

Business Division Advisory Committee Meeting Minutes

Thursday, October 3, 2019

ACCOUNTING:

The following invited guests and faculty were present:

Vivek Mande, Department Chair, California State University Fullerton
Scott Rose, Audit Partner, KMJ Corbin CPA Firm
Marc Brandeis, Partner, Brandeis and Associates
Joe Johnston, Accounting Manager, TGG Accounting
Annie Cho, Senior Accountant, TGG Accounting
Ming-yin Scott, Department Coordinator, Fullerton College
Paul St. John, Full-time Faculty, Fullerton College
Brandon Tran, Full-time Faculty, Fullerton College

1. Do you have any suggestions for cybersecurity training we should provide to our students that are related to the accounting field?

- Scott: Become more familiar with IT and risk areas. Perhaps we can integrate cybersecurity training within a course lecture (i.e. managerial accounting)
- TGG: Students do not need to be experts, perhaps do not need a class on cybersecurity training
 - Students don't have to be experts in internet security, but they should have an awareness of phishing, spoofing, and hacking

2. What are the skills you seek from the applicants in the hiring process?

- The invited guests and faculty members shared that the following skills are important during the hiring process:
 - Communication
 - Verbal
 - Written
 - Listening
 - Service client
 - Presentation, PowerPoint, etc.
 - Go to Meeting, Zoom, etc.
 - Reading the OC Business Journal, etc.
 - Appearance/Attitude
 - Etiquette: old school mentality
 - Proper dress, especially at the client

- Visible tattoos and piercing jewelry
- Likeability
- Professional etiquette: exposure to professional event
- Positive attitude
- Entrepreneurial mindset
- Ability to focus on task
- Gig economy – you are graded on each engagement
- Visiting a facility, you must ask some intelligent questions showing your interest
- Workplace ethics
 - Punctuality
 - Deadlines
 - Personal cell phone use
 - Taking shoes off
- Technical
 - Advanced Excel: pivot tables, v lookups
 - Research FASB beyond the Big 4 interpretations
 - Sales tax Wayfair decision
 - Difference between QuickBooks and modular computer systems

Overall, the general impression is to focus on soft and technical skills as an accountant needs to talk and socialize with people to become successful.

3. To better serve our students, is there anything new to the accounting profession that we should know?

There is a lot of information to keep current with the accounting profession. Some of the sources to use are:

- PWC and other firms interpretive guide
- Trade publication
- Internal technology and publication

4. The following are the accounting courses we currently offer. Do you have any suggestions for additional course offerings? If so, what courses would you recommend? Also, is any of the listed courses you would consider no longer relevant in the current accounting/business environment.

ACCT 100	Accounting for Small Business
ACCT 011	Payroll Accounting
ACCT 101A	Financial Accounting
ACCT 101B	Managerial Accounting
ACCT 107	Computerized Accounting with QuickBooks
ACCT 201A	Intermediate Accounting
ACCT 201B	Intermediate Accounting

ACCT 202	Introduction to Cost Accounting
ACCT 203	Auditing
ACCT 204	Analysis of Financial Statements
ACCT 205	Ethics in Accounting
ACCT 220	Individual Income Tax
ACCT 230	Excel for Accountants
ACCT 295	Accounting Internship

The invited guests reviewed the courses and had positive feedback on the courses offered. They mentioned that we may look at offering some courses on cloud computing and data analytics in the future.

We also received positive feedback from the guests regarding the newly created certificates:

Entry-Level Accounting Certificate	
Courses	Credit HR
ACCT 101AF Financial Accounting	5
ACCT 107F Computerized Accounting with QuickBooks	3
or	
ACCT 230F Excel for Accountants	3
Total	8

Taxation Certificate	
Courses	Credit HR
ACCT 220F Individual Income Tax	3
ACCT 101AF Financial Accounting	5
Total	8

Cost Accounting Certificate	
Courses	Credit HR
ACCT 101BF Managerial Accounting	5
ACCT 202F Introduction to Cost Accounting	3
Total	8

Financial Accounting Certificate	
Courses	Credit HR
ACCT 101AF Financial Accounting	5
ACCT 201AF Intermediate Accounting	5
ACCT 201BF Intermediate Accounting	5
Total	15

Payroll Accounting Certificate	
Courses	Credit HR
ACCT 101AF Financial Accounting	5
ACCT 110F Payroll Accounting	3
Total	8

Small Business Bookkeeping Certificate	
Courses	Credit HR
ACCT 001F Accounting for Small Business	3
or	
ACCT 100F Small Business Accounting	3
or	
ACCT 101A Financial Accounting	5
ACCT 107F Computerized Accounting with QuickBooks	3
CIS 106F Beg Spreadsheet (MS Excel)	3
Total	9 - 11

BUSINESS & CIS:

The following invited guests and faculty were present:

- Dr. Gail Arriola
- Gwen Earle
- Farah Shabazi
- Charles Allen
- sean butler
- Steve Blount
- Ladan Davis
- Ricardo Rodriguez
- Theresa Harvey
- Ahmad Zahra
- Ricardo Vanegas
- Farah Shabazi
- Billy Khunkhun
- Debra Stout
- James Ripley
- Dr. Lori Ochoa
- William Leveson
- Ricky Monteilh
- David Ochi
- Janine Cirrito
- Ana Chun
- Jacob Trulson
- Janel Martinez
- Jose Galeana
- Carolyn Reeves
- Roy Chou
- Brent Hunter
- Andrea DeCaro
- Norma Amezcua
- Mia Andersen
- Sharon Wu
- Joe Caggiano
- Mary Ellen Brady
- Richard Ghidella
- Regina Singh
- Regina Singh
- Stan Kwak
- Joe Caggiano
- Gary Graves
- Kathy Standen
- Barry McCarthy
- Carlos Ayon
- Rich Ghidella

Critical Thinking Skills:

Decision-Making & Problem Solving—A complete unanimous agreement from the Business Advisory Board that PROBLEM-SOLVING skills/abilities are critical to employment needs. As obvious as this seems, there was a major consensus that many applying and hired employees seemed to either lack analytical critical thinking skills or were just more inclined to seek answers or solutions from their boss / internal systems.

Decision-Making Tools:

The Business Advisory Board was unanimous in agreement that college-educated new hires be knowledgeable if not already equipped in using business analytics to research, identify, analyze, and propose solution sets for business problems/ opportunities. A familiar refrain was that many recent college-educated students wanted to be told what to do and, in many cases, how to do it. We need to offer a business analytics course which covers Excel tools and Tableau.

Entrepreneurship:

The Business Advisory Board was unanimous in agreement on creating opportunities for students to sell their business products on our campus. Entrepreneurship is one of the fastest ways students can gain employment, but vital skills in the selling are needed. The committee agreed there was a need for a LAB class that would support setting up a business and develop selling skills.

Technology: Using versus Employing New Technology

The Business Advisory Board clearly agreed that a technology divide exists among many students. There are “users” of a “tool” and there are users who use tools to solve problems or enhance organizational abilities. The general takeaway was the legacy system knowledge is still fundamentally important. In addition, Fullerton should ensure an appropriate curriculum includes modules that address the Cloud and the plethora of systems that integrate users, organizations, suppliers, and customers.

We teach the MS Suite; but small businesses are using the Google Suite. Perhaps a course /workshop on covering the cloud/internet technology/collaborative communication/naming conventions; details on how to navigate

Marketing:

Use a real-life business scenario for the entire Digital Marketing Certificate – this will allow the maximum benefit for the student. Carefully craft the “Capstone” course to be sure the student knows how to really “DO” the work.

Globalization/Multicultural/International Travel:

The Business Advisory Board was unanimous in agreement on creating a new course that would support international and domestic travel with a focus on international business and entrepreneurship.

NEW AND REVISED BUSINESS PROGRAMS:

We received positive feedback and excitement about the following new programs that were discussed and re-confirmed as going through the curriculum process or just starting.

Business Data Analytics Certificate:

The Business Data Analytics certificate is designed to provide students with an understanding of how analytics can help improve their decision-making in business. Discover a new way to look at data and identify insights, improve your ability to make predictions for the long term, and prescribe actions that make better business decisions. This certificate prepares a student for entry-level positions in management in the public and private sector area such as public accounting, manufacturing, small business, financial service, wholesale trades, government and more. Specialized training in data analytics enables students to meet the growing demands for analysis and interpretation of data. A minimum grade of C is required in each course taken. This certificate requires 16 units.

Required Courses		Units
BUS 255 F	Introduction to Business and Data Analytics	3 or
CIS 201 F	Introduction to Python Programming	3
ACCT 101AF	Financial Accounting	5 or
ACCT 102HF	Honors Financial Accounting	5
ACCT 101BF	Managerial Accounting	5
ACCT 230 F	Excel for Accountants	3 or
CIS 205 F	Advanced Spreadsheet (MS Excel)	3
Total Units		16

Business Economics Certificate:

The Business Economics certificate program is designed to explore critical economic concepts relevant to building strong business foundations and effective decision-making skills. Students gain an extensive understanding of labor markets, international trade, lending markets, and currency exchange, as well as competition between companies. Students explore how to make predictions about how prices and quantities will change when market conditions fluctuate and explore different models for pricing, production, and market analysis. This program is designed to help students get an entry-level job as a business analyst, personal financial adviser, financial or budget analyst, sales management and more. As an emerging business leader, the student will be able to start with the core economic tools and can apply them to succeed in today’s evolving competitive business landscape. A minimum grade of C is required in each course taken. This certificate requires 16-18 units.

Select courses from the following for a total of 16-18 units		Units
ECON 101 F	Principles of Economics - Micro	3 or
ECON 101HF	Honors Principles of Economics - Micro	3

ECON 102 F	Principles of Economics-Macro	3 or
ECON 102HF	Honors Principles of Economics-Macro	3
ACCT 101AF	Financial Accounting	5 or
ACCT 102HF	Honors Financial Accounting	5
ACCT 101BF	Managerial Accounting	5
BUS 100 F	Introduction to Business	3
BUS 101 F	Personal Financial Management	3
BUS 151 F	Business Mathematics (2019 fast track)	3
BUS 162 F	Business Economics	3
BUS 201 F	Financial Investments	3
BUS 251 F	Business Finance	3
Total Units		16 - 18

Business Skills Certificate

The Business Skills Certificate will prepare a student with practical business skills in a field of their choice. This certificate provides the professional skills to compete in today's workplace. Give your career a boost by mastering people and process expertise in areas like communication, critical thinking, finance, leadership, negotiation and problem-solving. A minimum grade of C is required in each course taken. This certificate requires a total of 12-15 units.

Choose ONE of the following BUSINESS courses. (3 units)	Units
BUS 100 F	Introduction to Business 3 or
BUS 131 F	Principles of International Business 3 or
BUS 180 F	Small Business Management 3
Choose ONE of the following COMMUNICATION courses. (3-4 units)	Units
BUS 111 F	Business Communications 3 or
BUS 112 F	Public Speaking for Business 4 or
BUS 211 F	Critical Reasoning and Writing for Business 3 or
BUS 211HF	Honors Critical Reasoning and Writing for Business 3
Choose ONE of the following FINANCIAL MANAGEMENT courses. (3-5 units)	Units

BUS 101 F	Personal Financial Management	3 or
ACCT 100 F	Small Business Accounting	3 or
ACCT 101AF	Financial Accounting	5
Choose ONE of the following MARKETING courses. (3 units)		Units
MKT 100 F	Introduction to Marketing	3 or
MKT 208 F	Principles of Selling	
Total Units		12 - 15

Human Resources Management Certificate: This Human Resources Management certificate prepares students to manage and develop human capital in a business organization. This includes instruction related to personnel and organization policy, human resources dynamics and flows, labor relations, civil rights, human resources law, recruitment and selection, employee-related job training programs, and management of human resources programs and operations. This certificate requires 18-19 units.

Required Courses (9 units)		Units
BUS 268 F	Human Resource Management	3
BUS 266 F	Human Relations in Organizations	3
BUS 262 F	Principles of Management	3

Three courses from the following for a total of 9-10 units:		Units
ACCT 110 F	Payroll Accounting	3
BUS 115 F	Cultural Awareness and Business Professionalism	3
BUS 101 F	Personal Financial Management	3
BUS 112 F	Public Speaking for Business	4
BUS 111 F	Business Communications	3 or
BUS 211 F	Critical Reasoning and Writing for Business	3 or
BUS 211HF	Honors Critical Reasoning and Writing for Business	3
BUS 225 F	International Management	3

BUS 240 F	Legal Environment of Business	3 or
BUS 240HF	Honors Legal Environment of Business	3
BUS 267 F	Principles of Supervision	3
BUS 271 F	Leadership and Business Ethics	3
Total Units		18 - 19

Mobile Applications Entrepreneur Certificate:

The Mobile Applications Entrepreneur Certificate provides students with a foundation for the development of phone and tablet mobile applications. The curriculum emphasizes the basics of mobile application strategy, design and development using operating systems such as Apple and Android. The certificate also focuses on an understanding of entrepreneurship and business operations. Students will learn the planning, programming and marketing of mobile applications. A minimum grade of C is required in each course taken. This certificate requires 16 to 17 units.

Required Courses (13-14 units)		Units
BUS 170 F	Principles of E-Business	3
BUS 182 F	Mobile Applications (APPs) for Business	3
CIS 226 F	Java Programming I	4 or
CIS 201 F	Introduction to Python Programming	3
CIS 240 F	Introduction to Mobile Apps	4
Restricted Electives (3 Units)		Units
BUS 180 F	Small Business Management	3
BUS 181 F	The Entrepreneurial Mindset	3
BUS 187 F	Innovation and New Product Development	3
BUS 188 F	Introduction to the Internet of Things Product Development	3
BUS 185 F	Creativity Matters!	3
Total Units		16 - 17

The Business of Art Certificate:

The Business of Art Certificate combines business coursework in entrepreneurship, marketing and accounting with courses focused on studio arts, art management and leadership practices for a self-employed career in Art. Students examine methods for sustaining a self-directed career in the arts and for making their art viable in the marketplace. A minimum grade of C is required in each course taken. This certificate requires a total of 18 units.

Required Entrepreneurship Courses (9 units)		Units
BUS 181 F	The Entrepreneurial Mindset	3 or
BUS 180 F	Small Business Management	3
ART 123 F	Business Practices in Art	3 or
MKT 201 F	Small Business Promotions	3
ACCT 100 F	Small Business Accounting	3
Choose 9 units from one ART Module listed below:		Units
Painter module Units		
ART 202 F	Advanced Painting I	3
ART 203 F	Advanced Painting II	3
ART 290 F	Portfolio Preparation and Artwork Presentation	3
Sculptor module Units		
ART 121 F	Three-Dimensional Design	3
ART 161 F	Advanced Sculpture	3
ART 268 F	Advanced Sculpture II	3
Jeweler module Units		
ART 121 F	Three-Dimensional Design	3
ART 274 F	Advanced Jewelry Casting	3
ART 276 F	Advanced Jewelry Fabrication	3
Ceramist module Units		
ART 121 F	Three-Dimensional Design	3

ART 155 F	Intermediate Ceramics	3
ART 254 F	Advanced Ceramics	3
Tile module	Units	
ART 120 F	Basic Design	3
ART 121 F	Three-Dimensional Design	3
ART 260 F	Tile III	3

Gallery Module Units

ART 122 F	Museum Studies- Introduction to Gallery Practices	3
ART 124 F	Museum Studies-Exhibition Production	3
ART 125 F	Museum Studies-Exhibition Design and Careers	3

Illustrator module Units

ART 222 F	Composition for Artists: Elements and Principles	3
ART 246 F	Advanced Illustration	3
ART 290 F	Portfolio Preparation and Artwork Presentation	3

Total Units 18

Facilities Management Certificate:

The Facility Management certificates align with the requirements set by the facility management industry for qualified facility management professionals. Students will understand the cross-functional aspects of a successful facility manager and will be further educated on the roles facility managers play, the basics of building operations and maintenance, building sustainability and work management within the facility manager job function. The International Facility Management Association (IFMA) estimates there is an employment gap and a need for younger, well-educated and qualified facility management professionals. This certificate will prepare students for management careers in a variety of fields including building sustainability, space planning, environmental health and safety, energy efficiency, sustainable landscaping, real estate, property management, human resources and others. A minimum grade of C is required in each course taken. This certificate requires 24 units.

Required Courses for a total of 18 units:	Units
BUS 100 F	Introduction to Business 3 or
CSTR 016 F	Business Administration for the Construction Industry 3
BUS 111 F	Business Communications 3 or

BUS 240 F	Legal Environment of Business	3 or
BUS 240HF	Honors Legal Environment of Business	3 or
BUS 245 F	Business Law I	3
Select 9-10 units from the following:		Units
BUS 162 F	Business Economics	3
BUS 201 F	Financial Investments	3
BUS 251 F	Business Finance	3
BUS 226 F	International Finance	3
BUS 186 F	Funding Special Projects and New Ventures	1
RE 202 F	Real Estate Finance	3
ACCT 101AF	Financial Accounting	5
Total Units		18 - 19

Finance Skills Certificate:

The Finance Skills Certificate is designed to prepare students for employment in the financial services industry or who are responsible for making financial decisions. Students will gain the foundational knowledge and tools needed for financial analysis and decision making.. The focus of the program is skill-building in areas such as capital markets and investments, mergers and acquisitions, international corporate governance, investment theory, and real estate to prepare students for employment. A grade of C or better is required in each course taken. This certificate requires 12-13 units.

Complete 6 units from the following:		Units
BUS 101 F	Personal Financial Management	3
BUS 201 F	Financial Investments	3 or
BUS 251 F	Business Finance	3 or
RE 202 F	Real Estate Finance	3

Complete 6-7 units from the following: Units

BUS 162 F	Business Economics	3
BUS 201 F	Financial Investments	3

BUS 251 F	Business Finance	3
BUS 240 F	Legal Environment of Business	3 or
BUS 240HF	Honors Legal Environment of Business	3 or
BUS 245 F	Business Law I	3
BUS 226 F	International Finance	3
BUS 186 F	Funding Special Projects and New Ventures	1
ACCT 101AF	Financial Accounting	5
RE 202 F	Real Estate Finance	3
Total Units		12 - 13

Tourism Management Certificate:

The Tourism Management Certificate includes instruction in hotel and restaurant operations designed to prepare students for various positions in this worldwide industry. Excellent job prospects exist with employers at hotels/motels, restaurants, clubs, cafeterias, food manufacturing companies, contract foodservice providers, schools, airlines, railways, and cruise ship companies. The curriculum focuses on the study of the business component of the industry. Classes will focus on operations management, financial management, human resource management, marketing and sales, and management information systems/technology applications emphasizing these functions within the hospitality industry. A minimum grade of C is required in each course taken. This certificate requires 18-21 units.

Required Courses (3 Units)	Units
BUS 230 F Introduction to Hospitality Management	3
List A: Select 8-9 units or 3 Courses from the following:	Units
BUS 231 F Introduction to Food and Beverage Management	3
BUS 232 F Introduction to Hotel Management	3
ECON 101 F Principles of Economics - Micro	3 or
ECON 101HF Honors Principles of Economics - Micro	3
List B: Select 7-9 units or 2 courses from the following:	Units
ACCT 101AF Financial Accounting	5 or
ACCT 102HF Honors Financial Accounting	5
BUS 245 F Business Law I	3

Real Estate Sales Skills Certificate:

The Real Estate Sales Skills Certificate can help on your journey to becoming a real estate professional. This certificate meets the minimum requirements for students to apply for a Real Estate Salesperson License with the California Department of Real Estate. This certificate is designed to prepare students to work in various real estate fields such as property management, real estate sales and leasing, or property development. A minimum grade of C is required in each course taken. This certificate requires 9 units.

Required Courses: (6 units)		Units
RE 101 F	Principles of Real Estate	3
RE 201 F	Real Estate Practice	3
Restricted Electives: (3 units)		Units
RE 203 F	Appraisal: Residential	3
RE 205 F	Property Management	3
RE 202 F	Real Estate Finance	3
RE 206 F	Real Estate Economics	3
RE 102 F	Legal Aspects of Real Estate	3
RE 207 F	Mortgage Loan Brokering in California	3
BUS 240 F	Legal Environment of Business	3 or
BUS 245 F	Business Law I	3
ACCT 100 F	Small Business Accounting	3
Total Units		9

Computer Game Programming Skills Certificate:

The Computer Game Programming Skills Certificate provides students with an opportunity to learn how to create interactive computer games, including Web-based ones. It targets students who want to acquire skills needed for game design and programming. The required Game Programming course utilizes programming language chosen by the instructor. The Certificate offers a choice between the three most popular programming languages: Java, C++ and C#.' The certificate is designed to prepare students to become game programming generalists. Before beginning core courses in programming, students should have a thorough understanding of computer operating systems. A minimum grade of C is required in each course taken. This certificate requires 15 units.

Required Courses (12 units)		Units
CISG 100 F	Introduction to Computer Game Design	3

CISG 110 F	Introduction to Programming for Computer Games	3
CISG 182 F	DirectX Graphics Programming	3
CISG 190 F	Programming Multiuser Online Games	3

Restricted Electives (3 units) Units

CISG 175 F	Multimedia Game Programming	3 or
CISG 170 F	Java for Game Programming	3 or
CISG 160 F	C# for Game Programming	3 or
CISG 165 F	C++ For Game Programming	3 or
CISG 185 F	Artificial Intelligence in Game Programming	3
Total Units		15

Computer Game Design Certificate:

The Computer Game Design Certificate is designed to prepare students for opportunities with studios, corporations, organizations, educational institutions, government agencies, advertising and entertainment industries that require visual and interactive content to support, enhance, entertain and/or market their product or service. A minimum grade of C is required in each course taken. This certificate requires 18 units.

Required Courses (15 units) Units

CISG 100 F	Introduction to Computer Game Design	3
CISG 110 F	Introduction to Programming for Computer Games	3
CIS 153 F	Business Web Graphics	3
CIS 155 F	Web Page Multimedia Design I	3
CIS 255 F	Web Page Multimedia Design II	3

Restricted Electives (3 units) Units

CISG 160 F	C# for Game Programming	3
CISG 170 F	Java for Game Programming	3
CISG 175 F	Multimedia Game Programming	3
Total Units		18

The following CIS Low-Unit Skills Certificates were discussed and approved:

Cyber Security Career Track: Select the following courses (8 units):

CIS 107 F	Introduction to Operating Systems	3
CIS 109 F	Personal Computer Security	2
CIS 160 F	Introduction to Cyber Security	3

Programming Career Track: Select the following courses (6-7 units):

CIS 223 F	Programming in C++	3 or
CIS 226 F	Java Programming I	4
CIS 142 F	Database I	3

Network Technician Career Track: Select the following courses (6 units):

CIS 181 F	Computer Certification Preparation	3
CIS 182 F	Computer Certification Preparation II	3

Network Administration Career Track: Select the following courses (9 units)

CIS 107 F	Introduction to Operating Systems	3
CIS 285 F	Windows Server	3
CIS 290 F	Linux / UNIX Operating System	3

Web Design Career Track: Select the following courses (6 units):

CIS 157 F	Web Design II	3
CIS 176 F	Web Page Layout with CMS	3

Information System Project Management Career Track: Select the following courses (9 units):

CIS 123 F	Beginning Word Processing (MS Word)	3
CIS 106 F	Beginning Spreadsheet (MS Excel)	3
CIS 120 F	Project Management I	3

Game Design Career Track: Select the following courses (6 units): Units

CISG 100 F	Introduction to Computer Game Design	3
CISG 110 F	Introduction to Programming for Computer Games	3

The following program was also discussed and it should be noted that we have been offering it for over 8 years, although it was NOT part of the State's inventory: Marketing Management Skills Certificate. The program was reviewed and approved to move forward:

Marketing Management Skills Certificate (N 2021)

The Marketing Management Skills Certificate is designed for students who intend to seek immediate employment in the field of marketing and/or business, and those presently employed in marketing but seeking advancement. Graduates of this program may be employed in a number of jobs and career areas such as Advertising and Promotions Manager, Marketing Manager, Agent and Business Manager of Artists, Performers, and Athletes, Market Research Analyst and Marketing Specialist. A minimum grade of C is required in each course taken. This certificate requires 15 units.

Program Justification

Create skills certificate to provide a resume education to pursue a job.

Required CORE MARKETING Courses (6 units)		Units
MKT 100 F	Introduction to Marketing	3
MKT 151 F	Digital Marketing	3
Choose MARKETING SPECIALITY courses for a minimum of 9 units:		Units
MKT 103 F	Principles of Advertising	3
MKT 201 F	Small Business Promotions	3
MKT 203 F	Principles of Retail Management	3
MKT 205 F	Understanding Multicultural Markets in the U.S.	3
MKT 208 F	Principles of Selling	3
MKT 161 F	Web Design for Digital Marketing	1
MKT 162 F	Search Engine Optimization	1
MKT 163 F	Search Engine Marketing	1
MKT 164 F	Online Advertising	1
MKT 165 F	Content Considerations for Digital Marketing	1
MKT 166 F	Social Media Marketing	1

MKT 167 F	Email Marketing	1
MKT 168 F	Digital Analytics Tools	1
MKT 169 F	Digital Marketing CAPSTONE: Strategy and Execution	1
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Total Units		15

The following EXISTING programs were discussed and with minor changes as noted below:

Business Management Associate in Science Degree (FY 2020): Updating program with course changes. Changed units from 31-34 to 24-25 to ensure achievement of 60 units in two years.

Business Management Certificate (FY 2021): Updating program to match revised degree program. Removed ACCT 100AF Financial Accounting Principle, and added ACCT 100 F Small Business Accounting.

Entrepreneurship Certificate (FY 2021): Updating program to match revised degree program.

Marketing Management Associate in Science Degree (FY 2021): Units changed from 31-34 to 24-25 due to course review for career demands.

Marketing Management Certificate (FY 2021): Updating programs for units update and improve competitiveness. Removed ACCT 100BF Financial Accounting Principle.

Participants were reminded of the following opportunities:

Career Closet - Anyone may donate dry-cleaned business attire and/or a financial donation to assist our students with acquiring a suit for interviews and other business events.

Hornets Aboard - Businesses are encouraged to sponsor students in Study abroad or the newly discussed Field Trip class to make international travel more accessible to our students.

Fullerton College Foundation - Businesses are encouraged to make donations to the foundation that supports business scholarships.

VOLUNTEER in general - Business owners are encouraged to volunteer as speakers in the classroom.

The Meeting concluded at 8:00 PM.