



CURRICULUM COMMITTEE MEETING

Friday, October 25, 2024, 2:00 p.m.

City Park Campus, Lac Maurepas, Student Life Center

(Building #23, Second Floor)

MINUTES

- I. Call to Order** The meeting was called to order at 2:03 pm by Dr. Rosaria Guastella, Chair.

II. Roll Call

Present Were:	John Arbour	Alcindo Frye
	Jennifer Bennett	Lilian Gamble
	Jesse Boyd	Harold Gaspard
	Peter Cho	Shawn Loht
	Maria Cisneros	Randolph Marinoni, Jr
	Emily Cosper	Alexander McMillen
	Theresa Degruy	Michael Santos
	Elizabeth Duett	Cristina Alvarado-Suarez

Attending to		
Other Business:	Malene Arnaud-Davis	Larisia Jones
	Angela Camaille	Pam Kemp
	Caitlin Cooper	Nichole Labat
	Lesha Coulon	Tara LaFrance
	Ty Delger	Vance Roux
	Raymond Duplessis	David Sanders
	Leslie Falkins	Traci Smothers
	Jennifer Fernandez	Tim Stamm
	Janet Gauthier-Stephens	Sara Strickland
	Michelle Greco	Theodore Wally
	Sarah Inman	Arlanda Williams

Guests:	Thomas McQuaid	Beth Weindel
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- III. Call for Public Comments (LA R.S. 42:26, 2010, No. 861, sec 23)**

IV. Minutes of meeting of September 27, 2024

The minutes of the meeting of August 23, 2024 were reviewed and approved as presented. **[Motion: Harold Gaspard; Second, Peter Cho; Carried, Unanimously]**

V. Curriculum Operations Report

- The newly approved C.T.S. in Criminal Justice will be an active program for the spring 2025 semester.
- The name change of the Polysomnographic Technology Program to Sleep Study Program is complete
- The concept proposal for the new Career and Technical Certificate in Emergency Medical Technician- Advanced was approved by Dr. Stamm. It is now waiting for approval from LCTCS.

VI. New Business

- a) *The Agenda was reordered and items were combined for discussion. Original Placement Items VI. a to VI. b.*

School of Business/Retail Management/RETM

Program Deletion: Terminate the Certificate of Technical Studies in Retail Management
School of Business/AALT

Program Deletion: Terminate the Business Concentration from the Associate of Arts Louisiana Transfer Degree

Motion to accept items **[Motion: Randolph Marinoni; Second: Lilian Gamble; Carried, Unanimously]**.

- b) *The Agenda was reordered. Original Placement Item VI.c.*

School of Business/Business and Management

Program Revision: Associate of Applied Science Business and Management:
Add Concentration: Marketing and Social Media

New Course: MARK 2XX: How to Promote a New Business

Course Goal: The goal of this course is to provide the student with in-depth knowledge of how to design an effective social media marketing campaign, create an online presence as well as the practical application of how to manage all aspects of a digital marketing plan.

Course Description: Explores the techniques of how to promote a new business in the digital world. Topics discussed include web design, search engine optimization, online advertising, social media and digital marketing.

New Course: MARK 2XX: Retailing and E-Commerce

Course Goal: The goal of this course is to provide the student with in-depth knowledge

of how to manage all aspects of a retail business in the physical and virtual environment. Students will learn how to design a retail website, to incorporate online payments and to promote a retail business.

Course Description: Introduces both the physical and virtual retailing world. This course explores the techniques of how to manage a successful retail business. Topics discussed include site locations, digital marketing communications, forms of retail businesses and electronic commerce.

Concentration Courses: Marketing and Social Media

MARK 211	Personal Selling
MARK 214	Sports and Entertainment Marketing
MARK 2XX	How to Promote a New Business
MARK 2XX	Retailing and E-Commerce

Choose 6 credits from the following:

BUSG 102:	Customer Service
BUSG 115:	Starting a New Business
BUSG 121:	Business Math with Excel
BUSL 210:	Cyberlaw
HOST 101:	Introduction to Hospitality Industry
HOST 103:	Introduction to Travel and Tourism
VISC 102:	Introduction to Graphic Design
VISC 204:	Pixel Design Software I

Motion to accept item **[Motion: Randolph Marinoni; Second: Peter Cho; Carried, Unanimously]**.

c) *The Agenda was reordered. Original Placement Item VI.d.*

School of Business/BUSG

Course Deletion: Terminate BUSG 128: Electronic Commerce

Motion to accept item **[Motion: Michael Santos; Second: Jennifer Bennett; Carried, Unanimously]**.

d) *The Agenda was reordered. Original Placement Item VI.e.*

School of Business/Business and Management

Program Revision: Associate of Applied Science Business and Management:

Concentration: Entrepreneurship/Small Business Management

Delete: BUSG 128: Electronic Commerce from list of Approved Electives

Add: MARK 2XX: Retailing and E-Commerce to list of Approved Electives

Motion to accept item **[Motion: Jennifer Bennett; Second: Randolph Marinoni; Carried, Unanimously]**.

e) *The Agenda was reordered. Original Placement Item VI.f.*

School of Business/BUSL

Change of Course Prerequisite: BUSL 250: Legal Environment of Business

Remove "C" or higher from English requirement

Motion to accept item [**Motion: Lilian Gamble; Second: Michael Santos; Carried, with one abstention**].

f) The Agenda was reordered. Original Placement Item VI.g.

School of Business/ECON

Change to Student Learning Outcomes: ECON 201: Macroeconomics

- Evaluate the fundamentals of economic thinking, including how individuals and societies allocate limited resources to satisfy unlimited wants. (SLO #1)
- Analyze and predict the outcome that changes in supply and demand will have on equilibrium price and quantity. (SLO #2)
- Compute rates of unemployment, inflation, and GDP to determine the phase of the business cycle. (SLO #3)
- Utilize aggregate demand and supply to explain and forecast changes in GDP and the price level. (SLO #4)
- Differentiate between fiscal and monetary policies and determine when and how each should be used. (SLO #5)

Motion to accept item [**Motion: Randolph Marinoni; Second: Lilian Gamble; Carried, Unanimously**].

g) The Agenda was reordered. Original Placement Item VI.h.

School of Business/ECON

Change to Student Learning Outcomes: ECON 202: Microeconomics

- Describe the core economic concepts of trade-offs, decision-making, scarcity, and opportunity cost. (SLO #1)
- Interpret data using analytical methods and problem-solving tools based on economic theory. (SLO #2)
- Define and categorize elasticities (demand, supply, cross and income). (SLO #3)
- Define and calculate production costs normal and economic profit. (SLO #4)
- Compare market structures (pure competition, monopoly, monopolistic competition, oligopoly). (SLO #5)
- Apply economic theory to real-world examples. (SLO #6)

Change to Course Goal: ECON 202: Microeconomics

This course will help students understand the fundamentals of economics.

Motion to accept item [**Motion: Peter Cho; Second: Emily Cosper; Carried, Unanimously**].

h) The Agenda was reordered. Original Placement Item VI.i.

School of Business/MANG

Change of Course Prerequisite: MANG 201: Principles of Management

Delete: BUSG 129: Introduction to Business

Motion to accept item [**Motion: Jennifer Bennett; Second: Maria Cisneros; Carried,**

Unanimously].

- i) *The Agenda was reordered. Original Placement Item VI.i.*

School of Business/MARK

Change to Student Learning Outcome: MARK 211: Personal Selling

Old: Create a prospectus plan to target customers for personal selling.

New: Create an effective sales and elevator pitch.

Motion to accept item [**Motion: Emily Cosper; Second: Theresa DeGruy; Carried, Unanimously].**

- j) *The Agenda was reordered and items were combined for discussion. Original Placement Items VI. k to VI. l.*

School of Business/MARK

Course Deletion: Terminate MARK 213: Retailing

School of Business/Business Administration

Program Revision: Associate of Science in Business Administration

Delete: MARK 213: Retailing from list of Approved Electives

Motion to accept items [**Motion: Jennifer Bennett; Second: Randolph Marinoni; Carried, Unanimously].**

- k) *The Agenda was reordered. Original Placement Item VI.m.*

School of Liberal Arts, Social Sciences, and Education/General Studies

Program Revision: Associate of General Studies (Nuclear Medicine Technology concentration)

Delete: MATH 128: Applied Algebra from General Education Requirements

Delete: MATH 203: Introductory Statistics from General Education Requirements

Add: MATH 130: College Algebra to General Education Requirements

Motion to accept item [**Motion: John Arbour; Second: Theresa DeGruy; Carried, Unanimously].**

- l) *The Agenda was reordered. Original Placement Item VI.n.*

School of Liberal Arts, Social Sciences, and Education/General Studies

Program Revision: Associate of General Studies (Radiation Therapy concentration)

Delete: MATH 128: Applied Algebra from General Education Requirements

Delete: MATH 203: Introductory Statistics from General Education Requirements

Add: MATH 130: College Algebra to General Education Requirements

Add: PHYS 101: Introduction to Concepts in Physics to Required Related Courses

Motion to accept item [**Motion: Randolph Marinoni; Second: Theresa DeGruy; Carried, Unanimously].**

- m) *The Agenda was reordered. Original Placement Item VI.o.*

**School of Science, Technology, Engineering, and Mathematics/
CMIN/CNET/ELST**

Course Revision: Create the course prefix CNCY (Computer Networking and Cyber

VII. Consent Agenda

- ## VIII. Old Business

- X. Adjournment** The meeting was adjourned at 2:39 pm.