DEL MAR COLLEGE CURRICULUM COMMITTEE WECM COURSE CHANGE FORM (2009-2010)

DATE: OCTOBER 7, 2009

DEPARTMENT CHAIR: LENORA KEAS
DEPARTMENT: BUSINESS ADMINISTRATION
DISCIPLINE WHERE COURSE RESIDES: ACCOUNTING, MANAGEMENT, BANKING, BUSINESS-GENERAL, COURT REPORTING & MARKETING

WECM CHANGE TO EXISTING COURSE
(Indicate all applicable changes)

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<th>COURSE INFORMATION</th>
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Signature Indicates Approval:
Department Chair: Lenora Keas Date: 10-8-09
Dean: Date: 10-15-09
Curriculum Committee Approval: Yes No Date: 10-23-09
Vice President of Instruction: Date: 10-30-09

Distribution of Copies by the Office of the Vice President of Instruction: (Original remains in the Office of the Vice President of Instruction)
☐ Curriculum Committee Website ☐ Division Dean ☐ Financial Aid Director
☐ Registrar ☐ Department Chair
ACNT - Accounting for Technical Programs

ACNT 1331. FEDERAL INCOME TAX: INDIVIDUAL (3-0-3) 52.1601
A study of the federal tax law for preparation of individual income tax returns. Study of the laws currently implemented by the Internal Revenue Service, providing a working knowledge of preparing taxes for the individual.

ACNT 1347. FEDERAL INCOME TAX FOR PARTNERSHIPS AND CORPORATIONS (3-0-3) 52.1601
A study of federal tax laws for preparation of partnership and corporate returns. Introduction to the tax laws as currently implemented by the Internal Revenue Service providing a working knowledge of preparing taxes for a partnership, sub chapter S and corporation. Prerequisite: ACNT 1331 or permission of instructor. Assessment Levels: R2, E2, M2.

ACNT 1391. SPECIAL TOPICS IN ACCOUNTING (CAPSTONE) (3-0-3) 52.0301
Topics address recently identified current events, skills, knowledge and/or attitudes and behaviors pertinent to the technology or occupation and relevant to the professional development of the student. This course was designed to be repeated multiple times to improve student proficiency. Capstone course and should be taken towards the end of the program. Assessment Levels: R2, E2, M2.

BMGT - Business Administration and Management, General

BMGT 1301. SUPERVISION (CAPSTONE) (3-0-3) 52.0201
Study of the role of the supervisor. Includes managerial functions as applied to leadership, counseling, motivation and human relations skills. Course is designed for those who aspire to be supervisors as well as those practicing managers who wish to supplement their work experience.

BMGT 1331. PRODUCTION AND OPERATIONS MANAGEMENT (3-0-3) 52.0205
Fundamentals of the various techniques used in the practice of production and operations management. Includes location, design and resource allocation.

BMGT 2303. PROBLEM SOLVING AND DECISION MAKING (CAPSTONE) (3-0-3) 52.0201
Decision-making and problem-solving processes in organizations utilizing logical and creative problem solving techniques. Application of theory is provided by experiential activities using managerial decision tools, such as small group discussions, case studies and the use of other managerial decision aids.
**BMGT 2309. LEADERSHIP (CAPSTONE) (3-0-3) 52.0201**
Concepts of leadership and its relationship to management. Prepares the student with leadership and communication skills needed to motivate and identify leadership styles.

**BNKG - Banking and Finance**

**BNKG 1349. COMMERCIAL LENDING (CAPSTONE) (3-0-3) 52.0803**
Overview of the commercial lending market and process with emphasis on credit analysis evaluation, federal regulations and state laws. Related to business and industrial lending.

**BUSG - Business, General**

**BUSG 1341. SMALL BUSINESS FINANCING (3-0-3) 52.0703**
Study of the financial structure of a small business. Topics address business financing, budgeting, record keeping, taxation, insurance and banking, including where the funds come from and what they are used for. Budgeting includes planning and preparing, record keeping, taxation, insurance and banking.

**BUSG 2309. SMALL BUSINESS MANAGEMENT/ENTREPRENEURSHIP (3-0-3) 52.0703**
Starting, operating, and growing a small business. Includes facts about a small business, essential management skills, how to prepare a business plan, accounting, financial needs, staffing, marketing strategies and legal issues.

**CRTR - Court Reporting/Court Reporter**

**CRTR 1191. SPECIAL TOPICS IN COURT REPORTING/COURT REPORTER (1-0-1) 22.0303**
Topics address recently identified current events, skills, knowledges and/or attitudes and behaviors pertinent to the technology or occupation and relevant to the professional development of the student. Learning outcomes/objectives are determined by local occupational need and business and industry trends. This course was designed to be repeated multiple times to improve student proficiency. Corequisite: CRTR 2186. Must see program advisor.

**CRTR 2186. INTERNSHIP-COURT REPORTING / COURT REPORTER (CAPSTONE) (0-6-1) 22.0303**
Work based learning experience that enables the student to apply specialized occupational theory, skills and concepts. A learning plan is developed by the college and the employer. Corequisite: CRTR 1191. Must see program advisor.
MRKG – Marketing

MRKG 1302. PRINCIPLES OF RETAILING (3-0-3) 52.1401
Introduction to the retailing environment, types of retailers, current trends, and its relationship to consumer demographics, trends and traditional/nontraditional retailing markets. The employment of retailing techniques and factors that influence modern retailing.

MRKG 1311. PRINCIPLES OF MARKETING (CAPSTONE) (3-0-3) 52.1401
Introduction to the marketing mix functions and process. Includes identification of consumer and organizational needs and explanation of environmental issues, economic, psychological, sociological and global issues, and description and analysis of the importance of marketing research. Offered as a telecourse in some semesters.

MRKG 2348. MARKETING RESEARCH AND STRATEGIES (3-0-3) 52.1401
A simulated marketing environment for experience in marketing decision-making. Provides practical experiences in analyzing marketing studies using data-driven decision-making processes. Includes dynamic interrelationships among marketing price, place, channels of distribution, promotion and product responsibility.