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Subject: Collegial Consultation for Strategic Management Practices for New Managers Certificate
Date: Friday, January 31, 2025 6:04:26 PM
Attachments: [0506.50 Strategic Management Practices for New Managers Santa Monica Jul24.pdf](#)

Hello,

The following is from SMC Business and Fashion Departments faculty for collegial consultation on our new Strategic Management Practices for New Managers Certificate. This certificate is driven by the RHT regional project.

Steven Sedky, MBA, Ed.D.
Associate Dean (Interim)
Career Education
Santa Monica College

Hello LARC Voting Members and Faculty,

The purpose of this email is to serve as collegial consultation as Santa Monica College is submitting for a new program in Strategic Management Practices for New Managers and the application that will be a program recommendation on the February agenda.

We were deliberate in our process in consideration and development of a Strategic Management Practices for New Managers Program as this is a region wide, state funded, effort to establish education for first time managers in retail, hospitality, and tourism industries. This regional effort is in response to skills needed in the workplace as a result of the COVID 19 pandemic. More than eleven California community colleges have been coordinating efforts to roll out similar programs that are conducive to the needs and demands that correspond to employment opportunities in local areas.

First, the LMI report (attached) meets all program endorsement criteria, specifically showing an increase in demand for employment in the retail sector. In the greater Los Angeles/Orange County region, the number of jobs related to retail occupations is projected to increase by 2% through 2027. There will be nearly 13,900 job openings per year through 2027 due to job growth and replacements. The majority of job postings (81%) were for first-line supervisors of retail sales workers, followed by general and operations managers (19%).

Curriculum Overview

The purpose of this certificate of achievement is to coordinate industry wide efforts in employment while offering courses that prepare students for careers as entry level managers in the retail, hospitality and tourism industries. This nine credit certificate program includes one required core course (BUS 12) and two electives in the business department with an internship option.

BUS 12 Success Skills for the First Time Manager (required)

Option of two

BUS 11 Introduction to Hospitality

BUS 32 Business Communications

BUS 35 Customer Relationship Management

BUS 76 Human Resource Management

BUS 90C Business Internship

Feel free to reach out to us and/or the faculty if you have any questions or concerns. Our new Strategic Management Practices for New Managers certificate of achievement will be housed in the Business Department and the Department Chair is Dana Nasser (Nasser_Dana@smc.edu).

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