

<b>Identification</b>	<b>Subject</b>	<b>MGT 330 – Business and Professional Communication– (6 ECTS)</b>
	<b>Department</b>	Economics and Management
	<b>Program</b>	Undergraduate
	<b>Term</b>	Spring 2023
	<b>Instructor</b>	Aygun Ganiyeva
	<b>Contact email</b>	
	<b>Classroom hours</b>	Başır Səfəroğlu. Thursday 18:00 to 21:00.
	<b>Office Hours</b>	By appointment only
<b>Prerequisites</b>	<b>MGT 310 Management and Organization</b>	
<b>Language</b>	English	
<b>Compulsory/ Elective</b>	Compulsory	
<b>Text books and course materials</b>	<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>Business Communication for Success by University of Minnesota</p> <p>The instructor may assign additional articles and written pieces for reading and analysis throughout the semester.</p>	
<b>Course objectives</b>	<p>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.</p>	
<b>Course Outline</b>	<p>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.</p> <p><b>Evaluation:</b></p> <ul style="list-style-type: none"> <li>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.</li> </ul>	

<b>Learning outcome</b>	<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>		
<b>Teaching methods</b>	<p><b>Lecture – Class room</b></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>		
<b>Evaluation Criteria</b>	<b>Methods</b>	<b>Date/deadlines</b>	<b>Percentage (%)</b>
	<b>Mid Term Exam</b>		30
	<b>Attendance</b>		5
	<b>Activity</b>		5
	<b>Presentation</b>		15
	<b>Assignments / Case Study</b>		10
	<b>Final Exam</b>		35
<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.</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 form 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.</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.	
<b>Week</b>	<b>Date/Day (tentative)</b>	<b>Topics</b>	<b>Textbook/Assignments</b>
1		<ul style="list-style-type: none"> <li>Course Introduction</li> <li>Effective Business Communication</li> </ul>	Business communication for success chapter 1
2		<ul style="list-style-type: none"> <li>Delivering your message</li> </ul>	Chapter 2
3		Understanding your audience	Chapter 3
4		<ul style="list-style-type: none"> <li>Effective Business Writing</li> <li>Writing preparation</li> <li>Writing</li> </ul>	Chapter 4,5 and 6
5		<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		<ul style="list-style-type: none"> <li>Business writing in action (business proposal, report, resume, sales message,text, e-mail</li> </ul>	Chapter 9
7		<ul style="list-style-type: none"> <li><b>Midterm</b></li> </ul>	
8		<ul style="list-style-type: none"> <li>Developing business presentations</li> <li>Presentations to inform</li> <li>Presentations to persuade</li> <li>Business presentations in action</li> </ul>	Chapter 10, 13,14,15
9		<ul style="list-style-type: none"> <li>Intrapersonal and interpersonal communication</li> <li>Intercultural and international business communication</li> </ul>	Chapter 16
10		<ul style="list-style-type: none"> <li>Group communication, teamwork and leadership</li> </ul>	Chapter 19
11		<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		<ul style="list-style-type: none"> <li>Non-verbal delivery</li> </ul>	Chapter 11
13		<ul style="list-style-type: none"> <li>Organization and outlines</li> </ul>	Chapter 12
14		<ul style="list-style-type: none"> <li>How to improve listening skills</li> </ul>	Reading materials to be provided
15		<ul style="list-style-type: none"> <li>Writing negative messages</li> </ul>	Business communication for success

