

**EAST LOS ANGELES COLLEGE**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**Advisory Committee Meeting**  
Friday, November 20<sup>th</sup>, 2018  
12:00 – 2:00 p.m.  
Technology Center E7-313

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**Purpose:** Advisory Committee Meeting

**Chaired by:** Isabel Yeung

**ADVISORY COMMITTEE MEMBERS PRESENT**

Mr. David Lau

Former Mayor, City of Monterey Park

Mr. Cynthia Amador

CEO, Azul Management Systems Institute

Ms. Constance Anderson

Director, Small Business Development Center

Mr. Seth Chavez

Director, Layer Referral Service, Attorney-Client Mediation & Arbitration Service Los Angeles County

Ms. Lillian Conroe

Governor's Office for Small Business

Ms. Nadia Haddad

President, Freeway Towing

Ms. Amy Kaizuka

Senior Staff Attorney, OneJustice

Mr. Ken Gaitan

Regional Director, Money 360

Mr. Steve Lo

Application Development Supervisor, Community Development Commission County of Los Angeles

Ms. Patricia Perez

President/Owner, VPE Tradigital Communications

Mr. Jose Juan Vega

FVP Manager, Small Bus Development, Small Bus Lending Dept.

Ms. Anacani Mateo

Sr. Tax Analyst, Block Advisors

Ms. Mercedes Tondre

Entrepreneur/Partner, OmniWorks

**ADJUNCT FACULTY OF ELAC BUSINESS DEPARTMENT PRESENT**

Mr. Kyle Tran

Web Architect/Adjunct Instructor of CSIT, ELAC

Mr. Ryan Toma

Accountant, Adjunct Instructor of Accounting, ELAC

Ms. Cynthia Hernandez

Attorney, Adjunct Instructor of Law, ELAC

**FULL TIME FACULTY OF ELAC BUSINESS DEPARTMENT PRESENT**

Mr. Frank Aguirre

Assistant Professor of Business

Ms. Jennifer Alvarado

Assistant Professor of Accounting

Ms. Olivia Anderson

Professor of Real Estate

Mr. Adolfo Espinoza

Assistant Professor of Accounting

Mr. Harvey Hihara

Assistant Professor of Accounting

Mr. Babak Khollesi

Assistant Professor of Computer Science Information Technology

Mr. Satoshi Kojima

Professor of Accounting

Mr. Simon Lin

Assistant Professor of Computer Science Information Technology

Ms. Laura E. Ramirez

Assistant Professor of Business

Mr. Filemon Kevin Samson

Assistant Professor of Law

Ms. Helen Sheran

Professor of Computer Science Information Technology

Ms. Isabel Yeung, Business Administration Department Chairperson

Professor of Accounting

**EAST LOS ANGELES COLLEGE ADMINISTRATION & STUDENT REPRESENTATIVE**

Ms. Lynette Dolatre

CGCA, ELAC

Student, Whittier College, Business Major

Ms. Alejandra Orozco

ELAC Student

Ms. Michelle Keung

VP of Finance, ASU, ELAC

**I. Lunch and Informal Networking (12:00-12:30 PM)**

Lunch, refreshments and social time were enjoyed by Advisory Committee members who attended.

**II. Call to Order (12:30 PM)**

East Los Angeles College Business Administration Department Chairperson Isabel Yeung called the Business Administration Department Advisory Committee Meeting to order in the E7 Technology Center Building Conference Room, E7-313, at 12:30 p.m.

**III. Welcome: Isabel Yeung, Department Chair**

Ms. Yeung – Welcome Speech

- Purpose of the meeting: To gather a group of professionals and community leaders together from the community and from different industries in order to learn from their advices on how the Department can be improved, move on to right direction and to educate students with the knowledge that they can serve the community with. The Department will seek for suggestions on course and program development, and recent technologies.

**IV. Introduction of Guests**

The Committee members and Faculty members present introduced themselves. (Please see the guest list)

**V. Approval of the Previous Meeting Minutes**

- Meeting Minutes from previous Advisory Committee Meeting (November 17, 2017) was provided to committee members to review.
- Mr. Khollesi suggested to add Mr. Lin for Attendees.
- Meeting minutes approved unanimously.

**VI. Reports and Updates from the Department**

- Forensic Accounting: Approved from the Curriculum Committee but waiting for State approval.
- CPA Certificate: The department is currently offering more than 24 units of accounting classes and planning to submit request to create the certificate to Curriculum Committee this semester.
- Hospitality management: In development
- Organization and Management Theory: Course was updated and being offered.
- Pathway to AFC: Submitted for review. Will submit again this July.
- Public Relations in Business: In progress
- Business Ethics, Work Readiness, Internet Marketing, Social Network marketing: In development.

- Cyber Security: Some new courses have been created. The business administration department will work with engineering department to create a degree in cyber security
- Cloud Computing: Submitted all core and elective courses except for Programming in C#. Once Programming in C# course is created, the department will work on creating the certificate.
- Introduction to Web Script (JavaScript): submitted.
- Python: already approved.
- Linux and App-Development: in development.
- Legal Assistant/Paralegal: submitted.
- Law AAT Degree: Submitted and approved by the Curriculum Committee

## **VII. Discussion: Emerging Businesses in the Strong Workforce**

- Moderator: Mr. Satoshi Kojima
    - Research study indicated that by year 2025, we'll have shortage of at least 1 million middle skilled workers.
    - Another study projected that we'll be short approximately 1.5 million of workers with Bachelor's degree.
    - California government passed the law to provide 200 million dollars for workforce education.
    - We need, as the department with the help of Advisory Committee members to determine emerging business and what skills students need to acquire.
1. Identify the emerging businesses and trends.
    - Following business/industries were identified as emerging businesses by the Committee members:
      - Technology based industries
      - Hospitality (i.e. hotels, catering, food and drinks)
      - Wine industry (i.e. harvest, tasting and retail)
      - E-commerce
      - Health care and related industry
      - Digital Media and contents development
        - 1 in 7 jobs in California is associated with content development
        - Industry is heavily unionized
      - VR (Virtual Reality) and AI (Artificial Intelligence) industries
      - Aging: caregivers, health care, adult day care, etc.
      - Online cross communication
      - Data analytic
      - Legal field: licensed paralegals, legal support staffs, public and community service, staffs related to law
      - Entertainment businesses
  2. What are the job demands?

- This topic was covered in the discussion for Question 1.
- 3. Qualifications for these job demands?**
- This question was also covered in the previous question. More details as follow:
  - Cognitive ability to define what data/information is needed.
  - How to collect the data from the open data system.
  - Ability to properly interpret and present gathered data.
  - Ability to analyze the data.
  - Computer literacy.
  - Find, Analyze, Present.
  - AI and data industries require math skills (probability, statistics, etc).
  - VR Aspects: multi-disciplinary (sales, marketing, business, etc.)
  - Students also need to be futuristic and be able to anticipate for the future.
- 4. Curriculum that are required to create to supply these demands**
- Motion: Ms. Anderson, Second: Mr. Lau
    - All of the following programs and courses were approved unanimously by the Advisory Committee Board members.
- A. Accounting**
- Pathway to Enrolled Agent
    - Sponsored by Strong Workforce funding and currently working on it.
- B. Business, Finance, Management, Marketing and Supervision**
- Hospitality Management
  - Accredited Financial Counselor Pathway
    - Financial Counseling and Consumer Credit
    - Personal Finance & Investments
    - Introductory and Tax Accounting
    - Suggestion was made to include Bankruptcy course
    - Possible internship opportunity with Small Business Development Center and FDIC was discussed.
  - Entrepreneurial Incubator Project
    - Working with OmniWorks
  - Gig Economy Certificate
  - Virtual Reality
    - Will work with Woodbury University in Burbank
  - Global Business Relations (Certificates, Stackable Certificates and a Degree)
    - Introduction to Global Business Environment
    - Global Business Relations
    - International Labor Relations
    - Business Cyber Security Standards

- Principles of Responsible Management, Ethics and Accountability
- Principles of Global Sustainability
- Global Strategic Management Concepts
- Competitiveness and Globalization
- History of Finance, Money and Banking
- Internet Marketing
- Global Business Communications
- International Accounting
- International E-Commerce
- International Public Law

#### C. Computer Science

- Cyber Security Certificate
  - Intro to Comp. Security / Network Info System Security
  - Intro to Comp. Forensics
- Cloud Computing Certificate
  - Intro to Cloud Computing
  - Database Essentials in Amazon Web Service
  - Compute Engines in Amazon Web Service
  - Security in Amazon Web Service
  - 3 Electives: Server-side Ruby Web Programming, Python programming, ASP.NET Programming in C#, Java Programming
- Web Development Certificate
  - Intro to Web Scripting
  - Database-Driven Webpage Development
- Web Design Certificate
  - Co Sci 201: Introduction to Computer Information Systems
  - Co Sci 257: Introduction to Web Page Design
  - Programming in PHP
- Full Stack Web Certificate of Achievement
  - HTML
  - CSS
  - JavaScript
  - Electives: Co Sci 257 (Introduction to Web Page Design) or jQuery or Programming in C#
- Open source data analytic
- Certificate in Big Data

#### D. Law

- Legal Assistant / Paralegal Skills Certificate
- Business Law Certificate of Achievement

- International Law and Public Policy Certificate of Achievement
- Associate in Arts in Law, Public Policy and Society for Transfer
  - Submitted and approved by the Curriculum Committee

E. Real Estate

- Certificate of Achievement in Property Management

**5. Summary and Closing Remarks**

The Department Chairman, Ms. Yeung thanked the members for participating in the meeting and adjourned the meeting