***Bakersfield College Business Fall 2022Advisory Board Meeting***

***Wednesday, October 5, 2022***

***12:30 pm – 1:30 pm***

***Zoom:*** [***https://us06web.zoom.us/j/84774829605***](https://us06web.zoom.us/j/84774829605)

***Minutes***

**Present:** Michelle Summers, Ramona Martinez, Sunshine Hernandez, Angel Cottrell, Chris Lowe, Brandon Hall, Richard Miles, Freddie Rodriguez, Murad Zikri, Rudy Menjivar, Juan Manzano, Keith Wolaridge, Michael Ivey, Creighton Magers, Kathryn Wright, NaTesha Johnson, Kyungjin Menjivar, Irena Kageorgis, Lora Larkin, Kailani Henry

1. Welcome and Introductions – Kailani Henry, Chair, Business Management and Information Technology: Kailani welcomed everyone and introductions were made.
2. Purpose and function of the advisory board – Lora Larkin, Dean of Instruction: Dean Larkin shared the importance of our partnerships and how we can work together do good things for our students.
3. Advisory board google drive: <https://drive.google.com/drive/folders/1NccBMLFbWKtc2VvgrV9iNShzLzJdnqyq?usp=sharing> – Kailani Henry, Chair Business Management and Information Technology: Kailani shared the google drive with the group and explained its function. She noted that a recording of the meeting would be posted in the drive for those who could not attend.
4. Management Certificates – Murad Zikri, Business Faculty: Murad presented two Management Certificates for the advisory board’s approval.
	1. Business Management Certificate of Achievement
	2. Strategic Management Certificate of Achievement

The following course descriptions were provided to the Advisory Board:

***Course Descriptions:***

***BSAD B18 – Business Law:*** Fundamental legal principles pertaining to business transactions. Introduction to the legal process. Topics include sources of law and ethics, contracts, torts, agency, criminal law, business organizations, and judicial and administrative processes. C-ID: BUS 125

***BSAD B40 – Personal Finance:*** Principles and skills of budgeting, making intelligent consumer choices related to consumer credit, banking services, insurance, taxes, transportation, investing for personal retirement, and real estate planning.

***BSAD B65 – Principles of Organizational Communication:*** Examination of written and oral communication in the business world. Course will examine the processes of human behavior and communication within the organizational context. It will test the principles of English writing skills and communication in the business office. Focuses on writing letters, memorandums, e-mails, resumes, reports and oral presentations. Course will define the barriers to effective communication and teach the appropriate techniques to overcome poor communication skills.

***BSAD B20 – Introduction to Business:*** A survey in business providing a multidisciplinary examination of how culture, society, economic systems, legal, international, political, financial institutions, and human behavior interact to affect a business organization’s policy and practices within the U.S. and a global society. Demonstrates how these influences impact the primary areas of business including: organizational structure and design; leadership, human resource management, organized labor practices; marketing; organizational communication; technology; entrepreneurship; legal, accounting, financial practices; the stock and securities market; and therefore affect a business’ ability to achieve its organizational goals.

***BSAD B61 – Human Resources Management:*** A comprehensive study and review of human resources management. The course focus is on strategic planning, the nature and function of hiring, recruitment, training, development and retention of employees and staff. Topics include performance appraisals, compensation, motivation, retraining, disciplinary action, labor relations, and contract negotiations. The course also emphasizes federal, state, and local laws as they apply to employers and employees in both the private and public sectors.

***BSAD B5 – Human Relations and People Skills:*** A behavior approach to the business environment including self-understanding, motivation techniques as related to the workplace and issues affecting morale, discrimination and developing leadership techniques for success. Provides insight on the effects of drugs and alcoholism on the individual and work group. Emphasizes career selection and the important facets of communication and skill building.

***BSAD B51 – Business Mathematics:*** Basic arithmetic skills reviewed and applied to the solution of business problems. Emphasizes bank records, invoices, cash and trade discounts, markup and markdown, inventory valuation, payroll, simple and compound interest, promissory notes, installment buying, stocks and bonds, amortization, real estate loans, property tax, personal income tax, depreciation, and insurance.

***BSAD B53A – Introduction to Accounting 1:*** An introduction to modern financial accounting theory and practice. Analysis of financial transactions using the rules of double-entry bookkeeping. Accounting cycle including adjusting entries, the expanded worksheet, the use of special journals, bank reconciliations and the preparation of financial statements.

***ECON B2 – Principles of Economics – Macro:*** An introductory course focusing on aggregate economic analysis. Topics include: market systems, aggregate measures of economic activity, macroeconomic equilibrium, money and financial institutions, monetary and fiscal policy, international economics, and economic growth. C-ID: ECON 202

***COMP B5 – Introduction to Microsoft Office***: Intended for home users and business people who desire a working knowledge of personal computer hardware and software. Special emphasis on software that is most widely used in Kern County as well as the nation. Mainly focuses on business and home applications of personal computers. Hands-on training with word processing, spreadsheets, database management systems, electronic presentations, and the necessary operating system fundamentals to the listed application software. Note: Not open to students who have successfully completed COMS B5.

***COMM B10 – Leadership and Communication:*** Course presents theories of communication, leadership and followership as they explore the essential role communication plays in leadership at all levels. Course emphasizes the study of communication skills that are central to performing successfully as a leader in a variety of contexts including organizational, familial, team and public settings. Specific attention is given to self-assessment of leadership and communication skills, self-reflection, and creation of a personal leadership communication plan. Note: Not open to students who have successfully completed COMM B49 or COMM B49B.

***Advisory board members approved the certificates.***

1. LaunchPad – NaTesha Johnson, Director: NaTesha provided an overview of what the LaunchPad is and how board members can get involved.
2. Business Pathway – Rudy Menjivar, Business Faculty and Pathway Chair: Rudy discussed the business pathway and the up-coming events.
3. Adjourn: The meeting was adjourned at 1:30 pm

Next Meeting:  Spring 2023 (TBD)