Shoreline Community College
Business Administration Advisory Committee Meeting

February 24th, 2009, 6-7:30pm

- Minutes -

Members present:


DECA update:

Steve gave an update on our students participation in the State DECA competition. Out of 24 students, the largest number from Shoreline in many years, 19 qualified to go on to the national competition. Dave commented that this group of students is some of the finest competitors in many years.

The national competition was discussed.

BUS103/BUS225 Discussion:

Laura informed the group of the BUS103 progress. The MCO would be reviewed by the Multicultural advisors and likely be approved. The class will be offered for the first time in Winter 2010.

BUS225 is called Salesmanship. Due to the lack of a gender neutral name, Laura recommended the course be called “professional selling” instead. There was discussion and the group voted to change the name.

Sustainability:

Steve discussed the progress on a sustainability class, with the potential to become a requirement in the BUS programs. Laura mentioned the thought of making it a certificate program. The group had discussion and agreed this would be a good direction to go. Berta Lloyd mentioned there might be funding for this kind of development; and further discussion between the BUS faculty and Berta will occur.

Sports and Event Marketing program:

Dave discussed the new program and the class to be offered in spring 2010. The class would be focused on actually putting on an event, rather than a traditional classroom. The group thought this sounded like a great idea. Dave mentioned the idea of having this class put on a charity golf tournament, with the proceeds benefiting the business scholarship funds.