



**EL CAMINO COLLEGE**  
**Division of Business**

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**MINUTES -- Division Curriculum Committee**

**October 20, 2016**

**Present:** M. Ahmad, S. Bennett, M. Chaban, B. Khoddam, N. McGrue, M. Som de Cerff

**Absent:** V. Rapp

**Recorder:** L. Linka

The meeting was called to order at 1:34 p.m.

**Review and Approval of Minutes**

Copies of the DCC minutes from April 28, 2016 and September 15, 2016 were distributed for review. M. Som de Cerff made a correction to the April minutes. The last sentence of the first paragraph under **Curriculum status and department updates**: M. SomdeCerff advised that J. Troesh had been working on a critical **speaking** class, but has postponed for the time being and will pursue in the fall, should read: M. SomdeCerff advised that J. Troesh had been working on a critical **thinking** class, but has postponed for the time being and will pursue in the fall.

**Review**

M. Som de Cerff presented Business 22 for CTE review. Assessment methods for student learning objectives were revised, and the representative textbook was updated. After review and discussion, the committee voted to move forward with the course proposal. L. Linka will enter the proposal information into CurricUNET. Once submitted, M. Chaban, as Division CCC Rep, will take action in CurricUNET, on behalf of the DCC, to approve and forward the proposal to the Curriculum Advisor for screening.

Business 41 was approved by the committee for inactivation. L. Linka will enter the proposal information into CurricUNET. Once submitted, M. Chaban, as Division CCC Rep, will take action in CurricUNET, on behalf of the DCC, to approve and forward the proposal to the Curriculum Advisor for screening.

During review of Business 43, the catalog description was revised. There was concern regarding the deletion of the recommended preparation: Business 60A or concurrent enrollment or the ability to keyboard by touch. The justification on the proposal indicated: Keyboarding is non-essential for success in this course. After discussion, the committee accepted the deletion. Members voted to move forward with the course proposal. L. Linka will enter the proposal information into CurricUNET. Once submitted, M. Chaban, as Division CCC Rep, will take

action in CurricUNET, on behalf of the DCC, to approve and forward the proposal to the Curriculum Advisor for screening.

Business 74 – Digital Marketing (new course). This course is being proposed as part of the Marketing degree and certificate. A term in the catalog description, *search engine optimization*, was discussed and determined to be unacceptable in terms of being applicable to marketing. The phrase was removed from the catalog description, the student learning objectives, and the outline of subject matter. After review and discussion, the committee voted to move forward with the course proposal, incorporating the changes discussed. The originator will be notified of the changes. L. Linka will enter the proposal information into CurricUNET. This will place the proposal into a Pre-Launch for Consultation status.

M. Som de Cerff presented the Marketing A.S. Degree. The course requirements for this program were quite dated; for the purpose of consistency, changes were incorporated into the line-up of courses. Law 5 is currently a requirement; it was recommended that Law 4 be included as an option, for transfer purposes and flexibility. The committee agreed with this option, as Law 4 covers more material. The requirement will now be presented as Law 4 OR Law 5. The committee voted to approve the proposal with the change. The proposal will be forwarded via email to the Curriculum Advisor.

M. Som de Cerff presented the Marketing Certificate of Achievement. The requirements have been narrowed down, making the certificate more reasonable for the students. Focus is now on a core piece of marketing. The committee voted to approve the proposal, which will be forwarded to the Curriculum Advisor.

The committee reviewed the new Workplace Communication and Critical Thinking Certificate of Achievement. This proposal will require approval from LAOCRC and the Chancellor's Office. The certificate is aimed toward a non-traditional audience, for example, an employee returning to school because their job skills are lacking. However, it could also be beneficial to incoming students. The members reviewed, discussed, and then re-wrote the catalog program description for clarity and a better understanding for the students. The originator will be notified of the changes. The committee voted to approve the proposal with the changes. The proposal will be forwarded via email to the Curriculum Advisor.

N. McGrue presented Law 19. The descriptive title has been changed from **Law and Computers** to **Introduction to Legal Technology**, to be more reflective of what the class teaches. The course delivery method has been updated as a hybrid course, which will allow students to learn about the technology with live instruction and the ability to answer questions, while also allowing the students to practice the technology at the pace most conducive to their learning level and ability. Study hours were adjusted. Critical Thinking Assignment 1 was revised to include an end product. After review and discussion, the committee voted to move forward with the course proposal. L. Linka will enter the proposal information into CurricUNET. Once submitted, M. Chaban, as Division CCC Rep, will take action in CurricUNET, on behalf of the DCC, to approve and forward the proposal to the Curriculum Advisor for screening.

The committee discussed the course impact of Business 60 A/B/C on the Office Applications Specialist Certificate of Achievement and the Office Administration: Office Systems Option A. S. Degree. Revisions to these programs are required, due to the revisions made to Business 60A and Business 60B, and the inactivation of Business 60C. The members voted to move forward with the necessary changes. D. Pahl will be requested to review the certificate and degree changes.

B. Khoddam advised the committee that the Accounting department has determined that Business 5C, Income Tax Microcomputer Applications, should be inactivated. In today's environment, microcomputer tax applications have extremely robust tutorial and training modules on their websites or on YouTube. While teaching basic income tax fundamentals taught in Business 5A is critical and necessary, Business 5C is no longer desirable for current and future students. The members voted to move forward with the inactivation process.

**Curriculum status and department updates**

M. Chaban is currently conducting CTE course review on CIS 13. Management/Marketing, Office Administration, and Paralegal departments have completed course review for the fall semester. All proposals have been submitted in CurricUNET. M. Chaban will confer with Dr. Rapp in regards to Real Estate program and course review.

The committee reviewed the updated Proposal Logs for course review and program review status.

The meeting was adjourned at 3:20 p.m.