Cape Fear Community College
Business Administration Program
Advisory Committee Meeting
April 27, 2004
3:30 p.m. in room NA330

Minutes

Present: Bill Canton, Martha Granger, Arlene Lawson, Gwen Armstrong, James Tallant, Sherry Marley, Margaret Harris, and Cheryl Fetterman.

Cheryl Fetterman welcomed everyone for the joint Accounting and Business Administration Advisory Committee meeting. After participants introduced themselves the accounting and business administration groups met separately.

Old Business:
Cheryl Fetterman described recent changes to the curriculum including the following. COM 110 has been removed; ECM 168 was to be added, but the state turned it down; the accounting courses ACC 120, 121, and 122 have new titles and re-arranged course numbers.

Cheryl also noted that the business administration program institutional effectiveness goals this year involved considering whether CIS 111 could be eliminated and replaced with CIS 110. The finding are that this change will cause problems that will prohibit the change. CIS 111 does not require developmental courses as pre-requisite while CIS 110 does have these requirements. This means that some students would move through the degree program slower if the change were made. Also CIS 110 is transferable to the university system requiring an instructor with 18 graduate hours in information systems. At present qualified instructors are had to find in Wilmington.

Cheryl also noted that some schools have recently taken the keyboarding course out of their curriculum since students now learn to use computers before they come to college. The group present discussed their feelings about this topic and determined that keyboarding should stay in the curriculum. Cheryl will look at the possibility of offering a course that combines keyboarding and word processing to replace the two courses currently offered.

Results of the recent five-year program review were reported. This is an in-house review conducted at the college for all programs. The business administration review included the business administration degree, the customer service certificate program, and the e-commerce concentration under business administration. The review was positive with no major concerns. Three recommendations came out of the review including 1. more marketing will be done with the E-commerce program to better inform prospective
students of its benefits; 2. better communication methods will be utilized to inform members of Advisory Committee meetings; and 3. adding a teller training program will continue to be researched and reviewed for future implementation.

An update on the new E-commerce program was given. There are approximately 3-4 students interested in this program at this time. A separate advisory committee has been formed for this program with managers and owners from businesses that provide advertising, website creation, and database services to companies that conduct business online. There are possible changes coming for this program. The e-commerce content is being integrated into the regular business textbooks. The program has not been popular at other schools. The advisory committee for this program has requested that more hands-on internet technologies topics be taught. For these reasons the advisory committee for this program will be asked to review a possible new Internet Technologies degree program that could potentially replace the e-commerce program. If this does not happen there will be changes to the e-commerce curriculum to better reflect the advisory committee’s wants and needs.

New Business:
On April 30, 2004 the school’s curriculum committee will be considering a proposed Banking and Finance Certificate Program. See attached sheet. The approval process is expected to take place without difficulty. This program was created based on a suggestion from Arlene Lawson of First Citizens Bank. The earliest this program can be offered is Fall 2005, but no decisions will be made concerning a start date until the program is approved.

Cheryl presented the summary of results from an Internet Use Survey conducted by her ECM 168 Electronic Business students during the current semester. The summary is attached. The members of the advisory committee reviewed the results and discussed whether a hands-on internet course(s) such as database programming with SQL should be added to the business administration curriculum. Currently we offer ITN 170 Internet Databases for the E-commerce program. No decisions were made concerning this question.

The meeting was adjourned at 4:25 p.m.