



**Division of Business and Career Education  
Advisory Meeting Summary  
Business**

Friday, October 16, 2020, 2:00-4:00 pm  
Zoom

**Business/Industry/Community Members Present:**

John Hobson	Cielo, President, HB Chamber of Commerce
Jason Harris	Allianz/State/Pimco Financial Management
Teresa Le	Repro X-Press, CEO, DingTea by Phybie, CEO
Scott Klimczak	Jabil Circuits, Sr. Director, Former CEO of Chad Industries
Joe Raszewski, CFP	First Foundation Advisors, Wealth Advisor

**GWC Faculty/Staff/Guests/District Members Present:**

Bern Baumgartner	GWC, Instructor, Department Chair
Guy Buker	GWC, Part-Time Instructor / Owner
Dorsie Brooks	GWC, Grants Coordinator
Sarah Efthymiou	GWC, Part-Time Instructor / PLC, Attorney
Andrew Moore	GWC, Part-Time Instructor / Epson, Product Manager
Chris Whiteside	GWC, Executive Dean, Business & Career Education

*The purpose of the advisory committee is to provide input and make recommendations to the faculty and administration on changes in direction for the career education programs. These recommendations include suggestions for improvement, expansion, student recruitment, innovation, and/or equipment commonly found in industry that is associated with the pertinent career program.*

**WELCOME and OBJECTIVES**

Bern Baumgartner started the zoom meeting at 2:00 p.m. with committee members introducing themselves. Bern informed participants that this meeting would focus on reviewing program’s current curriculum.

**Emergency Aid to Students**

Dorsie pointed out campus support provided to students:

- Over \$1.6 million disbursed to over 200 students (CARES Act, GPP, EOPs, Equity)
- Chromebook loan program – 187 devices
- Food distribution – every Tuesday
- Grocery store gift cards
- Bus passes

Additionally, over 40 campus representatives reached out to students to provide support and resources.

**PROGRAM UPDATE**

**Graduation Data**

Members reviewed graduation data that reflected annual increases of the Business degree and certificates awarded over the past five years.

**Labor Market Data**

Members reviewed the pre-COVID labor market data.

**Exhibit 1: Occupational demand in Los Angeles and Orange Counties<sup>3</sup>**

Geography	2019 Jobs	2024 Jobs	2019-2024 Change	2019-2024 % Change	Annual Openings
Los Angeles	115,815	112,776	(3,039)	(3%)	11,988
Orange	42,066	41,546	(520)	(1%)	4,386
<b>Total</b>	<b>157,881</b>	<b>154,322</b>	<b>(3,559)</b>	<b>(2%)</b>	<b>16,374</b>



## Division of Business and Career Education Advisory Meeting Summary Business

### CURRICULUM REVIEW

Committee members reviewed the following current Business certificates, program outcomes, and courses.

- Business Associate Degree for Transfer
- Business Administration Associate Degree
- Business Administration- Certificate of Achievement
- Entrepreneurship I- Small Business Startup Essentials
- Entrepreneurship II- Small Business Ownership and Expansion

### Business Certificates and Degree

- Business Associate Degree for Transfer – 60 units (Current)
  - Transfer with guarantee for admission to a Cal State; most go to CSUF, CSULB
  - Doesn't include recent CSU change requiring Stats and Finite or Bus Calc math
    - [ACCT G101- Financial Accounting](#)
    - [ACCT G102- Managerial Accounting](#)
    - [ECON G170- Microeconomics](#)
    - [ECON G175- Macroeconomics](#)
    - [BUS G110- Business Law](#) OR
    - [BUS G108- Legal Environment of Business](#)
    - [MATH G140- Business Calculus](#) OR
    - [MATH G160- Intro to Statistics](#)
    - Choose 2:
      - [CS G130- Survey of Computer Science](#) OR
      - [BUS G100- Intro to Business](#) OR
      - [BUS G139- Business Communications](#)
- Business Administration Associate Degree
  - Transferable, but not guaranteed; more marketing and management classes
    - [ACCT G101- Financial Accounting](#)
    - [ACCT G102- Managerial Accounting](#)
    - [BUS G100- Intro to Business](#)
    - [BUS G110- Business Law](#) OR
    - [BUS G108- Legal Environment of Business](#)
    - [BUS G130- Business Writing](#) OR
    - [BUS G139- Business Communications](#)
    - [MGMT G110- Elements of Management](#)
    - [MKTG G100- Principles of Marketing](#)
    - [MGMT G140- Business and Organizational Ethics](#)
- Business Administration – Certificate of Achievement
  - [ACCT G100- Intro to Accounting](#) OR
  - [ACCT G101- Financial Accounting](#) OR
  - [ACCT G235- Quickbooks for Accountants](#)
  - [BUS G110- Business Law](#) OR
  - [BUS G108- Legal Environment of Business](#)
  - [BUS G130- Business Writing](#) OR
  - [BUS G139- Business Communications](#)
  - [MGMT G110- Elements of Management](#)
  - [MKTG G100- Principles of Marketing](#)
  - [MGMT G140- Business and Organizational Ethics](#)
  - [ACCT G102- Managerial Accounting](#)
  - [BUS G100- Intro to Business](#)
  - Choose 2 Electives



## Division of Business and Career Education Advisory Meeting Summary Business

- Entrepreneurship I – Small Business Startup Essentials
  - Current certificate is locally approved; would like to move it to the Chancellor's office for approval. Add class to increase units from 7.5 to 9 to be recognized at the state level.  
Required Courses:  
[BUS G101- The Mindset of Business Success](#)  
[MGMT G152- Starting a Business- Entrepreneurial Small Business](#)  
[MKTG G157- Finding and Knowing Your Customer](#)  
  
Elective Courses – Choose one:  
[BUS G158- Raising Money to Start or Grow a Business](#)  
[BUS G159- Legal/Regulatory Essentials for Starting a Business](#)  
[MGMT G163/ ACCT G163- Basic Accounting Concepts for Small Business](#)  
[MKTG G167- Marketing and Social Media for Entrepreneurs](#)
  -
- Entrepreneurship II – Small Business Ownership and Expansion
  - Current certificate is locally approved; would like to move it to the Chancellor's office for approval.  
[BUS G101- The Mindset of Business Success](#)  
[MGMT G162- Managing a Small Business](#)  
  
Electives: Choose four classes:  
[BUS G153- Writing an Effective Business Plan](#)  
[BUS G158- Raising Money to Start or Grow a Business](#)  
[BUS G159- Legal/Regulatory Essentials for Starting a Business](#)  
[MGMT G163/ ACCT G163- Basic Accounting Concepts for Small Business](#)  
[MKTG G167- Marketing and Social Media for Entrepreneurs](#)
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- Marketing Associates in Arts and Certificate of Achievement
  - Both the degree and the certificate have the same required courses  
[BUS G100- Intro to Business](#)  
[MKTG G100- Principles of Marketing](#)  
[MKTG G135- Retail Management](#)  
[MKTG G140- Digital Marketing and Electronic Commerce](#)  
[MGMT G155- Customer Service](#)  
Choose one of the following:  
[BUS G130- Intro to Business Writing](#)  
[BUS G139- Business Communications](#)  
[MGMT G110- Elements of Management](#)
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Committee members reviewed the following current Management certificates, program outcomes, and courses.

Human Resource Management Certificate  
Management- Associate of Arts  
Management- Certificate  
Retail Management- Certificate



## Division of Business and Career Education Advisory Meeting Summary Business

- Human Resource Management Certificate – 12 units
  - Can complete in one semester  
Required Courses:  
[MGMT G111- Human Resources Management](#)  
[ACCT G110- Payroll Accounting and Taxation](#)  
Electives- Choose 2:  
[BUS G110- Business Law](#) OR  
[BUS G108- Legal Environment of Business](#)  
[MGMT G110- Elements of Management](#)  
[MGMT G115- Essentials of Organizational Behavior](#)  
[MGMT G130- Team Building and Group Dynamics](#)  
[MGMT G140- Business and Organizational Ethics](#)
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- Management – Associate of Arts and Certificate
  - Both the degree and the certificate have the same required courses  
Required Courses:  
[BUS G100- Intro to Business](#)  
[MGMT G110- Elements of Management](#)  
[MGMT G115- Essentials of Organizational Behavior](#)  
[MGMT G140- Business and Organizational Ethics](#)  
[BUS G110- Business Law](#) OR  
[BUS G108- Legal Environment of Business](#)  
[MGMT G110- Elements of Management](#)  
  
Electives- Choose 2  
[MGMT G111- Human Resources Management](#)  
[MGMT G130- Team Building and Group Dynamics](#)  
[MGMT G152- Starting a Business- Entrepreneurial Small Business](#)  
[MGMT G155- Customer Service](#)
  - [MKTG G135- Retail Management](#)
- Retail Management – Certificate
  - [ACCT G100- Intro to Accounting](#)  
[BUS G100- Intro to Business](#) OR  
[BUS G139- Business Communications](#)  
[CS G130- Survey of Computer Science](#)  
[MGMT G110- Elements of Management](#)  
[MGMT G111- Human Resources Management](#)  
[MGMT G115- Essentials of Organizational Behavior](#)  
[MKTG G100- Principles of Marketing](#)
  - [MKTG G135- Retail Management](#)



## Division of Business and Career Education Advisory Meeting Summary Business

### RECOMMENDATIONS and ACTION ITEMS / COMMITTEE APPROVAL

#### Feedback:

*Employers approved the existing programs listed (via Zoom chat).*

#### Existing Programs:

- [Business Associate Degree for Transfer](#)
- [Business Administration Associate Degree](#)
- [Business Administration- Certificate of Achievement](#)
- [Marketing Associate in Arts](#)
- [Marketing Certificate of Achievement](#)
- [Human Resource Management Certificate](#)
- [Management- Associate of Arts](#)
- [Management- Certificate](#)
- [Retail Management- Certificate](#)

*Employers approved new certificates (via Zoom chat).*

#### New Certificate:

- [Entrepreneurship I- Small Business Startup Essentials](#)
- [Entrepreneurship II- Small Business Ownership and Expansion](#)

### NEW INDUSTRY TRENDS

Are there any classes that we should explore offering?

What kind of experiences or engagement would be beneficial for our graduating students before their transition to the workforce?

- Incorporate communication into the current classes (J. Hobson, J. Harris)
- Collaboration and teamwork (J. Raszewski)
- How to pause and think about questions; be creative with ideas (Klimczak)
- Explore small business game changers to have in place to survive, restaurants, retail-online how they reach customers, be mindful to current circumstances requiring adaptation (A. Moore)
- Data analytics, cyber security, social media marketing?
  - All three are hot topics at Epson (A. Moore)
  - Retail business should have social marketing skills (T. Le)
  - Agree, all three should be included in curriculum (J. Hobson)
- Theme – be prepared as business owner including tax returns, lease agreements (J. Hobson)
- Meaningful industry certifications (S. Efthymiou)

Bern proposed continuing this conversation in more depth at the next meeting.

### ADJOURNMENT

The meeting adjourned at 3:32 pm

**Next Meeting:** February 2021