

 FLORIDA ATLANTIC UNIVERSITY	NEW COURSE PROPOSAL Graduate Programs		UGPC Approval _____ UFS Approval _____ SCNS Submittal _____ Confirmed _____ Banner _____ Catalog _____	
	Department Business Communications College College of Business (To obtain a course number, contact erudolph@fau.edu)			
Prefix GEB Number 6254	(L = Lab Course; C = Combined Lecture/Lab; add if appropriate) Lab Code	Type of Course Lecture	Course Title Intercultural Business Communications for a Global Economy	
Credits (See Definition of a Credit Hour) 3	Grading (Select One Option) Regular ☒ Sat/UnSat ☐	Course Description (Syllabus must be attached; see Template and Guidelines) This course focuses on business writing and speaking strategies to (1) critical thinking for business problem solving analysis/solution and persuasive proposals and (2) advanced research for business decision making in intercultural situations and environments using standard business and industry analysis models.		
Effective Date (TERM & YEAR) Spring/2026				
Prerequisites Admission to a business graduate degree program of study or certificate program in Applied Business Communications Strategies <i>Prerequisites, Corequisites and Registration Controls are enforced for all sections of course.</i>		Academic Service Learning (ASL) course ☐ Academic Service Learning statement must be indicated in syllabus and approval attached to this form.		
		Corequisites	Registration Controls (For example, Major, College, Level)	
Minimum qualifications needed to teach course: Member of the FAU graduate faculty and has a terminal degree in the subject area (or a closely related field).		List textbook information in syllabus or here Varner, I. & Beamer, L. (2011). Intercultural communication in the global workplace. 5th edition, Boston: McGraw-Hill.		
Faculty Contact/Email/Phone James Granger/jgranger@fau.edu/7-0659		List/Attach comments from departments affected by new course Attached		

Approved by Department Chair <u>Joseph Corraji</u> College Curriculum Chair <u>Robert Pinsker</u> College Dean <u>Marc Rhorer</u> UGPC Chair _____ UGC Chair _____ Graduate College Dean _____ UFS President _____ Provost _____	Date <u>2/25/2025</u> 03/13/2025 03/13/2025 _____ _____ _____ _____ _____
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Email this form and syllabus to UGPC@fau.edu 10 days before the UGPC meeting.



Intercultural Business Communications for a Global Economy

GEB 6254 CRN# XXXXX

Fall 2025; 3 credits

TR: 2:00-3:20 p.m.; Fleming Hall, Room XXX

Instructor Information

Instructor Name

Instructor Office

Instructor Phone

Instructor Email:

Office Hours

TBD

Required Texts and Materials

Varner, I. & Beamer, L. (2011). *Intercultural communication in the global workplace*. 5th edition, Boston: McGraw-Hill.

EIGames. (2024). *Cultural awareness*. Eigames.com.

Required Equipment: Computer with camera and Internet access, Word, PowerPoint, Excel

Course Description

This course focuses on business writing and speaking strategies to (1) critical thinking for business problem solving analysis/solution and persuasive proposals and (2) advanced research methods for business decision making in intercultural situations and environments using standard business and industry analysis models.

Pre-Requisite

Admission to a business graduate degree program of study or certificate program in Applied Business Communications Strategies.

Instructional Method/Attendance Policy

Class sessions will be delivered in person and students are required to attend on-campus. We will meet in-person for all sessions unless otherwise instructed. Attending all class sessions will help you succeed in this course; however, ***you cannot pass the course if you miss more than three class sessions***. Because class sessions are experiential and designed to build skills, attendance and participation are mandatory.

Course Objectives/Student Learning Outcomes

Upon completion of the course, you will be able to demonstrate the following abilities:

1. understand the foundations of culture, communication process, and cultural intelligence in business and multi-national industry
2. critically analyze your personal cultural perception and its influence on how you communicate in business situations
3. understand how individuals' cultural backgrounds, including your own, can impact their communication process in business contexts
4. examine and understand the economic, religious, legal and political relationships between cultural contexts and business contexts
5. be able to identify variations in cultural values, ethical issues and practices, corporate practices, verbal and nonverbal communication practices, and the impacts they have on business and the consequences of misunderstanding them in business
6. understand how technology is used in cross-culture business communications
7. formulate strategies for more effectively communicating in intercultural business context through writing and presenting

Course Evaluation Method

All major assignments in this class provide feedback to you in three distinct ways: grade scores, rubrics, and instructor comments. Access all the feedback provided for a given assignment to understand the grade and improve skills. Detailed instructions are provided in Canvas.

The final grade will be based on the following points:

750 points: oral and written assignments, tests

250 points: participation including posts and exercises

1000 points: total possible points to be earned

No extra-credit assignments are given in this class.

Note: A passing grade for the course cannot be earned unless all assignments are submitted. Assignments are not accepted more than 7 days after the deadline.

Course Grading Scale

Table for written assignments and oral presentations; each assignment is based on a 100 or 200-point scale. Comments will be provided to support whatever rating you receive.

A: 90-100 / 100 180-200 / 200	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 (if any) and final submissions.
B: 80-89 / 100 160-179 / 200	Acceptable demonstration: meets all major assignment objectives; provides clear organization to achieve the purpose, targets the audience well enough to achieve the communication objective; generally expresses ideas clearly, concisely, precisely, and appropriately;

	demonstrates occasional mechanical deviations, but not significant enough to impede the communication and/or discredit the communicator; meets deadlines or agreed upon extensions for drafts (if any) and final submissions.
C: 70-79 / 100 140-159 / 200	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.
D: 60-69 / 100 120-139 / 200	Seriously flawed 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; misses deadlines.
F: 0-59 / 100 0-119 / 200	Unacceptable demonstration—does not meet any of the assignment's objectives; 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.

Major Assignment Descriptions:

- Cultural and Business Contexts Test
- Country Analytical Paper: analysis to identify political, religious, social, communication and language, industrial and legal values, major industries, business practices and norms
- Company Overview: Pestel analysis and presentation of analysis
- Recommendation Report and Presentation; recommendation to company officers within their cultural context of a solution to a challenge, problem or opportunity faced by the company including demonstration of written, verbal and non-verbal business customs and practices
- Completion of discussion posts, emails, memorandums, intercultural business simulations, peer reviews

Final Grade

The final grade will be calculated according to the points (not the percentages, which are rounded) on the following grade scale. In short, look at the points when you want to determine your grade.

Grade	Points
A	920-1000
A-	900-919
B+	880-899

B	820-879
B-	800-819
C+	780-799
C	720-779
C-	700-719
D+	680-699
D	622-679
D-	600-619
F	Below 600

Questions about Assignments or Grades?

If you have questions about assignments given or grades issued in this course, including your final grade, you must first contact me; this course will adhere to FAU procedures for grade reviews. Follow the 24/7 rule: Wait 24 hours before contacting me about your grade so that you have time to study the rubric ratings and feedback, but do not wait more than seven days.

Policies on Exams, Attendance, Late Work, and Incompletes Exams

This course has exams. Because this course is a skills building course with the knowledge and skills building upon each previous class, attendance is mandatory; missing three classes will result in a fail for the course. Incompletes are only issued with extreme emergency and must be approved by the instructor. Late work results in a 5% deduction of the total points of the assignment per day; after five days, zero points will be assigned.

Attendance Policy:

As mentioned above, classes are mandatory, and you will not be able to pass the course if you miss more than three class sessions. Contact me ahead of time if you know you are going to be absent.

You are responsible for finding out what you miss when you are absent—ask another student or contact me. Assignments must be uploaded to the designated drop-box or handed in on their due date, even if you miss class. You are also responsible for making up the work you missed before attending the next session. If an assignment was given, you are expected to submit it on time and be prepared for the next class. If you come to class unprepared and are therefore unable to participate in the session's activities, that session will count as another absence.

University Attendance Policy

Students are expected to attend all of their scheduled University classes and to satisfy all academic objectives as outlined by the instructor. The effect of absences upon grades is

determined by the instructor, and the University reserves the right to deal at any time with individual cases of non-attendance. Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations or participation in University approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absences and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed 3 without any reduction in the student's final course grade as a direct result of such absence.

Late Assignments

All assignments and revisions are due on or before the date specified. Late work will be **penalized 5% of the total possible points for that assignment** for each day the assignment is late up to five days; after five days zero points will assigned.

Incompletes

We do not issue incompletes for this class except in extreme and rare circumstances (e.g., hospitalization). Documentation will be required. To receive an "I" under these circumstances, you must be passing the course with only the final assignment(s) remaining and must make up the work in a specified time, which will be within the next semester. If the work is not completed satisfactorily by the designated time, the "I" will automatically become a "U."

<http://www.fau.edu/academic/registrar/FAUcatalog/academics.php>

Time Commitment Per Credit Hour

For traditionally delivered courses, not less than one (1) hour of classroom or direct faculty instruction each week for fifteen (15) weeks per Fall or Spring semester, and a minimum of two (2) hours of out-of-class student work for each credit hour. Equivalent time and effort are required for Summer Semesters, which usually have a shortened timeframe. Fully Online courses, hybrid, shortened, intensive format courses, and other non-traditional modes of delivery will demonstrate equivalent time and effort.

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.

Anti-plagiarism and IA Software Use

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 including assignments generated through AI software such as ChatGPT.

AI Language Specific To This Course

AI Flexible: The use of AI to assist in work assigned in this specific course is permitted only for specific assignments as indicated by the instructor. Use must be properly documented and cited per instructor guidelines (<https://fau.edu/ai/citation>).

Artificial Intelligence Preamble

FAU recognizes the value of generative AI in facilitating learning. However, output generated by artificial intelligence (AI), such as written words, computations, code, artwork, images, music, etc., for example, is drawn from previously published materials and is not your own original work.

FAU students are not permitted to use AI for any course work unless explicitly allowed to do so by the instructor of the class for a specific assignment. **[\[Policy 12.16 Artificial Intelligence\]](#)**

Class policies related to AI use are decided by the individual faculty. Some faculty may permit the use of AI in some assignments but not others, and some faculty may prohibit the use of AI in their course entirely. In the case that an instructor permits the use of AI for some assignments, the assignment instructions will indicate when and how the use of AI is permitted in that specific assignment. It is the student's responsibility to comply with the instructor's expectations for each assignment in each course. When AI is authorized, the student is also responsible and accountable for the content of the work. AI may generate inaccurate, false, or exaggerated information. Users should approach any generated content with skepticism and review any information generated by AI before using generated content as-is.

If you are unclear about whether or not the use of AI is permitted, ask your instructor before starting the assignment.

Failure to comply with the requirements related to the use of AI may constitute a violation of the **[Florida Atlantic Code of Academic Integrity, Regulation 4.001.](#)**

Proper Citation: If the use of AI is permitted for a specific assignment, then use of the AI tool must be properly documented and cited. For more information on how to properly cite the use of AI tools, visit **<https://fau.edu/ai/citation>**

Selected College and University Policies:

College of Business Minimum Grade Policy Statement

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

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/>

Disability Policy

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) and follow all SAS procedures. SAS has offices across three of FAU's campuses – Boca Raton, Davie and Jupiter – however disability services are available for students on all campuses. For more information, please visit the SAS website at www.fau.edu/sas/.

Religious Observance Regulation

In accordance with rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices, observances, and beliefs with regard to admissions, registration, class attendance and the scheduling of examinations and work assignments. For further information, please see FAU Regulation 2.007 at <https://www.fau.edu/regulations/chapter2/Reg%202.007%208-12.pdf>

FAU Email

FAU's primary source for correspondence with students is through the student's FAU email. Messages sent by the University may include time-sensitive information regarding student accounts, announcements and class information. Students are responsible for checking their FAU email on a regular basis. FAU has partnered with Google to bring students Owl Apps, a Gmail interface that replaces the MyFAU email and includes a 25 GB inbox, among other features. To switch to Owl Apps and for more information about FAU email, visit www.fau.edu/owlapps. For issues with logging into MyFAU, contact the Office of Information Technology Help Desk or 561-297-3999.

Grade Appeal Process

A student may request a review of the final course grade when he or she believes that one of the following conditions applies:

- A computational or recording error in the grading.
- Non-academic criteria applied in grading process.
- A gross violation of the instructor's own grading system.

Follow these procedures:

http://www.fau.edu/regulations/chapter4/4.002_Student_Academic_Grievance_Procedures_for_Grade_Reviews.pdf

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 who behave in the classroom such that the educational experiences of other students and/or the instructor's course objectives are disrupted 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 in such a way as to be

disruptive; or, other violations of an instructor's expectations for classroom conduct.
http://www.fau.edu/regulations/chapter4/REGULATION%204%20007_6%2023%2015%20Clean%20Copy%20rev%2012.16.pdf

Faculty Rights and Responsibilities

Florida Atlantic University respects the right of instructors to teach and students to learn. Maintenance of these rights requires classroom conditions which do not impede their exercise. To ensure these rights, faculty members have the following prerogatives:

- To establish and implement academic standards
- To establish and enforce reasonable behavior standards in each class
- To refer disciplinary action to those students whose behavior may be judged to be disruptive under the Student Code of Conduct

Remediation Requirement

Students who do not demonstrate satisfactory writing or speaking skills in their assignments will be required to seek tutorial help and/or attend Toastmasters; if these skills do not rise to an acceptable level by the end of the semester, they will be required to repeat the course.

Professional English Language Support Program (PELS)

The Professional English Language Support (PELS)'s mission is to provide resources and instruction to help domestic and international multilingual and multidialectal students attain their academic and professional goals by enhancing their writing and speaking skills and to provide faculty with support specific to teaching professional English writing to multilingual students.

The PELS Program offers free half-semester courses, workshops, support materials, and faculty engagement. For a complete list of PELS Services and events, visit <https://www.fau.edu/pels/>

Code of Academic Integrity

Students found to be submitting work that is not their own will be deemed in violation of the University's honor code discussed below.

The following actions violate academic integrity:

1. Turning in someone else's work
2. Having someone else write or rewrite your work for you
3. Completing someone else's work for him or her
4. Providing your work to someone else, giving him or her the opportunity to copy it
5. Citing secondary sources as primary sources
6. Copying passages or critical words/phrases without using the necessary quotation marks
7. Paraphrasing ideas or borrowing the basic organization and structure from sources without providing proper documentation (Be sure paraphrasing is a restatement in your own words and form and is not just a slight alteration of the source material.)
8. Submitting the same paper to two different courses without prior approval from the professor for the second course (includes assignments written for

this course if you've taken it before)

You are responsible for ensuring that none of your academic work violates academic integrity. Such violations are serious offenses and may result in your receiving a "0" for the assignment and a "U" in the course and whatever other disciplinary action is allowed by the College and University (e.g., dismissal from your program).

Plagiarism:

Plagiarism takes many forms, including but not limited to:

- Direct copying (including 3 words in a row) without using quotations.
- Failure to use citations when an idea is not yours
- Copying material without quotation marks is always plagiarism, even if you cite the source.
- Providing references in the reference section without using citations is still plagiarism.

As a student, you are to avoid all types of plagiarism. For example, you must cite the textbook where you paraphrase a definition or concept from it. Failure to paraphrase and/or cite correctly your sources can result in dismissal from the class and the University. Saying you worked on a project together and used the same references is not an excuse. Everyone must turn in their own individual paper which follows the correct APA formatting including proper referencing. If you are unsure about the correct ways to paraphrase concepts and definitions, contact the campus academic advisor, or the Business Communications Department on the Boca Raton campus, for further assistance.

University Academic Integrity Policy: 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 a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see [University Regulation 4.001](#).

Policy on the Recording of Lectures

Students enrolled in this course may record video or audio of class lectures for their own personal educational use. A class lecture is defined as a formal or methodical oral presentation as part of a university course intended to present information or teach students about a particular subject.

Recording class activities other than class lectures, including but not limited to student presentations (whether individually or as part of a group), class discussion (except when incidental to and incorporated within a class lecture), labs, clinical presentations such as patient history, academic exercises involving student participation, test or examination administrations, field trips, and private conversations between students in the class or

between a student and the lecturer, is prohibited. Recordings may not be used as a substitute for class participation or class attendance and may not be published or shared without the written consent of the faculty member. Failure to adhere to these requirements may constitute a violation of the University's Student Code of Conduct and/or the Code of Academic Integrity.

Technical Support

This course uses Canvas for web-assistance. This platform will be used to augment classroom activities and to help you interact with one another and with me throughout the semester. You will also use Canvas "Assignments" to submit your assignments and pick up the evaluated assignments.

FAU's Office of Information Technology provides technical support from its website at <http://www.fau.edu/oit/>

Most issues in Canvas can be resolved by clicking on the "Help" tab located on the menu bar. Upon clicking the "Help" tab, you will be able to:

- Report a problem
- Search Canvas guides
- Be sure to check your FAU email address and Canvas daily. I'll be using it to contact you throughout the semester. If you forward your FAU email to your personal email account, you may not receive all FAU messages.

Technical Problem Resolution Procedure

In the online environment, there is always a possibility of technical issues (e.g., lost connection, hardware or software failure). Many of these can be resolved relatively quickly, but if you wait until the last minute before due dates, the chances of these glitches affecting your success are greatly increased. Please plan appropriately. If a problem occurs, it is essential that you take immediate action to document the issue so your instructors can verify and take appropriate action to resolve the problem.

It is your responsibility to obtain the necessary information and skills to manage the hardware and software systems of this course. In addition, if your personal computer becomes unavailable for any reason, you are responsible for locating and operating other adequate computer resources to meet the course deadlines.

Remember, you can always go to any FAU computer lab to complete your work!

Recommended Browsers

Canvas supports the latest two versions of the most widely used browsers. We have learned that Canvas works better with Google Chrome and Mozilla Firefox than with Internet Explorer. If Internet Explorer is currently your only browser, consider installing Chrome or Firefox.

We highly recommend updating to the **newest version** of whatever browser you are using as well as updating to the most recent Flash plug-in.

For more details, see Which Browsers Does Canvas Support?

Getting Help

FAU has purchased Tier 1 support, provided by Canvas. What does this mean for you?

Canvas support is available **24/7, 365 days a year** in various forms. You can use the Canvas Guides to search for answers, call the support hotline to talk to a person, hit the chat link to message a Canvas support technician, or report an issue directly to Canvas.

You can access all of these help options by clicking on the **Help** link in the bottom-left corner of the Canvas window and then selecting your preferred method of assistance.

If you call FAU's Help Desk, please be sure to select the option for Canvas.

Course Topical Outline

This course averages not less six hours (two hours for each credit hour) of out-of-class assignments each week for the semester. Out-of-class assignments may include readings, research, homework assignments, research papers, interactive tutorials, study groups, or other activities appropriate for the course.

Please refer to below schedule for specific due dates.

Course Schedule

PLEASE NOTE: Changes to the schedule may be made at the instructor's discretion.

WEEK	TOPIC and CLASS OUTLINE	HOMEWORK
1	MODULE 1	
	• Introductions • Course Introduction and Overview • Textbook and resources • Canvas review • Syllabus review	• Read Chapter 1 • Discussion Post #1
2	MODULE 2	
	• Introduction to Communications • Introduction to Cultures • Cultural Faux Pas	• Read Chapter 3, 4 • Discussion Post #2 – one member of group posts country of study for group
3	MODULE 3	

	• Studying and Researching: Cultural and Universal Systems • Audience Analysis: Me vs You, I vs Group in Business Cultures • Paper 1 Assignment: Your Country of Study	• Read Chapter 4, 2 • Research Country for Paper • Discussion Post #3 • Complete Level 1 of <i>EI Games: Cultural Awareness</i> and post score to assignment link in Canvas
4	MODULE 4	
	• Audience Analysis: Me vs You, I vs Group in Business Cultures (cont.) • The Role of Language in Intercultural Business Communications • Types and Organization of Messages to Another Culture • Choose Company of Study	• Prepare for Test 1: Chapters 1, 3, 4, 2 • Research Country Paper • Discussion Post #4 • Read Chapter 5
5	MODULE 5	
	• Test 1: Chapters 1, 3, 4, 2 • Types and Organization of Messages to Another Culture • Presentation 1 Assignment: Company Introduction	• Submit Draft of Country Paper for Peer Review • Read Chapter 8 • Discussion Post #5 • Begin research of Company for presentation
6	MODULE 6	
	• Peer Review of Country Paper • Conducting Business Research and APA	• Make final edits and submit Country Paper for Grading • Research Company for presentation and begin preparing group outline • Discussion Post #6 • Read Chapter 6
7	MODULE 7	
	• Paralanguage and Non-verbal intercultural communications • Business and Social Customs • Intercultural Invitation Assignment: Email Invitation to your Company Presentation	• Complete Company research and submit presentation outline for Company Presentation-only one team member submits outline for Group • Complete Level 2 of <i>EI Games: Cultural Awareness</i> and post score to assignment link in Canvas • Discussion Post #7 • Read Chapter 7, pgs 204-205
8	MODULE 8	

	• Visual Aid Basics and Design for Intercultural Audiences • Recommendation Assignment	• Complete and submit Email Invitation to assignment link for grading • Post Email Invitation to Company Presentation to Discussion Board for feedback from other groups • Practice/Prepare Company Presentation – submit slides to assignment link • Discussion Post #8 • Begin recommendation research
9	MODULE 9	
	• Presentations with Peer Feedback	• Complete Level 3 of <i>EI Games: Cultural Awareness</i> and post score to assignment link in Canvas • Research recommendation
10	MODULE 10	
	• Presentations with Peer Feedback • Making Intercultural Recommendations	• Complete Level 4 of <i>EI Games: Cultural Awareness</i> and post score to assignment link in Canvas • Complete research recommendation • Read Chapter 7
11	MODULE 11	
	• Variable Rules of Engagement • Making Intercultural Recommendations • Recommendation Presentation Assignment	• Write and submit draft of recommendation for peer/self-review • Discussion Post #9
12	MODULE 12	
	• Peer/self-review of recommendation • Edit recommendation	• Submit recommendation for grading – only one team member submits • Prepare Recommendation Presentation Outline and slides • Discussion Post #10
13	MODULE 13	
	• Pair Share Peer Review of Recommendation Presentation Outline, Practice Presentations	• Revise outline and slides • Submit slides for presentation – only one team member submits slides • Practice presentations

14	MODULE 14	
	• Recommendation Presentations	• Practice presentations
15	MODULE 15	
	• Recommendation Presentations	Final Reflection Post due: TBA <i>Semester end/grades due – no late assignments accepted at this point</i>

New Courses: College of Business/Business Communications

Departmental Concurrences: GEB6228 and GEB6254

From: Joseph Compomizzi <jcompomizzi@fau.edu>

Date: Wednesday, February 26, 2025 at 1:51 PM

To: Shane Eason <eason@fau.edu>

Subject: RE: Course Review Request: Advanced Business Presentation Skills for Professionals, Managers and Executives - GEB6228

Thanks, Shane.

Joe

Joseph Compomizzi, D.Sc
Director and Senior Instructor
Business Communications
College of Business
Florida Atlantic University
777 Glades Road
Boca Raton, FL 33431
561-297-3633
jcompomizzi@fau.edu

From: Shane Eason <eason@fau.edu>

Sent: Wednesday, February 26, 2025 11:47 PM

To: Joseph Compomizzi <jcompomizzi@fau.edu>

Subject: Re: Course Review Request: Advanced Business Presentation Skills for Professionals, Managers and Executives - GEB6228

Hi Joe...

Yes, that's fine. Apologies for the delay. It's been a crazy busy day.

SCE

Interim Director | Associate Prof. of Experimental and Documentary Film | Multimedia Production Coordinator
| DFSCAL FA Chair
School of Communication & Multimedia Studies | Dorothy F. Schmidt College of Arts & Letters | Florida
Atlantic University
eason@fau.edu | fau.edu/scms

From: Joseph Compomizzi <jcompomizzi@fau.edu>

Date: Wednesday, February 26, 2025 at 1:51 PM

To: Shane Eason <eason@fau.edu>

Subject: RE: Course Review Request: Advanced Business Presentation Skills for Professionals, Managers and Executives - GEB6228

Hi Shane:

I hope you are having a good day.

Regarding your email about the expanded explanation, may I include it with the documentation with the new course forms as no objection please?

Thanks for your help.

Joseph Compomizzi, D.Sc.
Director, Business Communications
Florida Atlantic University
777 Glades Road
Boca Raton, FL 33431
561-297-3633
jcompomizzi@fau.edu

From: Shane Eason <season@fau.edu>
Sent: Tuesday, February 25, 2025 5:32 PM
To: Joseph Compomizzi <jcompomizzi@fau.edu>
Cc: Myrna Sotolongo <msotolo2@fau.edu>; Beth Sindaco <bsindaco@fau.edu>; James Granger <jgranger@fau.edu>
Subject: Re: Course Review Request: Advanced Business Presentation Skills for Professionals, Managers and Executives - GEB6228

Thanks for the expanded explanation on all this, Joe.

Cheers,

Shane

Interim Director | Associate Prof. of Experimental and Documentary Film | Multimedia Production Coordinator
| DFSCAL FA Chair

School of Communication & Multimedia Studies | Dorothy F. Schmidt College of Arts & Letters | Florida
Atlantic University
season@fau.edu | fau.edu/scms

To: Shane Eason

Date: Tue 2/25/2025 3:11 PM

Hi Shane:

Thanks for your email. In lieu of our continued phone tag, I thought I would just reply via email to thank you for helping with the review of the two courses Business Communications needs to offer and to put minds to rest regarding the course differentiation and targeted audiences:

- GEB6228
- GEB6254

As explained GEB6254 is a course replacing GEB6217: Communications Strategies for Business Professionals for Executive MBA program in International Business. Last year this program was transferred from Executive Education to the Traditional MBA programs. We have been teaching the course as GEB6217 for the Traditional MBA program only until the GEB6254 course/syllabus could be developed. The problem is that in the Traditional Programs, the description and objectives of the GEB6217 course are incorrect for the International Business degree and were restrictive of other degree programs in the College of Business including Hospitality and Tourism Management as electives. This course takes basic intercultural knowledge and joins it to business analysis and critical thinking for business problem resolution which is significantly different than the intercultural communications courses offered by Arts and Letters with the intended audience being Business Degree graduate students.

GEB6228 Advanced Business Presentation Skills for Professionals, Managers and Executives is a course that has been specifically requested by Executive Education building on the required GEB6217 course, for which A&L does not serve. Graduate business students identified the need to further develop their business presentation skills taught in GEB6217. The GEB6228 course goes beyond public speaking/professional speaking in that these students will develop further knowledge on the format, delivery, and technical aspects of business presenting using actual work assignments they must complete in their respective professions and positions to a variety of audiences including people they manage, peers, superiors and boards of directors on technical, operational, and financial subjects.

Since these courses are specific to business students, to make sure that the intended audiences are graduate business students, the Course Description and Syllabus for the GEB6254 have been changed to emphasize business writing and presenting using advanced business research methods for business decision making in intercultural situations and environments using standard business and industry analysis models. The prerequisite for the course details admission to a business graduate degree program of study or certificate program in Applied Business Communications Strategies. The New Course Form has also been edited with these changes. In addition, the Course Description and Syllabus for GEB6228 has been revised connecting participants job tasks, problems and responsibilities to course assignments directly as well as revision of prerequisites to include admission to a graduate business degree of study and completion of GEB6217: Communications Strategies for Business Professionals or GEB6215: Communications Strategies for Business Professionals with Core-Course follow-up, thus assuring the intended audience is graduate business students.

I will include this communications as an attachment to the New Course Forms for both courses to assure that concerns have been clarified and addressed regarding targeted audiences and the foci of the courses specific to business and industry.

Thanks, again, Shane for all your help.

Joe

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From: Shane Eason <eason@fau.edu>
Sent: Sunday, February 16, 2025 6:37:42 PM
To: Joseph Compomizzi <jcompomizzi@fau.edu>
Cc: Myrna Sotolongo <msotolo2@fau.edu>; Beth Sindaco <bsindaco@fau.edu>
Subject: Re: Course Review Request: Advanced Business Presentation Skills for Professionals, Managers and Executives - GEB6228

Hi, Joe et al....

After review, some concerns have been raised regarding the two most recent course proposals from CoB and the potential for additional CoB course proposals in the future.

Per the request, SCMS recently reviewed the following course proposals:

- GEB 6228 – Advanced Business Presentation Skills
- GEB 6254 – Business Communications for a Global Economy

Notes:

- There is growing discomfort with the increasing number of proposed undergraduate and graduate business communication courses. While CoB has improved in identifying these courses as business-centric, there is concern that they are rebranding core Communication Studies courses under a business label.
- To move this forward, SCMS has agreed that these courses should have major restrictions to ensure they serve their intended audience rather than drawing students away from SCMS courses.
- Additionally, while SCMS may not be in direct competition for students, this trend is concerning. We do not want to find ourselves in a position where our own courses become

restricted from including business or workplace-related content simply because CoB has introduced similar courses.

Best,

Shane

**Interim Director | Associate Prof. of Experimental and Documentary Film | Multimedia Production
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From: Joseph Compomizzi <jcompomizzi@fau.edu>

Date: Wednesday, February 12, 2025 at 4:19 PM

To: Shane Eason <eason@fau.edu>

Cc: Myrna Sotolongo <msotolo2@fau.edu>, Beth Sindaco <bsindaco@fau.edu>

Subject: Course Review Request: Advanced Business Presentation Skills for Professionals, Managers and Executives - GEB6228

Hi Shane:

I tried giving you a call using the number listed on the faculty directory, but it answered "Adjuncts," so I didn't leave a message because I thought other people may have access to the message, and you may not get it. I wanted to say thank you personally for all the help and support you are giving as we grow our curriculum in business communications and particularly with the minor/certificate effort we are working on the A&L.

The attached course, Advanced Business Presentation Skills, is a class requested by Executive Education in the CoB. Right now we offer a professional development course for them, but the Executive Education Business master's students are requesting more development with business presentations beyond what they get in GEB6217. This course is also a course we are including in the Graduate Certificate in Applied Business Communications Strategies.

Would you mind please circulating, and I will include your reply as we submit the course to Graduate Council.

Thanks, Shane. Your coordination is certainly appreciated.

Joe

p.s. we should only have one more course that I will be sending to you, but haven't yet received a model syllabus or course number for it yet.

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Hi Shane:

I hope you had a good weekend.

Our MBA in International Business has recently changed from our Executive Programs to Traditional Programs. In Executive Education, these students took GEB6217 which wasn't a class that really met their needs. With the transfer to our Traditional Program, the Master in International Business still requires a Business Communications course which is tailored to their needs. I am attaching a syllabus for a new course, Business Communications for a Global Economy – GEB6254. This course will be cross listed with the undergraduate course already in the undergraduate approval process which you reviewed, Business Communications Across Cultures-GEB4253, which is also part of the certificate/minor we are offering with Arts & Letters in Global Business Communication Applications.

Would you mind please reviewing this graduate course syllabus and providing me with comments to include in the presentation to the Graduate Council please, Shane? I appreciate your help with this new course very much.

On another note, I ran into Dean Horswell at the Italy in Transit Conference on Friday evening. I let him know of the phenomenal support you have been in helping advance the inter-college certificate and minor programs he requested between Arts and Letter and the College of Business. In the conversation, he indicated that he would like to initiate more development with the College of Business; I have a few ideas if you would like to meet.

Thank you so much, again, for your help.

Joe

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