

Business Advisory Council

Wednesday, April 16, 2014, 6:30pm

Attendees: Janice Feingold, Reet Sumal, Felix Masci, Dave Kern (insurance), Lorraine (PennyMac), David Wheeler (Wheeler & Associates), Greg Baker (Landsberg), Larry Scherzer (Scherzer International), Paul Dryman (Informed Decision), Janet Hartley (Mass Mutual).

Opening Remarks

- Welcome by Felix Masci
- Introductions, review of agenda
- Purpose of the BAC
- State of the college
- State of the department
- Feedback – Update on Certificate in Business, Proposed Retail/Services course, Email Survey

Discussion Question:

- Would employers find the Retail/Services class(es) to be of value?
 - Sample syllabus was handed out

Advisory Board input:

- Feedback on last year's proposed Certificate in Business Administration
- Retail and Services course feedback
 - Components of the course would be of high value to employers
 - Understanding the supply chain and the economics behind it
 - Jobs in Logistics and Supply chain management
 - Purchasing (B2B) hot field for those with experience
 - Understanding the big picture
 - Quality control, vetting vendors, business contracts
- Employers want to avoid "transactional" employees (just doing a routine filled job)
- MS Office, Basic Math, Communications skills important
- Accounting: Accounts Payable/Receivables/Payroll jobs in demand
- Internships are crucial (part of a holistic approach)
- Consider hosting speaker series (similar to BSA Expo)
- Important for CTE: Build critical/analytical skills