

**Bachelor program,
Instrumentation Engineering (INEN) program, “Humanities subjects” department**

Course Unit Title	Business and academic communication in the Azerbaijani language	
Course Unit Code	HS-B03	
Type of Course Unit	Compulsory	
Level of Course Unit	2 nd cycle Bachelor	
National Credits	0	
Number of ECTS Credits Allocated	4	
Theoretical (hour/week)	3	
Practice (hour/week)	2	
Laboratory (hour/week)	0	
Year of Study	2	
Semester when the course unit is delivered	3	
Course Coordinator	Abbasova Vafa	
Name of Lecturer (s)	Abbasova Vafa	
Name of Assistant (s)	-	
Mode of Delivery	Face to Face	
Language of Instruction	Azerbaijani	
Prerequisites	-	
Recommended Optional Programme Components	-	
Course description		
<p>The subject will cover "Business and academic communication in the Azerbaijani language" including language and speech, the correct usage of the norms of the Azerbaijani literary language in speech, requirements for cultural speech, speech etiquette, etc. It also gives general information on the history of the development of the Azerbaijani literary language in relation to the status of the state language. In addition, in this course will be taught students the rules of preparation of scientific works - articles, theses, annotations, dissertations, the secrets of speaking publicly, the technique of preparation any speech.</p>		
Objectives of the Course		
<p>Development of students' oral and written speaking skills and habits; acquisition of the ability in hearing, listening and participating in dialogue; usage of the orthoepic and orthographic norms of the Azerbaijani language; formation of cultural written and oral speeches, preparation of academic writing and business documents.</p> <p>How to treat in business and academic communication, to express ones, to distinguish forms of expression and application according to different norms of communication.</p> <ul style="list-style-type: none"> • To do new research on modern problems of the Azerbaijani language and speech culture on the basis of the norms adopted for different levels of language; • To inform students about phonetic, lexical, grammatical norms of the Azerbaijani language; • To develop students' treatment of speech norms and rules of ethical speech (cultural speech); • To use the accumulated knowledge as a tool for their future position in society in the future. 		
Learning Outcomes		
At the end of the course the student will be assessed		Assessment
1.	Development of students' oral and written speech skills and habits; mastering the skills of speaking, listening and participating in dialogue;	1,3
2.	Compliance with the orthoepic and orthographic norms of the Azerbaijani language; formation of cultural written and oral speech, preparation of academic writing and business documents.	1,2,3
3.	How to behave within the framework of business and academic communication, express oneself, choose appropriate forms of expression and address for various forms of communication;	2,3
4.	Conduct new research on modern problems of the Azerbaijani language and speech culture based on the norms adopted for different levels of the language;	2,3
Assessment Methods: 1. Final Exam, 2. Presentation, 3. Midterm exam		
Course's Contribution to Program		
		CL
1	Ability to develop as a specialist in the field of fundamental sciences and apply basic knowledge.	4
2	Ability to analyze and model functional and structural schemes of various purpose devices and systems.	3
3	Ability to use modern methods and tools, creation, selection, and application of engineering and information technology tools and modern devices and equipment.	4
4	The ability to use the strategy of team cooperation in the exchange of information,	5

	knowledge, and experience to achieve the set goal.	
5	As a result of training, the ability to use engineering knowledge, mathematical models, and basic concepts of physics and chemistry in production and technological processes, automation, measurement, and control systems.	4
6	The ability to use modern software to process technical documents of devices, design their structures, and algorithmize processes.	4
7	The ability to apply artificial intelligence to improve the quality characteristics of measurement and control systems.	1
8	The ability to process information acquisition, processing, and transmission processes based on schematic and programmable logical integrated circuits.	3
9	Ability to use knowledge to improve quality indicators and environmental safety of production processes.	4
10	Self-development ability to apply theoretical and experimental knowledge in solving modern engineering problems.	4

CL: Contribution Level (1: Very Low, 2: Low, 3: Moderate, 4: High, 5: Very High)

Course Contents

Week	Chapter	Topics	Exam
1	[1], Ch. 62 p.2-8; [4], Ch. 1; [7], Ch. 1,p.1;	Azerbaijani language and its communication capabilities. Stages of development of the Azerbaijani literary language	
2	[1], Ch. 10;	Azerbaijani is the official state language.	
3	[1], Ch. 12; [7], Ch. 12, p.25;	The concept of communication. Components of the communication process	
4	[24], Ch. 15, p.1; [9], Ch. 24 p.1;	Organization of business communication	
5	[24], Ch.4; [16], Ch. 22 p.7; [3], Ch. 3, p.9;	Forms of business communication: Oral business communication	
6	[24], Ch. 13, p.1-4; [7], Ch. 7	Written business communication	
7	[24], Ch. 12, p.2; [1], Ch. 2; [3], Ch. 2, p.4;	Nonverbal communication	Midterm
8	[24], Ch. 12, p.2;	Speaking and listening culture and etiquette rules in business communication	
9	[18], Ch. 12, p.3; [3], Ch. 2, p.5;	Academic communication	
10	[3], Ch. 2, p.1-7;	Rules for conducting scientific research	
11	[9], Ch 2, p.32	Oral academic communication	
12	[9], Ch. 12,	Written academic communication	
13	[8], Ch 15, p.10;	Types and varieties of speech in communication processes	
14	[8], Ch 15, p.11;	Basic requirements for cultural speech	
15	[8], Ch 16, p.1-4;	Correct use of literary language norms in communicative processes. Phonetic norm	
16	[8], Ch 15, p.11;	Correct use of literary language norms in communicative processes. Lexical norm	
17	[8], Ch 15, p.11; [12], Ch 16, p.1-4;	Correct use of literary language norms in communicative processes. Grammatical norm	
18	[11], Ch 16, p.1-4;	Speech styles	
19	[29], Ch 16, p.111-124;	History of the art of oratory. Preparation and presentation of a speech	
20	[29], Ch 25, p.98-114;	Speech technique	
21	[29], Ch 13, p.68-34;	Content of speech	

Recommended Sources

TEXTBOOK(S)

1. Shiriyev. Speech culture of the Azerbaijani language and communication. Baku, 2020
2. M.A.Hamzayev. S.F.Amiraslanova. Psychology of communication. Baku, 2007
3. N.Salimova. Business correspondence. Baku, 2017

4. E.Karimov Body language, Baku, 2016
5. T.Abdulhasanli, A.Huseinova, G.Ismayilzade Azerbaijani language. Business correspondence. Baku, 2011
6. Nariman Hasanzade, Guldana Panahova, Adalat Abbasov. Azerbaijani language and speech culture (textbook). Baku, "Ecoprint", 2016
7. Abdullayev N.A. Mammadov Z.T. "Teacher's speech culture". Baku, ADPU, 2002
8. Abdullayev N.A. Mammadov Z.T. "Fundamentals of speech culture" Baku, ADPU, 2005
9. Abdullayev A. On speech culture and oratory skills. Baku, 1968
10. Akhundov A. Issues of language and style. Baku, 1987
11. Akhundov A. Language and culture. Baku, 1992
12. History of the Azerbaijani literary language. Baku, 1982
13. Jafarov S. Modern Azerbaijani language (lexicon) Baku, 2007
14. Aliyev K. Schools of oratory of antiquity. Baku, 1985
15. Aliyev K. Fundamentals of speech culture and stylistics. Baku, 2001
16. Hajiyeva I. Speech culture, Baku 2011
17. Hasanzade N. "Culturology". Baku, 2013
18. Hasanov H. Fundamentals of speech culture and stylistics. Baku, 1999
19. Huseynov S. Speech culture. Baku, 2010
20. Gurbanov A. General linguistics (Volume II). Baku, 2011
21. Abdullayev Nadir. Fundamentals of speech culture. Baku, "Science and Education", 2013
22. Babayev Adil. Azerbaijani language and speech culture, Baku, "Science and Education", 2012
23. Jahangirov F. Language and culture. Baku, "Science and Education", 2014
24. Mammadli Nadir. Business and academic communication in the Azerbaijani language, Baku, "Science and Education", 2021
25. Mammadli N. Azerbaijani language and speech culture. Baku, "Science and Education", 2020
26. Salimova N. Business correspondence (methodical correspondence), Baku, 2017
27. Hajiyev T. National literary language and its factors/History of the Azerbaijani literary language. Baku, "Science", 1991
28. Huseynov S., Karacayeva E. Azerbaijani language and speech culture. Baku, "Science and Education", 2016
29. Shiriyev Fikret. Speech culture and rhetoric of the Azerbaijani language. "Nurlar" publishing house. Baku, 2014

Additional information will be distributed either electronically or delivered in printed forms.

Assessment		
Attendance	0%	Less than 75% class attendance results in NA grade
Presentation	20%	
Lab. Works	0%	
Course work	0%	
Quiz	10%	
Midterm Exam	20%	Written Exam
Final Exam	50%	Written Exam
Total	100%	

Assessment Criteria
Final grades are determined according to the Academic Regulations of Azerbaijan State Oil and Industry University for undergraduate studies

Course Policies

1. Attendance of the course is mandatory.
2. Material presented in the lecture as well as assigned readings will be included in testing.
3. Late assignments will not be accepted unless an agreement is reached with the lecturer.
4. Cheating and plagiarism will not be tolerated.
5. Cheating will be penalized according to the Azerbaijan State Oil and Industrial University General Student Discipline Regulations

ECTS allocated based on Student Workload			
Activities	Number	Duration (hour)	Total Workload (hour)
Course duration in class (including midterm)	15	3	45
Presentation	1	10	10
Self-study	15	5	75
Tutorials	15	5	75
Midterm Examination	1	3	3
Preparation for midterm exam	1	10	10
Final Examination	1	3	3

Preparation for final exam	1	20	20
Total Workload			241
Total Workload/30(h)			8.03
ECTS Credit of the Course			4