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PROGRAM APPROVAL APPLICATION
NEW or SUBSTANTIAL CHANGE or LOCALLY APPROVED
(This application may not exceed 3 pages)

Fill In Form

Technology for E-Commerce & Entrepreneurs
Proposed Program Title

Spring 2017
Projected Program Start Date

East Los Angeles College
College

Los Angeles Community College District
District

Contact Information

Christopher Whiteside
Voting Member

Dean of Career Technical Education
Title

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Phone Number

whitescj@elac.edu
Email

Goal(s) of Program (Check all that apply):

☒ Career Technical Education (CTE) ☐ Transfer ☐ Other

Type of Program (Check all that apply):

☐ Certificate of Achievement 12-17 (or 17-27 quarter) units ☒ Certificate of Achievement 18+ semester (or 27+ quarter) units

☐ Associate of Science Degree ☐ Associate of Arts Degree

Reason for Approval Request (Check One):

☒ New Program ☐ Substantial Change ☐ Locally Approved

Program Information

0709.10   Recommended Taxonomy of Program (TOP) Code

N/A   Units for Major-Degree

N/A   Total Units for Degree

19   Required Units-Certificate

Written Form

1. **Insert the description of the program as it will appear in the catalog. (See PCAH pp. 142 and 170)**

The Technology for E-Commerce and Entrepreneurs Certificate of Achievement is designed for students who wish to become adept in today's dynamic business environment by acquiring technology tools for immediate application in the business workplace or in contemplating a startup venture or home-based business utilizing e-commerce principles. Students will also gain knowledge of the social technology and its implications for business, mobile applications for business, and concepts of e-commerce and logistics for the workforce and aspiring entrepreneurs as it relates to the increasing mobile workforce and the virtual office environment.

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2. **Provide a brief rationale for the program.**

In the last ten years, technical, economic, and social systems have changed dramatically. The recent globalization of the world's economy has generated programs of study that prepare current students for leadership in global enterprise. Likewise, social technologies have also grown to become an integral part of the way we do business and how we function in our economy. Social technologies, which once functioned to bring together individuals in a social setting, now play a major role in business and industry. The new technology revolution has sparked continuous innovations in how we market and deliver goods and services to the world. As a result, successful startups are sprouting up in every industry, particularly in the Los Angeles area where we see an emergence of "technopreneurs"—individuals using innovative or emerging technologies to capitalize on new unprecedented ventures.

Logistics plays a major role in all these virtual-services-based successful startups. This on-demand economy has been fed by an integration of technology and consumer needs and innovation. Similarly, the program encourages its participants to think outside the box, to brainstorm, and to develop a creative and innovative mindset as it relates to applied technology to deliver faster, cheaper, more efficient, or more sustainable products and services.

Typical programs in entrepreneurship are traditional concepts courses embedded in a business program such as management. This proposed program differs from this in that it focuses on the technologies, such as mobile apps and social technology platforms that give rise to new ways of doing everyday things, and thus, encourages the immediate application of these technologies to fulfill a need for today's consumer—faster, cheaper, more efficient and more environmentally sensitive ways to obtain products and services.

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3. **Summarize the Labor Market Information (LMI) and employment outlook (including citation for the source of the data) for students exiting the program. (See PCAH pp. 85-88, 136, 147, 148, 165, 168, and 176)**

The California Community College's Economic and Workforce Development Program has identified both Information and Communications Technology and Small Business in the top 10 priority sectors that have maximum impact for demand for a skilled workforce. This program reflects an intersection of these two sectors in providing students the present-day technology skills that are applicable to the workforce as well as small business and to establishing home-based start-up ventures.

The publication *California Labor Market and Economic Analysis*, prepared by the LMI Division of the EDD, indicates in its report "Comparison of Growing Occupations by Entry-Level Education in California 2008-2018" that after Customer Service Representative, and General Office Clerk, First-line Supervisor of Office and Administrative Support Workers ranks third under the occupations with the largest absolute growth. More recent data from the EDD shows Los Angeles County estimated and project total job openings for 2012-2022 in this area at 17,090 jobs. For the first quarter 2015, wages were at a median hourly rate of $26.96, with a mediun annual wage of $56,076.

Sales Representatives sell products for wholesalers or manufacturers to businesses or groups of

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individuals, such as distributors, retail stores and other sales outlets. Since entrepreneurial pursuits imply the goals to sell a product, service, or idea, occupations as sales representatives would also fit this career path. In Los Angeles County, the number of jobs in the classification of Sales Representatives is expected to increase by 8.3 percent.

4. **List similar programs at other colleges in the Los Angeles and Orange County Region which may be adversely impacted. (There is space for 10 listings, if you need more, please contact laocrc@rsccd.edu)**

College	Program	Who You Contacted	Outcome of Contact
Saddleback College	CIS: E-Commerce, Web Site E-Commerce Administrator, Web Storefront Builder Using Miva, E-Commerce Specialist		

5. **List all courses required for program completion, including core requirements, restricted electives and prerequisites. (There is space for 20 listings, if you need more, please contact laocrc@rsccd.edu).**
   (See PCAH pp. 143 and 171)

Courses	Course Number	Course Title	Units
CAOT	48	Customer Service	3
CAOT	82	Software Survey in the Office	3
CAOT	140	Technology for the Virtual Office	3
CAOT	152	Mobile Apps for Business	3
CAOT	153	Social Media	3
LOGTIC	101	Technology in Global Logistics	1
LOGTIC	107	E-Commerce for Global Trade & Entrepreneurs	3

6. **Include any other information you would like to share.**

This certificate is a repackaging of existing courses with the addition of one new course (LOGTIC 107).

The industry surveys returned thus far are very favorable to this proposed new program. In addition, the members of the Technology & Logistics/International Trade Advisory Committee and the Computer Applications & Office Technologies Advisory Committee were enthusiastic about this proposed new program at the advisory meetings conducted on February 3, 2016.