



## EL CAMINO COLLEGE Division of Business

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### MINUTES -- Division Curriculum Committee

**April 17, 2018**

**Present:** V. Rapp, M. Chaban, N. McGrue, D. Pahl, S. Porter, M. Som de Cerff

**Absent:** S. Bennett

**Recorder:** L. Linka

The meeting was called to order at 2:05 p.m.

#### **CCC Update**

M. Chaban advised the committee it had been announced that CurricUNET, the current curriculum program, would be replaced with a new program called DIGARC, a company which provides catalog and curriculum management software solutions. Demos have been viewed by the Curriculum Chair and Curriculum Advisor, and it was noted DIGARC is a major improvement over CurricUNET. The conversion should take place sometime next year.

#### **Course Review**

N. McGrue presented Real Estate 21, 40 and 41 for CTE review. Minor changes were made to all three, in the area of Outline of Subject Matter. After review and discussion, the committee voted to approve the course proposals. 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 proposals to the Curriculum Advisor for screening.

#### **Discussion**

##### **Project Management Certificate**

M. Som de Cerff advised the committee members that she received the Project Management job market data from the Center of Excellence, and has also reviewed data from the Project Management Institute. Per a conversation with J. Mufich, they have concurred that the certificate and course (Business 73) should not move forward. The committee members discussed the pros and cons of continuing with the proposals. It was noted that it takes time and effort to ramp up a program like this, and Santa Monica College already has a robust program. It was decided that there is no reason to pursue this certificate when competing with SMC.

##### **Business 74 – Digital Marketing**

Business 74 is a new course proposal that was first presented and DCC reviewed in fall 2016. Presently, we are preparing to submit to the CCC. M. Som de Cerff stated there was a problem aligning this course with other colleges, and recommended that the proposal information regarding how the course is designed be changed to “Course is not yet found in many (or any) other post-secondary institutions”. Also, since other colleges are giving this course a variety of descriptive

titles, our current title of “Digital Marketing” should be changed. This is because a broader name is needed to accommodate changes in this discipline. The title “New Media Marketing” was recommended and approved by the members. M. Chaban will consult with J. Escalante Troesh regarding the revised title.

The meeting was adjourned at 2:52 p.m.