RCCD | **RIVERSIDE COMMUNITY COLLEGE DISTRICT**

MORENO VALLEY COLLEGE | NORCO COLLEGE | RIVERSIDE CITY COLLEGE

District Technical Review Committee
Meeting Agenda

Tuesday, May 18, 2021	**2:30-4:00pm**	**Hosted Via Zoom**

Committee Members	**Guests**
☐ Steven Schmidt (Chair, MUS)	☐ Lijuan Zhai (AVC Ed Services and Institutional Effectiveness, RCCD)
☐ Jeannie Kim (Co-Chair, VC Ed Services)	☐ Bryan Nicol (Staff, RCCD)
☐ Kelly Douglass (ENG, RCC)	☐ Ellen Brown-Drinkwater (AO, RCC)
☐ Brian Johnson (MAT, NOR)	☐ Nick Franco (AO, NOR)
☐ Ann Pfeifle (HIS, MVC)	☐ Jeanne Howard (AO, MVC)
	☐ Sabina Fernandez (Staff, MVC)
	☐ Casandra Greene (Staff, RCC)
	☐ Nicole Brown (Staff, NOR)
Additional Guests:	

Zoom Information
https://cccconfer.zoom.us/j/95633816217
+1 669 900 6833 (US Toll)
Meeting ID: 956 3381 6217

Agenda and Minutes

1. Approval of Agenda
2. Approval of Minutes – May 4, 2021

Action Items

1. Curriculum Proposals

Discussion Items

1. GE Approval Process and Clean Up Update – Bryan Nicol
2. Catalog Presentation and Guided Pathways – Steven Schmidt
3. COR Review Tool with Equity Prompts Draft – Kelly Douglass
4. PHO/JOU 12 Discrepancies – Kelly Douglass

Program Documentation:

1. New Programs
   a. Riverside – Medical Secretary
2. Program Modifications

a. Riverside – ADT English
b. Moreno Valley – ADT Psychology
c. Riverside – Global Industry Certificate
d. Riverside – Industry Marketing Certificate
e. Riverside – Business Administration: Global Enterprise Concentration
f. Riverside – Business Administration: Marketing Concentration

Notice is Hereby Given That Pursuant to Executive Order N-29-20 the Riverside Community College District Technical Review Committee will meet on May 18, 2021 via Zoom Conferencing.

Consistent with Executive Order N-29-20 and Government Code sections 54953.2, 54954.1, 54954.2, and 54957.5, the Riverside Community College District Technical Review Committee will provide to individuals with disabilities reasonable modification or accommodation including an alternate, accessible version of all meeting materials. To request an accommodation, please contact techreview@rccd.edu at least one week prior to the meeting. Requests received after this time will be honored when possible.

Members of the public wishing to comment on an agenda item or other topic within the purview of the Riverside Community College District Technical Review Committee will be given the opportunity via Zoom or may submit commentary to techreview@rccd.edu.

Technical Review - Curriculum Proposals

Proposals for 05/18/2021

Courses

Course Deletions

			M	N	R	Notes
H	CAT 84	Word Processing: WordPerfect for Windows	☐	☐	☑	
		Awaiting program modifications - RIV Paralegal and MOV Computer Applications.				
H	CIS 84	Word Processing: WordPerfect for Windows	☐	☐	☑	
		Awaiting program modifications - RIV Paralegal and MOV Computer Applications.				

Course Major Modifications

		M	N	R	Notes
ADJ R1A2	Level III Modular Academy Training	☑	☐	☐	
ADJ R1B	Level II Modular Academy Training	☑	☐	☐	
ADJ R1C	Regular Basic Course, Modular Format, Module I Training	☑	☐	☐	
BUS 80	Principles of Logistics	☑	☑	☐	
MUS 65	Basic Musicianship	☐	☑	☑	

Distance Education

		M	N	R	Notes
ADJ 40DE	Law Enforcement Crime Analysis	☑	☐	☐	
ADJ 41DE	Technology and Investigative Analysis	☑	☐	☐	
ADJ 42DE	Criminal Behavior and Intelligence Analysis	☑	☐	☐	
ADJ 43DE	Criminal Intelligence Analyst Simulations	☑	☐	☐	
ADJ B2ADE	Law Enforcement Pre-Academy	☑	☐	☐	
ENG 24DX	Survey of Asian American Literature	☑	☑	☑	
ETS 14DE	African American History I	☑	☐	☑	
ETS 15DE	African American History II	☑	☐	☑	
ETS 1DE	Introduction to Ethnic Studies	☐	☐	☑	
ETS 21DE	Latinx Politics	☑	☑	☑	
ETS 23DE	Race, Ethnicity, and Politics in America	☑	☑	☑	
ETS 27DE	Native American Cultures	☑	☑	☑	
ETS 28DE	Native American History I: Early Contact Period	☐	☐	☑	
ETS 29DE	Native American History II: Contemporary Society	☐	☐	☑	

Courses

Distance Education

		M	N	R	Notes
ETS 2DE	Introduction to Chicano/a/x Studies	☑	☑	☑	
ETS 3DE	Introduction to African American Studies	☐	☐	☑	
ETS 40DE	Interdisciplinary Research Methods in Ethnic Studies	☐	☐	☑	
ETS 44DE	Asian American History	☐	☐	☑	
ETS 50DE	Introduction to African American Families and Populations	☑	☐	☐	
ETS 50DE2	Introduction to African American Families and Populations	☑	☐	☐	
ETS 51DE	Introduction to Latina and Latino American Families and Populations	☑	☐	☐	
ETS 51DE2	Introduction to Latina and Latino American Families and Populations	☑	☐	☐	
ETS 52DE	Introduction to Asian American Families and Populations	☑	☐	☐	
ETS 52DE2	Introduction to Asian American Families and Populations	☑	☐	☐	
ETS 53DE	Introduction to Native American Families and Populations	☑	☐	☐	
ETS 53DE2	Introduction to Native American Families and Populations	☑	☐	☐	
ETS 7DE	Women of Color in the United States	☐	☐	☑	
ETS 8DE	Introduction to Black Feminism	☐	☐	☑	
KIN 14DE	Athletic and Fitness Organization and Administration	☐	☐	☑	
KIN 27DE	Football Theory	☐	☐	☑	
MKT 43DE	Digital Marketing	☐	☐	☑	
PAL 82DX	Immigration Law, Practice and Procedures	☐	☐	☑	
PAL 84DX	Criminal Law and Procedure	☐	☐	☑	
PHI 34DX	Philosophical Survey of Sex, Gender, and Sexuality	☑	☑	☑	

New Courses

		M	N	R	Notes
JOU 150	Intro to Public Relations	☑	☑	☑	

Courses

New Courses

		M	N	R	Notes
MKT 43	Digital Marketing Certification	☐	☐	☑	

Programs

New Programs

		M	N	R	Notes

Certificate

		M	N	R	Notes
H CAT	Medical Secretary	☐	☐	☑	

Holding for Regional Consortium and adjustments to narrative.

Program Modifications

		M	N	R	Notes

ADT

		M	N	R	Notes
ENG	English	☐	☐	☑	
PSY	Psychology	☑	☐	☐	

Certificate

		M	N	R	Notes
BUS	Global Industry Certificate	☐	☐	☑	
MKT	Industry Marketing Certificate	☐	☐	☑	

Degree & Certificate

		M	N	R	Notes
BUS	Business Administration: Global Enterprise Concentration	☐	☐	☑	
BUS	Business Administration: Marketing Concentration	☐	☐	☑	

Technical Review Committee
Proposals for Review for Meeting: 05/18/2021

Courses

Course Deletions

		M	N	R	Discussion	Action
H	**CAT 84** **Word Processing: WordPerfect for Windows** Rationale: Course is being deleted from the Riverside Course inventory.	☐	☐	☑	Awaiting program modifications - RIV Paralegal and MOV Computer Applications.	
H	**CIS 84** **Word Processing: WordPerfect for Windows** Rationale: Course is being deleted from the Riverside Course inventory.	☐	☐	☑	Awaiting program modifications - RIV Paralegal and MOV Computer Applications.	

Course Major Modifications

	M	N	R	Discussion	Action
ADJ R1A2 **Level III Modular Academy Training** Rationale: The hours of lecture and lab needed to be changed in response to changes made by POST (Peace Officer Standards and Training). The content did not change. This is one of three curricula that are completed in a sequence for POST certification. The changes involve moving learning domains between the three curricula.	☑	☐	☐		
ADJ R1B **Level II Modular Academy Training** Rationale: The hours of lecture and lab needed to be changed in response to changes made by POST (Peace Officer Standards and Training). The content did not change. This is one of three curricula that are completed in a sequence for POST certification. The changes involve moving learning domains between the three curricula.	☑	☐	☐		
ADJ R1C **Regular Basic Course, Modular Format, Module I Training** Rationale: The hours of lecture and lab needed to be changed in response to changes made by POST (Peace Officer Standards and Training). The content did not change. This is one of three curricula that are completed in a sequence for POST certification. The changes involve moving learning domains between the three curricula.	☑	☐	☐		
BUS 80 **Principles of Logistics** Rationale: Two major changes:1. Text edition is updated.2. SLO's not previously linked to a PLO were moved to the new Course Objective field.	☑	☑	☐		
MUS 65 **Basic Musicianship** Rationale: Add objectives.	☐	☑	☑		

Distance Education

	M	N	R	Discussion	Action

Technical Review Proposals for 05/18/21
Proposals marked with a red "H" were held at a previous Tech Review meeting.
Documents in the Programs section without an underline have not yet been received by the Tech Review Committee.

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Courses

Distance Education		M	N	R	Discussion	Action
ADJ 40DE Rationale:	Law Enforcement Crime Analysis	☑	☐	☐		
ADJ 41DE Rationale:	Technology and Investigative Analysis	☑	☐	☐		
ADJ 42DE Rationale:	Criminal Behavior and Intelligence Analysis	☑	☐	☐		
ADJ 43DE Rationale:	Criminal Intelligence Analyst Simulations	☑	☐	☐		
ADJ B2ADE Rationale:	Law Enforcement Pre-Academy	☑	☐	☐		
ENG 24DX Rationale:	Survey of Asian American Literature	☑	☑	☑		
ETS 14DE Rationale:	African American History I	☑	☐	☑		
ETS 15DE Rationale:	African American History II	☑	☐	☑		
ETS 1DE Rationale:	Introduction to Ethnic Studies	☐	☐	☑		
ETS 21DE Rationale:	Latinx Politics	☑	☑	☑		
ETS 23DE Rationale:	Race, Ethnicity, and Politics in America	☑	☑	☑		
ETS 27DE Rationale:	Native American Cultures	☑	☑	☑		
ETS 28DE Rationale:	Native American History I: Early Contact Period	☐	☐	☑		
ETS 29DE Rationale:	Native American History II: Contemporary Society	☐	☐	☑		
ETS 2DE Rationale:	Introduction to Chicano/a/x Studies	☑	☑	☑		

Technical Review Proposals for 05/18/21
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Courses

Distance Education

		M	N	R	Discussion	Action
ETS 3DE	**Introduction to African American Studies**	☐	☐	☑		
Rationale:						
ETS 40DE	**Interdisciplinary Research Methods in Ethnic Studies**	☐	☐	☑		
Rationale:						
ETS 44DE	**Asian American History**	☐	☐	☑		
Rationale:						
ETS 50DE	**Introduction to African American Families and Populations**	☑	☐	☐		
Rationale:						
ETS 50DE2	**Introduction to African American Families and Populations**	☑	☐	☐		
Rationale:						
ETS 51DE	**Introduction to Latina and Latino American Families and Populations**	☑	☐	☐		
Rationale:						
ETS 51DE2	**Introduction to Latina and Latino American Families and Populations**	☑	☐	☐		
Rationale:						
ETS 52DE	**Introduction to Asian American Families and Populations**	☑	☐	☐		
Rationale:						
ETS 52DE2	**Introduction to Asian American Families and Populations**	☑	☐	☐		
Rationale:						
ETS 53DE	**Introduction to Native American Families and Populations**	☑	☐	☐		
Rationale:						
ETS 53DE2	**Introduction to Native American Families and Populations**	☑	☐	☐		
Rationale:						
ETS 7DE	**Women of Color in the United States**	☐	☐	☑		
Rationale:						
ETS 8DE	**Introduction to Black Feminism**	☐	☐	☑		
Rationale:						
KIN 14DE	**Athletic and Fitness Organization and Administration**	☐	☐	☑		
Rationale:						

Technical Review Proposals for 05/18/21
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Courses

Distance Education

		M	N	R	Discussion	Action
KIN 27DE	**Football Theory**	☐	☐	☑		
Rationale:						
MKT 43DE	**Digital Marketing**	☐	☐	☑		
Rationale:						
PAL 82DX	**Immigration Law, Practice and Procedures**	☐	☐	☑		
Rationale:						
PAL 84DX	**Criminal Law and Procedure**	☐	☐	☑		
Rationale:						
PHI 34DX	**Philosophical Survey of Sex, Gender, and Sexuality**	☑	☑	☑		
Rationale:						

New Courses

		M	N	R	Discussion	Action
JOU 150	**Intro to Public Relations**	☑	☑	☑		
Rationale:	This course is designed to give students an introduction into the field of Public Relations, its primary principles, concepts and issues.					
MKT 43	**Digital Marketing Certification**	☐	☐	☑		
Rationale:	Meeting the demand of careers and employment in digital marketing, the course provides the foundation of digital marketing covering all platforms and elements of digital marketing today. Course prepares for digital marketing certification.					

Programs

New Programs

		M	N	R	Discussion	Action
Certificate						
H						
CAT	**Medical Secretary**	☐	☐	☑	Holding for Regional Consortium and adjustments to narrative.	
Rationale:	For the past two years the discipline has monitored the labor market and discussed the addition of this program. The current labor market, our proximity to hospitals and medical clinics in the local area, and the capacity of our program supports the addition of this program.					
Documents:	**Narrative** **LMI** **Advisory Committee** Regional Consortium					

Technical Review Proposals for 05/18/21
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Programs

Program Modifications

		M	N	R	Discussion	Action

ADT

ENG   **English**   ☐ ☐ ☑

Rationale: Update is being made to be include new courses appropriate for lower division baccalaureate transfer (BCT) and major preparation/articulation by major (AAM) and to delete courses no longer in college inventory. In addition, courses were moved from List B (AAM) and C (BCT) to be in alignment with current ASSIST listings of courses that are articulated as lower division major preparation at a CSU.

PSY   **Psychology**   ☑ ☐ ☐

Rationale: Adding a new course (PSY 10: Psychology of Personal and Social Adjustment) to the Psychology ADT.

Certificate

BUS   **Global Industry Certificate**   ☐ ☐ ☑

Rationale: Riverside City College currently offers a smaller 15-unit State-approved certificate in international business. This is a modification for name change only. The proposed new name for this 15-unit State-approved certificate is Global Industry Certificate. The reason for name change is to make a clear distinction existing Concentration and existing 15-unit State-approved certificate.

MKT   **Industry Marketing Certificate**   ☐ ☐ ☑

Rationale: Modification of currently existing 15-unit Locally-Approved marketing certificate into a 15-unit State-Approved marketing certificate. The name of this new State-Approved certificate is Industry Marketing Certificate. This naming will clearly differentiate this 15-unit program from existing Associates of Science Business Administration Marketing Concentration. Rationale for this State-Approved Industry Marketing Certificate is for RCC to offer students a shorter than concentration program that they can utilize for employment. This 15-unit Industry Marketing Certificate program prepares students for marketing industry certification offered from The American Marketing Association as well as digital marketing certification. Along with these industry certifications, the academic Industry Marketing Certificate from RCC with proof on college transcript will increase the employability of students.

Degree & Certificate

Technical Review Proposals for 05/18/21
Proposals marked with a red "H" were held at a previous Tech Review meeting.
Documents in the Programs section without an underline have not yet been received by the Tech Review Committee.

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Programs

Program Modifications
M N R   Discussion
Action

Degree & Certificate

BUS	**Business Administration: Global Enterprise Concentration**	☐ ☐ ☑
Rationale:	The demand for knowledge in global business is increasing as the global trade continues to be the foundation of business today. With Inland Empire being the hub for logistics and with businesses of all sizes engaging in global business, Riverside City College will serve the student population well by offering a certificate and concentration in Global Business under a Business Administration Associates Degree. This will be a step above what RCC currently offers as a 15-unit State-approved certificate in Global Business.	

BUS	**Business Administration: Marketing Concentration**	☐ ☐ ☑
Rationale:	The modified list of marketing concentration reflects the today's industry trend and employments in the marketing profession. This proposed modification list of marketing courses also coincides with the list of courses required for the 15-unit State-Approved Industry Marketing Certificate, to encourage students who start with the 15-unit program to continue with the degree program.	

Technical Review Proposals for 05/18/21
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Documents in the Programs section without an underline have not yet been received by the Tech Review Committee.

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Program Outline of Record – Credit Degrees and Certificates

Program Outline

Title:

☐ **Moreno Valley College**   ☐ **Norco College**   ☒ **Riverside City College**
(Please note: All degrees and certificates are college specific. If multiple colleges wish to adopt this degree or certificate, a separate proposal and college specific supporting documents are required.)

TOPs Code: 0514.20   **CIP Code: 51.0716**

Type of Program:
☒ Certificate of Achievement only   ☐ Associate's Degree only   ☐ Certificate <u>and</u> Degree

Type of Associate Degree: ☐ Associate of Arts   ☐ Associate of Science

This is a: ☒ New certificate/degree   ☐ Modification to an existing certificate/degree

If this is a modification to an existing certificate/degree, please specify the changes being made:
(<u>Please be specific</u>! Indicate any changes to title, description, learning outcomes, courses, unit values, etc.)

Rationale:
(Please note: This information will be presented to the Board of Trustees.)
For the past two years the discipline has monitored the labor market and discussed the addition of this program. The current labor market, our proximity to hospitals and medical clinics in the local area, and the capacity of our program supports the addition of this program.

Required Documentation

Please submit this form and the documents outlined below to your college coordinator and the District Technical Review committee via TechReview@rccd.edu. Please do not submit your proposal until all of the documentation below is complete.

<u>All Degrees and Certificates</u>
☒ Discipline and Department minutes showing approval
☒ Narrative *(see following page)*
☐ Transfer preparation documentation *(only if applicable)*

<u>Degrees and Certificates of 8 Units or More with Vocational TOPs Codes</u>
In addition to the above, all degrees and certificates of 8 units or more with a vocational TOPs code must include the following to be submitted to the State Chancellor's Office for approval.*
☒ Labor Market Information and Analysis *(required for new programs and modifications)*
☒ Advisory Committee Recommendation *(required for new programs and modifications)*
☒ Regional Consortium Recommendation *(required for new programs only)*

*While certificates between 8 and less than 16 units can be approved locally and are not required to be submitted to the State Chancellor's Office for approval, certificates that have not been approved by the State Chancellor's Office <u>cannot</u> appear on student transcripts and the college <u>cannot</u> receive apportionment for program completions. Additionally, any certificate of less than 8 units can only be approved locally. These certificates also cannot appear on student transcripts and colleges cannot receive apportionment for completion.

For additional information, please see the Program and Course Approval Handbook (PCAH), the RCCD Curriculum Handbook, the Taxonomy of Programs manual, and the TOPs/CIP/SOC crosswalk.

1 | P a g e

Program Narrative

Item 1. Program Goals and Objectives

For programs with a vocational TOPs code, must address a valid workforce preparation purpose. For programs with a non-vocational TOPs code, must address a valid workforce preparation, basic skills, civic education, or local purpose. May address transfer preparation if applicable.

According the Centers of Excellence labor market report, there is 13% projected growth for Medical Office Technology workers by 2023. Medical Secretaries are a part of this in-demand group. The Medical Secretary Certificate of Achievement will fill a growing need in the local workforce for medical secretaries by providing the skills most requested in local jobs, including administrative support, scheduling, and Microsoft Office skills.

Item 2. Catalog Description

Includes program requirements, prerequisite skills or enrollment limitations, program learning outcomes, and information relevant to program goal.

The Medical Secretary Certificate of Achievement program prepares individuals to perform the duties of secretaries for practicing physicians and nurses, health care facilities and services administrators, and other health care professionals. Includes instruction in business communications, software applications, scheduling and meeting planning.

Program Learning Outcomes

- **Apply administrative support skills, including greeting and directing visitors, answering/managing telephone messages, and communicating with staff and patients in a professional manner.**
- **Schedule and confirm appointments and/or consultations.**
- **Select the appropriate word processing, spreadsheet, database, or presentation software application(s) to prepare correspondence, invoices, statements.**
- **Apply common language/terminology used by healthcare professionals in a variety of settings.**

Item 3. Program Requirements

Includes course requirements and sequencing that reflect program goals. For degrees, the GE pattern and calculations used to reach the degree total must be shown following the program requirements table. Course titles and unit values must be exact.

Required Courses: __13__ units

Course	Title	Units	Sequencing
CAT-1A	Business Etiquette	1	Semester 1, Fall, Semester 2 Spring
CIS-1A	Introduction to Computer Information Systems	3	Semester 1, Fall, Semester 2 Spring
CAT-31	Business Communication Fundamentals	3	Semester 1, Fall, Semester 2 Spring
CAT/CIS-90	Microsoft Outlook	3	Semester 1, Fall, Semester 2 Spring
NNA-79	Medical Terminology for Healthcare Professionals	3	Semester 1, Fall, Semester 2 Spring

For additional information, please see the Program and Course Approval Handbook (PCAH), the RCCD Curriculum Handbook, the Taxonomy of Programs manual, and the TOPs/CIP/SOC crosswalk.

2 | P a g e

Elective Courses: __0__ units

Course	Title	Units	Sequencing

Total Program Units: 13____ units

Item 4. Master Planning

Must address how the certificate/degree fits in the mission, curriculum, and master planning of the college and higher education in California.

The program courses are currently offered regularly and are an existing part several of the Computer Applications and Office Technology curriculum.

Item 5. Enrollment and Completer Projections

Projection of number of students to earn certificate/degree annually.

Course ID	Course Title	2018-2019		2019-2020	
		Annual Sections	**Annual Enrollment**	**Annual Sections**	**Annual Enrollment**
CAT-1A	Business Etiquette	6	186	6	204
CIS-1A	Introduction to Computer Information Systems	45	1480	45	1484
CAT-31	Business Communications Fundamentals	2	62	3	69
CAT/CIS-90	Microsoft Outlook	3	109	3	98
NNA-79*	Medical Terminology for Healthcare Professionals (first offering 21SUM)	0	0	0	0

*NNA-79 is a new course and will be offered for the first time in summer 2021. The planned offering pattern was confirmed with our Nursing faculty and listed in Item 3.

Item 6. Place of Program in Curriculum/Similar Programs

Must address how the certificate/degree fits in college's existing inventory.

The program courses are currently offered regularly and are an existing part several of the Computer Applications and Office Technology curriculum. The addition of this program allows students to complete a certificate providing in-demand workplace skills in medical offices.

Item 7. Similar Programs at Other Colleges in Service Area

Justification of need for certificate/degree in the region.

Currently, three colleges provide medical office technology programs. There is no specific information regarding Medical Secretary programs.

program in the Inland Empire/Desert Region

0514.20 Medical Office Technology – *local program title*	CCC Headcount, Academic Year 2016-17	CCC Annual Average Credentials, Academic Years 2014-17
Chaffey – *Professional Administrative Assistant: Medical/Electronic Health Records/Medical Biller Specialist/Inpatient Medical Coder Specialist/Outpatient Medical Coder/Medical Insurance Billing*	-	
Associate Degree		1
Certificate 30 to < 60 semester units		1*
San Bernardino	121	
Victor Valley – *Medical Office*	-	
Certificate 30 to < 60 semester units		1*
Total CCC Headcount, Academic Year 2016-17	121	
Total Annual Average CCC Credentials, Academic Years 2014-17		**2**

Source: LaunchBoard, MIS Data Mart, COCI
*Chaffey awarded 1 30 to < 60-semester unit certificate in 2015-16. Victor Valley awarded 1 30 to < 60-semester unit certificate in 2016-17.

Item 8. Transfer Preparation Information (if applicable)

If transfer preparation is a component of the certificate/degree, please provide transfer preparation information.

For additional information, please see the Program and Course Approval Handbook (PCAH), the RCCD Curriculum Handbook, the Taxonomy of Programs manual, and the TOPs/CIP/SOC crosswalk.

4 | P a g e

RCCD | **RIVERSIDE COMMUNITY COLLEGE DISTRICT**
MORENO VALLEY COLLEGE | NORCO COLLEGE | RIVERSIDE CITY COLLEGE

Program Outline

Title: Associate Degree for Transfer in English

College: ☐ **Moreno Valley College**   ☐ **Norco College**   ☒ **Riverside City College**
(Please note: ADTs are college specific. If multiple colleges wish to adopt this program, a separate proposal and college specific supporting documents are required.)

TOPs Code: 1501.00   **CIP Code:** 230101

Type of ADT: ☒ Associate in Arts for Transfer   ☐ Associate in Science for Transfer

This is a: ☐ New ADT   ☒ Modification to an existing ADT

If this is a modification to an existing ADT, please specify the changes being made:
Added ENG 24, 34; Updated Title for ENG 25; Removed ENG 38, 39 and replaced with ENG 38A; Moved ENG 8 and 16 from List B to List C; Moved ENG 35 from List C to List B

Rationale:
Update is being made to be include new courses appropriate for lower division baccalaureate transfer (BCT) and major preparation/articulation by major (AAM) and to delete courses no longer in college inventory. In addition, courses were moved from List B (AAM) and C (BCT) to be in alignment with current ASSIST listings of courses that are articulated as lower division major preparation at a CSU.

Required Documentation:

Please submit this form and the documents outlined below to your college coordinator and the District Technical Review committee via TechReview@rccd.edu. Please do not submit your proposal until all of the documentation below is complete.

All new and modified ADTs must include the following:

☒ Discipline and Department minutes showing approval

☒ Narrative *(See next page)*

☒ Completed Chancellor's Office Template (TMC) *(Must be most current version available)*

☒ C-ID or ASSIST Articulation Information, as required by the TMC *(Work with your Articulation Officer to obtain this documentation)*

For additional information, please see the Program and Course Approval Handbook (PCAH), the RCCD Curriculum Handbook, the Taxonomy of Programs manual, and the TOPs/CIP/SOC crosswalk.

1 | P a g e

Program Narrative

Item 1. Program Goals and Objectives

This degree is designed to facilitate the student's passage from Riverside City College to the California State University (CSU) System with an Associate in Arts in English for Transfer degree. This degree will satisfy the lower division requirements for the eventual conferral of the Bachelor's Degree in English at a CSU. The Associate in Arts in English for Transfer degree is a curricular pattern designed specifically to transfer students as English majors with junior status to the CSU system and provides broad general preparation for English majors entering any four-year university. Additionally, the intent of an associate degree for transfer is to assist students in seamlessly transferring to a CSU.

Item 2. Catalog Description

The Associate in Arts in English for Transfer degree is a curricular pattern designed specifically to transfer students as English majors with junior status to the CSU system. Though the Associate in Arts in English for Transfer also provides broad general preparation for English majors entering any four-year university, students must consult the specific requirements of any non-CSU campus to which they are applying. Students earning the Associate in Arts in English for Transfer will analyze, interpret, and synthesize diverse texts in order to construct well-supported academic arguments and literary analyses, and they will encounter interpretive questions to which there are multiple plausible answers. Students earning this degree will also have exposure to a variety of literary genres and periods and will be able to illustrate a basic understanding of the ways that literature can embody cultural, intellectual, and artistic trends.

Program Learning Outcomes Upon successful completion of this program, students should be able to:

- Think critically about and interpret literature, employing language and methods of literary analysis to construct interpretive arguments and to address the ways that literature invites multiple interpretive possibilities.
- Write essays of literary analysis effectively supported by effectively integrated, interpreted, and relevant textual evidence.
- Demonstrate an understanding of how cultural history informs and is informed by literature.

Required Courses: __19__ units

Course	Title	Units
ENG 1B/1BH	Critical Thinking and Writing	4
List A	Choose from the list below	6
List B	Choose from the list below	6
List C	Choose from the list below	3

LIST A Choose two courses from the following (6 units):

ENG-6*	British Literature I: Anglo-Saxon through Eighteenth Century	3
ENG-7*	British Literature II: Romanticism through Modernism/Post-Modernism	3
ENG-14*	American Literature I: Pre-Contact through Civil War	3
ENG-15*	American Literature II: 1860 to the Present	3
ENG-40*	World Literature I: From Ancient Literatures to the Seventeenth Century	3
ENG-41*	World Literature II: Seventeenth Century Through the Present	3

For additional information, please see the Program and Course Approval Handbook (PCAH), the RCCD Curriculum Handbook, the Taxonomy of Programs manual, and the TOPs/CIP/SOC crosswalk.

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LIST B Choose two courses from the following (6 units)

Any course from List A not already used

ENG-11*	Creative Writing	3
ENG-35*	Images of Women in Literature	3
ENG-44*	Poetry from the Twentieth Century to the Present	3

LIST C Choose one course from the following (3 units)

Any course from List A and List B not already used

ENG-8*	Introduction to Mythology (same as Hum 8)	3
ENG-9*	Introduction to Shakespeare	3
ENG-10	Special Studies in Literature	3
ENG-12*	Special Studies in Creative Writing	3
ENG-16*	Introduction to Language	3
ENG 17A	Literary Magazine Production	3
ENG-18*	Survey of Native American Literature	3
ENG-20*	Survey of African American Literature	3
ENG-23*	The Bible as Literature (same as HUM 23)	3
ENG-24*	Survey of Asian Americna Literature	3
ENG-25*	LatinX Literature of the United States	3
ENG-30*	Children's Literature	3
ENG-34*	Literature by Women	3
ENG-38A	Screenwriting: Beginning	3
ENG-45*	Modern Drama	3
ENG-48*	Short Story and Novel from the Twentieth Century to the Present	3

*courses may be double-counted

ASSOCIATE IN ARTS FOR TRANSFER DEGREE

The Associate in Arts in English for Transfer degree will be awarded upon completion of 60 California State University (CSU) transferable units including the above major requirements, 11-13 units of electives and the Intersegmental General Education Transfer Curriculum (IGETC) or California State University General Education (CSUGE) requirements with a minimum grade point average of 2.0. All courses in the major must be completed with a grade of "C" or better (or a "P" if taken as Pass/No Pass).

For additional information, please see the Program and Course Approval Handbook (PCAH), the RCCD Curriculum Handbook, the Taxonomy of Programs manual, and the TOPs/CIP/SOC crosswalk.

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Program Outline of Record –
Associate Degree for Transfer (ADT)
Program Outline

Title: Psychology

College: ☒ Moreno Valley College   ☐ Norco College   ☐ Riverside City College
(Please note: ADTs are college specific. If multiple colleges wish to adopt this program, a separate proposal and college specific supporting documents are required.)

TOPs Code: 200100   CIP Code: 420101

Type of ADT: ☒ Associate in Arts for Transfer ☐ Associate in Science for Transfer

This is a: ☐ New ADT   ☒ Modification to an existing ADT

If this is a modification to an existing ADT, please specify the changes being made:
(Please be specific! Indicate any changes such as title, description, learning outcomes, courses, unit values, etc.)

A new course (PSY 10: Psychology of Personal and Social Adjustment*) is being added to the ADT.*

Rationale:
(Please note: This information will be presented to the Board of Trustees.)
  Adding a new course (PSY 10: Psychology of Personal and Social Adjustment) to the Psychology ADT.

Required Documentation:
Please submit this form and the documents outlined below to your college coordinator and the District Technical Review committee via TechReview@rccd.edu. Please do not submit your proposal until all of the documentation below is complete.

All new and modified ADTs must include the following:
☐ Evidence of district-wide discipline communication
☐ Department minutes showing approval
☐ Narrative *(See next page)*
☐ Completed Chancellor's Office Template (TMC) (*Must be most current version available*)
☐ C-ID or ASSIST Articulation Information, as required by the TMC *(Work with your Articulation Officer to obtain this documentation)*

RCCD | RIVERSIDE COMMUNITY COLLEGE DISTRICT
MORENO VALLEY COLLEGE | NORCO COLLEGE | RIVERSIDE CITY COLLEGE

Item 1. Program Goals and Objectives

The Associate in Arts in Psychology for Transfer degree is designed to prepare students who wish to transfer for the purposes of pursuing studies in psychology. Specifically, this degree allows students to complete various lower division courses in preparation for obtaining a baccalaureate degree in psychology at a California State University.

Item 2. Catalog Description

The Associate in Arts in Psychology for Transfer degree is designed to prepare students who wish to transfer for the purposes of pursuing studies in psychology. Specifically, this degree allows students to complete various lower division courses in preparation for obtaining a baccalaureate degree in psychology at a California State University.

Program Learning Outcomes
  Upon successful completion of this program, students should be able to:
• Apply the basic tenets of psychology to the study of more in depth topics in upper division courses
• Distinguish between the main theoretical perspectives in psychology
• Analyze the primary subfields of psychology and gauge their contributions to the understanding of behavior, cognition, and emotion

Required Courses: 19 units

Course	Title	Units
*MAT-12 or *PSY-48/SOC-48	Statistics Statistics for the Behavioral Sciences	4 3
*PSY-1/1H	General Psychology/Honors General Psychology	3
*PSY-50	Research Methods in Psychology	4

LIST A: Required Courses: 3 units

Course	Title	Units
*PSY-2	Biological Psychology	3

LIST B: Required Courses: 3 units

Course	Title	Units
*PSY-9	Developmental Psychology	3

LIST C: Elective Choose One: 3 units

Course	Title	Units
PSY-33	Theories of Personality	3
PSY-35/35H	Abnormal Psychology/Honors Abnormal Psychology	3
PSY-8	Introduction to Social Psychology	3
PSY-10	Psychology of Personal and Social Adjustment	3

*Courses may also be used to fulfill general education requirements for the CSUGE or IGETC pattern, please confer with a counselor.

ASSOCIATE IN ARTS FOR TRANSFER DEGREE
The Associate in Arts in Psychology for Transfer degree will be awarded upon completion of 60 California State University (CSU) transferable units including the above major requirements and the Intersegmental General Education Transfer Curriculum (IGETC) or California State University General Education (CSUGE) requirements and with a minimum grade point average of 2.0. All courses in the major must be completed with a grade of "C" or better (or a "P" if taken as Pass/No Pass).

Program Outline

Title: Global Industry Certificate (CE929)

☐ **Moreno Valley College**　　　　☐ **Norco College**　　　☒ **Riverside City College**
(Please note: All degrees and certificates are college specific. If multiple colleges wish to adopt this degree or certificate, a separate proposal and college specific supporting documents are required.)

TOPs Code:　　0508.00　　　**CIP Code:**　　**52.1101**

Type of Program:
☒ Certificate of Achievement only　　☐ Associate's Degree only　　☐ Certificate <u>and</u> Degree

Type of Associate Degree:　　　☐ Associate of Arts　　☐ Associate of Science

This is a:　　☐ New certificate/degree　　☒ Modification to an existing certificate/degree

If this is a modification to an existing certificate/degree, please specify the changes being made:
Riverside City College currently offers a smaller 15-unit State-approved certificate in international business. This is a modification for name change only. The proposed new name for this 15-unit State-approved certificate is Global Industry Certificate.

Rationale:
The reason for name change is to make a clear distinction existing Concentration and existing 15-unit State-approved certificate. The names for each of these programs are:

Business Administration Global Enterprise Concentration for Associates Degree
Global Industry Certificate for 15-unit State-approved certificate

Required Documentation

Please submit this form and the documents outlined below to your college coordinator and the District Technical Review committee via TechReview@rccd.edu. Please do not submit your proposal until all of the documentation below is complete.

All Degrees and Certificates
☐ Discipline and Department minutes showing approval
☒ Narrative *(see following page)*
☐ Transfer preparation documentation *(only if applicable)*

Degrees and Certificates of 8 Units or More with Vocational TOPs Codes
In addition to the above, all degrees and certificates of 8 units or more with a vocational TOPs code must include the following to be submitted to the State Chancellor's Office for approval.*
☒ Labor Market Information and Analysis *(required for new programs and modifications)*
☒ Advisory Committee Recommendation *(required for new programs and modifications)*
☐ Regional Consortium Recommendation *(required for new programs only)*

While certificates between 8 and less than 16 units can be approved locally and are not required to be submitted to the State Chancellor's Office for approval, certificates that have not been approved by the State Chancellor's Office <u>cannot</u> appear on student transcripts and the college <u>cannot</u> receive apportionment for program completions. Additionally, any certificate of less than 8 units can only be approved locally. These certificates also cannot appear on student transcripts and colleges cannot receive apportionment for completion.

For additional information, please see the Program and Course Approval Handbook (PCAH), the RCCD Curriculum Handbook, the Taxonomy of Programs manual, and the TOPs/CIP/SOC crosswalk.

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Program Narrative

Item 1. Program Goals and Objectives
Program Learning Outcomes
Upon successful completion of this program, students should be able to:
  • Apply knowledge in the four delineation of global business, namely principle of global business, global management, global marketing, and global trade to explain the role of global business as integral function in the global economy.
  • Demonstrate the importance, responsibility, and contribution to the growth of global economy and sustainability.
  • Apply knowledge to prepare for global industry certification, Certified Global Business Professional.

Item 2. Catalog Description

Prepares individuals to be able to understand how global business operates in the areas of management, marketing and trade. Prepare individuals for professions in the field of global business. Fulfills all the global courses required for Associates Degree in Business Administration Global Enterprise Concentration.

Program Learning Outcomes

  • Apply knowledge in the four delineation of global business, namely principle of global business, global management, global marketing, and global trade to explain the role of global business as integral function in the global economy.
  • Demonstrate the importance, responsibility, and contribution to the growth of global economy and sustainability.
  • Apply knowledge to prepare for global industry certification, Certified Global Business Professional.

Item 3. Program Requirements
Includes course requirements and sequencing that reflect program goals. For degrees, the GE pattern and calculations used to reach the degree total must be shown following the program requirements table. Course titles and unit values must be exact.

Required Courses: ___15_ units

Course	Title	Units	Sequencing
BUS-10	Introduction to Business	3	Term 1
BUS-40	Introduction to Global Business	3	Term 1
BUS-43	Global Marketing	3	Term 2
BUS-46	Global Trade	3	Term 2

For additional information, please see the Program and Course Approval Handbook (PCAH), the RCCD Curriculum Handbook, the Taxonomy of Programs manual, and the TOPs/CIP/SOC crosswalk.

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BUS-48	Global Management	3	Term 1

Elective Courses: ___0_ units

Course	Title	Units	Sequencing

Total Program Units: ___15_ units

Item 4. Master Planning

As Riverside City College values inclusivity and opportunity, education in Global Business fosters knowledge, understanding and employability in the business field that values the world's connectivity to generate improvement in global economy and unity that comes from global goals.

Item 5. Enrollment and Completer Projections

40 students every year as a cohort who take the program, some continue to the Business Administration Global Enterprise Concentration.

Item 6. Place of Program in Curriculum/Similar Programs
This certificate leads to Business Administration Global Enterprise Concentration.

Item 7. Similar Programs at Other Colleges in Service Area
- Mt. San Antonio Community College
- Santa Ana Community College

Item 8. Transfer Preparation Information (if applicable)
If transfer preparation is a component of the certificate/degree, please provide transfer preparation information.

Program Outline

Title: Industry Marketing Certificate

☐ **Moreno Valley College**   ☐ **Norco College**   ☒ **Riverside City College**
(Please note: All degrees and certificates are college specific. If multiple colleges wish to adopt this degree or certificate, a separate proposal and college specific supporting documents are required.)

TOPs Code: 0509.00   **CIP Code:**   52.1101

Type of Program:
☐ Certificate of Achievement only   ☐ Associate's Degree only   ☐ Certificate <u>and</u> Degree

Type of Associate Degree: ☐ Associate of Arts   ☐ Associate of Science

This is a: ☐ New certificate/degree   ☒ Modification to an existing certificate/degree

If this is a modification to an existing certificate/degree, please specify the changes being made:

Modification of currently existing 15-unit Locally-Approved marketing certificate into a 15-unit State-Approved marketing certificate.

The name of this new State-Approved certificate is Industry Marketing Certificate.
This naming will clearly differentiate this 15-unit program from existing Associates of Science Business Administration Marketing Concentration.

Rationale for this State-Approved Industry Marketing Certificate is for RCC to offer students a shorter than concentration program that they can utilize for employment. This 15-unit Industry Marketing Certificate program prepares students for marketing industry certification offered from The American Marketing Association as well as digital marketing certification. Along with these industry certifications, the academic Industry Marketing Certificate from RCC with proof on college transcript will increase the employability of students.

Required Documentation
Please submit this form and the documents outlined below to your college coordinator and the District Technical Review committee via TechReview@rccd.edu. Please do not submit your proposal until all of the documentation below is complete.

All Degrees and Certificates
☐ Discipline and Department minutes showing approval
☒ Narrative *(see following page)*
☐ Transfer preparation documentation *(only if applicable)*

Degrees and Certificates of 8 Units or More with Vocational TOPs Codes
In addition to the above, all degrees and certificates of 8 units or more with a vocational TOPs code must include the following to be submitted to the State Chancellor's Office for approval.*
☒ Labor Market Information and Analysis *(required for new programs and modifications)*

☒ Advisory Committee Recommendation *(required for new programs and modifications)*
☐ Regional Consortium Recommendation *(required for new programs only)*

While certificates between 8 and less than 16 units can be approved locally and are not required to be submitted to the State Chancellor's Office for approval, certificates that have not been approved by the State Chancellor's Office <u>cannot</u> appear on student transcripts and the college <u>cannot</u> receive apportionment for program completions. Additionally, any certificate of less than 8 units can only be approved locally. These certificates also cannot appear on student transcripts and colleges cannot receive apportionment for completion.

For additional information, please see the Program and Course Approval Handbook (PCAH), the RCCD Curriculum Handbook, the Taxonomy of Programs manual, and the TOPs/CIP/SOC crosswalk.

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Program Narrative

Item 1. Program Goals and Objectives
Program Learning Outcomes
Upon successful completion of this program, students should be able to:
- Apply knowledge in the main areas of marketing fields, including marketing management, digital marketing, advertising, retail management, and sales
- Demonstrate the importance, responsibility, and legal and ethical practice of marketing.
- Apply knowledge to prepare for industry certifications in Professional Certified Marketer as well as in Digital Marketing.

Item 2. Catalog Description

Prepares individuals in the main areas of marketing: marketing management, digital marketing, advertising, retail management and sales. Fulfills all marketing courses required in Associates of Science Business Administration Marketing Concentration.

Program Learning Outcomes

- Apply knowledge in the main areas of marketing fields, including marketing management, digital marketing, advertising, retail management, sales, and business.
- Demonstrate the importance, responsibility, and legal and ethical practice of marketing.
- Apply knowledge to prepare for industry certifications in Professional Certified Marketer as well as in Digital Marketing.

Item 3. Program Requirements
Includes course requirements and sequencing that reflect program goals. For degrees, the GE pattern and calculations used to reach the degree total must be shown following the program requirements table. Course titles and unit values must be exact.

Required Courses: ___15_ units

Course	Title	Units	Sequencing
BUS-10	Introduction to Business	3	Term 1
MKT-20	Principle of Marketing	3	Term 1
MKT-40	Advertising	3	Term 2
MKT-41 or MKT-42	Techniques of Selling

Retail Management | 3 | Term 2 |
| MKT-43 | Digital Marketing | 3 | Term 2 |

Elective Courses: ___0__ units

For additional information, please see the Program and Course Approval Handbook (PCAH), the RCCD Curriculum Handbook, the Taxonomy of Programs manual, and the TOPs/CIP/SOC crosswalk.

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Course	Title	Units	Sequencing

Total Program Units: 15 units

Item 4. Master Planning

As Riverside City College values providing students skills for employability, this program prepares students towards industry certifications in marketing field.

Item 5. Enrollment and Completer Projections

40 students every year as a cohort who take the program, some continue to Business Administration Marketing Concentration.

Item 6. Place of Program in Curriculum/Similar Programs
This certificate leads to Business Administration Marketing Concentration.

Item 7. Similar Programs at Other Colleges in Service Area

None

Item 8. Transfer Preparation Information (if applicable)
If transfer preparation is a component of the certificate/degree, please provide transfer preparation information.

RIVERSIDE COMMUNITY
COLLEGE DISTRICT
RCCD
MORENO VALLEY COLLEGE | NORCO COLLEGE | RIVERSIDE CITY COLLEGE

Program Outline

Title: Business Administration: Global Enterprise Concentration

☐ **Moreno Valley College**   ☐ **Norco College**   ☒ **Riverside City College**
(Please note: All degrees and certificates are college specific. If multiple colleges wish to adopt this degree or certificate, a separate proposal and college specific supporting documents are required.)

TOPs Code: 0508.00   **CIP Code:**   **52.1101**

Type of Program:
☐ Certificate of Achievement only   ☐ Associate's Degree only   ☒ Certificate <u>and</u> Degree

Type of Associate Degree: ☐ Associate of Arts   ☒ Associate of Science

This is a: ☒ New certificate/degree   ☐ Modification to an existing certificate/degree

If this is a modification to an existing certificate/degree, please specify the changes being made:
Riverside City College currently offers a smaller 15-unit State-approved certificate in Global Business. With the demand increasing to obtain knowledge and academic credentials in this field, I would like to propose that RCC offer a certificate/concentration in Global Business under a Business Administration Associates Degree.

Rationale:
The demand for knowledge in global business is increasing as the global trade continues to be the foundation of business today. With Inland Empire being the hub for logistics and with businesses of all sizes engaging in global business, Riverside City College will serve the student population well by offering a certificate and concentration in Global Business under a Business Administration Associates Degree. This will be a step above what RCC currently offers as a 15-unit State-approved certificate in Global Business.

Required Documentation
Please submit this form and the documents outlined below to your college coordinator and the District Technical Review committee via TechReview@rccd.edu. Please do not submit your proposal until all of the documentation below is complete.

All Degrees and Certificates
☐ Discipline and Department minutes showing approval
☒ Narrative *(see following page)*
☐ Transfer preparation documentation *(only if applicable)*

Degrees and Certificates of 8 Units or More with Vocational TOPs Codes
In addition to the above, all degrees and certificates of 8 units or more with a vocational TOPs code must include the following to be submitted to the State Chancellor's Office for approval.*
☒ Labor Market Information and Analysis *(required for new programs and modifications)*
☒ Advisory Committee Recommendation *(required for new programs and modifications)*
☐ Regional Consortium Recommendation *(required for new programs only)*

For additional information, please see the Program and Course Approval Handbook (PCAH), the RCCD Curriculum Handbook, the Taxonomy of Programs manual, and the TOPs/CIP/SOC crosswalk.

While certificates between 8 and less than 16 units can be approved locally and are not required to be submitted to the State Chancellor's Office for approval, certificates that have not been approved by the State Chancellor's Office <u>cannot</u> appear on student transcripts and the college <u>cannot</u> receive apportionment for program completions. Additionally, any certificate of less than 8 units can only be approved locally. These certificates also cannot appear on student transcripts and colleges cannot receive apportionment for completion.

For additional information, please see the Program and Course Approval Handbook (PCAH), the RCCD Curriculum Handbook, the Taxonomy of Programs manual, and the TOPs/CIP/SOC crosswalk.

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Program Narrative

Item 1. Program Goals and Objectives
Program Learning Outcomes
Upon successful completion of this program, students should be able to:
 • Use technology to analyze business decisions and to enhance business communications.
 • Apply basic business and accounting calculations and analyses. Have an understanding of legal practices relating to business.
 • Apply sound management practices.

Global Business Specific PLOs

 ▪ Explain the role of global business as integral function in the global economy.
 ▪ Analyze the functions of global marketing, global management, and global trade as they pertain to the basis of global business.
 ▪ Apply marketing, management, trade and general business practices within the global framework reflecting differences in country specific political, economic, legal, social, competitive, and other business environments.
 ▪ Demonstrate the importance, responsibility, and contribution to the growth of global economy and sustainability.

Item 2. Catalog Description

This program focuses on the study of business in the global setting. Individuals seeking to own a small business (online or offline) or work at a company of any size, all benefit from the knowledge of global business as business of all capacity engage in global business today. The program prepares individual with knowledge of how to participate and succeed in global business, market to consumers outside of the U.S., manage a global workforce, and participate in the growing business of global trade.

Program Learning Outcomes
Business Administration:
Upon successful completion of this program, students should be able to:
 • Use technology to analyze business decisions and to enhance business communications.
 • Apply basic business and accounting calculations and analyses. Have an understanding of legal practices relating to business.
 • Apply sound management practices.

Global Business PLOs

 ▪ Explain the role of global business as integral function in the global economy.
 ▪ Analyze the functions of global marketing, global management, and global trade as they pertain to the basis of global business.

For additional information, please see the Program and Course Approval Handbook (PCAH), the RCCD Curriculum Handbook, the Taxonomy of Programs manual, and the TOPs/CIP/SOC crosswalk.

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- Apply marketing, management, trade and general business practices within the global framework reflecting differences in country specific political, economic, legal, social, competitive, and other business environments.
- Demonstrate the importance, responsibility, and contribution to the growth of global economy and sustainability.

Item 3. Program Requirements

Includes course requirements and sequencing that reflect program goals. For degrees, the GE pattern and calculations used to reach the degree total must be shown following the program requirements table. Course titles and unit values must be exact.

Required Courses: ___30_ units

Course	Title	Units	Sequencing
ACC-1A	Principles of Accounting I	3	Term 2
BUS-10/10H	Introduction to Business	3	Term 1
BUS-18A	Business Law I	3	Term 3
BUS-20	Business Mathematics	3	Term 1
BUS-22 Or BUS-24	Management Communications Or Business Communications	3 3	Term 1
CIS-1A Or CIS/CAT-3	Introduction to Computer Information Systems Computer Applications for Business	3 3	Term 2
BUS-40	Introduction to Global Business	3	Term 1
BUS-43	Global Marketing	3	Term 2
BUS-46	Global Trade	3	Term 2
BUS-48	Global Management	3	Term 3

Elective Courses: ___0_ units

Course	Title	Units	Sequencing

Total Program Units: ___30_ units

The Associate of Science Degree in Business Administration Global Business Concentration will be awarded upon completion of the degree requirements, including general education and other graduation requirements as described in the college catalog.

Minimum Degree Units		Maximum Degree Units	
Minimum Required Units	30	Maximum Required Units	30
Minimum Elective Units	0	Maximum Elective Units	0
Local GE Required Units	27	CSUGE Required Units	39
Double Counted Units	3	Double Counted Units	0
Total Minimum Degree Units	60	Total Maximum Degree Units	69

Item 4. Master Planning

As Riverside City College values inclusivity and opportunity, education in Global Business fosters knowledge, understanding and employability in the business field that values the world's connectivity to generate improvement in global economy and unity that comes from global goals.

Item 5. Enrollment and Completer Projections

40 students every year as a cohort who take the program.

Item 6. Place of Program in Curriculum/Similar Programs
This certificate/degree bridges the gap between the current International Business certificate and the Business Administration concentrations.

Item 7. Similar Programs at Other Colleges in Service Area
- Mt. San Antonio College

Item 8. Transfer Preparation Information (if applicable)
If transfer preparation is a component of the certificate/degree, please provide transfer preparation information.

Program Outline of Record – Credit Degrees and Certificates

Program Outline

Title: Business Administration: Marketing Concentration
AS525/AS525B AS525C/CE525

☐ **Moreno Valley College**   ☐ **Norco College**   ☒ **Riverside City College**
(Please note: All degrees and certificates are college specific. If multiple colleges wish to adopt this degree or certificate, a separate proposal and college specific supporting documents are required.)

TOPs Code: **CIP Code:**

Type of Program:
☐ Certificate of Achievement only   ☐ Associate's Degree only   ☒ Certificate and Degree

Type of Associate Degree: ☐ Associate of Arts   ☒ Associate of Science

This is a: ☐ New certificate/degree   ☒ Modification to an existing certificate/degree

If this is a modification to an existing certificate/degree, please specify the changes being made:

Modification for the list of marketing courses required for this Marketing Concentration. Modification to the PLO reflecting the revised course selection.

Rationale:

The modified list of marketing concentration reflects the today's industry trend and employments in the marketing profession. This proposed modification list of marketing courses also coincides with the list of courses required for the 15-unit State-Approved Industry Marketing Certificate, to encourage students who start with the 15-unit program to continue with the degree program.

Required Documentation

Please submit this form and the documents outlined below to your college coordinator and the District Technical Review committee via TechReview@rccd.edu. Please do not submit your proposal until all of the documentation below is complete.

All Degrees and Certificates
☐ Discipline and Department minutes showing approval
☒ Narrative *(see following page)*
☐ Transfer preparation documentation *(only if applicable)*

Degrees and Certificates of 8 Units or More with Vocational TOPs Codes
In addition to the above, all degrees and certificates of 8 units or more with a vocational TOPs code must include the following to be submitted to the State Chancellor's Office for approval.*
- ☒ Labor Market Information and Analysis *(required for new programs and modifications)*
☒ Advisory Committee Recommendation *(required for new programs and modifications)*
☐ Regional Consortium Recommendation *(required for new programs only)*

For additional information, please see the Program and Course Approval Handbook (PCAH), the RCCD Curriculum Handbook, the Taxonomy of Programs manual, and the TOPs/CIP/SOC crosswalk.

While certificates between 8 and less than 16 units can be approved locally and are not required to be submitted to the State Chancellor's Office for approval, certificates that have not been approved by the State Chancellor's Office <u>cannot</u> appear on student transcripts and the college <u>cannot</u> receive apportionment for program completions. Additionally, any certificate of less than 8 units can only be approved locally. These certificates also cannot appear on student transcripts and colleges cannot receive apportionment for completion.

For additional information, please see the Program and Course Approval Handbook (PCAH), the RCCD Curriculum Handbook, the Taxonomy of Programs manual, and the TOPs/CIP/SOC crosswalk.

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RCCD | RIVERSIDE COMMUNITY COLLEGE DISTRICT
MORENO VALLEY COLLEGE | NORCO COLLEGE | RIVERSIDE CITY COLLEGE

Program Narrative

Item 1. Program Goals and Objectives
Program Learning Outcomes
Upon successful completion of this program, students should be able to:
- Use technology to analyze business decisions and to enhance business communications.
- Apply basic business and accounting calculations and analyses. Have an understanding of legal practices relating to business.
- Apply sound management practices.

Need Marketing Specific PLOs REVISED

- Develop and implement marketing strategies incorporating knowledge of marketing management, promotion, digital marketing, retail management, and/sales.
- Develop marketing strategies reflecting business goals and the positioning of the business' brand(s).
- Design marketing strategies utilizing research and analysis of consumer decision process and consumer behavior.

Item 2. Catalog Description

This program prepares individuals to strategize business goals into product offerings that consumer and business markets perceive as value. The program introduces the major areas of marketing including marketing management, strategy formulation, brand positioning, target market selection, consumer behavior, promotional mix, digital marketing, retail management, and sales.

Program Learning Outcomes

- Develop and implement marketing strategies incorporating knowledge of marketing management, promotion, digital marketing, retail management, and/sales.
- Develop marketing strategies reflecting business goals and the positioning of the business' brand(s).
- Design marketing strategies utilizing research and analysis of consumer decision process and consumer behavior.

Item 3. Program Requirements
Includes course requirements and sequencing that reflect program goals. For degrees, the GE pattern and calculations used to reach the degree total must be shown following the program requirements table. Course titles and unit values must be exact.

Required Courses: ___30_ units

Course	Title	Units	Sequencing
ACC-1A	Principles of Accounting I	3	Term 2

BUS-10/10H	Introduction to Business	3	Term 1
BUS-18A	Business Law I	3	Term 3
BUS-20	Business Mathematics	3	Term 1
BUS-22 Or BUS-24	Management Communications Or Business Communications	3 3	Term 1
CIS-1A Or CIS/CAT-3	Introduction to Computer Information Systems Computer Applications for Business	3 3	Term 2
MKT-20	Principles of Marketing	3	Term 1
MKT-40	Advertising	3	Term 2 or 3
MKT-41 Or MKT-42	Techniques of Selling Retail Management	3	Term 2 or 3
MKT-43	Digital Marketing	3	Term 2 or 3

Elective Courses: ___0_ units

Course	Title	Units	Sequencing

Total Program Units: ___30_ units

The Associate of Science Degree in Business Administration Global Business Concentration will be awarded upon completion of the degree requirements, including general education and other graduation requirements as described in the college catalog.

Minimum Degree Units		Maximum Degree Units	
Minimum Required Units	30	Maximum Required Units	30
Minimum Elective Units	0	Maximum Elective Units	0
Local GE Required Units	27	CSUGE Required Units	39
Double Counted Units	3	Double Counted Units	0
Total Minimum Degree Units	60	Total Maximum Degree Units	69

Item 4. Master Planning

As Riverside City College values providing students skills for employability, this program is a response to a highly demanded employment field of marketing.

Item 5. Enrollment and Completer Projections

40 students every year as a cohort who take the program. Some will be completers of 15-Unit State Approved Industry Marketing Certificate continuing to Associates of Science degree.

Item 6. Place of Program in Curriculum/Similar Programs

This certificate/degree bridges the gap between the current marketing certificate and the Business Administration concentrations.

Item 7. Similar Programs at Other Colleges in Service Area
- Mt. San Antonio College
- Cal Poly Pomona
- Multiple other colleges

Item 8. Transfer Preparation Information (if applicable)
If transfer preparation is a component of the certificate/degree, please provide transfer preparation information.

For additional information, please see the Program and Course Approval Handbook (PCAH), the RCCD Curriculum Handbook, the Taxonomy of Programs manual, and the TOPs/CIP/SOC crosswalk.

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