

**LOS ANGELES SOUTHWEST COLLEGE
BUSINESS DEPARTMENT
ANNUAL ADVISORY COMMITTEE MEETING
May 19, 2021**

**BUSINESS AS USUAL?
CONDUCTING BUSINESS IN A POST-PANDEMIC
ERA**

AGENDA AND MINUTES

1. Welcome – Dean Rick Hodge
2. Keynote address – Challenges facing businesses in the post-pandemic era and how we confront them (Brad Pollak, Long Beach SBDC)
3. LASC Business Department Plans – see attached for discussion notes, as applicable, and Advisory Committee approvals and recommendations
 - a. Amendments to the Bookkeeping certificate
 - b. Amendments to the Income Tax Preparation certificate
 - c. Update Business ADT
 - d. Develop Economics ADT
 - e. Archival of Electronics degrees and certificates
 - f. Certificate of Achievement – Global Entrepreneurship II
 - g. Amendments to the Entrepreneurship Level I certificate
 - h. Amendments to the Entrepreneurship Level II certificate
 - i. Develop Certificate in Human Resources Management
 - j. Amendments to the Associate of Arts Management / Supervision degree
 - k. Revisit development of Medical Billing and Coding (previously approved)
 - l. Develop Certificate in Non-Profit Management
 - m. Amend Real Estate Degrees and Certificates
4. Attendees:
 - a. Brad Pollak, Long Beach SBDC, Keynote Speaker
 - b. Dean Rick Hodge, LASC
 - c. Allison Moore, Department Chair
 - d. Gail Amos
 - e. Naja El Khoury

- f. Carolyn Magee
- g. Yvonne Owens
- h. Marie Smith
- i. Teresa Williams
- j. John Bowman
- k. Christopher Seymour
- l. Gjenaii Enciso Givhan
- m. Mark Rose
- n. Sharon Asberry
- o. Charles Asberry

**LOS ANGELES SOUTHWEST COLLEGE
BUSINESS, COMPUTER SCIENCE & RELATED TECHNOLOGIES DEPARTMENT
PROPOSED DEGREE & CERTIFICATE CHANGES**

| DEGREE OR CERTIFICATE | CURRENT REQUIREMENTS | PROPOSED AMENDMENT | Advisory Committee Recommendation |
|---|---|---|--|
| <p>Accounting Skill Certificate</p> <p>Rationale: To update the certificate to include QuickBooks which the faculty feels is crucial to work in an accounting position. Also, Acct 21 and 22 are being archived so they should not be an option</p> | <p>Acct 21 / Acct 22 OR Acct 1 Bus 1 – Introduction to Business Bus 38 – Business Computations CAOT 85 – Excel Coop Ed 295 – has already been archived</p> | <p>Archive Acct 21 and 22 Replace Coop Ed with Acct 25 - QuickBooks</p> | <p>Agreed</p> |
| <p>Income Tax Form</p> <p>Rationale: To broaden the scope of the Income Tax certificate to include entities because many more individuals are setting up businesses using entities</p> | <p>Acct 1 – Financial Accounting Acct 15 – Tax Accounting I (Individuals) Bus 1 – Introduction to Business Bus 38 – Business Computations CAOT 85 - Excel</p> | <p>Change name of certificate to Income Tax Preparation</p> <ul style="list-style-type: none"> • Acct 1 • Acct 15 • Acct 16 – Tax Acct II (Entities) • Acct 17 – Payroll Acct • Bus 1 • Bus 38 • CAOT 85 | <p>Agreed</p> |
| <p>Business AST</p> <p>Rationale: Required update due to a state model curriculum update</p> | <p>Acct I Acct II Econ I Econ II Bus 1 Bus 5 CIS 101 OR CIS 660 Math – Business Calculus Math - Statistics</p> | <p>Edit: Remove CIS 101 and CIS 660 as options</p> | <p>State mandate / approval not required</p> |
| <p>Cannabis</p> | | <p>In development.</p> | <p>Will revisit at next advisory committee meeting</p> |

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| <p>Rationale: This is a growing area of business and our community needs to learn how to participate fully in the economic opportunities</p> | | | |
| <p>Economics AST</p> <p>Rationale: Economics is a popular discipline for our students and there is a state model curriculum that we have not yet adopted. We do have an AA in Economics but we will be archiving it.</p> | | <ul style="list-style-type: none"> • Econ 1 • Econ 2 • Acct I • Acct 2 • CIS 660 • Math – Statistics • Math – Business Calculus • Math – Finite Math • Math – Calculus II • Math – Multivariable Calculus | <p>State mandate / approval not required</p> |
| <p>Electronics</p> <p>Rationale: The full-time Electronics professor is retiring and no one on campus has the expertise to manage these certificates. The Computer Science discipline is working on incorporating the skills into its disciplines. This will be discussed in further detail in July at the Computer Science advisory committee meeting</p> | | <p>To be archived</p> | <p>Not ready to archive Recommend that Computer Science disciplines take a closer look at the Electronics courses before the degrees and certificates are archived</p> <p>To be discussed at the Computer Science advisory committee meeting in July</p> |
| <p>Global Entrepreneurship II</p> <p>Rationale: This certificate was approved at the state level without all of the requested classes. This amendment is to add 1 additional class. Once we do so, the certificate becomes eligible for</p> | <p>Int'l Bus 602 Int'l Bus 603 Entrep 605 Entrep 606 Entrep 607</p> | <p>Add 1 3-unit course</p> <p>Entrep 608 – E-commerce and International Business</p> | <p>Agreed There should be more effort placed on recruiting students to this certificate</p> |

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| financial aid and inclusion on the student's transcript | | | |
| Entrepreneurship Level I Rationale: Coop Ed 295 has been archived and we have had difficulty with CAOT 82 making | Bus 1 Bus 5 Bus 38 CAOT 82 – archive Coop Ed 295 – archived Mgmt 13 | <ul style="list-style-type: none"> • Replace CAOT 82 with CIS 104 • Replace Coop Ed with another class (suggestions?) | Agreed with proposed changes Suggested additional course: Add a course on Business Intelligence if possible (BI is understanding the basics of your business and the strategy by which to grow it) |
| Entrepreneurship Level II Rationale: We need to add an additional 3 units so that this certificate can be placed on the student's transcripts and so that it is financial aid eligible | Supv 1 Acct 1 CAOT 85 Marketing 1 | <ul style="list-style-type: none"> • Add 1 course (suggestions?) • E-commerce class? • Social Media Marketing? | Agreed – add either E-commerce or Social Media Marketing |
| Certificate in Human Resources Management Rationale: Many students are interested in entering human resources. | | In development: Question: What skills does a human resources assistant need? | Agreed – Good entry point into Human Resources Continue to develop and discuss further at next Advisory Committee meeting Courses and topics to consider: <ul style="list-style-type: none"> • Customer Service • Code with Application Tracking System • HR Software • Data Entry • Supervision and Personnel Management |
| AA – Management / Supervision | Bus 1 Bus 5 | These courses have been or will be archived so they need to be | Agreed |

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| <p>Rationale: There are courses listed as electives that have been archived. We need to remove them. We are open to other suggestions to improve this degree</p> | <p>CAOT 85 Mgmt 2 Mgmt 13 Mgmt 31 Mgmt 33 Supv 1</p> <p>Electives: Acct 1 Acct 2 Bus 6 CAOT 1 CAOT 75 CAOT 83 Econ 1 Econ 2 Math 235 Philos 1</p> | <p>removed from the list of possible electives:</p> <ul style="list-style-type: none"> • CAOT 1 • CAOT 75 • CAOT 83 <p>Remove Mgmt 13 as a required course</p> | |
| <p>Medical Billing & Coding</p> <p>Rationale: This is a growing industry with a lower threshold of entry to a living wage profession. As proposed, certificate is 21.5 units.</p> | | <p>In development:</p> <ul style="list-style-type: none"> • HOC 063 – Basic Medical Terminology • Bio 33 – Medical Terminology • HOC 064 – Cultural and legal topics for health care professionals • HOC 065 – Fundamentals for the health care professional • CAOT 020 – Medical Office Procedures • Word Processing • CAOT 33 – Records Management & Filing • CAOT 126 – Introduction to Medical Coding & Billing | <p>Revisit composition of this certificate. The Advisory Committee recommends that we research developing one certificate in Medical Billing and one in Coding</p> |

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| <p>Certificate in Non-Profit Management</p> <p>Rationale: There are a lot of non-profit entities and ideas for entities in our community but understanding how to start a non-profit entity, how to maintain one and how to position the entity to get funding is a skill that not enough possess. There is a real need for this program in our community. We are starting with a certificate but would like to develop it into a full discipline with various certificates and an associate's degree.</p> | | <p>Potential Courses:</p> <ul style="list-style-type: none"> • Introduction to Non-Profits • Financial Management of Non-Profits • Fundraising / Stewardship • Program Planning & Proposal / Grant writing • Evaluation of Non-Profits and Strategic Planning for Non-Profits • Fundraising and Public Relations for Non-Profits • Working with Boards and Volunteers of Non-Profit Organizations | <p>Strongly agree that this is a much-needed certificate in this community. Committee recommends that it be developed and implemented ASAP.</p> |
| <p>Real Estate</p> <p>Rationale: The degree and certificates need to be updated. Progress is being made. Details will be provided at the next Advisory Committee meeting</p> | | | |



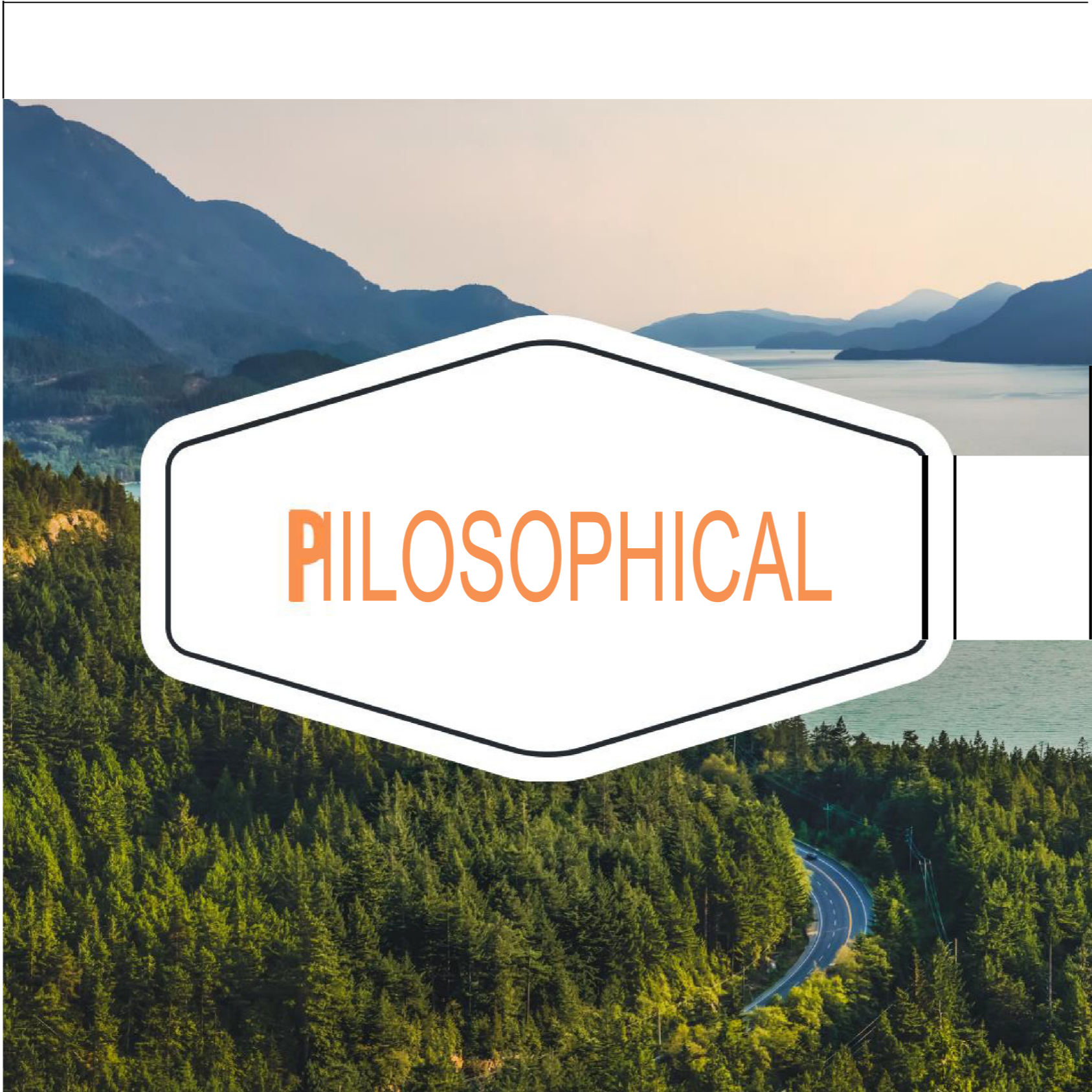
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13 Questions To Ask When Starting Your Business

Your Road Map





PHILOSOPHICAL

1. What Is Your **Vision**?



The **Vision of a small business is
a reflection of the beliefs and
expectations of the owner(s)**

Who are you?

Why are you doing what you do?

What problems are you solving for your customers?

What kind of place do you want this to be?

2. What Is Your **Mission**?



The ***Mission*** of a small business provides specifics about the products or services you offer and about the customers you serve.

Who do you serve?

What products and/or services do you offer?

How do people benefit from what you do?

3. What Makes Your Business **Unique**?





4. What Is Your **Long-term** Strategy?



5. What Are Your **Start-Up** Costs?



6. What Are Your Fixed **Operating Expenses**?



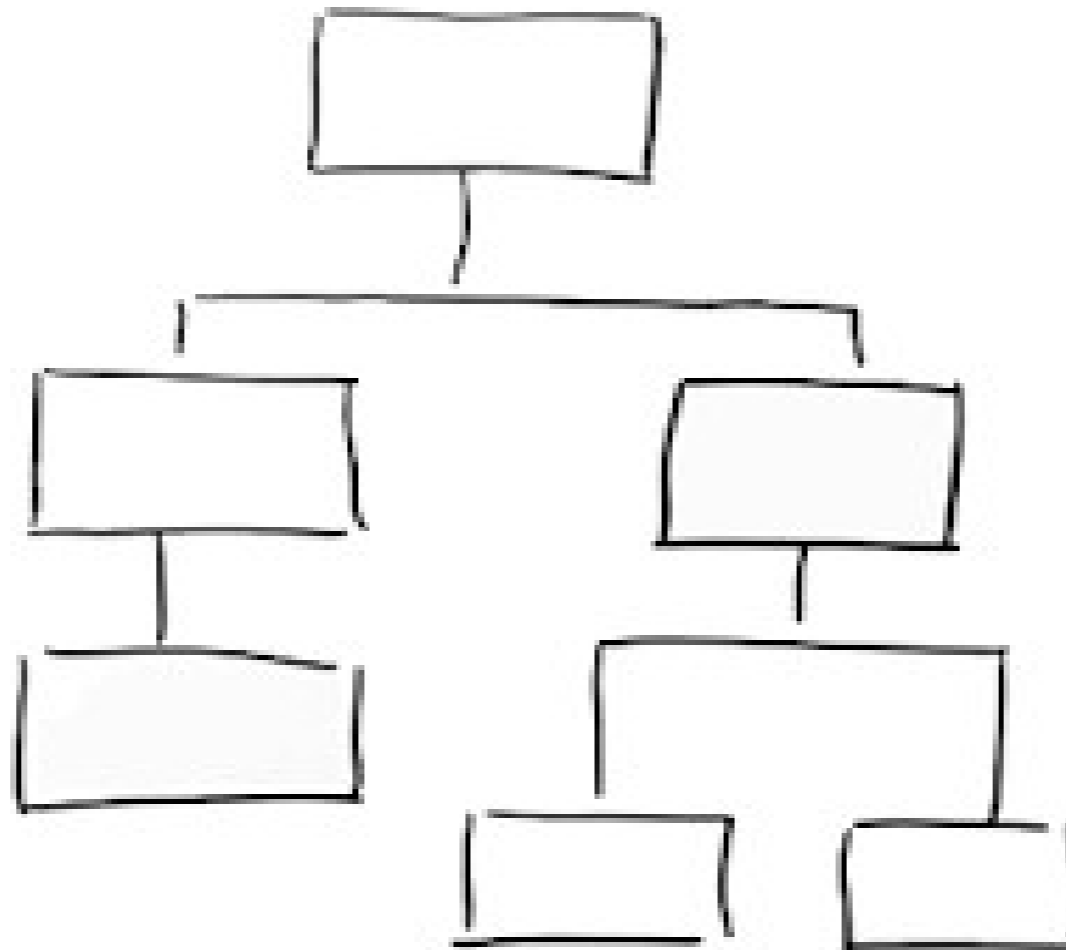
7. Will You Have To Pay **Salaries** or **Wages**?



8. What Are Your **Sales** Goals?



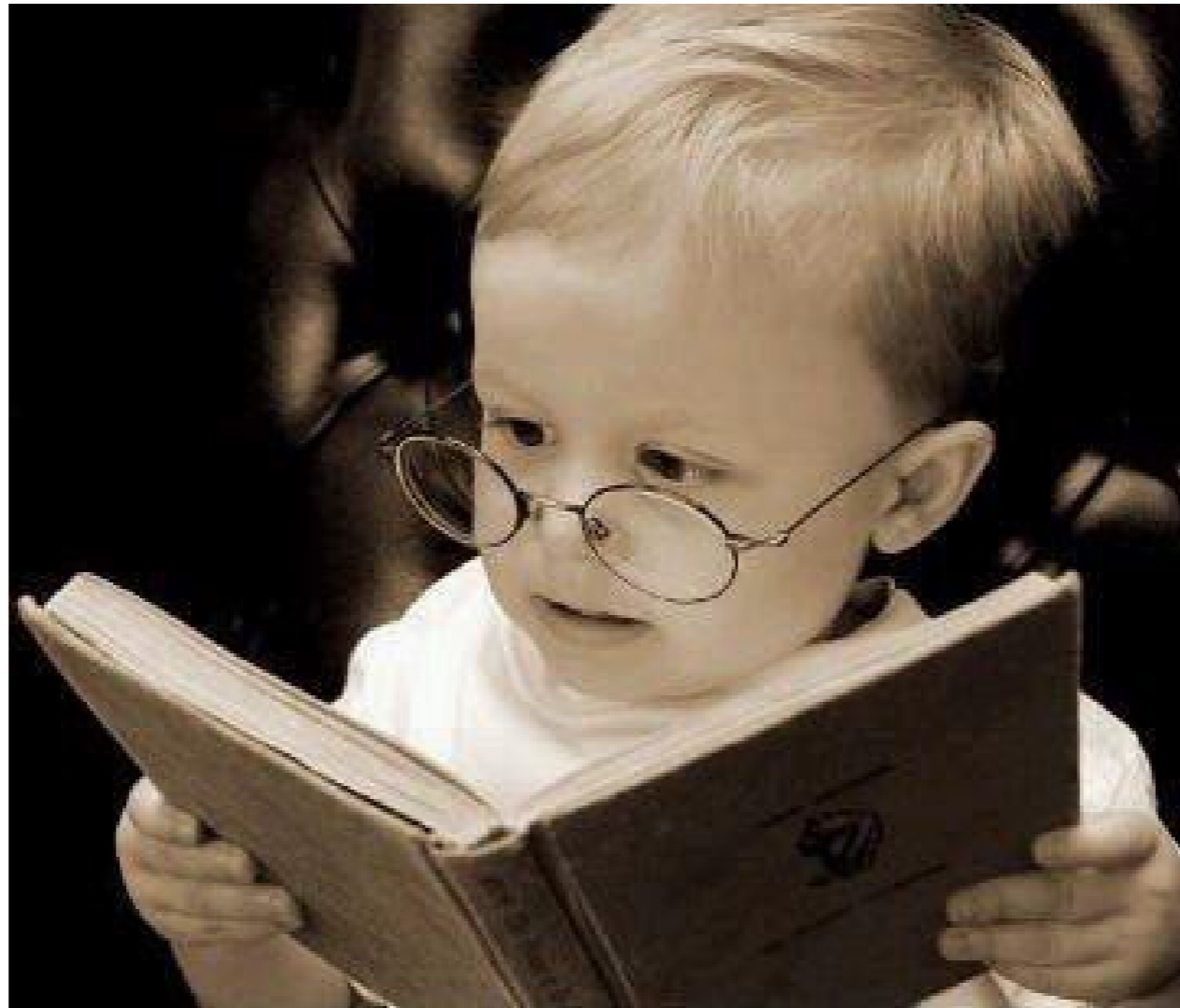
9. Do You Have An **Organization** Chart?





TACTICAL

10. What Is Your **Story**?



Sample **Story**:

*“We are a **pop and rock** music school that provides individual and group lessons to children and adults. Our principle focus is to teach our students how to love playing their instruments and perform live on stage in front of an audience.”*

11. Who Is Your **Target Market**?



Demographics & Psychographics

Demographics = “Who are they?”

What is their:

Age?

Gender?

Race?

Ethnicity?

Annual Income?

Level of education?

Occupation?

Geographic location?

Marital status?

Family size?

Religion?

Home ownership status?

Sexual orientation?

Health status?

Psychographics = “Why do they buy?”

What are their:

Values?

Opinions?

Attitudes?

Interests?

Lifestyle habits?

Purchasing habits (what do they buy)?

12. What Is Your **Sales & Marketing** Strategy?



What **channels** will you use?



13. What Is Your Method of **Distribution**?



Thank you!

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