MINISTRY OF SCIENCE AND EDUCATION OF THE REPUBLIC OF AZERBAIJAN
NAKHCHIVAN STATE UNIVERSITY

SUBJECT SYLLABUS

General information	Faculty	Faculty of foreign languages				
	The specialty department of the subject	Department of English language and methodology				
	Specialization (code) and course in which the subject is taught	050405, I				
	Subject mane	Business and academic communication in a foreign language (English)				
	Subject code	ÜF-03-01				
	General audience hour	92				
	General audience hour Subject credit	8	**Lecture**	**Seminar**	**Laboratory**	**Practical training**
						92
	The teaching semester of the subject	The second				
	The teaching language of the subject	English				
	Information about the teacher(s) teaching the subject	Elshan Nuraddin Nasirov				
	E-mail: Phone:	elshannasirov@ndu.edu.az (+994 50) 3580336				
	Consulting hours	16 (Each Friday at 15:00)				

Prerequisites	The name of the program		
The subject program for which the syllabus is prepared	Business and Academic Communication in English (GS-03-02)	**Year**	**Verification information**
		2022	Protocol № 13

Used primary and additional literature	**1.1. Primary:** 1. Tabitha Wangare Wambui: Communication Skills, Students Coursebook, January 2015 2. Scott McLean, Murray Moman: Communication for Business Success, Canadian Edition, 2020 3. Jessica Rick: Business Communication for Success, Publisher: University of Minnesota Libraries Publishing, Copyright 2015 4. Isabel Sole, Ana Teberosky, Montserrat Castello: Academic Communication Strategies, University of Barcelona, 2018 5. Owen Hargie: The Handbook of Communication Skills, Global Publishing Services, Chennai, India, 2020 6. Arvind Kumar Bhatt: Administrative and business communication, Edition 2014. 7. Kitty Locker & Donna Kienzler: Business and Administrative Communication, 10th Edition, McGraw-Hill Education, January 12, 2012

	8. Kitty Locker and Jo Mackiewicz and Jeanine Elise Aune and Donna Kienzler: Business and Administrative Communication, 12th Edition, Copyright: 2019 9. Elizabeth Cornelia Annan-Prah: Basic business and administrative communication, Copyright: 2015 10. Spela Mezek, Miguel García-Yeste, Raffaella Negretti: Academic communication in a digital age, Stockholm University, Stockholm, Sweden, 2014 **1.2. Additional:** 1. Sweeney, Simon: English for Business Communication, Cambridge University Press, 2003. 2. Alexandra Haase: Business Communication and Globalized English, University of Nizwa (Oman), 2013. 3. International Business Communication Program, University of Pennsylvania. March 23, 2013. 4. Maas, Jayne, Burgess-Wilkerson, Barbara: The Development of a Student Concept Mapping Guide for Business Communications, International Journal of Interdisciplinary Social Sciences 6.5 (2012). 5. Teece, David J.: Managing Intellectual Capital. Organizational, Strategic and Policy Dimensions, Oxford; New York, Oxford University Press, 2000. 6. Jones-Macziola, Sarah White: Getting Ahead: Communication Skills for Business English, Cambridge: Cambridge University Press, 2010. 7. 1. Hooley W.H., Jennings K.M. The labor Relations Process. Hinsdale, Illinois: The Dryden Press, 1980. 8. Jones G.R. Organizational Theory: texts and cases. The USA, Wesley Publishing Company, 1994. 9. Pasher, Edna: The Complete Guide to Knowledge Management. A Strategic Plan to Leverage Your Company's Intellectual Capital, Wiley, 2011.
A brief description of the subject	The subject "Microeconomics" studies the behavior of individual economic units (households and firms) and the functioning of individual markets for goods and resources.
The purpose of teaching the subject	The main task of the subject "Business and academic communications" is to clarify the mechanism of action of this field. Business and academic analysis involves the discovery and study of social regularities that are formed in the market economy and affect all areas of national production, reflecting the mutual relations between them.
Training outcomes of the subject	STO 1. Acquiring listening, speaking, reading and writing skills in general English, listening and understanding everyday conversations, responding informally to them, creating dialogue, using complex sentences verbally in the tense form, composing informal letters of small paragraphs in English, as well as reading and understanding small texts, answering questions on texts, mastering vocabulary at A2 level. STO 2. Listening and understanding dialogues in General English at the BI level, using the words of that level to construct complex subordinate and subordinate complex sentences; write 150-word essays, acquire the skills of writing an effective introduction and conclusion; learn the structure of official letters; to master the writing of a business letter according to that structure, to make official presentations. STO 3. Watching movies at B2 level in general English, reading books, writing comments about them, analyzing them, conveying their analyzes to the audience through presentations. STO 4. Acquiring economic terms, as well as business English vocabulary, academic oral description of graphs, tables, circular graphs showing interest using descriptive writing type; Ability to communicate using 3rd person pronouns, general academic discussion. STO 5. Acquiring the ability to conduct free dialogue, discussion, debate and debate in a business environment; formation of self-presentation skills in English in a professional environment. STO 6. The correct use of the 2nd and 3rd conditional sentences in oral speech, the development of the ability to use dialogues in mediated speech in unmediated speech, the ability to acquire academic vocabulary and use them easily during oral speech; acquire the ability to speak academically in fluent English.

Competency-based learning outcomes						
Competencies of the program	Training outcomes					
General competencies						
Oral and written communication skills in English.	T/o 1	T/o 2	T/o 3	T/o 4	T/o 5	T/o 6

Majoring in English communication skills.	T/o 1	T/o 2	T/o 3	T/o 4	T/o 5	T/o 6
Professional competencies	T/o 1	T/o 2	T/o 3	T/o 4	T/o	T/o 6
Active listening and communication techniques necessary to build professional relationships.	T/o 1	T/o 2	T/o 3	T/o 4	T/o 5	T/o 6
Understanding and mastering the three types of communication – verbal, non-verbal, and body language, networking with potential clients, and connecting with a target audience.	T/o 1	T/o 2	T/o 3	T/o 4	T/o 5	T/o 6

	Teaching and learning methods: (TLM)
TLM 1	**Lecture:**
	Relevant materials on the topics are prepared and applied in the audience as a discussion. This method is implemented directly under the supervision of the teacher.
TLM 2	**Presentations:**
	Presentations are made to students according to predetermined lecture topics and lecture topics are explained to students through slides.
TLM 3	**Debates:**
	By means of this method, team spirit is formed in students, they develop a more critical approach to issues, connections between all topics are established by means of counterarguments.
TLM 4	**Assignments on the subject:**
	According to this method, students are presented with appropriate tasks on topics prepared by the teacher before class time. Students are given a total of 30 minutes to solve the task. Then the answers are discussed based on the lesson. This method forms critical thinking skills in students.

Subject program and calendar plan

For bachelor level

Subject code: ÜF-03-01 **Specialty code:** 050405 **Group number** _____

№	THEMES OF PRACTICAL TRAINING	Relevant learning outcome	TLM	Hours	Date	Notes
1	**Theme № 26. Writing technical descriptions, requirements and procedures** Indicating the specific object about to be described. Indicating what the audience needs in terms of knowledge and background to understand the description. Giving a general description of the object and its function, cause, or effect. Giving an overview of the contents of the description. Defining your audience as the first and most critical step to writing a technical description. Describing the result. Gathering information. Proofreading and editing. Keeping updating. Five main components of technical writing. Good technical writing. Clarity. Conciseness. Accessible document design. Audience recognition. Accuracy.	T/o 1	TLM 1 TLM 2	4		
	Literature: 1.1. [6. p. 2-4], 1.1. [1. p. 3-8], 1.2. [1. p. 6-9]					
2	**Theme № 27. Writing for the web and mobile devices** Writing for web. Writing for mobile devices. Designers, developers, marketing folks, copywriters and product or project managers Content decision-making. Tips from the best mobile websites. Using large buttons. Making the text large enough to read. Simplifying menus. Providing a simple and intuitive search feature. Creating simple forms. Creating eye-catching calls-to-action. Avoiding Pop-Ups. How to make your website mobile-friendly. Choosing a mobile-responsive theme or template. Striping back your content. Making images and CSS as light as	T/o 1 T/o 2	TLM 1 TLM 2	4		

	possible. Avoiding Flash. Changing button size and placement. Spacing out your links. Using a large and readable font. Eliminating pop-ups.					
	Literature: 1.1. [6. p. 3-7], 1.2. [1. p. 4-9], 1.1. [1. p. 1-6]					
3	**Theme № 28. Business writing for managers** Effective professional writing. Writing with a clearly defined audience and purpose in mind. The writing styles. The purpose of business writing. Effective writing for business. Need be complete, concise, and accurate. Basic qualities of good business writing. Drafting involves writing consistently in a formal, casual, or informal style characterized by clarity, conciseness, coherence, correctness, courtesy, and conviction. Business writing as a purposeful piece of writing that conveys relevant information to the reader in a clear, concise, and effective manner. Instructional, informational, persuasive, and transactional business writing. Managerial writing. Fundamentals for managerial writing.	T/o 3	TLM 1 TLM 2 TLM 3	4		
	Literature: 1.2. [6. p. 2-4], 1.1. [1. p. 2-10]					
4	**Theme № 29. Social media for business** Using social media for business. The main social media platforms: WhatsApp, Facebook, Twitter, Instagram, Telegram, LinkedIn, TikTok, Pinterest, Reddit and Snapchat. Essential social media tips for business. Starting with a plan. Getting started using social media for business purposes. Deciding which platforms are right for you. Knowing your audience. Expanding your audience. Building relationships. Paying attention to trends. Selling your stuff with social commerce. Mixing up your formats. Small Business Social Media. Interacting with consumers on social media as an important marketing strategy for small businesses. Using social media to build brand awareness and connect with current customers.	T/o 2 T/o 4	TLM 1 TLM 2 TLM 3	6		
	Literature: 1.1. [4. p. 3-9], 1.1. [1. p. 1-4], 1.1. [1. p. 3-8]					
5	**Theme № 30. Social networking strategies** Social Network Strategy (SNS). Tips for networking on social media like a professional. Building a social presence. Starting by deciding who you want to network with. Posting engaging content. Engaging content to post on any social media sites. Avoiding the hard sell. Focusing on quality over quantity. Practicing good etiquette. Types of social media. The six types of social media, though this can be broken down in many ways, include social networking, bookmarking, social news, media sharing, microblogging, and online forum sites. Demonstrating anyone's value to potential clients and employers with such simple successful networking tips as meeting people through other people, leveraging social media, using your resume as a tool for advice, presenting a success story.	T/o 5	TLM 1 TLM 2	4		
	Literature: 1.1. [6. p. 2-4], 1.1. [1. p. 3-8], 1.1. [1. p. 3-8]					
6	**Theme № 31. Tactics for business success** Getting organized to achieve business success. Keeping detailed records. Analyzing your possible competitors. Understanding the risks and rewards. Being creative. Staying focused. Preparing to make sacrifices. Providing great services. Keys to success. Creating a market-fit product. Focusing on what's important. Developing your leadership skills. Looking after your customers. Finding time to think. Keys for any business strategies. Four generic business-level strategies emerge from the decisions: cost leadership, differentiation, focused cost leadership and focused differentiation. The ability to offer both low prices and unique features that customers find desirable.	T/o 6	TLM 2 TLM 3 TLM 4	4		
	Literature: 1.2. [3. p. 112-114], 1.2. [3. p. 13-17], 1.2. [1. p. 2-7]					

7	**Theme № 32. Google search strategies** Google's current strategy. Capture mobile advertising market. Google's development model which is based on openness, interoperability and network effects. Porter's generic strategies model. Basic strategic options. Gaining competitive advantages. Cost leadership, differentiation and focus. The ways to search more effectively on Google. Fine-tune query with more keywords. Searching for either one word or another. Including stop words. Excluding irrelevant words. Searching for similar words. Searching for similar pages. Searching for an exact phrase.	T/o 1 T/o 3	TLM 1 TLM 4	2	
	Literature: 1.1. [2. p. 12-14], 1.2. [1. p. 3-8], 1.1. [3. p. 113-118]				
8	**Theme № 33. LinkedIn strategies** The biggest advantage of LinkedIn. Senior-level influencers, decision-makers and thought leaders. Top-level executives. LinkedIn marketing strategy. Connecting with the right network. Getting your content strategy in place. Keeping yourself up-to-date. Tracking data monthly. Finding the right employees. Establishing credibility. The power of company pages with employees' personal accounts. LinkedIn company pages for brand awareness and sharing company updates or articles. Using personal profiles and company LinkedIn pages to build your audience. Getting your team involved with your LinkedIn strategy. Long-form posts.	T/o 2 T/o 3	TLM 1 TLM 2	4	
	Literature: 1.1. [6. p. 2-4], 1.2. [1. p. 6-9], 1.1. [1. p. 86-89]				
9	**Theme № 34. Twitter strategies** Twitter as a platform business model, monetizing the attention of its users in two ways: advertising and data licensing. Quick Twitter tips. Limiting to 1-2 hashtags per tweet. Being conversational. Keeping your copy short and sweet. Using images, GIFs, and videos whenever possible. Testing and using analytics to see what works. Monitoring events and trending conversations. A Twitter marketing strategy. Creating, publishing and distributing to engage your followers. Boosting conversions. Brand recognition. Running an audit on the Twitter account. Utilizing hashtags for Twitter marketing. Determining the best times to post on Twitter. Setting goals and making a move to reach them.	T/o 2 T/o 3	TLM 3 TLM 4	2	
	Literature: 1.1. [6. p. 12-22], 1.1. [6. p. 4-8], 1.2. [7. p. 3-8]				
10	**Theme № 35. Facebook strategies** Tactics for business success via Facebook. A successful business model without invading privacy. Steps to an effective Facebook marketing strategy. Setting goals for Facebook. Knowing your Facebook audience. Engaging proactively with Facebook audience. Determining your Facebook ads strategy. Encouraging employee advocacy. Tracking and analyzing Facebook innovations. Tips for successful marketing through Facebook. Having a clear goal and strategy. Creating a human voice for your business. Posting regularly. Encouraging comments and replying quickly. Using pictures and videos. Nurturing your relationships. Promoting your Facebook page.	T/o 4 T/o 5	TLM 1 TLM 2	2	
	Literature: 1.1. [3. p. 12-40], 1.2. [1. p. 22-28], 1.3. [8. p. 1-10]				
	Theme № 36. Business analysis essentials The concept of business analysis. Challenges for traditional businesses. Good business analysis that enables an organization to be agile, to respond well and rapidly to the changing environment and to better meet customer needs. Business analysis as a research discipline of identifying business needs and determining solutions to business problems. A software-	T/o 2 T/o 3 T/o 4	TLM 2 TLM 3 TLM 4	4	

systems development component. The processes of improvements, organizational change or strategic planning and policy development. Skills for business analyst? Analytical thinking and problem solving. Being detail-oriented and capable of delivering a high level of accuracy. Organizational skills. Knowledge of business structure.					
Literature: 1.1. [5. p. 3-4], 1.1. [7. p. 7-16], 1.1. [9. p. 3-8]					
Theme № 37. Business analysis for IT professionals The concept business analysis for information technology IT. Business analysis as a business process of assessing an organization's structure, processes, technology and capabilities to identify and define solutions to roadblocks that impede the achievement of organizational goals. The role of business analyst in IT company. Responsibility for analyzing any business domain, documenting its systems and processes, outlining the needs of the business and matching the software being built with a software business model. Main roles of a business analyst. Business analyst job description. Creating a detailed business analysis, outlining problems, opportunities and solutions for a business. Budgeting and forecasting. Planning and monitoring. Variance analysis.	T/o 3 T/o 4	TLM 3 TLM 4	4		
Literature: 1.1. [9. p. 20-24], 1.2. [1. p. 2-16], 1.1. [1. p. 10-14]					
Theme № 38. Business analysis and requirements gathering Requirements gathering. Clear, concise and agreed set of customer requirements. Business analyst and subject experts. Responsibility for requirement gathering process. Requirement gathering and analysis. Requirement gathering and elicitation. Analyzing the collected requirements to understand the correctness and feasibility of converting these requirements into a possible product. Documenting the collected requirements. Requirements gathering steps. Understanding pain behind the requirement. Eliminating language ambiguity. Identifying corner cases. Writing user stories. Identify the primary business objectives. Gathering background information. Determining stakeholders. Defining the project scope. Detailing project requirements. Overseeing technical application. Assisting in implementing the solutions. Assessing value generated by the project.	T/o 1 T/o 2	TLM 1 TLM 2 TLM 4	4		
Literature: 1.2. [6. p. 11-14], 1.2. [4. p. 16-19], 1.1. [5. p. 30-38]					
Theme № 39. High quality business requirements The notion of business requirements. Fulfilling the organization's objectives. High-level, detail-oriented client's perspective. Functional requirements. Quality business requirement. A quality business requirement as a business statement that articulates clearly, completely and succinctly what that business needs in order to alleviate an issue or solve a particular problem. A high quality requirement. Atomic, unambiguous, testable and high quality requirements. Illustrative examples of quality requirements. Reliability. Enduring and consistent performance in real world conditions. Availability. The availability of a service. Usability. Customer experience. Examples of business requirements. Branding, customer experience, risk management, information security, operations, maintenance, compliance and usability. Non-functional requirements to reference external documents such as standards, policies and procedures.	T/o 3 T/o 4	TLM 1 TLM 4	2		
Literature: 1.1. [5. p. 25-41], 1.1. [2. p. 13-15], 1.1. [9. p. 55-58]					
Theme № 40. Consulting skills for the business analyst Business analyst-consultant as the one who meets with the clients to help them document and understand business needs.	T/o 1 T/o 2	TLM 3 TLM 4	4		

IT-based project to initiating the improvement of a process. Comprehensive set of skills such as analytical, communication skills and a touch of art and creativity to meet your responsibilities. The ability to analyze various things that are listed as your obligations. Skills for business analyst. Analytical thinking and problem solving. Being detail-oriented and capable of delivering a high level of accuracy. Organizational skills. Knowledge of business structure. How to move to a consultant role from a business analyst role. Learning about different areas of business. The ability to build a client base. Consulting firms.			4	
Literature: 1.2. [2. p. 12-18], 1.2. [8. p. 9-17]				
Theme № 41. Project management skills The concept of project management. Ability to act effectively at various levels of detail. Working constructively with teams and senior management. Facilitating problem-solving and decision-making. Being actively involved in project activities, such as business case development and requirements elicitation. Essential project management skills. Effective communication. The ability to be constantly communicating. The ability to lead negotiation. Scheduling and time Management. Technical expertise. Risk management. Critical thinking and problem solving. Critical skills of a project manager. Successful project manager. Communication and interpersonal skills.	T/o 4 T/o 6	TLM 1 TLM 2 TLM 3 TLM 4	2	
Literature: 1.1. [2. p. 2-4], 1.1. [1. p. 3-8], 1.2. [1. p. 13-22]				
Theme № 42. The building blocks of effective messages Succeeding in business communication. Adapting your message to your audience. Building goodwill. Giving people what they want. Learning some quick problem-solving strategies. Using your manners. Practice emotional intelligence. Paying attention to nonverbal communication. Characteristics of an effective message: clarity, correctness, conciseness, courtesy, concreteness, consideration and completeness. Short, memorable, positive and relevant messages. Features of effective communication. List of principles for written and spoken communications to ensure that they are effective. Some examples of effective communication.	T/o 4 T/o 5	TLM 1 TLM 2 TLM 3	2	
Literature: 1.1. [8. p. 17-35], 1.1. [8. p. 11-14]				
Theme № 43. The communication process Planning, composing, and revising. Designing documents. Communicating across cultures. Working and writing in teams. Developing a content strategy. Determining how many content writers you need. Understanding the skillset required for the job. Finding experienced writers. Managing the team. Seting up a centralized communication system. Seven major elements of communication process: sender, ideas, encoding, communication channel, receiver, decoding and feedback. The process of communication step by step: developing the message, encoding the message, selecting the channel, message transmission, decoding the message. Types of communication: verbal nonverbal, written, visual communication and listening.	T/o 1 T/o 2 T/o 3	TLM 2 TLM 3 TLM 4	6	
Literature: 1.2. [8. p. 16-28]				
Theme № 44. The job hunt Developing job application materials. Interviewing, writing follow-up messages and succeeding in the job. Several ways to find a job: networking, working with executive recruiters (headhunters) or searching firms, answering ads posted on web sites. Stages of the job search process. Establishing your career objective. Preparing job search tools. Finding hiring companies. Network (social and face-to-face) interview. Building your personal brand. Building your portfolio by taking on unpaid work. Improving your resume. Treating the job hunt as a full	T/o 1 T/o 2	TLM 1 TLM 4	4	

time job. Taking an online course to hone your skills. Taking breaks. Steps to job hunting. Researching job opportunities. Writing or updating your CV. Writing online profiles. Checking your social media. Applying for jobs. Preparing for interviews. Preparing for tests. Attending interviews. Literature: 1.1. [2. p. 17-29], 1.2. [1. p. 33-39], 1.1. [7. p. 11-15]				6	
Theme № 45. Proposals and reports Creating visuals and data displays. Writing proposals. Writing reports. Making oral presentation. Introducing yourself and providing background information. Stating your purpose for the proposal. Defining your goals and objectives. Highlighting what sets you apart. Discussing your budget and how funds can be used. How to write a proposal for a report. How to write a report proposal and presentation. Identifying the research question or idea. Writing about previous research on the subject. Establishing any holes in previous research. The different types of Reports. Informational reports. Analytical reports. Operational reports. Product reports. Industry reports. Department reports. Progress reports. Internal reports. Literature: 1.1. [6. p. 12-19], 1.2. [9. p. 3-8]	T/o 2 T/o 3	TLM 1 TLM 2 TLM 3 TLM 4	4		
Theme № 46. Business solution for a project Starting with a title page. Creating a table of contents. Stating the problem or need. Offering a solution. Sharing your qualifications. Pricing options. Clarifying your terms and conditions. A project contained within a solution. How a business project solution plan can be written. Steps to aid in the creation of a project solution plan. Identifying the problem. Starting with a clear assessment of the problem. Brainstorm. Precise identification and assessment of the problem. Brainstorming solutions. Analyzing and creating a list of priorities. Putting a plan into writing. Steps to better business solutions. List of your problems. The power of negative thinking. Fixing the right problem. Diagnosing before solving. Getting the expertise you need. Making the solution stick. Literature: 1.2. [6. p. 23-44], 1.2. [1. p. 13-18]	T/o 4	TLM 1 TLM 2 TLM 3 TLM 4	4		
Theme № 47. Conversational skills Showing interest in others. Respecting your office culture. Keeping your opinions about life outside the office to yourself. Staying positive. Listening and observing. Importance of English grammar. English as a very effective communications tool. Using English language properly and correctly. English language as a right way to communicate effectively. Tips for improving conversational skills. Looking for nonverbal cues. Holding eye contact. Having empathy. Paying attention to details. Offering interesting insights. Talking slowly. Using the affordable words. Importance of conversational skills. Conversation skills for building relationships. Politeness and strengthening of emotional bonds. Gaining confidence and sustain friendships. Written communication. Oral communication. Contextual communication. Literature: 1.1. [6. p. 2-4], 1.1. [1. p. 3-8]	T/o 4	TLM 1 TLM 2	2		
Theme № 48. Financial possibilities Concept of finance. Providing money or credit for something. Bank loaning. Management of money matters. Finance as a broad term that describes activities associated with banking, leverage or debt, credit, capital markets, money, and investments. Money management and the process of acquiring needed funds. The meaning of financial capability. Financial capability that encompasses the knowledge, attitudes, skills, and behaviors of consumers with regard to managing their resources and understanding, selecting, and making use of financial	T/o 2 T/o 3	TLM 2 TLM 3 TLM 4	6		

	services that fit their needs. Types of finance. Public finance. Personal finance. Corporate finance. Private finance. The main subcategories of the finance field: personal finance, corporate finance, and public (government) finance. Main sources of finance. Commercial banks. Indigenous bankers. Trade credit. Installment credit.				
	Literature: 1.2. [3. p. 24-48], 1.2. [4. p. 43-48]				
	Theme № 49. Preparing job application materials Reading the job advertisement details. Reviewing professional letter formats. Writing a clear heading. Addressing the letter to the right person. Starting by expressing interest in the job. Describing your eligibility for the job. Highlighting your attributes. Resumes. Curriculum Vitae (CV). Portfolio development. Creating multiple versions. A resume customized to the specific job you are applying for and adapted based on your knowledge of the employer. Learning the conventions of your discipline. Updating on a regular basis. Eliminating errors from the document. Job application letter tips. Emphasizing your skills and abilities. Staying concise. Proofreading the letter. Reviewing the job listing keywords. Sending a letter for every position to which you apply. Using a professional format. Creating the heading. Addressing the letter to the hiring manager.	T/o 4 T/o 5	TLM 3 TLM 4	4	
	Literature: 1.1. [9. p. 12-33], 1.1. [4. p. 8-12], 1.1. [8. p. 44-54]				
	Theme № 50. Essential computer engineering skills Concept of computer engineering. Adaptability. Constantly improving and changing technologies. Programmatic and coding communication. Networking. Microprocessor design. Microprocessors as fundamental to computing, designing and constructing. The most valuable technical skills for computer engineers. Operating systems. Digital design. Digital signal processing. Debugging. Skills in resume of computer engineer. Computer hardware architecture. Object-oriented programming languages. Computational mathematics. Hardware and software skills. Troubleshooting skills. Resilience and patience. Data types and structures. Artificial Intelligence (AI). Examples of basic computer skills. Email marketing. Content management system (CMS). Website analytics. Social media management (SMM). Search engine optimization (SEO). Pay-per-click advertising (PPC). Soft skills including the best communication and leadership. Content marketing.	T/o 1 T/o 2	TLM 3 TLM 4	6	
	Literature: 1.2. [1. p. 111-114], 1.1. [4 p. 5-12], 1.1. [5. p. 16-19]				
		Total	92		

Rules:
The requirement for organizing a lecture class:
✓ General information related to the subject (syllabus, lecture texts, slides, video files and other theoretical training materials) must be delivered to students through the LMS portal within the first 10 days of the beginning of the educational process.
Requirements for the organization of a workshop (seminar) class:
✓ When organizing classes (seminars), different teaching methods should be used. These methods should promote a student-centered approach and the active role of the student in the learning process. Teaching and learning methods that can be used are reflected in the Teaching and Learning section (Section 4) of the educational programs of each specialty. ✓ During the seminar sessions, students' mastery of the previous topic should be evaluated in each lesson by

conducting an oral and written survey.

✓ At the end of the semester, the joint grade of the students for the workshop (seminar) lesson should be calculated (Activity).

The requirement for performing free works (individual):
Subjects and submission dates of the free work (the free work can consist of a single topic, provided that the topic covers 70% of the content of the subject).   During the semester, the completion of free (individual) topics must be given by the student in the form of presentations. No more than 15 minutes should be allocated to the discussion of free work. The presentation itself (presentation) must be submitted in electronic and printed version.
Requirements for holding colloquiums:
3 colloquiums are held during the semester. Depending on the topic, the teacher can freely choose the form of the colloquiums (oral, written, quiz, comparison table, etc.).

	Maximum points earned during the semester	50 points
Assessment and distribution of points during the semester:	**For class attendance.** **Attendance requirements.** The maximum score for class attendance is 10 points. The amount of points is usually 10 points if the student attends all classes in the subject during the semester. During the semester, 1 point is deducted for every 10% of the hours allocated to teaching the subject. If the total number of hours of lessons missed during the semester for all subjects exceeds the limit specified in the normative documents, the student is not admitted to the exam session and a certain decision is made about him (her).	10 points
	Maximum points for free work of students	10 points
	According to the results of the seminar (exercise) or laboratory lessons (in the case that both seminar, practical (exercise) and laboratory lessons are planned for the same subject, a maximum of 10 points is allocated to each of them). Maximum 30 points in total). If there are no practical and laboratory exercises, the seminar score is evaluated with a maximum of 30 points based on the appropriate assessment.	30 points
Assessment according to semester exam	The form of the exam can be written, oral, practical or test	
	There are 5 questions in each ticket. A maximum of 10 points is awarded to each question By electronic test method - 50 tests Each test - a maximum of 1 point. **Note:** The student's score in the exam should not be less than 17.	
Final assessment	The student's final knowledge is evaluated with a maximum of 100 points. The maximum 50 points the student collects during the semester, and the maximum 50 points in the exam. According to the final amount of points collected during the semester for the subject, the student's knowledge is evaluated according to the European Credit Transfer System (ECTS) as follows:	
Violation of the rules of conduct	If a student violates the internal disciplinary rules of the university, measures are taken in accordance with the regulations of the university.	

91-100 points	excellent	A
81-90	very Good	B
71-80	good	C
61-70	enough	D
51-60	satisfactory	E
Less than 51	insufficient	F

№	Exam Questions	Training outcomes					
		1	**2**	**3**	**4**	**5**	**6**
1	The definition of business and academic communication.	+					
2	The nature of communication within a system.	+	+				
3	Supportive information, procedural information and part-task practice.		+	+			
4	Common skill of all great managers.			+			
5	Front line managers.			+			
6	A person of best equipped to identify the training needs of a staff.				+		
7	Determination of new skills.				+		
8	Types of communications.				+		
9	The four-component instructional design (4C/ID) model claims.				+		
10	Social interaction and technologies.			+	+		
11	Learner empowerment.			+			
12	Making goals clear.			+		+	
13	Support learning at work.			+		+	
14	Increasing engagement by minimizing barriers.			+		+	
15	Creating and curating relevant contents.			+		+	
16	Companies that skip the crucial first step.			+			+
17	What is administration and business communication?						+
18	Effective business communication.		+				+
19	Face-to-face and verbal communications.		+				+
20	Conciseness and objectivity.		+				+
21	Consistency, completeness and relevancy.		+				+
22	Audience knowledge.						+
23	Mechanisms and elements of business communication.		+				
24	Components of business communication.		+	+			
25	Internal business communication.			+			
26	Internal upward business communication.			+			
27	Internal downward communication.			+			
28	Horizontal, vertical and lateral business communication.			+			
29	External business communication.			+			
30	Relationship between leadership and motivation.			+			
31	Enjoying a job and being highly motivated.			+	+	+	
32	Feeling passionate about making a more significant contribution.			+	+	+	
33	Motivation to be a leader.			+	+	+	
34	Focuses on developing core leadership skills.			+	+	+	
35	Dynamic leadership to improve team motivation.		+	+	+	+	
36	Importance of leadership and motivation in management.		+	+	+		
37	Effects of leadership styles on team motivation.		+	+	+		
38	Enthusiasm and passion.	+	+				
39	Nine reasons why motivation matters in leadership.	+					
40	Three major components of instructional design.	+					
41	"Magic Triangle" of learning.	+				+	

#	Topic						
42	Four key elements in the instructional design process.	+				+	
43	What is high impact training?	+				+	+
44	High impact workouts.	+					+
45	How do you create a high impact training program?						+
46	Best pieces of advice to create high-impact eLearning programs.						+
47	Align learning and technology with organizational goals.						+
48	Training needs analysis.						+
49	Knowing how to identify the training needs of employees.						+
50	Seven steps for identifying the training needs of employees.				+		+
51	Setting clear expectations for each role.				+		
52	Monitoring employee performances.				+		
53	Making the most of personal development plans.			+	+		
54	Using focus group to understand employee training and development needs.	+		+	+		
55	Setting up a system of mentoring and coaching.	+			+		
56	Identifying skills to be developed.	+			+		
57	Key strengths and strategies for improvement.	+					
58	Focusing on achieving goals.	+					
59	Establishing and acting toward achieving goals.	+					
60	Increasing level of engagement.	+					
61	Safe place to gain perspective.	+			+	+	
62	Deeper levels of learning.	+			+	+	
63	Building personal awareness.				+	+	
64	Conditions for improving specific skills.				+	+	
65	Pros and cons of five different types of coaching styles.				+	+	
66	Democratic coaching.				+	+	
67	Team freedom and accountability.					+	+
68	Authoritarian, holistic, autocratic and vision coaching.					+	+
69	Ability to supervise a team of technical experts.					+	+
70	Making decisions related to engineering and software development.		+	+		+	+
71	Developing technological solutions.		+	+			
72	Skills and personal traits.		+	+			
73	Important aspects of technical leadership.	+	+				
74	The high-level of architectural discussions.	+	+				
75	Qualities of a good technical leader.	+	+				
76	Eight skills needed to be a successful tech leader.	+	+				
77	The ability to establish trust.	+	+				
78	Excellent communication skills.	+	+				
79	A leadership style that reflects a team.	+	+	+	+		
80	A strong vision for the future.			+	+		
81	Right qualifications.			+	+		
82	What is operational strategy in business?			+	+		
83	Operational Strategy: what is it and why develop one?			+	+	+	
84	Market penetration and product strategy.			+	+	+	
85	Customer engagement strategy.					+	

86	Supply chain strategy.					+	
87	Relationship between business strategy and operations.					+	
88	Overall business strategy.					+	
89	An ever-changing market.					+	
90	Operational strategy examples.					+	
91	Improving costs in the creation of the product.					+	
92	Business writing as a type of writing that is used in a professional setting.				+	+	+
93	Purposeful piece of advanced business writing.				+	+	+
94	Client proposals, reports, memos and emails.				+	+	+
95	Gaining advanced writing skills.				+	+	+
96	Developing and narrowing a topic.				+	+	+
97	Integrating research and adding anyone's own academic voice.				+	+	+
98	Responding to opposing viewpoints.				+	+	+
99	Analyzing instead of summarizing.				+	+	+
100	Clear, concise and direct writing.				+	+	+
101	How to make your writing fluent.				+	+	+
102	How can anyone become a business writer?				+	+	+
103	Using the active more than passive voice.	+			+	+	+
104	Avoiding linking verbs.	+					
105	Staying away from clichés and colloquialisms.	+					
106	Concept of computer engineering.	+					
107	Constantly improving and changing technologies.		+	+	+		
108	Programmatic and coding communication.		+	+	+		
109	Networking and microprocessor design.				+	+	
110	The most valuable technical skills for computer engineers.				+	+	
111	Digital signal processing.				+	+	
112	Skills in resume of computer engineer.				+	+	
113	Computer hardware architecture.				+	+	
114	Object-oriented programming languages.				+	+	
115	Computational mathematics.				+	+	
116	Hardware and software skills.		+	+	+	+	
117	Troubleshooting skills, resilience and patience.		+				
118	Data types and structures.		+				
119	Artificial Intelligence (AI).		+				
120	Examples of basic computer skills.		+				
121	Email marketing.		+				
122	Content management system (CMS).		+				
123	Website analytics and social media management (SMM).		+		+		
124	Search engine optimization (SEO).				+		
125	Pay-per-click advertising (PPC).				+		
126	Soft skills including the best communication and leadership.				+		
127	The notion of business requirements.				+		
128	Fulfilling the organization's objectives.				+		
129	High-level, detail-oriented client's perspective.				+		

№							
130	Functional and quality business requirement.						+	+
131	Atomic, unambiguous, testable and high quality requirements.						+	+
132	Enduring and consistent performance in real world conditions.						+	+
133	Examples of business requirements.						+	+
134	Branding, customer experience, risk management and information security.						+	+
135	Non-functional requirements to reference external documents.						+	+
136	Planning, composing, and revising.						+	+
137	Communicating across cultures.						+	+
138	Determining how many content writers you need.						+	+
139	Understanding the skillset required for the job.						+	+
140	Finding experienced writers.				+	+		
141	Setting up a centralized communication system.				+			
142	Verbal nonverbal, written, visual communication and listening.				+			
143	Using social media for business.							
144	The main social media platforms.			+	+			
145	Essential social media tips for business.		+	+				
146	Getting started using social media for business purposes.					+	+	
147	Small Business Social Media.					+	+	
148	Interacting with consumers on social media.					+	+	
149	Marketing strategy for small businesses.						+	+
150	Using social media to build brand awareness and connect with current customers.			+	+		+	+

Evaluation of the teaching results of the subject:

Assessing the outcomes of the subject taught to students involves assessing not only students' knowledge, but also their skills, understanding and application of the material. Different forms of assessment are taken into account here and students are assessed in the following ways:

1. Exams and tests: Midterm exams, midterms, and final exams: Traditional written assessments measure students' understanding of key concepts and their ability to recall information.
2. Research Papers and Essays: Helps assess students' ability to conduct research, analyze data, and communicate effectively.
3. Participation in class discussions: Assess the extent to which students actively contribute to class discussions, ask questions, and engage with the material.
4. Group activities: Assess cooperation and teamwork skills through group projects or presentations.
5. Homework: Regular assignments can provide ongoing feedback on student progress.
6. In-Class Assessments: Quick question-and-answer assessments during class time to gauge understanding.
7. Demonstrations or presentations: To assess communication and presentation skills.

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Head of Department: _____ **Turkan Mehraj Ismayilli / Ph.D. in Philology**

Work-study program (syllabus) was discussed and approved at the meeting of the Department on 8th of January, 2024 (Protocol No. 5)

Work-study program (syllabus) was approved at the meeting of the Scientific Council of the Faculty On 9th of February, 2024 (Protocol No. 7)

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