

 <b>FLORIDA ATLANTIC UNIVERSITY</b>	<b>NEW COURSE PROPOSAL</b> <b>Graduate Programs</b>		UGPC Approval _____ UFS Approval _____ SCNS Submittal _____ Confirmed _____ Banner _____ Catalog _____	
	<b>Department</b>  <b>College</b> (To obtain a course number, contact <a href="mailto:erudolph@fau.edu">erudolph@fau.edu</a> )			
<b>Prefix</b>  <b>Number</b>	(L = Lab Course; C = Combined Lecture/Lab; add if appropriate) <b>Lab Code</b>	<b>Type of Course</b>	<b>Course Title</b>	
<b>Credits</b> (See <a href="#">Definition of a Credit Hour</a> )	<b>Grading</b> (Select One Option)  <b>Regular</b>  <b>Sat/UnSat</b>	<b>Course Description</b> (Syllabus must be attached; see <a href="#">Template</a> and <a href="#">Guidelines</a> )		
<b>Effective Date</b> (TERM & YEAR)				
<b>Prerequisites</b>       <i>Prerequisites, Corequisites and Registration Controls are enforced for all sections of course.</i>		<b>Academic Service Learning (ASL) course</b>  Academic Service Learning statement must be indicated in syllabus and approval attached to this form.		
		<b>Corequisites</b>	<b>Registration Controls</b> (For example, Major, College, Level)	
<b>Minimum qualifications needed to teach course:</b> Member of the FAU graduate faculty and has a terminal degree in the subject area (or a closely related field).		<b>List textbook information in syllabus or here</b>		
<b>Faculty Contact/Email/Phone</b>		<b>List/Attach comments from departments affected by new course</b>		

<b>Approved by</b> Department Chair _____ <i>Joseph Corraji</i> College Curriculum Chair _____ <i>Robert Pinsker</i> College Dean _____ <i>Marc Rhorer</i> UGPC Chair _____ UGC Chair _____ Graduate College Dean _____ UFS President _____ Provost _____	<b>Date</b> _____ <i>02/25/2025</i> _____ <i>03/13/2025</i> _____ <i>03/13/2025</i> _____ _____ _____ _____
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Email this form and syllabus to [UGPC@fau.edu](mailto:UGPC@fau.edu) 10 days before the UGPC meeting.



FLORIDA ATLANTIC UNIVERSITY

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GEB6228 Advanced Business Presentation Skills for Professionals, Managers and Executives  
3 Credit(s)  
Spring 2026 - 1 Full Term

#### Instructor Information

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Beth L. Sindaco  
Email: [bsindaco@fau.edu](mailto:bsindaco@fau.edu)  
Classroom: XXX  
Time: XXX  
Office: Fleming Hall, #335 (Boca Campus)  
Office Hours: Virtual Office Hours: Saturdays 10AM to 12PM and by appointment - message me through MS Teams or email me to schedule  
Phone: 570-239-9294  
MS Teams is the best way to contact me.

#### Course Description

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This course enables you to deliver compelling industry presentations and lead productive meetings that can influence and inspire stakeholders in various professional and business settings using actual employment assignments and job responsibilities. This course develops abilities to create impactful organization of financial and business presentations including the use of AI in visual aids; storytelling; informative and persuasive communication to all levels of a business; managing audience interaction and critical listening; various delivery modes: and planning delivering, conducting and follow-through of effective meetings.

Pre-requisite: Admission to a business graduate degree of study and completion of GEB6217: Communications Strategies for Professionals or GEB6215: Communications Strategies for Professionals with Core-Course Follow-up or GEB6254: Business Communications for A Global Economy

#### Required Texts/Materials

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- Carnegie, D. (2018). *Art of Public Speaking: The Original Tool for Improving Public Oration*. Clydesdale. ([\\$12.99 Amazon](#))  
  
ISBN-10 : 1945186488  
ISBN-13 : 978-1945186486
- Carnegie, D. (1926). *Public speaking: A practical course for business men*. Association Press. Free at FAU Library [https://fau-flvc.primo.exlibrisgroup.com/permalink/01FALSC\\_FAU/1m3tu56/alma991000966848006568](https://fau-flvc.primo.exlibrisgroup.com/permalink/01FALSC_FAU/1m3tu56/alma991000966848006568)
- Duarte, N. (2012). *HBR Guide to Persuasive Presentations*. Harvard Business Review Press. ([\\$14.98 Amazon](#)) or Free on FAU Library EBSCO Host

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ISBN-10 : 1422187101

ISBN-13 : 978-1422187104

- Gallo, C. (2015). *Talk like TED: The 9 public-speaking secrets of the world's top minds*. St. Martin's Press. ([\\$10.49 Amazon](#)) Free at FAU Library [https://fau-flvc.primo.exlibrisgroup.com/permalink/01FALSC\\_FAU/1m3tu56/alma990330071190306568](https://fau-flvc.primo.exlibrisgroup.com/permalink/01FALSC_FAU/1m3tu56/alma990330071190306568)

ISBN-10 : 1250061539

ISBN-13 : 978-1250061539

- PitchVantage AI software subscription

### Course Objectives/Student Learning Outcomes

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

1. Develop and deliver high-impact business presentations tailored to diverse professional audiences.
2. Utilize advanced visual aids and technological tools to enhance the delivery of business presentations.
3. Apply storytelling techniques to create engaging and memorable business presentations.
4. Incorporate persuasive communication strategies to influence and motivate audiences.
5. Manage audience questions and interactions effectively during various types of business presentations.
6. Plan lead, and conduct successful meetings that ensure productive outcomes through effective business communications management strategies
7. Critique and provide constructive feedback on peer presentations.

### Faculty Rights and Responsibilities

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

Establish and implement academic standards.

Establish and enforce reasonable behavior standards in each class.

Recommend disciplinary action for students whose behavior may be judged as disruptive under the Student Code of Conduct [University Regulation 4.007](#).

#### 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/](http://www.fau.edu/sas/).

### Course Evaluation Method

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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 the Canvas course location.

Course grading includes the following elements:

The final grade will be based on the following points:

**Participation:** 10%

**Assignments:** 75%

**Final Presentation:** 25%

All assignments must be completed before grades are issued for this semester.

### Code of Academic Integrity

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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](#). The FAU Code of Academic Integrity, Regulation 4.001, indicates cheating includes receiving assistance from another person or entity while working on an assignment. Further, as the Code makes clear regarding plagiarism, not only is plagiarism the use of words from any source without giving proper credit to the source and author, but plagiarism also includes using ideas or facts from a source within your own words without proper citation. As such, the use of artificial intelligence or any text-generating software used in assignments will be treated as plagiarism and a violation of the Code of Academic Integrity in any business communication course. Unless specifically directed by the course instructor, you are prohibited from using any type of generative tool. Please contact your instructor if you are unsure about assignment instructions. For the complete Code of Academic Integrity, please see [University Regulation 4.001](#).

Plagiarism

Students found to be submitting work that is not their own will be deemed in violation of the University's honor code discussed below. Using ChatGPT/chatbots or other generative AI software tools is considered plagiarism in this course.

The following actions violate academic integrity:

Turning in someone else's work

Having someone else write or rewrite your work for you

Completing someone else's work for him or her

Providing your work to someone else, giving him or her the opportunity to copy it

Citing secondary sources as primary sources

Copying passages or critical words/phrases without using the necessary quotation marks

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.)

Submitting the same paper to two different courses without prior approval from the professor for the second

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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).

Anti-Plagiarism Software. Written components of any assignment or project may be submitted to anti-plagiarism software to evaluate the originality of the work. Turnitin, a plagiarism detection service, or other like detection software services may be used along with other means for detecting plagiarism or use of AI software for any assignments submitted to this course.

### Attendance Policy Statement

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Students are expected to attend all 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 without any reduction in the student's final course grade as a direct result of such absence.

#### Attendance

Keeping up with the course modules as they open will help you succeed in this course. Because class sessions are experiential and designed to build skills, attendance and participation are mandatory.

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.

### Participation

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In addition to the writing and oral presentation assignments, you can earn participation points through collaboration and leadership. Participation points consist of class discussions and peer review of your colleagues' work.

A communications course by definition requires interaction. Each session, you will be engaged in weekly participation exercises--threaded discussions, peer-editing reviews, and collaborative work. For assignments with interim due dates (e.g., a mid-Module deadline to post an initial response to a discussion thread), be sure to meet the stated deadlines for (1) your initial post and (2) any required follow-up responses to your peers.

Discussion posts have to exhibit a main idea, employ topic sentences, and be free from grammar, spelling, or word choice errors. Posts should be communicated in a professionally appropriate manner, so off-topic discussions, disrespectful attitudes, text-message spelling and abbreviations, sentence fragments, and/or

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use of profanity may result in removal of the offensive post and loss of points for the exercise.

#### Religious Accommodation Policy Statement

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In accordance with the 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 and beliefs regarding admissions, registration, class attendance, and the scheduling of examinations and work assignments. University Regulation 2.007, Religious Observances, sets forth this policy for FAU and may be accessed on the FAU website at [www.fau.edu/regulations](http://www.fau.edu/regulations).

Any student who feels aggrieved regarding religious accommodations may present a grievance to the executive director of The Office of Civil Rights and Title IX. Any such grievances will follow Florida Atlantic University's established grievance procedure regarding alleged discrimination.

#### Time Commitment Per Credit Hour

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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.

#### Course Grading Scale

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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

#### Grade Appeal Process

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You may request a review of the final course grade when you believe that one of the following conditions apply:

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There was a computational or recording error in the grading.

The grading process used non-academic criteria.

There was a gross violation of the instructor's own grading system.

[University Regulation 4.002](#) of the University Regulations contains information on the grade appeals process

#### Policy on Make-up Tests, Late work, and Incompletes

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##### Exams

This course does not have exams, but all assignments must be submitted to pass the class.

##### Late Assignments

All assignments and revisions are due on or before the date specified. Your absence from campus does not postpone your due date. Late work will be penalized 5% of the total possible points for that assignment for each day the assignment is late.

##### 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."

#### Policy on the Recording of Lectures

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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.

#### 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/>

#### Student Support Services and Online Resources

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[Center for Learning and Student Success \(CLASS\)](#) [Counseling and Psychological Services \(CAPS\)](#) [FAU Libraries](#)  
[Math Learning Center](#)

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[Office of Information Technology Helpdesk](#)
[Center for Global Engagement](#)  
[Office of Undergraduate Research and Inquiry \(OURI\)](#)  
[Science Learning Center](#)
[Speaking Center](#)  
[Student Accessibility Services](#)  
[Student Athlete Success Center \(SASC\)](#)
[Testing and Certification](#)  
[Test Preparation](#)  
[University Academic Advising Services](#)  
[University Center for Excellence in Writing \(UCEW\)](#)
[Writing Across the Curriculum \(WAC\)](#)

## Withdrawals

Any student who decides to drop is responsible for completing the proper paperwork required to withdraw from the course. Please see the add/drop schedule below:

Program	Class Start Date	Last day to drop/add courses without consequences; courses are fee Liable after this date:	Last day to drop a course or withdraw without receiving an "F" in each course- with full fee Liability:

Scroll down for Course Topical Outline



## 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.

### COURSE SCHEDULE -

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

WEEK:	CLASS ACTIVITIES	HOMEWORK ASSIGNMENTS DUE DATES
One	<ul style="list-style-type: none"> <li>• Introduction to Advanced Business Presentation Skills</li> <li>• Analyzing Different Types of Business Presentations</li> </ul>	<p>Prepare discussion of science of fear of public speaking</p> <p>Prepare a discussion of Informative, Persuasive and Group presentation differences used in business and industry</p> <p>Give and receive feedback</p>
Two	<ul style="list-style-type: none"> <li>• Understanding Your Business Audience</li> <li>• Tailoring Content and Language to Business Audience Needs</li> </ul>	<p><b>Audience Analysis</b></p> <p>Select a target audience and prepare a discussion on how to tailor a presentation to their needs.</p> <p>5-minute Presentation with slides to a preselected audience from one your workplace assignments/responsibilities</p> <p>Practice with PitchVantage</p> <p>Give and receive feedback</p>
Three	<ul style="list-style-type: none"> <li>• Creating Engaging Visual Aids</li> <li>• Utilizing Presentation Software</li> <li>• Using AI in Business Presentations</li> </ul>	<p><b>Visual Aid Design</b></p> <p>Create a set of visual aids with data, charts and graphs for a presentation topic of your choice from your profession or place of work.</p> <p>5-minute Presentation with slides</p> <p>Practice with PitchVantage</p> <p>Give and receive feedback</p>
Four	<ul style="list-style-type: none"> <li>• Storytelling Techniques for Business Presentations</li> <li>• Crafting a Compelling Business Narrative</li> <li>• Modes of delivery</li> <li>• Critical Listening for Business Problem Resolution</li> </ul>	<p><b>Storytelling Presentation</b></p> <p>Prepare a discussion on the elements of a compelling story</p> <p>Deliver a presentation using storytelling techniques.</p> <p>Practice with PitchVantage</p> <p>Give and receive feedback</p>
Five	<ul style="list-style-type: none"> <li>• Conducting Effective Meetings</li> <li>• Planning and Structuring Meetings for Success</li> <li>• Meeting and post meeting communications management</li> </ul>	<p><b>Effective Meeting Plan</b></p> <p>Survey your own and others' communication Types</p> <p>Develop a comprehensive plan for conducting an effective meeting, including an agenda, strategies for managing discussions, and</p>

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		<p>minutes for a meeting for which you will lead at work.</p> <p>Conduct an in-class meeting on a pre-selected topic</p> <p>Give and receive feedback</p>
Six	<ul style="list-style-type: none"> <li>Persuasive Business Communication Strategies</li> <li>Techniques for Influencing and Motivating Business Audiences</li> </ul>	<p><b>PERSUASION</b> Prepare a discussion of persuasive techniques other than storytelling.</p> <p>Practice Voice, Eye, and Body movements</p> <p>Practice with PitchVantage Give and receive feedback</p>
Seven	<ul style="list-style-type: none"> <li>Handling Questions and Audience Interaction from subordinates, peers, superiors and Boards of Directions</li> <li>Strategies for Engaging with the Business Audience</li> </ul>	<p>Q&amp;A Prepare a discussion on how to handle difficult questions and follow questions.</p> <p>Give a 5 minute presentation using data collected from your place of work on a topic/problem you are dealing with at work for which you need approval to proceed</p> <p>Practice</p>
Eight	<ul style="list-style-type: none"> <li>Final Presentations</li> <li>Peer and Instructor Feedback</li> </ul>	<p>Practice with PitchVantage Give and receive feedback</p>

\*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.

## New Courses: College of Business/Business Communications

Departmental Concurrences: GEB6228 and GEB6254

**From:** Joseph Compomizzi <[jcompomizzi@fau.edu](mailto:jcompomizzi@fau.edu)>

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

**To:** Shane Eason <[eason@fau.edu](mailto: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](mailto:jcompomizzi@fau.edu)

**From:** Shane Eason <[eason@fau.edu](mailto:eason@fau.edu)>

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

**To:** Joseph Compomizzi <[jcompomizzi@fau.edu](mailto: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](mailto:eason@fau.edu) | [fau.edu/scms](http://fau.edu/scms)

**From:** Joseph Compomizzi <[jcompomizzi@fau.edu](mailto:jcompomizzi@fau.edu)>

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

**To:** Shane Eason <[eason@fau.edu](mailto: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](mailto:jcompomizzi@fau.edu)

**From:** Shane Eason <[season@fau.edu](mailto:season@fau.edu)>  
**Sent:** Tuesday, February 25, 2025 5:32 PM  
**To:** Joseph Compomizzi <[jcompomizzi@fau.edu](mailto:jcompomizzi@fau.edu)>  
**Cc:** Myrna Sotolongo <[msotolo2@fau.edu](mailto:msotolo2@fau.edu)>; Beth Sindaco <[bsindaco@fau.edu](mailto:bsindaco@fau.edu)>; James Granger <[jgranger@fau.edu](mailto: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](mailto:season@fau.edu) | [fau.edu/scms](http://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

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](mailto:jcompomizzi@fau.edu)

**From:** Shane Eason <[eason@fau.edu](mailto:eason@fau.edu)>  
**Sent:** Sunday, February 16, 2025 6:37:42 PM  
**To:** Joseph Compomizzi <[jcompomizzi@fau.edu](mailto:jcompomizzi@fau.edu)>  
**Cc:** Myrna Sotolongo <[msotolo2@fau.edu](mailto:msotolo2@fau.edu)>; Beth Sindaco <[bsindaco@fau.edu](mailto: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 Coordinator | DFSCAL FA Chair  
School of Communication & Multimedia Studies | Dorothy F. Schmidt College of Arts & Letters | Florida Atlantic University  
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**From:** Joseph Compomizzi <[jcompomizzi@fau.edu](mailto:jcompomizzi@fau.edu)>

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

**To:** Shane Eason <[eason@fau.edu](mailto:eason@fau.edu)>

**Cc:** Myrna Sotolongo <[msotolo2@fau.edu](mailto:msotolo2@fau.edu)>, Beth Sindaco <[bsindaco@fau.edu](mailto: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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