

**PASADENA CITY COLLEGE
CURRICULUM AND INSTRUCTION COMMITTEE
MINUTES OF MEETING
THURSDAY, APRIL 2, 2020**

CALLED TO ORDER: 1:17 p.m.

CO-CHAIRPERSON: Sharon Bober

The following Curriculum and Instruction Committee members were present:

FACULTY CHAIRPERSON

Sharon Bober

INSTRUCTIONAL UNITS

Salvador Diaz, Business, Engineering & Technology

Jeff Hupp, Counseling and Career Services

Sebrenia Law, Health Sciences

Mike Terrill, Kinesiology, Health and Athletics

Maria Pehlivanova, Languages

Walter Butler, Library

Richard Abdelkerim, Mathematics and Computer Science

John Hanley, Natural Sciences

Henry Shin, Performing & Communication Arts

Bakhtawar Bhadha, Social Sciences

Daisuke Yamaguchi, Visual Arts & Media Studies

DIVISION DEANS

Lynora Rogacs

Natalie Russell

Julie Kiotas

MEMBERS EX-OFFICIO

Sharis Amirian, Articulation Officer

Armando Duran, Counseling and Student Success Services

VISITORS

Matthew Henes

Tanysha Laney

Melissa Anderson

Elaine Fong

In accordance with the Ralph M. Brown Act and SB 751, the minutes of the Curriculum and Instruction Committee of Pasadena City College record the votes of all committee members as follows: (1) Members not present are presumed not to have voted; (2) the names of members of minority or abstaining votes are recorded; (3) all other members are presumed to have voted in the majority.

I. WELCOME

Self-introductions were made.

II. PUBLIC COMMENT

None

III. APPROVAL OF MINUTES

Meeting Minutes for March 26, 2020.

ON MOTION by John Hanley and seconded by Maria Pehlivanova, the committee voted to approve the minutes from meeting 5. ABSTAIN = 1 (Bakhtawar Bhadha)

IV. COMMITTEE DISCUSSION

ON MOTION by John Hanley and seconded by Sharis Amirian, the committee voted and unanimously approved the modification of MRKT 132.

ON MOTION by Richard Abdelkerim and seconded by Walter Butler, the committee voted and unanimously approved the renewal of Distance Education for MRKT 132.

BY UNANIMOUS CONSENT the committee approved the following information items:

Modification

BUS 016

BUS 116

BUS 150

MRKT 020

MRKT 150

Distance Education

BUS 016 Renewal

BUS 116 Renewal

BUS 150 Renewal

MRKT 020 Renewal

MRKT 150 Renewal

The committee reviewed and discussed the following:

BP 4260

ON MOTION by Bakhtawar Bhadha and seconded by Richard Abdelkerim, the committee voted and unanimously approved the changes made to BP 4260.

AP 4260

Form D approval

Curriculum FAQs

ON MOTION by Mike Terrill and seconded by Richard Abdelkerim, the committee voted and unanimously approved a 10-minute break.

The meeting resumed, and the committee reviewed and discussed the following:

Technical Review

V. ANNOUNCEMENTS

None

VI. ADJOURNMENT

ON MOTION by Walter Butler and seconded by Maria Pehlivanova, the meeting was adjourned at 3:39 p.m.

ADDENDUM

BUSINESS AND ENGINEERING TECHNOLOGY

MODIFICATION – Distance Ed renewal, NCN (increase 35 to 40), text – Effective Summer 2021

MRKT 132 RETAIL MANAGEMENT

3 units

Principles and practices in the management and merchandising of retail stores. Includes critical buying function, merchandising, promotional techniques, site selection, layout, staffing, market positioning and customer service. Total of 54 hours of lecture.

Grade Mode: L, A

Rationale: Updating Form D, book edition, and class size (from 35 to 40) only.

MODIFICATION – DE renewal – Effective Summer 2021

BUS 016 BUSINESS COMPUTATIONS USING TECHNOLOGY

3 units

Comprehensive study of business computations using current technology. Topics include banking services, payroll, markup and markdown, interest and loans, taxes, cash and trade discounts, and depreciation. For students interested in business careers. Total of 54 hours lecture.

Transfer Credit: CSU

Grade Mode: L, A

Rationale: Reviewed for 2-year cycle, renewal of Form D only, there are no other changes.

MODIFICATION – DE renewal – Effective Summer 2021

BUS 116 ENTREPRENEURSHIP

3 units

Fundamental aspects of an entrepreneurial mindset as an essential life skill. Application of proven principles of successful entrepreneurship and the steps necessary to identify and create opportunities. Development of the process of identifying problems, finding solutions, and making business connections beyond the classroom. Total of 54 hours lecture.

Grade Mode: L, A, P

Rationale: Renewal for 2-year Form D cycle.

MODIFICATION – DE renewal – Effective Summer 2021

BUS 150 INTRODUCTION TO INTERNATIONAL BUSINESS

3 units

General business problems, theories, techniques, and strategies necessary for the development of business activities in the global marketplace. Topics include the impact of culture, political and economic environments on international business operations of countries worldwide. Global

perspective of business fundamentals as they relate to international management, communication, marketing, finance, and ethics. Total of 54 hours lecture.

Grade Mode: L, A

Rationale: No other changes other than updating Form D.

MODIFICATION – DE renewal – Effective Summer 2021

MRKT 020 PRINCIPLES OF MARKETING

3 units

Introductory course in marketing with the prime objective of understanding the marketing philosophy and how to improve an organization's performance through strategic marketing activities. Total of 54 hours lecture.

Transfer Credit: CSU

Grade Mode: L

Rationale: No changes other than updating the Form D.

MODIFICATION – DE renewal – Effective Summer 2021

MRKT 150 SOCIAL MEDIA MARKETING FOR BUSINESS

3 units

Foundation of what social media is and how it can be used to grow a business. Focus on developing a social media strategy and how to leverage social media platforms to promote a brand and/or business to prospective customers. Total of 54 hours lecture.

Grade Mode: L

Rationale: Updating Form D per the 2-year cycle and no other changes are being made.