

**NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY
CST 227- BUSINESS AND PROFESSIONAL COMMUNICATION (3 CR)**

Course Description

Emphasizes principles and practical application of effective professional communication behaviors and rhetorical sensitivity within professional, business, and organizational contexts. Lecture 3 hours per week.

General Course Purpose

Applies communication theory and principles to industrial and organizational settings.

Course Prerequisites/Co-requisites

Fluency in Standard American English. Recommend proficiency in reading and writing at English 111 level.

Course Objectives

Students will understand and appreciate the complexity of interpersonal, group, and presentational communication within a business or corporate environment.

Upon successful completion of this course, students will be able to:

- Report increased self-understanding and confidence in human interactions,
- communicate ideas with fluency and rhetorical sensitivity,
- apply nonverbal communication theory in communicating and evaluating messages,
- use critical thinking to understand and resolve issues,
- demonstrate principles of organization and synthesis of information,
- adapt messages and behaviors to different communication situations,
- employ internal and external dialog to respond to messages,
- demonstrate respect for cultural and social diversity,
- understand the responsibilities associated with freedom of speech,
- demonstrate awareness of historical, cultural and social traditions which influence communication events.

Major Topics to be Covered

- a. Perception and self-concept
- b. Interpersonal communication competencies
- c. Effective listening skills
- d. Verbal and nonverbal messages
- e. Communication roles and expectations
- f. Defensive and supportive communication
- g. Interviewing
- h. Working in small groups
- i. Conflict management
- j. Preparing for business presentations
- k. Intercultural communication
- l. Power in relationships
- m. Using technology