

SAN DIEGO CITY COLLEGE
BUSINESS & ACCOUNTING DEPARTMENT
ADVISORY BOARD MEETING MINUTES

Wednesday, September 28, 2022
Special Email Request for Approval

The Business and Accounting Department’s industry advisory members were asked to review and provide their feedback on the curriculum changes listed in this document. Their approval is required for the following three award modifications:

- ACCT – Accounting, Associate of Science Degree
- BUSE – Small Business Management Entrepreneur, Associate of Science Degree
- BUSE – Small Business Management Entrepreneur, Certificate of Achievement

The following members were asked to review the modifications below and to email back their responses by the end of the week.

The following industry, faculty members, and guests were present:

Industry	
Chip Fox	Consultant - ICF
Gabriella Dow	CEO - Dow Consulting
Patricia Waldron	CEO and founder - Vision First / Marketing Expert & Solution Strategist
Teresa Reed	CPA, Partner - Del Cerro Tax, LLP
Analia Corrales	Heartland HR/ Payroll Services and HR Solutions
Justin F. Fortier	CEO - FYC Labs - Web development and graphic design agency
Faculty	
Theresa Savarese	Chair – Information Technology and Business
Shana Carr	Accounting Professor – City College
Tania Serhan	Business Professor – City College
Guests	
Angela Testado	Administrative Technician-Vice President of Instruction Office
Carlota Vidrio	Senior Secretary/Executive Assistant to the Dean

College Program Areas & Proposed Changes/Updates

In her email to the Advisory Board members, Tania relayed that the department needs their approval of some curriculum changes that would help provide students a competitive advantage upon entering the job market. Tania emailed the Labor market and other information related to curriculum changes via a [tracker](#). The tracker also included data explaining the need for the changes as well as the tracked changes for all the awards. Some of the award modifications required advisory board approval and others were for informational purpose as shown below.

- **Curriculum in need of advisory board approval:**

- Award Modifications:
 - ACCT – [Accounting, Associate of Science Degree](#)
 - BUSE – [Small Business Management Entrepreneur, Associate of Science Degree](#)
 - BUSE – [Small Business Management Entrepreneur, Certificate of Achievement](#)

- **FYI Curriculum:**

- New Awards:
 - ACCT – [Fundamentals of Accounting, Certificate of Performance](#)
 - ECON – [Fundamentals of Economics, Certificate of Performance](#)
 - MARK – [Fundamentals of Marketing, Certificate of Performance](#)
- Award Modifications:
 - ACCT – [Certified Public Accounting Preparatory Program, Certificate of Performance](#)
 - BUSE – [Management and Team Building, Certificate of Performance](#)
- Award Deactivations:
 - ACCT – [Certificate Public Accountant \(CPA\) Preparatory Program, Certificate of Achievement](#)
 - BUSE – [Business Communications and Cultural Competence, Certificate of Performance](#)
 - BUSE – [Business Presentations, Certificate of Performance](#)
 - BUSE – [Job Skills, Certificate of Performance](#)
 - BUSE – [Sports Management, Certificate of Performance](#)
 - BUSE – [Working Education, Certificate of Performance](#)
- Course Deactivations:
 - [ACCT 201A Intermediate Accounting I](#)
 - [ACCT 201B Intermediate Accounting II](#)
 - [BUSE 090A Learning Skills](#)
 - [BUSE 090B Work Success](#)
 - [BUSE 090C Business Internship](#)
 - [BUSE 090D Workplace Competencies](#)
 - [BUSE 122 Sports Management](#)
 - [BUSE 124 Sports Sales](#)
 - [BUSE 230A Beginning Small Business Operation](#)
 - [BUSE 230B Intermediate Small Business Operation](#)
 - [BUSE 230C Advanced Small Business Operation](#)

- Fox emailed his approval of the changes.
- Waldron requested some clarification about the changes that require approval in order to confirm that those changes are designed to ensure students have the basic business skills needed in today's marketplace. Tania provided Waldron more context about the changes while confirming that the program modifications made to the Accounting Associate of Science degree and the Small Business Management Entrepreneur, Associate of Science Degree do not change the total number of awards being offered in the region. Also, program modifications will not

contribute to an overproduction to the supply in the labor market demand as it will continue to yield the same number of graduates or completers as in previous years. The programs modification updates the programs course requirements that reflects industry needs in business and entrepreneurship. In addition, Tania relayed that many of the proposed changes were deactivations of courses and certificates that don't have sufficient market demand; other proposed changes involved substituting courses for others that better reflect the learning outcomes the department expects for participating students. Waldron provided her approval of the changes.

- Dow emailed us to reiterated her previous views on entrepreneurship courses and programs at City College as well as other colleges. She considers that those programs don't do well in preparing students for launching a profitable business. Dow also wrote about the reluctance of business owners/founders to hire or promote employees with "Entrepreneur/MBAs because they believe these people will strike out on their own and possibly take clients/business with them." She wrote that this is a long-shared belief she hears from business owners /founders. To that end, she asked our department to reconsider the description in our Small Business Management Entrepreneur award: "prepares students currently working in a small business for advancement into supervisory positions."

Dow's feedback was discussed in the department with the assistance of Angela Tostado and the program title and description were modified as follows:

The title changed from: *Small Business Management Entrepreneur, Associate of Science Degree* **To**
Business Management, Associate of Science Degree

The Associate of Science Degree in ~~Small~~-Business Management ~~Entrepreneur~~ is designed for individuals planning to start, operate, or work in a small ~~or large~~ business. Students develop a strong foundation for business success with a focus on management processes in planning, organizing, directing, and controlling a ~~small~~-business across diverse settings. The program ~~provides~~-includes essential skills in key areas of entrepreneurial interest as well as offers students hands-on experience ~~managing a business~~. The program emphasis is placed on starting and managing a ~~small~~-business ~~as well as focusing on~~ day-to-day decision making in key areas, such as management, marketing, finance, and communication. Students who successfully complete the award are prepared to start and/or manage a ~~small~~-business. ~~This award also as well as~~ prepares students currently working in a ~~small~~-business for advancement into ~~supervisory management~~ positions.

Reed was wondering if the curriculum included use of excel and data analytics. She shared that there is an immediate need for aspiring accountants to have excellent Excel (the spreadsheet software) skills and understanding of data analytics. She wanted to confirm that these skills are included in the curriculum. The department, with Angela Tostado's assistance, reviewed the curriculum and provided the following feedback:

The current courses, while not exactly Excel-focused, include topics in accounting systems and analytics.

1. Required Course: [ACCT 116A Financial Accounting](#) – Objective # 5, application of transaction analysis and use of accounting system

2. Required Course: [ACCT 116B Managerial Accounting](#) – Objectives # 14 & 18, analysis of financial statements for cost-effective decision-making, planning, directing operations, and controlling.
3. Required Electives: [ACCT 102 Basic Accounting](#) – Objectives # 2-11, practice of accounting transaction and bookkeeping processes
4. Required Electives: [ACCT 150 Computer Accounting Applications](#) – Objectives # 1-7, overall course covers Quickbooks Pro application
5. **Following your recommendation**, we will add [CBTE 143 Intermediate Microsoft Excel \(3 unit\)](#) to the required elective courses for the degree. Objectives #4, 6, 8, and 9: ability to audit a worksheet, extract information from a database, analyze a problem and create several solutions, and create PivotTables and PivotCharts to illustrate worksheet content and visualize various scenarios.

Reed approved the changes.

- Fortier connected with Theresa Savarese and offered to join the Information and Technology Advisory Board. His company has started a coding bootcamp that can offer some interesting insights to the IT department as well as potentially some continuation and job opportunities for graduates.

In summary, the following members approved moving forward the curriculum: Fox, Waldron, Dow, and Reed. Under the charge of the advisory committee, industry advisory members unanimously approved the proposed curriculum.

Respectfully submitted,
Tania Mustafa