

 FLORIDA ATLANTIC UNIVERSITY	NEW COURSE PROPOSAL Undergraduate Programs		UUPC Approval _____ UFS Approval _____ SCNS Submittal _____ Confirmed _____ Banner Posted _____ Catalog _____
	Department Information Technology and Operations Management College College of Business (To obtain a course number, contact erudolph@fau.edu)		
Prefix GEB Number 3231	(L = Lab Course; C = Combined Lecture/Lab; add if appropriate) Type of Course Lecture	Course Title Business Communication for Data Analysts	
Credits (Review Provost Memorandum) 3	Grading (Select One Option) Regular <input checked="" type="radio"/> Pass/Fail <input type="radio"/> Sat/UnSat <input type="radio"/>	Course Description (Syllabus must be attached; Syllabus Checklist recommended; see Guidelines) This course introduces students to essential communication skills used by successful data analysts: interpersonal/team membership, concise business and technical writing, confident speaking, effective organizational strategies, critical thinking/analysis, appropriate technical language and formats, and productive job-search approaches within the MIS field. This course builds on analysis of data developed in ISM 3116 to show how it can be communicated effectively to audiences both within and outside the MIS field.	
Effective Date (TERM & YEAR) Spring 2021	Prerequisites, with minimum grade* ISM 3116 with C	Corequisites ISM 3116	Registration Controls (Major, College, Level)
*Default minimum passing grade is D-. Prereqs., Coreqs. & Reg. Controls are enforced for all sections of course			
WAC/Gordon Rule Course <input type="radio"/> Yes <input checked="" type="radio"/> No WAC/Gordon Rule criteria must be indicated in syllabus and approval attached to proposal. See WAC Guidelines .		Intellectual Foundations Program (General Education) Requirement (Select One Option) None General Education criteria must be indicated in the syllabus and approval attached to the proposal. See GE Guidelines .	
Minimum qualifications to teach course Credentialed instructor in the Business Communications Program			
Faculty Contact/Email/Phone Dr. Mary Kay Boyd/ mboyd@fau.edu/ 7-3633		List/Attach comments from departments affected by new course	
Approved by Department Chair _____ College Curriculum Chair _____ College Dean _____ UUPC Chair <u>Jerry Flaky (via email confirmation)</u> Undergraduate Studies Dean <u>Edward Pratt (via email confirmation)</u> UFS President _____ Provost _____		Date <u>3/17/20</u> <u>3/17/2020</u> March 17, 2020 <u>3-30-20</u> <u>3-31-20</u>	

Email this form and syllabus to mjenning@fau.edu seven business days before the UUPC meeting.



Sample Syllabus
GEB 3231 [Section and CRN TBD]
Business Communication for Data Analysts
Semester: Spring 2021 Room: [TBD]
Day(s)/Time: [TBD]

Instructor Information

Joseph Compomizzi, D. Sc.

Office Hours

[TBD]

Contact Information

Office: FL 339

Phone: 561-297-2060

Required Texts and Materials

Guffey, M.E. & Loewy, D. (2018). *Business communication: Process and product* 9e. Cengage Learning. Boston, MA. ISBN-978-1-305-95796-1.

Baur, J. (2015). *The essential job interview handbook*. Career Press. Pompton Plains, NJ. ISBN: 978-1-60163-282-1.

Readings that apply speaking and writing skills to the communication of MIS analytics are assigned throughout the course.

Required Equipment: Computer with Internet access, Word, PowerPoint, Excel, Adobe Professional. Bring laptop to each class.

Recommended Texts and Materials

A current grammar book and desk-sized dictionary, and/or

The Purdue Online Writing Lab (OWL) at <http://owl.english.purdue.edu>

The Merriam-Webster Online Dictionary/Thesaurus at <http://www.merriam-webster.com>

FAU Course Catalog Description

Business Communication for Data Analysts (GEB_____) 3 credits

Prerequisites: Junior standing, admission to College of Business, and ISM 3116

This course introduces students to essential communication skills used by successful data analysts: interpersonal/team membership, concise business and technical writing, confident

speaking, effective organizational strategies, critical thinking/analysis, appropriate technical language and formats, and productive job-search approaches within the MIS field. This course builds on analysis of data in ISM 3116 to show how it can be communicated effectively to audiences both within and outside the MIS field.

Course Format

This class is a face-to-face class. Canvas (<https://canvas.fau.edu>) will also be used for communicating with each other outside of class, distributing course materials, collecting assignments, and distributing grades. If you are unfamiliar with this environment, OIT provides support at <http://www.fau.edu/canvas/getting-started.php#Students> AND you can access the student tutorials at https://community.canvaslms.com/docs/DOC-3891#jive_content_id_Students (videos); <https://community.canvaslms.com/docs/DOC-4121> .

Workload Expectations

This course involves 50 minutes of in class instruction for each credit hour per week, and a minimum of two hours of out of class assignments each week for 15 weeks. To master the material covered in this course it is expected that the student will spend a minimum of two hours per week per credit hour on the out of classroom assignments.

Course Learning Objectives

1. Analyze business situations and audiences to select the most effective way to communicate technical data
2. Develop team relationship skills
3. Develop problem and critical analysis skills applicable to the MIS field
4. Develop technical writing skills appropriate for data analysts
5. Use the three-step process of planning, writing (or developing for presentations) and editing/revising business and technical messages
6. Write business and technical documents that are grammatically correct and in the appropriate business style
7. Demonstrate ethical communication
8. Conduct self- and peer-assessments for papers and presentations providing insights that allow for improvement through the revision process
9. Conduct research to produce well-supported business communication and analytics products including APA formatting
10. Develop a thesis/position and create well-developed arguments to support it based on the design project completed in ISM 3116
11. Deliver business/technical presentations appropriate for the audience's need and purpose including technology-generated graphics
12. Use communication technology and software appropriately and effectively
13. Demonstrate ability to conduct an effective and complete job search within the MIS field

Video Recordings

Students' presentations will be video recorded to allow for self-, peer-, and instructor-review to meet Course Objectives 8 and 11. The recording of your presentations is your responsibility and a requirement of each presentation you make for the course. You must make sure that have enough memory on your phone to record your presentation. Phone must be put in airplane so

as to not interrupt the recording of your presentation in the event you receive a text or call. After your presentation, you must upload your recorded presentation to the appropriate assignment link in the course Canvas shell.

Grading Scale

The following table provides the grading scale for both individual activities/assignments and for the course. You can check your grades by going to the Grade Center in Canvas. ***Final grades will not be rounded up.*** Additionally, make-up work and extra credit are not available in GEB3213.

Points	Letter Grade	Points	Letter Grade
920-1000	A	720-779	C
900-919	A-	700-719	C-
880-899	B+	680-699	D+
820-879	B	620-679	D
800-819	B-	600-619	D-
780-799	C+	<600	F

Grading Criteria

A specific grading rubric will be provided with each assignment. For now, the table below provides you a general grading-scale rubric for all assignments.

General Grading Rubric for Written Assignments and Oral Presentations (Comments will be provided to support whatever rating you receive)	
A	Accomplished demonstration: meets all assignment objectives; provides an organizational structure strategically targeted to the communication’s purpose; precisely targets the identified audience; expresses ideas clearly, concisely, precisely and appropriately; demonstrates near-perfect mechanics; meets deadlines for drafts and final submissions.
B	Better-than-acceptable demonstration: meets all major assignment objectives; provides clear organization to achieve the purpose; clearly targets the audience; generally expresses ideas clearly, concisely, precisely, and appropriately; demonstrates occasional mechanical deviations; meets deadlines or agreed upon extensions for drafts and final submissions.
C	Acceptable demonstration: generally meets the assignment objectives; provides enough organization to achieve the purpose; overall targets the audience well enough to achieve the communication objective; expresses ideas understandably, but may need to be more concise and precise; demonstrates mechanical deviations, but none significant enough to impede the communication and/or discredit the communicator; meets deadlines or agreed upon extensions for drafts and final submissions.

D	Insufficient demonstration: falls short of meeting the major assignment objectives; presents either an unclear organizational structure or one that detracts from the communication’s purpose; does not target the audience well enough to achieve the objective; expresses ideas using vague, excessive, or inappropriate words; demonstrates mechanical deviations significant enough to impede and/or discredit the communication; misses deadlines.
F	Unacceptable demonstration —does not meet the major or most of the minor objectives of the assignment; expresses ideas in unclear language or with major mechanical deviations; demonstrates writing that ignores concepts taught in course or professor’s comments on previous papers; does not hand in the assignment; or includes plagiarized material in the assignment.

Course Evaluation Method

The following items constitute your grade for the course:

Assignments	Points
Skill-building activities including team contract and peer reviews W, P	110
In-class participation and professionalism W, P	75
Technical Writing: Analyzing and Writing about the Data Collected /Project	100
Career writing: Cover letter and resume for Business Analyst Position W	100
Practice Interview for Business Analyst Position P	50
Informative presentation/company project definition outline W	100
Informative Presentation: Company Project P	100
Self Evaluation Memo W	100
ISM3116 Project Implementation Recommendation W	150
ISM3116 Project Implementation Presentation P	100
Work Team Evaluation W	15
Total	1000

W-Written assignment/exercise, P-Presentation assignment/exercise

NOTE: No extra-credit assignments are given in this class.

Attendance is expected. Effective participation and professional behavior are expected and worth points. Your professionalism and participation in the class contribute to your learning as well as to your classmates’ learning. Positive participation and professional behavior include arriving to class on time and fully prepared, actively facilitating class activities/discussions, being on task, listening attentively, asking insightful questions, providing peer feedback, and treating all class members respectfully.

Additional Policies

Late Assignments

Assignments are due when specified. For every day a major assignment is late, whether by one hour or 20 hours, 5% of the total points for that assignment will be deducted. Skill-building activities (SBA) must be completed by the due date—no late work or make ups accepted for SBAs.

If you anticipate a problem, contact me immediately. If the issue is a legitimate one (be prepared to provide documentation) and you let me know in advance, I will do my best to work with you.

Attendance Policy

Because class sessions are experiential, designed to build skills, and participatory, attendance is expected, not mandatory. Participating in a face-to-face class is almost impossible if you aren't there.

Contact me ahead of time if you know you are going to be late or absent. You are responsible for finding out what you missed when you are absent—ask another student, contact me, check Canvas. Assignments must be submitted on their due date—even if you miss class. You are also responsible for making up the work you miss before attending the next session. If you come to class unprepared and are unable to participate in the session's activities, that session will count as an absence.

Frequent absences will negatively affect your course grade and may result in your having to repeat the course.

Professionalism Policy

Professional behavior is expected at all times. Professional behavior includes coming to class well-groomed and appropriately dressed, never using offensive language, and treating others with respect.

Any of the following behaviors will negatively affect your participation points: working on material unrelated to class, falling asleep, being disrespectful to anyone in the class, or any behavior that disrupts the classroom activities and others' ability to learn.

Technical Difficulties

Technical difficulties are inevitable, so do not wait until the last minute to complete your work—anticipate and plan for possible problems (e.g., your Internet goes down, some piece of software will not work, etc.) Be sure to keep external copies of your work in case your computer's hard drive crashes or a virus corrupts your files.

Always bring USB drive back-up for presentation visuals stored online.
If you experience a problem with Canvas, submit a ticket to the helpdesk at

<http://www.fau.edu/helpdesk>. Be as specific as possible as to the nature of your problem (e.g., course involved, operating system, Internet provider, and browser used). Include a print screen of the issue or error message if possible.

As with any problem that might keep you from completing your class work, please email me to let me know, BUT do not expect me to fix IT problems.

Communication Policy

Announcements: Check for announcements in Canvas at least once a week. *Be sure you are getting (and reading) announcements and emails sent from our Canvas course.*

Email Accounts: FAU requires all students use their assigned fau.edu email address. You may forward your mail to another account, but you are still responsible for messages sent to your FAU email address.

Netiquette: Pay particular attention to these points:

- Before emailing or posting a question, review the syllabus, schedule, and/or course assignments for the answer.
- Communicate on a professional business level—grammatically correct sentences and professional-level language. Do not confuse your course communication with texting, tweeting, or posting to Facebook.
- Create accurate subject lines for emails. I won't open emails without subjects, and reused subject lines are easily confused with old messages.
- Provide your full name. Email addresses often do not.
- Identify—in text or subject line—which class you are in by time of day it meets or CRN#.

Anti-plagiarism Software

Written components of any assignment or project will be submitted to anti-plagiarism software to evaluate the originality of the work. Submitting work that is not one's own is a violation of the University's honor code discussed below.

Code of Academic Integrity Policy Statement

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards because it interferes with the university mission to provide high quality education in which no student enjoys an unfair advantage over another. Examples of violating academic integrity are:

1. Turning in someone else's work.
2. Having someone else write or rewrite your work.
3. Completing someone else's work for him or her.
4. Citing secondary sources as primary sources.
5. Copying passages, paraphrasing ideas, or borrowing the basic organization and structure from sources without providing proper documentation.
6. Self-plagiarising (e.g., using a paper or presentation you created for another class, or even

for this class if you have taken it before, unless the professors allow an exception). Such violations are serious offenses and may result in your receiving an “F” for the course and whatever other disciplinary action is allowed by the College and University. Be sure you are familiar with FAU’s Academic Integrity Code:

http://www.fau.edu/regulations/chapter4/4.001_Code_of_Academic_Integrity.pdf

Go to FAU’s library to familiarize yourself with intellectual property guidelines:

http://www.library.fau.edu/depts/digital_library/copyright.htm

Disability Policy Statement

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS)—in Boca Raton, SU 133 (561-297- 3880); in Davie, LA 131 (954-236-1222); or in Jupiter, SR 110 (561-799-8585) —and follow all SAS procedures.

Counseling and Psychological Services (CAPS) Center

Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU’s Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual counseling, support meetings, and psychiatric services, to name a few – offered to help improve and maintain emotional well-being. For more information, go to <http://www.fau.edu/counseling/>

Religious Accommodation Policy Statement

In accordance with rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University to observe religious practices and beliefs with regard to admissions, registration, class attendance, and exam/assignment scheduling. For further information, please see Academic Policies and Regulations.

University Approved Absence Policy Statement

According to Florida Atlantic University rules, students have the right to reasonable accommodations to participate in University approved activities, including athletic or scholastic teams, musical and theatrical performances, and debate activities. The student must notify the course instructor at least one week prior to missing any course assignment.

College of Business Minimum Grade Policy Statement

The minimum grade for College of Business requirements is a “C,” which includes all courses that are a part of the pre-business foundation, business core, and major program. In addition, courses used to satisfy the university’s Writing across the Curriculum and Gordon Rule requirements also have a minimum grade requirement of a “C.” Course syllabi give specific information about grading as it pertains to individual classes.

Incomplete Grade Policy Statement

Incompletes are issued only in extreme circumstances (e.g., hospitalization). Documentation is

required. Incompletes are given only to students who have finished most of the course requirements and are otherwise passing.

Withdrawals

Any student who decides to drop is responsible for initiating and completing the proper paper work required to withdraw from the course. You are responsible for initiating this process. Check the academic calendar (<https://www.fau.edu/registrar/registration/calendar.php>) for this semester's last-day-to-withdraw date. If you do not formally withdraw and your name appears as a gradable entry on the grade sheet, your grade will be an *F*.

Disruptive Behavior Policy Statement

Disruptive behavior is defined in the FAU Student Code of Conduct as “... *activities which interfere with the educational mission within classroom.*” Students whose classroom behavior disrupts other students' educational experiences and/or the instructor's course objectives are subject to disciplinary action. Such behavior impedes students' ability to learn or an instructor's ability to teach. Disruptive behavior may include, but is not limited to: non-approved use of electronic devices (including cellular telephones); cursing or shouting at others; or, other violations of an instructor's expectations for classroom conduct.

COURSE SCHEDULE

(The following course schedule and assignments are subject to change)

Week	Topics
1	<ul style="list-style-type: none"> • Introductions • Review Syllabus • Review Canvas Shell • Overview of Course
2	<ul style="list-style-type: none"> • Introduction to Communications Theory-Ch 1 (Guffey and Loewy) • Teams-Ch 2 (Guffey and Loewy) • Team Contracts • Business Communications Software
3	<ul style="list-style-type: none"> • Organizing Business Messages-Ch 4-6 (Guffey and Loewy) • 3x3 Writing Process <ul style="list-style-type: none"> ○ Pre-Writing: Audience and User Analysis ○ Listening and Questioning for analysis • Analyzing and Writing about the Data Collected: Needs Analysis Assignment <ul style="list-style-type: none"> ○ Video: Technical Process Analysis-What My Manager Needs Done
3	<ul style="list-style-type: none"> • Organizing Business Messages – Ch 4-6 (Guffey and Loewy) • 3x3 Writing Process: Drafting and Writing <ul style="list-style-type: none"> ○ Drafting/Writing Project Definitions-Task and User-Centered Design ○ Writing Project Definitions-Task and User-Centered Design • Assignment: What My Manager Needs Done: Needs Analysis and Process Document
4	<ul style="list-style-type: none"> • Organizing Business Messages – Ch 4-6 (Guffey and Loewy) • 3x3 Writing Process: Editing and Revising • What My Manager Needs Done: Needs Analysis and Process Document Peer Review
5	<ul style="list-style-type: none"> • The True Test: What My Manager Needs Done: Needs Classroom Application of Documented Process
6	<ul style="list-style-type: none"> • Business Presentations: The Informative Presentation Ch 8-9 (Guffey and Loewy)

	<ul style="list-style-type: none"> • Guest Speaker – Business Librarian who will speak on research • Introduction to APA • Company Analysis/Informative Presentation Assignment
7	<ul style="list-style-type: none"> • Business Presentations: The Informative Presentation Ch 8-9 (Guffey and Loewy) <ul style="list-style-type: none"> ○ Business/Technical Presentation – Visual Aids ○ Self Evaluation Process and Assignment-Presentation Skills ○ Peer Feedback Process-Presentation Skills
8	<ul style="list-style-type: none"> • Career Center Guest Speaker <ul style="list-style-type: none"> ○ Resume, Cover Letter and Practice Interview Assignments
9	<ul style="list-style-type: none"> • Company Analysis/Informative Presentation with Peer Feedback • Resumes and Cover Letter Workshop-Ch 15-16 (Guffey and Loewy)
10	<ul style="list-style-type: none"> • Company Analysis/Informative Presentation with Peer Feedback • Interviewing for a Technical Job -Ch 16 (Guffey and Loewy) <ul style="list-style-type: none"> ○ Interview Techniques and Questions Resource (Baur)
11	<ul style="list-style-type: none"> • Company Analysis/Informative Presentation with Peer Feedback • Introduction to Business Reports/Recommendation Lecture-Ch 13 (Guffey and Loewy) <ul style="list-style-type: none"> ○ Recommendation Report of ISM3116 Project to Company Assignment
12	<ul style="list-style-type: none"> • Company Analysis/Informative Presentation with Peer Feedback • Introduction to Business Reports/Recommendation Lecture-Ch 13 (Guffey and Loewy)
13	<ul style="list-style-type: none"> • Persuasive Messages Lecture-Ch 10 (Guffey and Loewy) <ul style="list-style-type: none"> ○ Recommendation of ISM3116 Project to Company Presentation Assignment ○ Persuasive Messages Outline
14	<ul style="list-style-type: none"> • Recommendation Report of ISM3116 Project to Company Draft Peer/Self Review
15	<ul style="list-style-type: none"> • Recommendation of ISM3116 Project to Company Presentations with Peer Review
15	<ul style="list-style-type: none"> • Recommendation of ISM3116 Project to Company Presentation with Peer Review
Final Exam	<ul style="list-style-type: none"> • Team Review

*This schedule and the assignments are subject to change. **For all assignments uploaded through Canvas, please label your files as follows: YourLastName.AbbreviatedAssignmentTitle. So if Jane Doe was handing in the Executive Summary, she would save her file as Doe.ExSum. I have provided the appropriate abbreviations in brackets for all assignments to be uploaded to Canvas.

