fundamental theories and principles of business communication and be able to apply them in individual, group, and organizational settings</li><li>• Analyze communication situations and audiences to make choices about the most effective and efficient way to communicate and deliver messages</li><li>• Provide feedback, accept feedback, and use feedback to improve communication skills</li><li>• Identify processes and methods that can improve business-writing skills</li><li>• 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.</li><li>• Deliver effective business presentations in contexts that may require either extemporaneous or impromptu oral presentations</li><li>• Develop a professional resume and cover letter.</li></ul>		
Teaching methods	<ul style="list-style-type: none"><li>• Lecture</li></ul>		X
	<ul style="list-style-type: none"><li>• Group Discussion</li></ul>		X
	<ul style="list-style-type: none"><li>• Experiential Exercise</li></ul>		X
Evaluation Criteria	Methods	Date/deadlines	Percentage (%)
	Mid Term Exam		30
	Attendance		5
	Activity		5
	Presentation		15
	Assignments / Case Study		10
	Final Exam		35
	Total		100

<b>Policy</b>		<p><b>Attendance:</b> Students exceeding the 25% absence limit will not be allowed to participate at final exam. Students are required to attend all classes in order to be able to follow all lectures. Participation in class discussions will play a vital role in assessment of students' activity rates. Students are expected to be present at all meetings. Late arrivals and early departure are not acceptable. If an emergency arises that may necessitate missing a class, please contact your instructor ahead of time or as soon as possible. Failure to communicate regarding missed class may result in deduction of up to 10 points from the students' grade. Additional class assignments will always be required when a class is missed, regardless of the circumstances, and it is the student's responsibility to discuss missed class assignments with the instructor and obtain notes from a fellow student. Any student who misses more than 2 classes (unexcused) is subject to lose of points and it will show its effects on the final grade.</p> <p><b>Activity:</b> Activity shall mean active participation i.e. asking and answering the question, contribute with insights and feedback, and demonstrate willingness and dedication to be part of an overall class discussion.</p> <p><b>Case analysis:</b> Case analysis will be based on an essay. The cases will be provided during the lesson and will focus on the taught material. Case will be based on real world business.</p> <p><b>Case Study:</b> During the lessons, we will analyze different cases (video materials from casual working life) for understanding and improving the communication skills and behavior. Case studies also affect on the students' ability of being more confident in taking part during the future career aspiration and promotion by adding valuable knowledge and analyzing experience within different situations.</p> <p><b>Assignment:</b> Students will provide an assignment (2000- 2500 words) based on the questions which would show their understanding in using different techniques, methods and approaches. All assignments must be your original work. There are consequences for plagiarism (intended or not), and usually results in no credit earned for an assignment. The Mid-Term Case Analysis and the Final Research Paper must be submitted by due date. Students agree that by taking this course, all required papers will be subject to submission for text matching algorithm to detect plagiarism. Except in rare circumstances, late papers are not accepted. Requests for extensions must reach me no later than a week before the paper is due. In case of emergency, this rule can be waived with appropriate documentation and cause.</p> <p><b>Presentation:</b> Purpose of the presentation would be using knowledge, skills and the right way of presenting your work to the class, which is also affect the future presentation skills among the professional audience within the working environment. Students will use all the tools of presenting professional presentation; organizing their ideas; develop effective delivery techniques.</p> <p><b>Group discussion/Class participation/ Experiential learning:</b> Discussion will be based on the subjects' learned and additional materials which are going to be reviewed and considered during the lecture. Participation is based on the expression of views and analysis (or current experience). The purpose of discussions; participation and experiential learning is to create the atmosphere and environment where all students cooperate and communicate within the group for better understanding of the taken subject.</p> <p><b>Evaluation:</b> Apart of the Mid and Final exams, students will be evaluated for their participation in class, providing presentation, assignment and activities during the case studies and quizzes.</p>	
<b>Week</b>	<b>Date/Day (tentative)</b>	<b>Topics</b>	<b>Textbook/Assignments</b>
1	24.09.2022	<ul style="list-style-type: none"> <li>Course Introduction</li> <li>Effective Business Communication</li> </ul>	Business communication for success chapter 1
2	01.10.2022	<ul style="list-style-type: none"> <li>Conflict and negotiation</li> </ul>	Chapter 2
3	08.10.2022	<ul style="list-style-type: none"> <li>Understanding your audience</li> </ul>	Chapter 3
4	15.10.2022	<ul style="list-style-type: none"> <li>Effective Business Writing and writing preparation</li> </ul>	Chapter 4,5 and 6
5	22.10.2022	<ul style="list-style-type: none"> <li>Revising and presenting your writing</li> <li>Feedback in the writing process</li> </ul>	Chapter 7 and 8
6	29.10.2022	<ul style="list-style-type: none"> <li>Business proposal, report, resume, sales message, text, e-mail</li> </ul>	Chapter 9
7	05.11.2022	<ul style="list-style-type: none"> <li><b>Midterm</b></li> </ul>	Thill and Bovee Mod 9
8	12.11.2022	<ul style="list-style-type: none"> <li>Developing business presentations to inform, to persuade</li> <li>Business presentations in action</li> </ul>	Chapter 10, 13,14,15

9	19.11.2022	<ul style="list-style-type: none"> <li>• Intrapersonal and interpersonal communication</li> <li>• Intercultural and international business communication</li> </ul>	Chapter 16
10	26.11.2022	<ul style="list-style-type: none"> <li>• Group communication, teamwork and leadership</li> </ul>	Chapter 19
11	03.12.2022	<ul style="list-style-type: none"> <li>• Social &amp; Emotional intelligence needed for successful communication/ Deadline for the Cover letter&amp; resume assignment</li> </ul>	Reading materials to be provided
12	10.12.2022	<ul style="list-style-type: none"> <li>• Verbal and Non-verbal communication</li> </ul>	Chapter 11
13	17.12.2022	<ul style="list-style-type: none"> <li>• Organizational structures. Organization and outlines</li> </ul>	Chapter 12
14	24.12.2022	<ul style="list-style-type: none"> <li>• Project / Final presentation</li> </ul>	
15		<ul style="list-style-type: none"> <li>• <b>Final Exam</b></li> </ul>	

**Please Note:**

- This syllabus is not a contract and doesn't put any obligation on the instructor.
- The schedule of topics may be adjusted as necessary throughout the semester.
- The dates of the extracurricular/ non-textual learning activities are tentative. Ascertaining the dates will depend on the pace of the course and relevant suitability.
- The instructor may direct you to specific external study materials/ activities in preparation for the next class.

**Students with Disabilities Policy:**

Students with documented disabilities have the right to specific accommodations that do not fundamentally alter the nature of the course. Students must obtain an official letter from the Disabilities Center listing the exact accommodations needed.

**Honor System:**

All students are expected to follow Khazar University's honor code unconditionally. If you have done so, please read the honor code material.