

 FLORIDA ATLANTIC UNIVERSITY	NEW/CHANGE PROGRAM REQUEST Graduate Programs		UGPC Approval _____ UFS Approval _____ Banner Posted _____ Catalog _____
	Department Business Communications College Business		
Program Name Business Communications		<input type="checkbox"/> New Program <input checked="" type="checkbox"/> Change Program	Effective Date (TERM & YEAR) Fall/2025
Please explain the requested change(s) and offer rationale below or on an attachment <p>Business Communications is adding two new courses: GEB 6254 – Inter-cultural Business Communications for a Global Economy and GEB 6228 – Advanced Business Presentation Skills for Professionals, Managers and Executives GEB6254 is a course replacing GEB6217: Communications Strategies for Business Professionals. Last year the Executive MS International Business (MSIB) program was transferred from Executive Education to the Traditional MBA programs. We have been teaching the GEB6217 course for the Traditional MSIB program as exception with the understanding that it would satisfy the Communications requirements for the degree only until the GEB6254 course/syllabus could be developed. The problem is that in the Traditional Programs, the description and objectives of the GEB6217 executive course are incorrect for the MSIB degree and were restrictive of other degree programs in the College of Business as electives. GEB6254 takes basic inter-cultural knowledge and joins it to business analysis and critical thinking for business problem resolution in writing, presenting and interpersonal skills development; this course is required for the Traditional MSIB degree and will be offered as an elective for the executive degree programs and traditional degree programs other than MSIB.</p> <p>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 in both the executive and traditional programs have identified the need to further develop their business presentation skills taught in the introductory courses. The GEB6228 course develops 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 including use of AI in business communications; this course will be available to students in the Executive and Traditional Business Graduate Degree programs as an elective.</p>			
Faculty Contact/Email/Phone James Granger/jgranger@fau.edu/7-0659 (GEB6254) Beth Sindaco/bsindaco@fau.edu/7-3940 (GEB6228)		Consult and list departments that may be affected by the change(s) and attach documentation Attached Departmental Concurrences	
Approved by Department Chair <u>Joan Conroy</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>02/27/2025</u> _____ 03/13/2025 03/13/2025 _____ _____ _____ _____

Email this form and attachments to UGPC@fau.edu one week before the UGPC meeting so that materials may be viewed on the UGPC website prior to the meeting.

Management Programs: Management, International Business and Entrepreneurship Graduate Programs Graduate Business Communications

Venture Creation	ENT6016
Advanced Business Plan Development	ENT6116
Biotechnology Business Development	ENT6196
Entrepreneurial Skills for Managers	ENT6226
Entrepreneurship and Venture Capital	ENT6428
Special Topics	ENT6930
Entrepreneurial Consulting Project	ENT6946
The Entrepreneurship Field	ENT7168
Communication Strategies for Business Professionals with Core-Course Follow-up	GEB6215
Communication Strategies for Business Professionals <i>(Executive Programs Only)</i>	GEB6217
Advanced Business Presentation Skills for Professionals, Managers and Executives <i>(Executive or Traditional Programs)</i>	GEB6228
Business Communications for a Global Economy <i>(Required for MSIB Degree: Elective for Executive or other Traditional graduate degree Programs)</i>	GEB6254
Directed Project in Business	GEB6901
Directed Project in Business	GEB6901
Current Perspectives in Business	GEB6905
Special Topics	GEB6930
Contemporary Issues in Industry: The Executive Forum	GEB6931
Corporate Management and Environmental Policy	GEB6944
Environmental Project Management	GEB6945
International Business Field Experience	GEB6957
Graduate Business Study Abroad	GEB6958
Doctoral Seminar in Business Administration	GEB7936
Human Resources Management	MAN6156
Leadership and Organizations	MAN6296
Operations Management	MAN6501
Cross-Cultural Management and Human Resources	MAN6609
International Business Operations	MAN6614
Global Business Strategy	MAN6721
Managing Effectively in Emerging Market Economies	MAN6728
Global Leadership Assessment and Career Development	MAN6899
Directed Independent Study	MAN6905

International Research Consultancy Project	MAN6915
Field Project	MAN 6926
Special Topics	MAN6931
Global Environment of Management	MAN6937
Graduate Management Internship	MAN6943
Master's Thesis	MAN6971
Organizational Theory	MAN7207
Organizational Behavior	MAN7257
Scientific Method in Business	MAN7640
Strategic Management Seminar	MAN7729
Advanced Management Theory	MAN779
Special Topics in Management	MAN7931
Advanced Research in Management	MAN7978
Doctoral Dissertation - Management	MAN7980
Measurement Design and Evaluation	MAN7567

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
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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.

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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

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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
Coordinator | DFSCAL FA Chair
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Atlantic University
eason@fau.edu | fau.edu/scms**

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.

Joseph Compomizzi, D.Sc.
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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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