



SAN DIEGO COMMUNITY COLLEGE DISTRICT

CITY COLLEGE • MESA COLLEGE • MIRAMAR COLLEGE • COLLEGE OF CONTINUING EDUCATION

Board of Trustees Meeting Date: 2/24/2022

The following curriculum changes are proposed for the San Diego Community College District for City College, Mesa College, Miramar College, or College of Continuing Education. There is no additional cost to the District.

New Programs

San Diego College of Continuing Education

1. **Business Sales, Certificate of Completion**

The Business Sales program provides students with the practical knowledge and skills for success in small business sales and sales occupations. The program guides students through the preparation, use, and applications of customer relationship management (CRM) systems. The program also includes instruction in sales communication skills, organizational skills, confidence building, and professional resiliency. Topics include establishing a CRM, using the CRM effectively, CRM team management, and data management and analysis, essential listening, communication professionalism, problem solving, the use of CRM in communications, bidding, reputation management, communication flow, workplace social skills, and customer interaction.

Justification:

Students who successfully complete the program can use the knowledge, skills, and tools learned to obtain a job in a sales profession, manage the sales for a small business, or effectively sell their own products or services as an entrepreneur.

Labor Market Information:

San Diego Occupational Projection of Employment 2018 – 2028

Occupation	Employment		
	Estimated 2018	Projected 2018-2028	Annual Avg Openings
Sales Representatives, Services, All Other (SOC 41-3099)	13,040	17,440	1,744
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (SOC 41-4011)	2,920	3,340	334
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (SOC 41-4012)	10,330	11,610	1,161

Source: Centers of Excellence Supply and Demand table, <http://coeccc.net/Supply-and-Demand.aspx>



2. English as a Second Language Citizenship, Certificate of Completion

The ESL Citizenship program has two courses. The Pre-Citizenship course equips students with the minimal English language skills needed to prepare students to enroll in the ESL/Citizenship course. The Pre-Citizenship course uses language skills in context to equip students with basic knowledge of U.S. History and Government, to introduce rights and responsibilities of U.S. citizenship, and to familiarize students with basic knowledge of the naturalization process. The ESL/Citizenship course further develops students' English language skills and knowledge of U.S. history and government to prepare students for the rights and responsibilities of U.S. citizenship and for success on all aspects of the naturalization process including the U.S. Citizenship and Immigration Services (USCIS) naturalization application and interview exam. Each course focuses on the development of oral and written communication skills which include grammatical understanding of time references in verb tenses to answer questions, clarification skills, comprehensible pronunciation, vocabulary development, reading, and writing skills. Development of critical thinking, digital literacy, numeracy, soft skills, and diversity awareness are integrated throughout the program.

Justification:

Upon successful completion of requirements of the ESL/Citizenship program, students receive a program certificate and are prepared to complete all steps of the naturalization process, and once a naturalized citizen, to qualify for job and educational opportunities and advancements, voting in elections, civic engagement, and other benefits of U.S. citizenship.



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New Courses

Units

San Diego College of Continuing Education

BUSN 640—Customer Relationship Mgmt	90 Hours
BUSN 641—Business Sales Training	90 Hours
ESLA 441—ESL Pre-Citizenship	180 Hours
ESLA 442—ESL Citizenship	270 Hours



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Course Deactivations

Justification: The following courses are no longer offered at the college(s).

San Diego College of Continuing Education

ESLA 440—ESL/Citizenship

270 Hours