

MINUTES
of the
CURRICULUM COMMITTEE
of

BRONX COMMUNITY COLLEGE OF THE CITY UNIVERSITY OF NEW YORK

Tuesday, May 1, 1973
Vol. 72-73, No. 22

Kingsbridge Center Lounge
2:25 P.M.

1. Call to Order. The meeting was called to order by Chairperson Arlene Levey.
2. The Minutes. The minutes of April 24, 1973 were approved as written. Psychological Development During Maturity and Aging will be voted upon at the next meeting.
3. Attendance. The following people were in attendance:
 - a. Members - M. Abruzzo (student), R. Bowman, D. Bullard, E. Diaz (student), B. Ettinger, J. Hamell, H. Harris, G. Hobbs, H. Jick, M. Kalin, M. Kanuck, J. Kolliner, A. Levey, N. McLaughlin, M. Pollack, J. Riley, M. Steuerman, J. Sweeney, E. Weiss.
 - b. Alternates - A. Baskind, S. O'Neill, J. Ryan, B. Witlieb.
 - c. Guests - T. Benenson, D. Davidson, M. Krieger, P. Lanier, R. Lewis.
4. Correspondence.
 - a. A correspondence from Special Educational Services requested that 20 of the 45 minutes allotted to the Education Associate Curriculum be given to the discussion of English as a Second Language-Basic.
 - b. Dr. J. Rempson in a memorandum requested that the defeated course proposal, Mathematics and Science for the Early Childhood and Elementary Years, be reinserted in the Education Associate package with Math 21 as a prerequisite, in accordance with the desire of the Committee. There was still a question as to which department should offer the course. The motion to include this course proposal as a part of the package was carried. Yes - 14, No - 1, Abstentions - 1.
5. Department of Business and Commerce. New Curriculum Proposal. Travel and Tourism Management.
 - a. International Marketing. This course proposal is an elective offering in the fourth semester of this curriculum which is a cooperative work-experience program. The motion to approve the proposed course, International Marketing, was carried. Yes - 18, No - 2, Abstentions - 1.

Catalog Description. Introduction to the field of international marketing with emphasis on the empirical dimensions of the world economy,

business enterprises in international trade, the concepts and theory of international trade, research on world markets, trade channels, advertising, financing, foreign legal and cultural restrictions, the role of government in fostering international business, and the relationship of international marketing to national and international prosperity. The prerequisite is Marketing II (formerly Retailing II).
3 hours--3 credits.

- b. Consumer Behavior. This is also an elective in the Travel and Tourism Management Curriculum. The rationale for requiring Accounting II and other mathematics-oriented courses in the curriculum was explained. It was expressed that a broader background in the humanities, especially a language, seemed feasible. In a discussion with the Department of Modern Languages, it was agreed that a foreign language would be recommended as an elective. The motion to approve the proposed course, Consumer Behavior, was carried. Yes - 12, No - 8, Abstentions - 1.

Catalog Description. An introduction to the basic characteristics of consumers as they affect their choices in the marketplace; and the techniques employed by marketing agencies and advertisers to optimize sales and profits based on the understanding and knowledge of these characteristics. A study of the consumer behavioral patterns of independent and group travelers as related to the programs and tours arranged by the retail and wholesale travel operators will be explored. The prerequisite is Marketing II (formerly Retailing II).
3 hours--3 credits.

- c. Tourism. It was explained that this course proposal is not transferable as a similar course is offered nowhere else in the State. Again there were comments concerning the need for a more broad-based background for the people in the travel and tourism occupations. The validity for requiring the technical skills in this area was cited in response. The motion to use the 20 minutes allotted to the Marketing Management and Sales Curriculum to extend this discussion was carried.
Yes - 16, No - 0, Abstentions - 2. It was pointed out that there are 24 liberal arts credits in the Travel and Tourism Management Curriculum in addition to the three credits of free electives. Action is possible at the next meeting.

6. Department of Special Education Services.

- a. English as a Second Language-Basic. The motion to approve the proposed course, English as a Second Language-Basic, was carried.
Yes - 16, No - 2, Abstentions - 1.

Catalog Description. For students whose native language is not English. Individualized program for basic level students for development of English language skills. Builds oral and written control of basic grammatical structures, and listening and reading comprehension. Audio-laboratory practice. Registration only with permission of

department. 5 recitations, 3 workshop hours--0 credits.

- b. Basic Reading Skills. The motion to approve the proposed course, Basic Reading Skills, was carried. Yes - 16, No - 3, Abstentions - 0.

Catalog Description. Individualized program in fundamental reading skills with emphasis on phonics and syllabication, word structure, and sentence and paragraph analysis on the student's instructional level. Required for those students who do not reach designated levels on a reading placement test. Upon successful completion of Basic Reading Skills, students will be required to enroll in RDL 02, the second course in the reading sequence. 5 recitations--0 credits.

7. Adjournment. The meeting was adjourned at 4:00 P. M.

Respectfully submitted,

Gloria L. Hobbs
Gloria L. Hobbs, Secretary

GLH:cg