

Identification	Subject	MGT 810 Strategic Business Communication – (6 ECTS)	
	Department	Economics and Management	
	Program	Graduate	
	Term	Fall 2022	
	Instructor	Ozal Mammadli	
	Contact email	ommadli@khazar.org	
	Classroom hours	Bəşir Səfəroğlu. Fridays 18:00 to 21:00.	
	Office Hours	By appointment only	
Prerequisites	None		
Language	English		
Compulsory/Elective	Compulsory		
Textbooks and course materials	<p>Core Textbooks: Business and Professional Communication. Kelly M. Quintanilla 4th edition, 2019. (Available in Neftchilar campus- library)</p> <p>Additional reading materials: Strategic Management and Leadership Textbook; Different articles from CMI (Chartered management institute website) – www.managers.org.uk</p>		
Course Outline	<p>The course will be divided into the two parts for better understanding of business communication (within or out of working environment): First stage will consist of General understanding of Business communication, fundamentals of writing and listening skills, and professional communication skills.</p> <p>Second Stage will consist of communication skills as a career filters, basic understanding of reporting and other skills required by employers.</p> <p>Case studies, daily participation, Quizzes will allow students to be more confident in approaching the course analysis and better understanding of required skills.</p> <p>Course materials: Apart of the main workbook (mentioned above), we will use different secondary materials from the well-known practice and well-known organizations i.e. their approaches to business communication</p>		
Course objectives	<ul style="list-style-type: none">• To introduce students to the fundamental principles of business communication.• To introduce students to an opportunity to develop their communication skills.• Deep understanding of personal and business communication.• How today`s companies are assessing and appreciating business communication skills; are using blogging, podcasting, video, wikis, and other innovative technologies.• To provide students with opportunities to develop ethics, business etiquette, listening, team working and nonverbal communication skills. <p>To introduce students to different types of communication challenges within the working environment i.e. From daily routine messages to complex report.</p>		
Teaching methods	• Lecture		X
	• Group Discussion		X
	• Experiential Exercise		X
	• Case analysis		X

	• Course Paper/Report		X
Evaluation Criteria	Methods	Date/deadlines	Percentage (%)
	Mid Term Exam		30
	Presentation		15
	Assignments / Case Study		10
	Quiz		5
	Attendance		5
	Final Exam		35
Policy	<p>Attendance: Students exceeding the 25% absence limit will not be allowed to participate at final exam. 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>Activity: 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>Quizzes: There will be 1 quiz throughout the course. The quizzes might be made of multiple-choice questions, true/false questions, and short open questions. The questions will cover the subjects learned until each preceding class. Each quiz will be 5 points.</p> <p>Case analysis: 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. During the lessons, we will analyze different cases (video materials form casual working life) for understanding and improving the communication skills and behavior. Case studies also effect 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>Group discussion/Class participation/ Experiential learning: 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>Assignment: Students will provide an assignment (2000- 2500 words) based on the questions which would show their understanding in using different techniques, methods and approaches.</p>		

No	Date/Day (tentative)	Topics	Textbook
1		<ul style="list-style-type: none"> Syllabus Review APA Style Explanation Ch.1 & 2 Introduction Daily Dictionary 	Quintanilla
2		<ul style="list-style-type: none"> PART 2: Communication Analysis Ch. 3 Planning spoken & written Messages Ch. 4 Preparing spoken & written Messages 	Quintanilla
3		<ul style="list-style-type: none"> Ch.5 Communicating electronically CASE STUDY ASSIGNMENT: BARBARA	Quintanilla
4		<ul style="list-style-type: none"> Ch.6 Delivering good & neutral news messages Ch.7 Delivering bad news messages 	Quintanilla
5		<ul style="list-style-type: none"> Ch.8 Delivering persuasive messages LOGICAL FALLACIES 	Quintanilla
6		<ul style="list-style-type: none"> QUIZ & MID TERM PREPARATIONS 	
7		<ul style="list-style-type: none"> MID-TERM EXAM 	Quintanilla
8		<ul style="list-style-type: none"> Ch. 9 Understanding the report process and research methods Ch.10 Managing data and using graphics 	
9		<ul style="list-style-type: none"> Ch.11: Organizing and preparing reports and proposals Ch.12: Designing and delivering business presentations 	Quintanilla
10		<ul style="list-style-type: none"> Guest Lecturer: Nigar Ismayilzadeh CASE STUDY/ Group Discussion 	Quintanilla
11		<ul style="list-style-type: none"> Ch.13 Preparing resumes and application letters Ch.14 Interviewing for a job and preparing employment messages 	Quintanilla
12		<ul style="list-style-type: none"> NO CLASS 	Quintanilla
13		<ul style="list-style-type: none"> PRESENTATION 	Quintanilla
14		<ul style="list-style-type: none"> PRESENTATION 	
15		<ul style="list-style-type: none"> FINAL EXAM PREPARATION 	
16		FINAL EXAM	

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.

Citation System:

Students must use APA Style (APA Publication Manual 6th Edition) for all papers submitted in this course. Points will be deducted for failure to follow APA Style. The following links provide guidance for APA Style and citations: <http://apastyle.org/> American Psychology Association; <http://owl.english.purdue.edu/owl/section/2/10/> Purdue Online Writing Lab.

Assignments:

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.

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.