

**CYPRESS COLLEGE
CURRICULUM COMMITTEE**
Tuesday, May 7, 2019
(TLC) Teaching Learning Center in the LRC.
3:00 p.m.

AGENDA

Thank you for being on time. The meeting starts at 3:00 pm in the Teaching Learning Center in the LRC. Your attendance is critical in helping to meet the curriculum needs of Cypress College. Remember, if you are unable to attend please find an alternate representative.

Call to Order:

Silvie Grote, Chair

1. **Establish Quorum and Acknowledge Alternates**
2. **Adoption of the Agenda**
3. **Approval of *April 30, 2019 minutes*: (attached)**
4. **Public Commentary (3 minutes per speaker)**
5. **Chair Report**
6. **Discussion of Software - recommendations**
7. **Class Size Document Discussion**
8. **Catalog Pages Review**

DELETE COURSES		
COURSE ID	EFF DATE	JUSTIFICATION
MGT 085 C	2020 Fall	course no longer offered
MGT 086 C	2020 Fall	course no longer offered
MGT 087 C	2020 Fall	course no longer offered
MGT 088 C	2020 Fall	course no longer offered
MGT 089 C	2020 Fall	course no longer offered
MKT 086 C	2020 Fall	course no longer offered
MKT 087 C	2020 Fall	course no longer offered
MKT 088 C	2020 Fall	course no longer offered
MKT 089 C	2020 Fall	course no longer offered
MKT 090 C	2020 Fall	course no longer offered
MKT 091 C	2020 Fall	course no longer offered
MKT 092 C	2020 Fall	course no longer offered
MKT 093 C	2020 Fall	course no longer offered
MKT 094 C	2020 Fall	course no longer offered
MKT 095 C	2020 Fall	course no longer offered
MKT 096 C	2020 Fall	course no longer offered
MKT 097 C	2020 Fall	course no longer offered
MKT 098 C	2020 Fall	course no longer offered

REVISED COURSES					
COURSE ID	ACTION TAKEN	CLASS SIZE	CLASS SIZE JUSTIFICATION	EFF DATE	JUSTIFICATION
MGT 055 C Business English Units: 3 Lecture: 3 Laboratory: 0	* Add Distance Education & Hybrid * Textbook Update	45	The primary mode of instruction is lecture and may include discussion and/or group learning. Evaluation primarily through objective exams. Writing assignments are assessed mostly for concepts and structure.	2020 Fall	Program Review Textbooks updated to better reflect course content. Online component requested to increase the distance education offerings at Cypress College, to increase student access and meet student demands.
MGT 101 C Personal Finance Units: 3 Lecture: 3 Laboratory: 0	* Textbook Update	45	The primary mode of instruction is lecture and may include discussion and/or group learning. Evaluation primarily through objective exams. Writing assignments are assessed mostly for concepts and structure.	2020 Fall	Program Review Textbooks updated to better reflect course content.
MGT 102 C Financial Literacy Units: 3 Lecture: 3 Laboratory: 0	* Textbook Update	45	The primary mode of instruction is lecture and may include discussion and/or group learning. Evaluation primarily through objective exams. Writing assignments are assessed mostly for concepts and structure.	2020 Fall	Program Review Textbooks updated to better reflect course content.
MGT 111 C Business Communications Units: 3 Lecture: 3 Laboratory: 0	* Prerequisite revalidated * Add Distance Education & Hybrid * Textbook Update	45	The primary mode of instruction is lecture and may include discussion and/or group learning. Evaluation primarily through objective exams. Writing assignments are assessed mostly for concepts and structure.	2020 Fall	Program Review Textbooks updated to better reflect course content. Online component requested to increase the distance education offerings at Cypress College, to increase student access and meet student demands.

MGT 143 C Introduction to Legal Research Units: 1 Lecture: 1 Laboratory: 0	* Add Distance Education & Hybrid * Textbook Update	45	The primary mode of instruction is lecture and may include discussion and/or group learning. Evaluation primarily through objective exams. Writing assignments are assessed mostly for concepts and structure.	2020 Fall	Program Review Textbooks updated to better reflect course content. Online component requested to increase the distance education offerings at Cypress College, to increase student access and meet student demands.
MGT 151 C Business Mathematics Units: 3 Lecture: 3 Laboratory: 0	* Add Distance Education & Hybrid * Textbook Update	45	The primary mode of instruction is lecture and may include discussion and/or group learning. Evaluation primarily through objective exams. Writing assignments are assessed mostly for concepts and structure.	2020 Fall	Program Review Textbooks updated to better reflect course content. Online component requested to increase the distance education offerings at Cypress College, to increase student access and meet student demands.
MGT 261 C Small Business Management Units: 3 Lecture: 3 Laboratory: 0	* Textbook Update	45	The primary mode of instruction is lecture and may include discussion and/or group learning. Evaluation primarily through objective exams. Writing assignments are assessed mostly for concepts and structure.	2020 Fall	Program Review Textbooks updated to better reflect course content.
MGT 265 C Social Responsibility of Business Units: 3 Lecture: 3 Laboratory: 0	* Outline Update * Textbook Update	45	The primary mode of instruction is lecture and may include discussion and/or group learning. Evaluation primarily through objective exams. Writing assignments are assessed mostly for concepts and structure.	2020 Fall	Program Review Outline and textbooks updated to better reflect course content.

MGT 266 C Human Relations in Business Units: 3 Lecture: 3 Laboratory: 0	* Outline Update * Catalog Description Update * Schedule Description Update * Textbook Update	45	The primary mode of instruction is lecture and may include discussion and/or group learning. Evaluation primarily through objective exams. Writing assignments are assessed mostly for concepts and structure.	2020 Fall	Program Review Outline, catalog, schedule and textbooks updated to better reflect course content.
MGT 267 C Principles of Supervision Units: 3 Lecture: 3 Laboratory: 0	* Schedule Description Update * Add Distance Education & Hybrid * Textbook Update	45	The primary mode of instruction is lecture and may include discussion and/or group learning. Evaluation primarily through objective exams. Writing assignments are assessed mostly for concepts and structure.	2020 Fall	Program Review Schedule and textbook updated to better reflect course content. Online component requested to increase the distance education offerings at Cypress College, to increase student access and meet student demands.
MGT 268 C Human Resources Management Units: 3 Lecture: 3 Laboratory: 0	* Add Distance Education & Hybrid * Textbook Update	45	The primary mode of instruction is lecture and may include discussion and/or group learning. Evaluation primarily through objective exams. Writing assignments are assessed mostly for concepts and structure.	2020 Fall	Program Review Textbooks updated to better reflect course content. Online component requested to increase the distance education offerings at Cypress College, to increase student access and meet student demands.
MKT 103 C Principles of Advertising Units: 3 Lecture: 3 Laboratory: 0	* Textbook Update	45	The primary mode of instruction is lecture and may include discussion and/or group learning. Evaluation primarily through objective exams. Writing assignments are assessed mostly for concepts and structure.	2020 Fall	Program Review Textbooks updated to better reflect course content.
MKT 105 C Principles of Retailing Units: 3 Lecture: 3 Laboratory: 0	* Textbook Update	45	The primary mode of instruction is lecture and may include discussion and/or group learning. Evaluation primarily through objective exams. Writing assignments are assessed mostly for concepts and structure.	2020 Fall	Program Review Textbooks updated to better reflect course content.

MKT 201 C Small Business Promotion Units: 3 Lecture: 3 Laboratory: 0	* Outline Update * Catalog Description Update * Schedule Description Update * Textbook Update	45	The primary mode of instruction is lecture and may include discussion and/or group learning. Evaluation primarily through objective exams. Writing assignments are assessed mostly for concepts and structure.	2020 Fall	Program Review Outline, catalog, schedule and textbooks updated to better reflect course content.
MKT 205 C Multicultural Markets in U.S. Units: 3 Lecture: 3 Laboratory: 0	* Textbook Update	45	The primary mode of instruction is lecture and may include discussion and/or group learning. Evaluation primarily through objective exams. Writing assignments are assessed mostly for concepts and structure.	2020 Fall	Program Review Textbooks updated to better reflect course content.
MKT 208 C Principles of Selling Units: 3 Lecture: 3 Laboratory: 0	* Catalog Description Update * Schedule Description Update * Textbook Update	45	The primary mode of instruction is lecture and may include discussion and/or group learning. Evaluation primarily through objective exams. Writing assignments are assessed mostly for concepts and structure.	2020 Fall	Program Review Catalog, schedule and textbooks updated to better reflect course content.
MKT 222 C Principles of Marketing Units: 3 Lecture: 3 Laboratory: 0	* Program Review	45	The primary mode of instruction is lecture and may include discussion and/or group learning. Evaluation primarily through objective exams. Writing assignments are assessed mostly for concepts and structure.	2020 Fall	Program Review
MKT 224 C International Marketing Units: 3 Lecture: 3 Laboratory: 0	* Outline Update * Catalog Description Update * Schedule Description Update * Textbook Update	45	The primary mode of instruction is lecture and may include discussion and/or group learning. Evaluation primarily through objective exams. Writing assignments are assessed mostly for concepts and structure.	2020 Fall	Program Review Outline, catalog, schedule and textbooks updated to better reflect course content.

DELETE DEGREES/CERTIFICATES

DEGREE		EFF DATE	JUSTIFICATION																																																						
Management	<p>CALL CENTER OPERATIONS CERTIFICATE</p> <p>Required courses are listed in suggested sequence:</p> <table border="1"> <thead> <tr> <th></th> <th></th> <th>Units</th> </tr> </thead> <tbody> <tr> <td>MGT111 C</td> <td>Business Communications</td> <td>3</td> </tr> <tr> <td></td> <td>or</td> <td></td> </tr> <tr> <td>MGT211 C</td> <td>Writing for Business</td> <td>3</td> </tr> <tr> <td>MGT266 C</td> <td>Human Relations in Business</td> <td>3</td> </tr> <tr> <td>MGT151 C</td> <td>Business Mathematics</td> <td>3</td> </tr> <tr> <td>CIS111 C</td> <td>Computer Information Systems</td> <td>3</td> </tr> <tr> <td></td> <td>or</td> <td></td> </tr> <tr> <td>CIS116 C</td> <td>MS Outlook/Office Procedures</td> <td>3</td> </tr> <tr> <td colspan="2">Select one course from the following:</td> <td>Units</td> </tr> <tr> <td>MGT 240 C</td> <td>Legal Environment of Business</td> <td>3</td> </tr> <tr> <td></td> <td>or</td> <td></td> </tr> <tr> <td>HS 145 C</td> <td>Survey Of Medical Terminology</td> <td>3</td> </tr> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td colspan="2">Total Units</td> <td>15</td> </tr> </tbody> </table>			Units	MGT111 C	Business Communications	3		or		MGT211 C	Writing for Business	3	MGT266 C	Human Relations in Business	3	MGT151 C	Business Mathematics	3	CIS111 C	Computer Information Systems	3		or		CIS116 C	MS Outlook/Office Procedures	3	Select one course from the following:		Units	MGT 240 C	Legal Environment of Business	3		or		HS 145 C	Survey Of Medical Terminology	3				Total Units		15	2020 Fall	Program no longer offered									
		Units																																																							
MGT111 C	Business Communications	3																																																							
	or																																																								
MGT211 C	Writing for Business	3																																																							
MGT266 C	Human Relations in Business	3																																																							
MGT151 C	Business Mathematics	3																																																							
CIS111 C	Computer Information Systems	3																																																							
	or																																																								
CIS116 C	MS Outlook/Office Procedures	3																																																							
Select one course from the following:		Units																																																							
MGT 240 C	Legal Environment of Business	3																																																							
	or																																																								
HS 145 C	Survey Of Medical Terminology	3																																																							
Total Units		15																																																							
Marketing	<p>PROFESSIONAL MARKETING CERTIFICATE</p> <p>Required courses are listed in suggested sequence:</p> <table border="1"> <thead> <tr> <th></th> <th></th> <th>Units</th> </tr> </thead> <tbody> <tr> <td>MKT090 C</td> <td>Marketing Essentials</td> <td>1</td> </tr> <tr> <td>MKT091 C</td> <td>Advertising and Public Relations</td> <td>1</td> </tr> <tr> <td>MKT092 C</td> <td>Personal Selling</td> <td>1</td> </tr> <tr> <td>MKT093 C</td> <td>Target Marketing</td> <td>0.5</td> </tr> <tr> <td>MKT094 C</td> <td>Buyer Behavior</td> <td>0.5</td> </tr> <tr> <td>MKT095 C</td> <td>Market Distribution Systems</td> <td>0.5</td> </tr> <tr> <td>MKT096 C</td> <td>Sales Promotion Techniques</td> <td>0.5</td> </tr> <tr> <td>MKT097 C</td> <td>Customer Relations</td> <td>0.5</td> </tr> <tr> <td>MKT098 C</td> <td>International Marketing - Small Business</td> <td>0.5</td> </tr> <tr> <td>MKT086 C</td> <td>Sales Prospecting</td> <td>0.5</td> </tr> <tr> <td>MKT087 C</td> <td>Sales Presentations</td> <td>0.5</td> </tr> <tr> <td>MKT088 C</td> <td>Handling Sales Objections</td> <td>0.5</td> </tr> <tr> <td>MKT089 C</td> <td>Making the Sale</td> <td>0.5</td> </tr> <tr> <td>MGT085 C</td> <td>Business Planning</td> <td>1</td> </tr> <tr> <td>MGT161 C</td> <td>Introduction to Business</td> <td>3</td> </tr> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td colspan="2">Total Units</td> <td>12</td> </tr> </tbody> </table>			Units	MKT090 C	Marketing Essentials	1	MKT091 C	Advertising and Public Relations	1	MKT092 C	Personal Selling	1	MKT093 C	Target Marketing	0.5	MKT094 C	Buyer Behavior	0.5	MKT095 C	Market Distribution Systems	0.5	MKT096 C	Sales Promotion Techniques	0.5	MKT097 C	Customer Relations	0.5	MKT098 C	International Marketing - Small Business	0.5	MKT086 C	Sales Prospecting	0.5	MKT087 C	Sales Presentations	0.5	MKT088 C	Handling Sales Objections	0.5	MKT089 C	Making the Sale	0.5	MGT085 C	Business Planning	1	MGT161 C	Introduction to Business	3				Total Units		12	2020 Fall	Program no longer offered, courses being deactivated
		Units																																																							
MKT090 C	Marketing Essentials	1																																																							
MKT091 C	Advertising and Public Relations	1																																																							
MKT092 C	Personal Selling	1																																																							
MKT093 C	Target Marketing	0.5																																																							
MKT094 C	Buyer Behavior	0.5																																																							
MKT095 C	Market Distribution Systems	0.5																																																							
MKT096 C	Sales Promotion Techniques	0.5																																																							
MKT097 C	Customer Relations	0.5																																																							
MKT098 C	International Marketing - Small Business	0.5																																																							
MKT086 C	Sales Prospecting	0.5																																																							
MKT087 C	Sales Presentations	0.5																																																							
MKT088 C	Handling Sales Objections	0.5																																																							
MKT089 C	Making the Sale	0.5																																																							
MGT085 C	Business Planning	1																																																							
MGT161 C	Introduction to Business	3																																																							
Total Units		12																																																							

Marketing	<p>PROFESSIONAL SELLING CERTIFICATE</p> <p>Required courses are listed in suggested sequence:</p> <table border="1" data-bbox="349 226 1062 741"> <thead> <tr> <th data-bbox="349 226 483 264"></th> <th data-bbox="483 226 927 264"></th> <th data-bbox="927 226 1062 264">Units</th> </tr> </thead> <tbody> <tr> <td data-bbox="349 264 483 302">MKT090 C</td> <td data-bbox="483 264 927 302">Marketing Essentials</td> <td data-bbox="927 264 1062 302">1</td> </tr> <tr> <td data-bbox="349 302 483 340">MKT092 C</td> <td data-bbox="483 302 927 340">Personal Selling</td> <td data-bbox="927 302 1062 340">1</td> </tr> <tr> <td data-bbox="349 340 483 378">MKT093 C</td> <td data-bbox="483 340 927 378">Target Marketing</td> <td data-bbox="927 340 1062 378">0.5</td> </tr> <tr> <td data-bbox="349 378 483 415">MKT094 C</td> <td data-bbox="483 378 927 415">Buyer Behavior</td> <td data-bbox="927 378 1062 415">0.5</td> </tr> <tr> <td data-bbox="349 415 483 453">MKT086 C</td> <td data-bbox="483 415 927 453">Sales Prospecting</td> <td data-bbox="927 415 1062 453">0.5</td> </tr> <tr> <td data-bbox="349 453 483 491">MKT087 C</td> <td data-bbox="483 453 927 491">Sales Presentations</td> <td data-bbox="927 453 1062 491">0.5</td> </tr> <tr> <td data-bbox="349 491 483 529">MKT088 C</td> <td data-bbox="483 491 927 529">Handling Sales Objections</td> <td data-bbox="927 491 1062 529">0.5</td> </tr> <tr> <td data-bbox="349 529 483 567">MKT089 C</td> <td data-bbox="483 529 927 567">Making the Sale</td> <td data-bbox="927 529 1062 567">0.5</td> </tr> <tr> <td data-bbox="349 567 483 604">MKT096 C</td> <td data-bbox="483 567 927 604">Sales Promotion Techniques</td> <td data-bbox="927 567 1062 604">0.5</td> </tr> <tr> <td data-bbox="349 604 483 642">MKT097 C</td> <td data-bbox="483 604 927 642">Customer Relations</td> <td data-bbox="927 604 1062 642">0.5</td> </tr> <tr> <td colspan="3" data-bbox="349 642 1062 680"></td> </tr> <tr> <td data-bbox="349 680 927 741">Total Units</td> <td data-bbox="927 680 1062 741"></td> <td data-bbox="927 680 1062 741">6</td> </tr> </tbody> </table>				Units	MKT090 C	Marketing Essentials	1	MKT092 C	Personal Selling	1	MKT093 C	Target Marketing	0.5	MKT094 C	Buyer Behavior	0.5	MKT086 C	Sales Prospecting	0.5	MKT087 C	Sales Presentations	0.5	MKT088 C	Handling Sales Objections	0.5	MKT089 C	Making the Sale	0.5	MKT096 C	Sales Promotion Techniques	0.5	MKT097 C	Customer Relations	0.5				Total Units		6	2020 Fall	Program no longer offered, courses being deactivated
		Units																																									
MKT090 C	Marketing Essentials	1																																									
MKT092 C	Personal Selling	1																																									
MKT093 C	Target Marketing	0.5																																									
MKT094 C	Buyer Behavior	0.5																																									
MKT086 C	Sales Prospecting	0.5																																									
MKT087 C	Sales Presentations	0.5																																									
MKT088 C	Handling Sales Objections	0.5																																									
MKT089 C	Making the Sale	0.5																																									
MKT096 C	Sales Promotion Techniques	0.5																																									
MKT097 C	Customer Relations	0.5																																									
Total Units		6																																									