

<b>FAU</b> <b>FLORIDA</b> <b>ATLANTIC</b> <b>UNIVERSITY</b>	<b>NEW/CHANGE PROGRAM REQUEST</b> <b>Undergraduate Programs</b>		UUPC Approval <u>3-24-25</u> UFS Approval _____ Banner _____ Catalog _____
	Department Business Communications College Business		
Program Name Minor/Certificate in Applied Global Business Communications		<input checked="" type="checkbox"/> New Program* <input type="checkbox"/> Change Program*	Effective Date (TERM & YEAR) Fall 2025
<p>Please explain the requested change(s) and offer rationale below or on an attachment.</p> <p>This proposal is to create a minor/certificate in Applied Global Business Communications. This minor/certificate is the result of a collaborative effort between the College of Business and the College of Arts and Letters and has received executive support from each College. The minor/certificate is unique for South Florida in that it combines intercultural business and communications knowledge with foreign language proficiencies in Italian, French, Japanese or Spanish. The Applied Global Business Communications minor/certificate provides degree seeking students in both the College of Business and the College of Arts and Letters with the unique opportunity complete a bachelor's degree with advanced business communications and language skills for the global market. As noted by the recent Core Curriculum study in the College of Business and by most recent research, communication in business is deemed an essential skill for employment and workplace success rather than as previously noted as a soft skill.</p>			
<p>*All new programs and changes to existing programs must be accompanied by a catalog entry showing the new or proposed changes.</p>			
Faculty Contact/Email/Phone Joseph Compomizzi/jcompomzzi@fau.edu/7-3633		Consult and list departments that may be affected by the change(s) and attach documentation See attached Departmental Concurrences	
<b>Approved by</b> Department Chair <u>[Signature]</u> College Curriculum Chair <u>[Signature]</u> College Dean <u>[Signature]</u> UUPC Chair <u>Korey Sorge</u> Undergraduate Studies Dean <u>Dan Meeroff</u> UFS President _____ Provost _____		<b>Date</b> <u>03/04/2025</u> <u>3-12-25</u> <u>3-12-28</u> <u>3-24-25</u> <u>3-24-25</u> _____ _____	

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

## Proposal for Minor/Certificate in Applied Global Business Communications

### **MEMORANDUM**

**TO:** College of Business Undergraduate Council

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

**RE:** Proposal for Minor/Certificate in Applied Global Business Communications

**DATE:** March 4, 2025

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This proposal is to create a minor/certificate in Applied Global Business Communications. This minor/certificate is the result of a collaborative effort between the College of Business and the College of Arts and Letters and has received executive support from each College. The minor/certificate is unique for South Florida in that it combines intercultural business and communications knowledge with foreign language proficiencies in Italian, French, Japanese or Spanish. The Applied Global Business Communications minor/certificate provides degree seeking students in both the College of Business and the College of Arts and Letters with the unique opportunity complete a bachelor's degree with advanced business communications and language skills for the global market. As noted by the recent Core Curriculum study in the College of Business and by most recent research, communication in business is deemed an essential skill for employment and workplace success rather than as previously noted as a soft skill.

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

- Students graduating from the College of Business or the College of Arts and Letters are more marketable with advanced communications skills in business and a foreign language
- The minor/certificate appears on the student's transcript
- Especially helpful to students in the international business degree program, hospitality and tourism degree program, or any of the languages or degree programs benefit from advanced intercultural knowledge with business communications abilities are better equipped to transact workplace activities in multi-cultural environments and industries
- Classes for the minor are covered with financial aid or regular tuition

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

Students are admitted to the Applied Global Business Communications Minor/Certificate by meeting with their advisor to review foreign language course performance of at least a grade of 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 minor requires satisfactory completion of 17 minimum credits. The certificate requires 14 minimum credits

## Proposal for Minor/Certificate in Applied Global Business Communications

### III. Minor Program Requirements

#### **Foreign Language Course Requirement-8 Credits:**

Two foreign language courses at the intermediate level or above (2000 level or above).

Allowable course prefixes include:

Italian: ITA or ITW

French: FRE or FRW

Japanese: JPN

Spanish: SPN or SPW

Students with prior experience with any of these languages should contact the Director of Undergraduate Studies in the Department of Languages, Linguistics and Comparative Literature to determine the appropriate course to register for.

#### **Business Course Requirement-9 Credits:**

<i>Course Title</i>	<i>Prefix &amp; Number</i>	<i>Pre-requisites</i>
Business Comm. Across Cultures	GEB4253	GEB3213 or GEB3231
AI Skills for Business Communications	GEB3234	GEB3213 or GEB3231

Pre-requisites: 3 credits (Minimum grade "C"):

Bus Comm Crit Analysis & App                      GEB3213

Or

Business Comm for Data Analytics                      GEB3231                      Data Analytics Major

#### **Additional Requirements:**

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

#### **Timely Graduation:**

Minors should be considered an optional direction for elective credits. Students may not add a minor or certificate without advisor approval. Students are generally not permitted to add a minor or 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

## Proposal for Minor/Certificate in Applied Global Business Communications

### IV. Certificate Program Requirements

#### **Foreign Language Course Requirement-8 Credits:**

Two foreign language courses at the intermediate level or above (2000 level or above).

Allowable course prefixes include:

Italian: ITA or ITW

French: FRE or FRW

Japanese: JPN

Spanish: SPN or SPW

Students with prior experience with any of these languages should contact the Director of Undergraduate Studies in the Department of Languages, Linguistics and Comparative Literature to determine the appropriate course to register for.

#### **Business Course Requirement-6 Credits:**

<i>Course Title</i>	<i>Prefix &amp; Number</i>	<i>Pre-requisites</i>
Business Comm. Across Cultures	GEB4253	GEB3213 or GEB3231

Pre-requisites: 3 credits (Minimum grade “C”):

Bus Comm Crit Analysis & App                      GEB3213

Or

Business Comm for Data Analytics                      GEB3231                      Data Analytics Major

#### **Timely Graduation:**

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

#### **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

## **CATALOG SPECIFICATIONS**

### **Minor/Certificate in Applied Global Business Communications**

**Department/Program: Management Programs/Business Communications**

Business Communications offers a minor/certificate in Applied Global Business Communications. The Applied Global Business Communications Minor/Certificate provides a foundation of applied intercultural business knowledge with foreign language proficiencies. This undergraduate minor/certificate is open to anyone with interests in global business practices and a foreign language. In the College of Business this minor/certificate is especially applicable to students seeking degrees in International Business and Hospitality and Tourism, though, any student looking to work for an international company would benefit. This minor is of great value to those seeking degrees in the College of Arts & Letters by providing essential business communications knowledge to their language requirements. The certificate is available to any undergraduate student in an academic program, non-degree seeking professionals who may have intercultural responsibilities, 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 minor/certificate in Applied Global 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 minor requires satisfactory completion of 17 credits. The certificate requires 14 credits

#### **Minor Requirements**

##### **Foreign Language Course Requirement-8 Credits:**

Two foreign language courses at the intermediate level or above (2000 level or above). Allowable course prefixes include:

- Italian: ITA or ITW
- French: FRE or FRW
- Japanese: JPN
- Spanish: SPN or SPW

Students with prior experience with any of these languages should contact the Director of Undergraduate Studies in the Department of Languages, Linguistics and Comparative Literature to determine the appropriate course to register for.

**Business Course Requirement-9 credits:**

Course Title	Prefix & Number	Pre-requisites	Credits
Business Comm. Across Cultures	GEB4253	GEB3213 or GEB3231	3
AI Skills for Business Communications	GEB3234	GEB3213 or GEB3231	3

**Pre-requisites: 3 credits (Minimum grade "C"):**

Bus Comm Crit Analysis & App	GEB3213		3
Or			
Business Comm for Data Analytics	GEB 3231	Data Analytics Major	3

**Additional Requirements:**

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

**Timely Graduation:**

Minors should be considered an optional direction for elective credits. Students may not add a minor or certificate without advisor approval. Students are generally not permitted to add a minor or 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:**

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## **Certificate Program Requirements**

### **Foreign Language Course Requirement-8 Credits:**

Two foreign language courses at the intermediate level or above (2000 level or above). Allowable course prefixes include:

Italian: ITA or ITW  
French: FRE or FRW  
Japanese: JPN  
Spanish: SPN or SPW

Students with prior experience with any of these languages should contact the Director of Undergraduate Studies in the Department of Languages, Linguistics and Comparative Literature to determine the appropriate course to register for.

### **Business Course Requirement-6 Credits:**

<b><i>Course Title</i></b>	<b><i>Prefix &amp; Number</i></b>	<b><i>Pre-requisites</i></b>	<b><i>Credits</i></b>
Business Comm. Across Cultures	GEB4253	GEB3213 or GEB3231	3

### **Pre-requisites: 3 credits (Minimum grade "C"):**

Bus Comm Crit Analysis & App	GEB3213		3
Or			
Business Comm for Data Analytics	GEB3231	Data Analytics Major	3

### **Timely Graduation:**

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

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