

Identification	Subject	MGT 810– Strategic Business Communication– (6 ECTS)
	Department	Economics and Management
	Program	Graduate
	Term	Fall 2023
	Instructor	Irada Rzayeva
	Email	irada.rzayeva@khazar.org
	Classroom hours	By appointment
Prerequisites	None	
Language	English	
Compulsory/ Elective	Compulsory	
<u>Textbooks and course materials</u>	<p>Core textbook: 1) <i>Strategic Communication in Business and the Professions</i> by Dan O'Hair, Gustav W. Friedrich, and Lynda Dee Dixon. Edition 8. Pearson. Copyright © 2016. 2) <i>HBR Guides</i> by Harvard Business Review Press Boston, MA. 2013 Supplementary textbook/material: 3) <i>Business Communication: Developing Leaders for a Networked World</i> by Peter Cardon. Edition 4. Copyright ©2021 by McGraw-Hill Education. 4) <i>TED talks</i> videos 5) <i>Harvard Business Review articles</i></p>	
<u>Course Outline</u>	<p>In today's dynamic and interconnected business landscape, effective communication is a crucial for success. The "Strategic Business Communication" course is designed to equip students with the essential skills and knowledge required for effective communication in a business context. Through a series of lectures, students will explore various facets of strategic business communication, including emotional intelligence, audience understanding, interpersonal communication, leadership communication, and the nuances of various communication modes, including verbal, written, nonverbal, and digital, as well as learn to adapt these skills to diverse contexts and audiences.</p>	
<u>Course objectives</u>	<p>The primary objective of this course is to provide students with a comprehensive understanding of the strategic dimensions of business communication. Students will gain insights into how effective communication is not merely a transaction of information but a strategic lever that can shape organizational success. The aim is to develop students' emotional intelligence, enabling them to recognize and manage emotions in themselves and others. Students will learn to adopt an audience-centric approach to communication, tailoring their messages to diverse stakeholders, both internal and external, with a keen awareness of their unique needs and perspectives. This course seeks to enhance students' cultural proficiency, helping them navigate the complexities of cross-cultural communication with sensitivity and adaptability. This skill is crucial in our globalized business landscape. Finally, this course is designed to bridge theory and practice. Students will apply their communication skills in various real-world scenarios, including group projects, presentations, and case studies, ensuring that they can translate their learning into tangible results within professional settings.</p> <p>These course objectives collectively aim to empower students with the strategic communication abilities necessary to excel in the modern business world, fostering not only their personal growth but also contributing to the success of their future organizations.</p>	
<u>Learning outcome</u>	<p>Upon completing this course, students will:</p> <ul style="list-style-type: none"> • enhance their skills to become effective strategic communicators who can articulate messages that align with organizational objectives and resonate with diverse audiences. • develop their emotional intelligence, enabling them to navigate complex interpersonal dynamics with empathy, self-awareness, and an ability to manage emotions in professional interactions. • exhibit the capacity to craft communication strategies tailored to specific audiences, ensuring that messages are not only clear and impactful but also relevant to the recipient's needs and perspectives. • demonstrate cultural proficiency, showing the ability to communicate across cultural boundaries sensitively and effectively, enhancing their adaptability in a global business environment. • apply their communication skills in practical settings, including group projects, 	

		presentations, and conflict resolution scenarios, showcasing their ability to translate theory into action and deliver results in real-world business contexts.		
Teaching methods		Case analysis	x	
		Group discussion	x	
		Lecture	x	
		Others - Project work	x	
Evaluation Criteria		Methods	Date/deadlines	Percentage (%)
		Midterm Exam	Week 9	30
		Attendance		5
		Activity		5
		Project work	Week 15	20
		Final Exam	Week 16	40
		Total		100
Policy		Attendance: Students exceeding the 25% absence limit will not be allowed to participate at final exam. 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 Project Work: in the begining of semester students will be divided into groups (max 3-4 student in the group). Each group will receive a topic related to Strategic business communication in Azerbaijan Republic. The groups will make research and provide word document (maximum 10 pages) and presentation (10-20 slides) as an outcome of the project work. Each member of the group will present part of slides during prezentation. Participation is mandatory and will affect the whole mark of the group. Project work to be presented during the last week of the semester.		
Week	Date/Day (tentative)	Topics	Textbook/ Assignments	
1		Introduction to Strategic Business Communication	Chapter 1 (1)	
2		Emotional Intelligence in Strategic Business Communication	HBR Guides	
3		Communication Strategy Development - understanding your audience	Chapter 2 (1)	
4		Interpersonal and Cross-Cultural Communication	Chapter 3 (1); chapter 2, 4 (3)	
5		Leadership Communication	Chapter 6 (1)	
6		Listening skills	Chapter 4 (1)	
7		Business writing	Chapter 5 (1); HBR Guides	
8		Nonverbal skills	Chapter 5 (1)	
9		Midterm		
10		Negotiation and Conflict Management	Chapter 11 (1)	
11		Group communication and teamwork	Chapter 9 (1); HBR Guides	
12		Role of meetings in Business Communication	Chapter 10 (1); HBR Guides	
13		Social media for Business Communication	Chapter 8 (3)	
14		Presentation and Public Speaking Skills	HBR Guides	
15		Deliver Effective Presentations/ Project work	Chapter 12 (1)	
	TBA	Final Exam		