 <b>FLORIDA ATLANTIC UNIVERSITY</b>	<b>NEW/CHANGE PROGRAM REQUEST</b> <b>Undergraduate Programs</b>		UUPC Approval _____ UFS Approval _____ Banner _____ Catalog _____
	Department Business Communications  College Business		
<b>Program Name</b>  Undergraduate Certificate in Strategic Business Communications		<input checked="" type="checkbox"/> <b>New Program*</b>  <input type="checkbox"/> <b>Change Program*</b>	<b>Effective Date</b> (TERM & YEAR)  Fall 2025 Spring 2026
<b>Please explain the requested change(s) and offer rationale below or on an attachment.</b>  Please see attached proposal.			
*All new programs and changes to existing programs must be accompanied by a catalog entry showing the new or proposed changes.			
<b>Faculty Contact/Email/Phone</b>  Joseph Compomizzi/jcompomizzi@fau.edu/7-3633		<b>Consult and list departments that may be affected by the change(s) and attach documentation</b>  N/A	
<b>Approved by</b> Department Chair <u>Joseph Compomizzi</u> College Curriculum Chair <u>MA [Signature]</u> College Dean <u>[Signature]</u> UUPC Chair _____ Undergraduate Studies Dean _____ UFS President _____ Provost _____			<b>Date</b> 10/11/2025 11/17/2025 11-19-25 _____ _____ _____ _____

Email this form and attachments to [mjenning@fau.edu](mailto:mjenning@fau.edu) seven business days before the UUPC meeting.

# Proposal for Certificate in Strategic Business Communications

## **MEMORANDUM**

**TO:** College of Business Undergraduate Council

**FROM:** Joseph Compomizzi, Director, Business Communications

**RE:** Proposal for Certificate in Strategic Business Communications

**DATE:** October 11, 2025

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This proposal is to create a certificate in Strategic Business Communications. This certificate is the result of the recent Core Curriculum study conducted by the College in Business in which business communications, including critical thinking, was identified by employers, alumni, students, and faculty one of the two most important skills required in landing a job and for career success. Additionally, industry has now classified business communications no longer as a soft skill but as essential skill particularly because of the critical thinking skills taught and developed in business communications courses. The certificate is offered to any of our business disciplines students and to non-degree seeking individuals who need or desire professional development in business and industry. Inquiries for this type of program have increased from companies in South Florida and is unique in that focus is on specific business application and only requires completion of four courses making it marketable and attractive.

### **I. Advantages of the Certificate**

- Students graduating from the College of Business are more marketable with advanced communications skills in business and critical thinking.
- The certificate appears on the student's transcript.
- The certificate meets business/industry need for skills development of the workforce.

### **II. Certificate Program Details and Coursework**

Students are admitted to the Undergraduate Certificate in Strategic Business Communications by meeting with their advisor, course performance of at least a "C" in required classes, and enrollment in either GEB3213 or GEB3231 (for Data Analytics majors) preferably the first semester of the junior year. The certificate requires 12 credits.

### **III. Certificate Program Requirements**

#### **Business Course Requirement-12 Credits:**

<i><b>Course Title</b></i>	<i><b>Prefix &amp; Number</b></i>	<i><b>Pre-requisites</b></i>
Bus Comm Crit Analysis & App	GEB3213 or	
Or		
Business Comm for Data Analytics	GEB3231	Data Analytics Major

## Proposal for Certificate in Strategic Business Communications

AI Skills for Business Communications	GEB3234
Business Comm. Across Cultures	GEB4253
Global Strategy and Policy OR	MAN4720
You Got the Job! Adv. Career Comm	GEB4033

### **Additional Requirements:**

A maximum of 3 credits used for the certificate may count toward major requirements. A minimum number of 12 credits must be exclusive to the certificate. A minimum of three upper-division (3000-level) courses must be taken at FAU.

### **Timely Graduation:**


Certificate should be considered an optional direction for elective credits. Students may not add a certificate without advisor approval. Students are generally not permitted to add a certificate after earning 90 credit hours or if completing it will result in a delaying graduation or exceeding the Excess Hour Surcharge.

### **Maximum Course Attempts:**

FAU counts a "course attempt" as any time a student is enrolled in a course (at any institution) and earns either a grade or a "W". FAU students may not attempt any course more than twice; third attempts are not permitted

## Signature Page

### Proposal for Certificate in Strategic Business Communications

  
\_\_\_\_\_  
Director, Business Communications

Date: 10/11/2025

\_\_\_\_\_  
College of Business Graduate Council, Chair

Date: \_\_\_\_\_

\_\_\_\_\_  
Dean, College of Business

Date: \_\_\_\_\_

\_\_\_\_\_  
Dean, College of Arts and Letter

Date: \_\_\_\_\_

## Proposal for Certificate in Strategic Business Communications

\_\_\_\_\_  
University Graduate Programs Committee, Chair

Date: \_\_\_\_\_

\_\_\_\_\_  
University Graduate Council, Chair

Date: \_\_\_\_\_

\_\_\_\_\_  
University Faculty Senate, Chair

Date: \_\_\_\_\_

\_\_\_\_\_  
Graduate College, Dean

Date: \_\_\_\_\_

\_\_\_\_\_  
University Provost

Date: \_\_\_\_\_

## CATALOGUE SPECIFICATIONS

### Certificate in Strategic Business Communications

Department/Program: Management Programs/Business Communications

Business Communications offers a certificate in Strategic Business Communications. The Strategic Business Communications Certificate provides advanced applied business communications and critical-thinking proficiencies essential for leadership in business and industry. This undergraduate certificate is open to anyone with interest in business practice and communications for career advancement; since two courses are already required for most majors, only two other courses need choosing to complete the certificate.

The Certificate in Strategic Business Communications is available to any undergraduate student in an academic program, non-degree seeking business professionals, professional enrolled in a corporate management training program, or other interested individuals.

#### Pre-requisite Coursework for Transfer Students

Students transferring to Florida Atlantic University must complete both lower-division requirements and requirements for the college and major. Lower-division requirements may be completed through the A.A. degree from any Florida public college, university or community college or through equivalent coursework at another regionally accredited institution. Before transferring and to ensure timely progress toward the baccalaureate degree, students must also complete the pre-requisite courses for their major as outlined in the *Transfer Student Manual* (see [www.fau.edu/registrar/tsm.php](http://www.fau.edu/registrar/tsm.php)).

All courses not approved by the Florida Statewide Course Numbering System that will be used to satisfy requirements will be evaluated individually on the basis of content and will require a catalog course description and a copy of the syllabus for assessment.

#### Admission Requirements

Students seeking the certificate in Strategic Business Communications must meet with their advisor to review admission requirements in the College of Business or the College of Arts & Letters to determine satisfactory performance standards of at least a grade of a “C” in the foreign language requirements and Business Communications requirements. The certificate requires 12 credits.

#### Business Course Requirement:

Course Title	Prefix & Number	Pre-requisites
Bus Comm Crit Analysis & App OR	GEB3213	
Bus Comm for Data Analytics	GEB3231	Data Analytics Major
AI Skills for Bus Comm	GEB3234	
Bus Comm Across Cultures	GEB4253	
Global Strategy and Policy OR	MAN4720	
You Got the Job! Adv Career Comm	GEB4033	

### Additional Requirements:

A maximum of 3 credits used for the certificate may count toward major requirements. A minimum number of 9 credits must be exclusive to the certificate. A minimum of three upper-division (3000-level) courses must be taken at FAU.

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