

Business Advisory Committee

Minutes

December 21st 2017 @ 3:30 PM

Present: Tim Bartholomew, Lisa Bartell, Mike Knapick, Shelby Walkins and Steve Blinn

Also Present: Tom Buzick & Rick Kraas

1. The meeting was called to order at 3:30 PM
2. Past minutes were approved.
3. Updates were given by R. Kraas Business Department Chair on:
 - 1) **Guided Pathways:** A Guided Pathway for the Business Administrative Assistant AAS degree is in place. A pathway for the Business AAS degree should be in place by spring. This pathway will be based on the first two years of the 3+1 degrees with Davenport.
 - 2) **Davenport 3+1s:** Three 3+1 degrees are in place with Davenport. Degree programs include:
 - a. Marketing
 - b. Management
 - c. General Business
 - 3) **Senna Heights 3+1:** A 3+1 Degree for the Business Administrative Assistant program has been established with Senna Heights. It is an inverted degree where students follow KVCC's AAS degree requirements as is for the first two years and then broaden their education with general or liberal studies in the third year and then complete additional business degree requirements in their fourth year with Senna Heights. Several options were developed with Senna Heights including programs for health care offices and small business office management.
4. Business Items:
 - 1) Moved, seconded and passed to add Online & Blended strategy to BUS 160 Business Writing Skills
 - 2) Moved, seconded and passed to remove keyboarding requirement for BUS 160 Business Writing Skills
 - 3) Moved, seconded and passed to add COM 210 Fundamental Prof Communication as a requirement to the Business AAS degree
 - 4) Moved, seconded and passed to add MATH 116 Intermediate Algebra and MATH 220 Probability and Statistics to the General Marketing AAS degree
5. The committee was informed that the Medical Language Specialist certificate was terminated by the college due to lack of demand.
6. The committee expressed concerns concerning the development of soft skills, particularly the inability to communicate face-to-face noting they are seeing an increasing number of new entries to the job market who have little or no face-to-face communication skills. The committee also expressed concerns that online courses and degrees could address this need.
7. Nate Wilson of Pearson Publishing presented a Pearson product aimed at developing soft skills. The Chair pointed out that this program could address some of the committee's concerns.

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8. Other Committee Matters:
 - 1) Members present completed the Advisory Committee membership forms
 - 2) Committee members completed Perkins's surveys

9. The meeting adjourned into a social session at 5 PM.

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BUS 160 Business Writing Skills

3-3-0 (Lecture/Discussion) Contact Hours: 3 This course reinforces the usage of correct language and style skills required in business writing, such as grammar, commas, semicolons, colons, and other punctuation marks. Effective sentences, paragraphs, and proofreading skills are stressed. Business memos, persuasive letters, public relations letters, response letters, and informative letters are also stressed. In addition, effective methods for communicating electronically are covered in this course. Recommended prerequisite: BUS 111 or keyboarding 40 wpm, BUS 109 or MS Word experience. Minimum benchmarks will be enforced.

COM 101 Public Speaking

3-3-0 (Lecture/Discussion)/Online/Blended Contact Hours: 3 Public Speaking is a course designed to teach students the essentials of extemporaneous speaking and help them acquire confidence through practice. The course focuses on managing communication apprehension, developing effective delivery skills and audience analysis. Students acquire a repertoire of speaking skills by planning, practicing and delivering a variety of speeches, such as impromptu, informative and persuasive. Minimum benchmarks will be enforced.

COM 210 Fundamental Prof Communication

3-3-0 (Lecture/Discussion)/Online/Blended Contact Hours: 3 Students will become aware of and work to improve communication skills used in a variety of workplace and professional settings. This course focuses on effective listening, nonverbal and verbal communication. Also included is the study of communication skills involved in hiring, motivating and evaluating employees and the organization and delivering successful presentations. Activities may include large and small group discussion, written projects and presentations. Minimum benchmarks will be enforced.

MATH 116 Intermediate Algebra

4-4-0 (Lecture/Discussion)/Online/Blended Contact Hours: 4 This course is intended for students who need to master the concepts often covered in a second-year high school algebra course. Topics include linear, quadratic, power, rational, radical, and exponential functions; linear and quadratic equations and inequalities; graphing linear and quadratic functions; and solving systems of equations and inequalities. Special emphasis will be placed on applications and modeling. A graphing calculator will be used to investigate graphical and numerical approaches to equation and problem solving. PREREQUISITE: Writing and Reading -- minimum benchmarks will be enforced; and Math -- SAT: 25.5, ALEKS: 30, Accuplacer (Algebra): 40, ACT: 20, COMPASS (Algebra): 34, or MATH 096 is REQUIRED.

MATH 220 Probability and Statistics

4-4-0 (Lecture/Discussion) Contact Hours: 4 This is an introductory course in descriptive and inferential statistics for students in business, liberal arts, psychology, and science. Included are measurements, scales, probability, binomial distribution, normal distribution, correlation, regression, hypothesis testing, confidence intervals, and nonparametric statistics. Students will be required to use statistical software on a computer. PREREQUISITE: Writing and Reading -- minimum benchmarks will be enforced; and Math -- SAT: 29.5, ALEKS: 61, Accuplacer (Algebra): 85, ACT: 22, COMPASS (Algebra): 65, or MATH 116 or MATH 120 is REQUIRED. MATH 120 is strongly recommended.