

Assessment: Program Review Updates prior to Fall 2018



Program (BUAD) - Business Administration AS-T.1001

Program Catalog Summary:

Associate in Science for Transfer:

SC Program: AS-T.1001

PROGRAM DESCRIPTION: The Associate in Science in Business Administration for Transfer degree is designed to provide students with the common core of lower division courses required to transfer and pursue a baccalaureate degree in Business Administration. This includes business degrees with options such as accounting, finance, human resources management, international business, management, operations management, and marketing. The Associate in Science in Business Administration for Transfer degree aligns with the CSU Bachelor of Science in Business Administration.

This degree is approved through the California Community College Chancellor's Office. Upon satisfactory completion of all degree requirements and filing an application for graduation with Admissions and Records, the student's transcript will reflect completion of this degree.

PROGRAM LEARNING OUTCOMES:

Upon successful completion of this degree, the student should be able to:

1. Express the accounting equation; identify and perform the processes of the accounting cycle; and prepare and interpret the basic financial statements for service and merchandising organizations in accordance with generally accepted accounting principles.
2. Identify and illustrate fundamental accounting concepts, classifications, cost systems, cost-volume-profit relationships, budgeting and profit planning to support planning, control and decision making activities of management.
3. Prepare and process payroll records and payroll tax returns in compliance with applicable federal and state laws and regulations.
4. Apply the Internal Revenue Code and related Treasury Regulations as they relate to individual, partnership and corporation income taxes; prepare simple individual income tax returns.
5. Utilize their ability to identify and apply business and finance concepts to advance into upper division coursework as business majors in the fields of accounting, finance, marketing, management and information technology and services.

REQUIREMENTS:

In addition to the 37-39 unit general education pattern for CSU or IGETC, students must complete the core courses listed below for the Associate in Science in Business Administration for Transfer degree. Students must also obtain a minimum grade point average of 2.0 and a C or better in each major course, or a "P" if the course is taken on a Pass/No Pass basis.

REQUIRED CORE:

ACCT 2 Introduction to Financial Accounting 4

ACCT 4 Introduction to Managerial Accounting 4

BUAD 6 Business Law I 3

ECON 1A*# Principles of Economics (Micro) 3

ECON 1B*# Principles of Economics (Macro) 3

LIST A: (Choose one course from the following) 3-4

MATH 8*# Finite Mathematics (3)

MATH 9*# Survey of Calculus (4)

MATH 14*# Introduction to Statistics (4)

LIST B: (Choose two course from the following) 6-8

Any List A course not used above

BUAD 10 Introduction to Business (3) OR

BUAD 66 Business Communications (3)

CIS 1 Computer Literacy Workshop (3)

*May be used to fulfill CSU General Education requirements. See a counselor.

#May be used to fulfill IGETC requirements. See a counselor.

ASSOCIATE IN SCIENCE IN BUSINESS ADMINISTRATION FOR TRANSFER DEGREE REQUIREMENTS:

Major 26-28

General Education 37-39*

General Electives 2-6?

Degree Total Will Not Exceed 60 Units

?Number will vary depending on units that double count.

Fall 2017

Prepared By: Casey Schurig, Scott Gordon, Don Cingrani, Darren Gurney, John Cicero

What improvements are needed? Please reference items from any associated program reviews as needed.: None. This degree is approved through the California Community College Chancellor's Office. Upon satisfactory completion of all degree requirements and filing an application for graduation with Admissions and Records, the student's transcript will reflect completion of this degree.

Who completed this form?: Casey Schurig

Participation in the report: Area Faculty (list in the next box)

Summarize Participation comments: We see the number of completers in the program increasing if the CSU Chico Business Management Degree is marketed and moved to the main campus.

Success rate for Business Communications (BUAD 66) and Statistics (Math 114) are both consistently below 65%.

Recommendation for Discontinuance?: N/A

Analyze Overall PLO achievement: The program has six PLOs. The first five PLOs were met. The last PLO is Problem Solving: Disaggregated data showing individual program completers' success on the course level SLO's linked to this PLO is not presently available. Therefore aggregated Fall 2015 results for the course level SLO's linked to this PLO were used in determining whether the PLO criterion were met. Since students, in the aggregate, met the criterion for all the linked course level SLO's, the criterion for success on this PLO are not deemed met. Of particular interest is two instances where math courses did not meet their SLO criteria.

What changes could be (or have been) made to improve the program?: The program was created to satisfy the state requirements for AD-T degrees. The program has proven successful with 46 completers last year.

Suggested change: Move the CSU Chico Business Management Degree to the main campus and increase marketing.

Analyze the success rate for Business Communications (BUAD 66) and Statistics (Math 114) are both consistently below 65% and the two instances where math courses did not meet their SLO criteria. Can these two factors be improved upon?

Resources needed to implement the changes noted above: Two classrooms on the main campus at night that are available for CSU Chico classes.

Marketing department at CSU Chico and Shasta College work together to increase awareness of the program and it's benefits.

Instructors identify struggling students and link students to on campus resources to increase success.

Labor Market Demand: Considerable when all possible Business degrees that can be achieved through a 4-year CSU State school are considered.

For jobs this encompasses: Marketing, Finance, Human Resources, Management, Productions and Operations, Entrepreneurship, Information Systems, Real Estate, International Business, Accounting, and Education. Total jobs is just shy of 7,000 with a slight decrease of 3.5%. Average salary is \$37.49 per hour.

Duplication of training: We also offer a transfer degree with very similar requirements. At some point we should consider making the other transfer degree for UC schools only to avoid confusion. Students that used to complete the similar degree are now completing the AS-T Degree.

Program effectiveness: Completion rates: We have improved our completion rates steadily over the last five years.

2012-2013 had 18 completers.

2016-2017 had 46 completers.

Other data indications for program improvement: None.

Replicating community college programs north of Sacramento?: Butte College and College of the Siskiyous has the same AS-T program for transfer to a CSU.

CSU and UC Transfer impact analysis:: The program had 46 completers for the year 2016-2017. The program is designed for transferring so the expectation is that all 46 students will transfer.

Influence on related programs and services: We also offer a transfer degree with very similar requirements. At some point we should consider making the other transfer degree for UC schools only to avoid confusion. However, this does not impact individual course enrollments due to significant overlap in courses within both programs.

Specific additional program reflections: None

Other factors for consideration: None

****TO BE COMPLETED BY THE PROGRAM REVIEW COMMITTEE** PRC Action::** PRC recommends the program continue without qualification

Summary Date: 12/05/2018

Summary of findings: The PRC recommends this program continue without qualification. The program has a five-year average of 31.4 completers increasing from 18 in 2012/13 to 46 in 2016/17. The 5-year average success rate for all degree classes is 68.55%, which is below the Institution-set Standard of 70%. Retention rates are very strong with a five-year average of 87.30% for all classes listed for the degree. Enrollments appear to be well-maintained with a 5-year average of 21.4 students per section. The increase in sections from 147 in 2012/13 to 182 in 2016/17 is largely due to increases in CIS-1 and MATH-14. The PLO's have been mapped to ISLO's, SLO's to PLO's and SLO's to ISLO's for the majority of classes.

The BUAD faculty are recognized for the fine work in preparing the Program Review report and encouraged to follow up on ideas and strategies identified in the document.

Summary review date: 12/05/2018

Date summary sent to program faculty and/or counselors: 01/30/2019

Program faculty response: Per Dean, Susan Wyche, no comment on this required. Per Counselor Carolyn Borg: "What will be interesting to follow in the future is the completers of the AA University Studies – Business Administration versus the AS-T Business Administration. I encourage most students toward the AS-T but because the GE can be modified for the AA University Studies, sometimes it allows a student to transfer to a non-CSU or to a CSU missing a GE course or two."

Date summary sent to College Council: 02/25/2019

Fall 2017 Program Review
Course Statistics

Course Name	Academic Year					
	2012-13	2013-14	2014-15	2015-16	2016-17	
ACCT-2	# of Sections	7	11	7	7	8
	Enrollment	262	283	210	227	229
	FTES	24.8	26.5	26.4	27.3	29.1
	FTEF	1.40	1.60	1.87	1.87	2.14
	WSCH	744	795	792	820	872
	Avg Enrl/Section	37	26	30	32	29
	Avg FTES FTEF	17.71	15.19	14.15	14.64	13.60
	Avg WSCH FTEF	531	456	424	439	409
	ACCT-4	# of Sections	6	4	3	3
Enrollment		126	126	111	104	133
FTES		12.5	12.5	14.9	12.8	18.1
FTEF		0.77	0.80	0.80	0.80	1.07
WSCH		375	375	448	384	546
Avg Enrl/Section		21	32	37	35	33
Avg FTES FTEF		15.00	15.63	18.66	16.00	16.99
Avg WSCH FTEF		450	469	560	480	512
BUAD-6		# of Sections	4	7	4	6
	Enrollment	118	158	155	157	213
	FTES	10.4	13.6	14.0	13.6	20.0
	FTEF	0.80	0.80	0.80	0.73	1.40
	WSCH	313	408	420	408	609
	Avg Enrl/Section	30	23	39	26	30
	Avg FTES FTEF	13.00	15.50	17.50	15.88	14.29
	Avg WSCH FTEF	391	465	525	476	435
	BUAD-10	# of Sections	20	21	20	19
Enrollment		662	653	627	640	667
FTES		56.6	62.1	57.8	59.9	64.0
FTEF		3.20	3.60	3.20	3.15	3.33
WSCH		1,719	1,876	1,752	1,817	1,915
Avg Enrl/Section		33	31	31	34	32
Avg FTES FTEF		17.25	16.68	16.66	17.56	17.09
Avg WSCH FTEF		524	505	508	536	522
BUAD-66		# of Sections	9	5	8	8
	Enrollment	209	176	198	187	160
	FTES	18.0	16.1	18.6	17.2	14.8
	FTEF	1.20	1.00	1.20	1.14	1.20
	WSCH	548	491	566	524	454
	Avg Enrl/Section	23	35	25	23	20
	Avg FTES FTEF	13.42	16.10	14.33	14.00	11.42
	Avg WSCH FTEF	409	491	437	427	351
	CIS-1	# of Sections	32	37	40	54
Enrollment		987	1,090	1,121	1,346	1,410
FTES		99.7	118.3	109.4	136.6	143.1
FTEF		6.78	8.95	8.23	8.23	8.47
WSCH		3,335	4,074	4,087	4,935	5,133

Fall 2017 Program Review
Course Statistics

	Avg Enrl/Section	31	29	28	25	27
	Avg FTES FTEF	14.69	13.18	12.05	12.50	12.73
	Avg WSCH FTEF	493	456	464	483	500
ECON-1A	# of Sections	11	13	12	15	16
	Enrollment	470	476	369	420	474
	FTES	45.3	44.1	36.1	38.6	46.4
	FTEF	1.80	2.00	1.60	1.78	2.33
	WSCH	1,379	1,341	1,103	1,173	1,409
	Avg Enrl/Section	43	37	31	28	30
	Avg FTES FTEF	24.00	21.10	21.75	18.06	16.88
	Avg WSCH FTEF	731	644	665	550	513
ECON-1B	# of Sections	14	11	11	11	12
	Enrollment	451	382	329	289	310
	FTES	41.4	35.8	31.2	27.8	30.9
	FTEF	1.80	1.60	1.60	1.60	1.80
	WSCH	1,258	1,088	946	845	942
	Avg Enrl/Section	32	35	30	26	26
	Avg FTES FTEF	22.11	21.44	19.06	16.38	16.50
	Avg WSCH FTEF	672	652	578	498	503
MATH-8	# of Sections	5	2	1	1	5
	Enrollment	102	68	29	35	73
	FTES	10.0	6.7	2.7	3.2	7.1
	FTEF	0.55	0.40	0.20	0.20	0.40
	WSCH	300	201	81	96	213
	Avg Enrl/Section	20	34	29	35	15
	Avg FTES FTEF	17.00	16.75	13.50	16.00	10.00
	Avg WSCH FTEF	510	503	405	480	300
MATH-9	# of Sections	2	1	2	1	1
	Enrollment	47	21	34	40	41
	FTES	5.3	2.5	4.0	4.8	5.1
	FTEF	0.53	0.27	0.53	0.27	0.27
	WSCH	158	76	120	144	152
	Avg Enrl/Section	24	21	17	40	41
	Avg FTES FTEF	9.86	9.49	7.50	18.00	19.01
	Avg WSCH FTEF	296	285	225	540	570
MATH-14	# of Sections	37	43	42	44	48
	Enrollment	1,244	1,281	1,235	1,294	1,468
	FTES	154.3	165.2	163.7	169.2	191.5
	FTEF	8.55	9.88	9.61	10.15	11.12
	WSCH	4,652	4,985	4,945	5,111	5,738
	Avg Enrl/Section	34	30	29	29	31
	Avg FTES FTEF	17.43	15.83	16.54	15.89	16.33
	Avg WSCH FTEF	526	478	500	481	495
Grand Total	# of Sections	147	155	150	169	182
	Enrollment	3,334	3,307	3,207	3,474	3,736
	FTES	478.2	503.4	478.9	511.0	570.1
	FTEF	27.37	30.90	29.64	29.91	33.51

Fall 2017 Program Review
Course Statistics

WSCH	14,781	15,710	15,260	16,257	17,983
Avg Enrl/Section	23	21	21	21	21
Avg FTES FTEF	17.06	15.86	15.50	15.24	15.09
Avg WSCH FTEF	528	496	497	490	486

Fall 2017 Program Review
Success and Retention

Course Name	Title		Academic Year				
			2012-13	2013-14	2014-15	2015-16	2016-17
ACCT-2	Intro to Financial Accounting	Success	66.53%	59.02%	60.80%	75.61%	72.29%
		Retention	82.04%	78.20%	79.90%	84.39%	81.39%
ACCT-4	Intro to Managerial Accounting	Success	83.20%	68.00%	77.68%	79.17%	79.14%
		Retention	88.80%	87.20%	86.61%	86.46%	89.21%
BUAD-6	Business Law	Success	70.19%				
		Retention	82.69%				
	Business Law I	Success		77.61%	77.14%	71.22%	73.79%
		Retention		85.82%	89.29%	86.33%	89.81%
BUAD-10	Introduction to Business	Success	73.29%	71.43%	64.14%	64.72%	72.37%
		Retention	88.87%	90.69%	89.66%	89.27%	90.99%
BUAD-66	Business Communications	Success	69.71%	66.06%	64.36%	61.11%	57.62%
		Retention	82.86%	84.24%	82.45%	76.11%	78.15%
CIS-1	Computer Literacy Workshop	Success	75.67%	68.15%	69.53%	74.40%	76.11%
		Retention	92.08%	91.91%	90.43%	91.88%	92.13%
ECON-1A	Principles of Economics-Micro	Success	73.05%	68.95%	70.99%	77.25%	80.65%
		Retention	87.08%	91.10%	89.50%	91.25%	93.48%
ECON-1B	Principles of Economics-Macro	Success	72.66%	75.28%	75.24%	79.51%	75.84%
		Retention	90.65%	92.98%	92.93%	91.52%	89.91%
MATH-8	Finite Mathematics	Success	78.00%	66.67%	57.14%	62.50%	74.65%
		Retention	93.00%	86.36%	78.57%	81.25%	88.73%
MATH-9	Survey of Calculus	Success	80.00%	52.63%	76.67%	61.11%	76.32%
		Retention	97.50%	78.95%	80.00%	69.44%	86.84%
MATH-14	Introduction to Statistics	Success	60.80%	62.20%	61.33%	55.12%	61.28%
		Retention	82.30%	84.23%	81.63%	79.14%	82.86%
Grand Total		Success	70.14%	67.18%	66.72%	67.67%	71.02%
		Retention	87.13%	88.05%	86.70%	86.45%	88.17%

Fall 2017 Program Review

Program Awards

Award Type	Program Type - TOP61	2012-13	2013-14	2014-15	2015-16	2016-17
Associate in Science for Transfer (A.S.-T) Degree	Business Administration-050500	18	27	38	38	46
Grand Total		18	27	38	38	46