

SAN DIEGO CITY COLLEGE
BUSINESS & ACCOUNTING DEPARTMENT
ADVISORY BOARD MEETING MINUTES

Monday, April 17, 2023

The Business and Accounting Department’s industry advisory members were asked to review and provide their feedback on the curriculum changes listed in this document.

- ACCT – Accounting, Associate of Science Degree
- ACCT – Accounting, Certificate of Achievement
- ACCT – Accounting Fundamentals, Certificate of Performance
- BUSE – Small Business Management Entrepreneur, Associate of Science Degree
- BUSE – Small Business Management Entrepreneur, Certificate of Achievement
- BUSE – Business Administration, Certificate of Achievement
- BUSE – Business Fundamentals, Certificate of Performance
- ECON – Economics, Certificate of Achievement
- ECON – Economics Fundamentals, Certificate of Performance

The following members were asked to review the modifications below and participate in remote discussion.

The following industry, faculty members, and guests were present:

Industry	
Chip Fox	Consultant - ICF
Gabriella Dow	CEO - Dow Consulting
Frank Hernandez	CEO- Traxx Accounting
Patricia Waldron	CEO and founder - Vision First / Marketing Expert & Solution Strategist
Teresa Reed	CPA, Partner - Del Cerro Tax, LLP
Analia Corrales	Heartland HR/ Payroll Services and HR Solutions
Bassam Mustafa	Small Business Entrepreneur, CPA
Justin F. Fortier	CEO - FYC Labs - Web development and graphic design agency
Faculty	
Shana Carr	Accounting Professor, Department Chair – City College
Tania Serhan	Business Professor – City College

College Program Areas & Proposed Changes/Updates

In her remote discussion with Advisory Board members, Shana provided updates on awards needing approval to better assist students through their Business, Accounting, and Economics pathways. Programs were provided in the email invitation for Zoom.

In their remote discussions to the Advisory Board members, Tania and Shana relayed that the department needs their approval of some curriculum changes that would help provide students a competitive advantage upon entering the job market. Tania emailed the Labor market and other

information related to curriculum changes via a [tracker](#). The tracker also included data explaining the need for the changes as well as the tracked changes for all the awards. Some of the award modifications required advisory board approval and others were for informational purpose as shown below. Shana sent updated awards through calendar invite for meeting.

- **Curriculum in need of advisory board approval:**

- Award Modifications:
 - ACCT – [Accounting, Associate of Science Degree](#)
 - BUSE – [Small Business Management Entrepreneur, Associate of Science Degree](#)
 - BUSE – [Small Business Management Entrepreneur, Certificate of Achievement](#)
- New Awards:
 - ACCT – [Fundamentals of Accounting, Certificate of Performance](#)
 - ACCT - [Accounting, Certificate of Achievement](#)
 - MARK – [Fundamentals of Marketing, Certificate of Performance](#)
 - BUSE – [Business Administration, Certificate of Achievement](#)
 - BUSE - [Fundamentals of Business, Certificate of Performance](#)
 - ECON - [Fundamentals of Economics, Certificate of Performance](#)
 - ECON - [Economics, Certificate of Achievement](#)
- Award Modifications:
 - ACCT – [Certified Public Accounting Preparatory Program, Certificate of Performance](#)
 - BUSE – [Management and Team Building, Certificate of Performance](#)
- Award Deactivations:
 - ACCT – [Certificate Public Accountant \(CPA\) Preparatory Program, Certificate of Achievement](#)
 - BUSE – [Business Communications and Cultural Competence, Certificate of Performance](#)
 - BUSE – [Business Presentations, Certificate of Performance](#)
 - BUSE – [Job Skills, Certificate of Performance](#)
 - BUSE – [Sports Management, Certificate of Performance](#)
 - BUSE – [Working Education, Certificate of Performance](#)
- Course Deactivations:
 - [ACCT 201A Intermediate Accounting I](#)
 - [ACCT 201B Intermediate Accounting II](#)
 - [BUSE 090A Learning Skills](#)
 - [BUSE 090B Work Success](#)
 - [BUSE 090C Business Internship](#)
 - [BUSE 090D Workplace Competencies](#)
 - [BUSE 122 Sports Management](#)
 - [BUSE 124 Sports Sales](#)
 - [BUSE 230A Beginning Small Business Operation](#)
 - [BUSE 230B Intermediate Small Business Operation](#)
 - [BUSE 230C Advanced Small Business Operation](#)

- Fox gave his approval of the changes.
- Hernandez gave his approval of the changes.

- Mustafa gave his approval of the changes.
- Corrales gave her approval of the changes.
- Dow commented that we should reconsider deactivating the Sports Management courses as there has been a resurgence of sports in the area recently. Carr explained with planned steep budget cuts these specialty classes may not be possible but we reapproach with the new Dean. She approved the changes to the curriculum. Discussed the need for more active members.

In summary, the following members approved moving forward the curriculum: Fox, Hernandez, Dow, Mustafa (B), and Corrales. Under the charge of the advisory committee, industry advisory members unanimously approved the proposed curriculum.

Also discussed were needs for department. Discussion included advertisement and marketing needs, equipment updates for faculty, and printed materials. All agreed that enhancements and instructional support was needed given the new focus of the programs and the intended pathways program.