Assessment: Program Review Updates prior to Fall 2018

Shasta College

Program (BUAD) - Business Administration: Business Management AS.1085

Program Catalog Summary:
Associate in Science:
SC Program: AS.1085

PROGRAM DESCRIPTION: This degree prepares you to enter the workforce and have the skills you need to move up the career ladder. Your beginning career opportunities include entry-level marketing, management, entrepreneur, customer service representative and retail sales. The courses offered in this degree teach the skills necessary to be successful in business. Many courses are offered during the day and evening at one of our extended education campuses, and online.

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. Explain the criteria for the formation and enforcement of business and consumer contracts, including the specialty areas of sales and agency.
2. Demonstrate the use of skills relevant for problem-solving, decision-making, and resolving ethical dilemmas in the business environment including critical thinking, effective written and oral communication, working effectively in teams and the proficient use of computers for information search, retrieval, problem solving and communication.
3. Identify and explain the current economic indicators regarding inflation, unemployment, monetary and fiscal policy and their effects on consumers and small businesses.
4. 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.
5. Utilize their ability to identify and apply business and finance concepts to advance into upper division course work as business majors in the fields of accounting, finance, marketing, management and information technology and services.

DEGREE REQUIREMENTS:

CORE COURSES:
ACCT 101 Basic Accounting I 3
ACCT 102 Basic Accounting II 3
ACCT 103 Computerized Accounting 2
BUAD 6 Business Law I OR 3
BUAD 8 Business Law II
BUAD 10* Introduction to Business 3
BUAD 12 International Business 3
BUAD 40 Entrepreneurship and Small Business OR 3
BUAD 176 Principles of Retailing
BUAD 41 Supervision and Leadership 3
BUAD 45* Human Relations on the Job 3
BUAD 66* Business Communications 3
BUAD 71 Introduction to e-Commerce 1

BUAD 76 Sales OR 3
BUAD 77 Principles of Marketing
BUAD 106 Business Mathematics 3
CIS 1 Computer Literacy Workshop 3
ECON 1B* Principles of Economics (MACRO) 3
OAS 10 Excel for Windows – I 1
*May be used to fulfill General Education requirements. See a counselor.

ASSOCIATE IN SCIENCE DEGREE REQUIREMENTS:
Major	43
Additional General Education	12
General Electives	5
Degree Total	60*

*Note: Calculation assumes a student will double-count the Multicultural graduation requirement with either a social science or humanities G.E. requirement and that the student will fulfill computer literacy through a test. If students plan well and see a counselor, they may be able to double count the Multicultural and Computer Literacy units. If these graduation requirements are added, the number of units is increased by 6 units.

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.: The declining completion rate for this program has prompted a self study and redesign of this non-transfer Business Degree. These changes will be completed and active by Fall 2018.
Who completed this form?: Casey Schurig, Scott Gordon, Don Cingrani, Darren Gurney, John Cicero
Participation in the report: Area Faculty (list in the next box)
Summarize Participation comments: We are excited to see the success of this redesigned program starting in Fall 2018. We expect to see the number of completers start to increase in Spring 2019 when students see the value provided by the degree.
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.
What changes could be (or have been) made to improve the program?: A redesign of the degree has been completed and will be active by Fall 2018.
The number of units required within the degree has been limited to 32 or less.
The courses align with the needs of local employers as described by our advisory committee.
Required courses are offered at least once per semester to facilitate seamless continuity of enrollment for students.
Resources needed to implement the changes noted above: Marketing department at Shasta College work together with the Business Department to increase awareness of the program and it's benefits.
Labor Market Demand: Considerable for the Nor Cal region when all possible jobs are taken into account as provided by EMSI data. For jobs this encompasses: Operations managers, Sales managers, Administrative Service managers, Industrial Production managers, Transportation-Storage-Distribution managers, Construction managers, Social and Community Service managers, management Analysts, Cost Estimators and all other Managers. 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: The redesigned degree (Business Management) will compliment the new Business degree that will encompass Marketing and Finance. Overall enrollment is expected to increased with both programs complimenting each other and the needs of local employers. The non-transfer General Business Degree that only required 18 units of specified units to complete will have overlap with the Business Management Degree. However, local employers do not prefer to hire students with the limited number of required units completed (18) for the General Business Degree.
Program effectiveness: Completion rates: We have declined in completion rates steadily over the last five years. The data in the document repository shows a steady increase and we suspect that is due to the data from the General Business non-transfer degree data being included in this programs data.
2012-2013 had 15 completers.
2016-2017 had 39 completers.
The TracDat data under the Program Awards shows the Associate of Arts (A.A.) degree Business Administration-005000 data differently.

2011-2012 had 47 completers.
2015-16 had 14 completers.
We suspect this data more accurately represents the declining completers in this program.
Other data indications for program improvement: Success rate for Basic Accounting I (ACCT 101), Principles of Retailing (BAUD 176), and Business Communications (BUAD 66) are all consistently below 66%.
Analyze the success rates for Basic Accounting I (ACCT 101), Principles of Retailing (BAUD 176), and Business Communications (BUAD 66). Can these success rates be improved upon?

Replicating community college programs north of Sacramento?: Butte College, College of the Siskiyous, College of the Redwoods, and Feather River Community College have similar non-transfer degrees in Business.
CSU and UC Transfer impact analysis:: This is a non-transfer degree. No impact.
Influence on related programs and services: The redesigned degree (Business Management) will compliment the new Business degree that will encompass Marketing and Finance. Overall enrollment is expected to increased with both programs complimenting each other and the needs of local employers.
Specific additional program reflections: At the course level Sales (BUAD 76) has not been offered since 2014-2015. This course has been removed from the redesigned non-transfer Business Degrees.
Other factors for consideration: None
Summary Date: 12/05/2018
Summary of findings: NOTE: The 2018/19 catalog shows this degree listed under Business not Business Administration. Please advise which specific discipline (Business or Business Admin) is correct so that we can notify parties involved with these important distinctions.

The PRC recommends this program continue without qualification. Although the number of degrees earned have declined, the program faculty have a number of strategies as discussed in their program review narrative that should improve outcomes and other factors impacting student success. The program has a five-year average of 3.2 completers (2012/13-2016/17). The 5-year average success rate for classes is 73.32%, which is above the Institution-set Standard of 70%. Retention rates are very strong with a five-year average of 90.48% for all courses listed for the degree. Enrollments appear to be well-maintained with a five-year average of 18.4 students per section but lower than the generally accepted minimum number of 20 enrollments per section. Section counts have increased from 139 to 167 due in large part increases to CIS-1 and OAS -10. The PLO's have been mapped to ISLO's, SLO's to PLO's and SLO's to ISLO's for classes. Changes to classes within the degree need to be communicated so that they are removed from or added to the drop down mapping tool.
The BUAD faculty are recognized for their efforts to make improvements to this program for local and transfer degree attainment.
The PRC recommends the following:
1) Faculty review the number of sections offered and enrollments for the overall degree program and see if increasing the head count per section is feasible.
2) Faculty are encouraged to follow up on strategies as noted in their program review.

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 faculty comments required. Per Counselor, Carolyn Borg, "Yes, retain. In 2018-19 the program was reduced from 43 units to 30 units in the major which should result in more completions. I thought it would continue as "AS Business" as it was in the 17-18 catalog, versus AS Business Administration.
I'm not certain, but I thought the Business faculty were reserving the "Business Administration" term for the transfer degrees. "

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

Course Name		Academic Year				
		2012-13	2013-14	2014-15	2015-16	2016-17
ACCT-101	# of Sections	10	7	9	8	7
	Enrollment	255	222	228	196	220
	FTES	27.1	23.5	21.8	19.5	22.9
	FTEF	1.75	1.70	1.69	1.21	1.69
	WSCH	914	815	785	699	857
	Avg Enrl/Section	26	32	25	25	31
	Avg FTES FTEF	14.02	13.74	11.96	14.67	13.55
	Avg WSCH FTEF	479	479	436	535	507
ACCT-102	# of Sections	1	1	1	1	1
	Enrollment	18	44	27	32	35
	FTES	1.9	4.1	2.1	2.9	3.2
	FTEF	0.25	0.24	0.24	0.24	0.24
	WSCH	56	169	86	119	132
	Avg Enrl/Section	18	44	27	32	35
	Avg FTES FTEF	7.48	16.96	8.69	12.00	13.24
	Avg WSCH FTEF	224	699	356	492	546
ACCT-103	# of Sections	2	2	2	2	2
	Enrollment	58	61	54	59	58
	FTES	5.4	3.6	3.5	3.3	4.0
	FTEF	0.43	0.43	0.43	0.43	0.43
	WSCH	211	222	214	202	247
	Avg Enrl/Section	29	31	27	30	29
	Avg FTES FTEF	12.46	8.31	7.98	7.54	9.23
	Avg WSCH FTEF	487	512	494	466	570
BUAD-6	# of Sections	4	7	4	6	7
	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-8	# of Sections	4	1			
	Enrollment	15	20			
	FTES	1.3	1.7			
	FTEF	0.20	0.20			
	WSCH	39	51			
	Avg Enrl/Section	4	20			
	Avg FTES FTEF	2.00	8.50			
	Avg WSCH FTEF	60	255			
BUAD-10	# of Sections	20	21	20	19	21
	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-12	# of Sections			2	2	2
	Enrollment			63	59	38
	FTES			5.1	5.3	3.7
	FTEF			0.40	0.40	0.40
	WSCH			157	164	114
	Avg Enrl/Section			32	30	19
	Avg FTES FTEF			12.75	13.25	9.25
	Avg WSCH FTEF			393	410	285
BUAD-40	# of Sections			1	1	1
	Enrollment			44	46	42
	FTES			3.6	4.1	4.0
	FTEF			0.20	0.20	0.20
	WSCH			111	127	123
	Avg Enrl/Section			44	46	42
	Avg FTES FTEF			18.00	20.50	20.00
	Avg WSCH FTEF			555	635	615
BUAD-41	# of Sections	3	3	3	3	3
	Enrollment	102	86	105	79	76
	FTES	9.5	8.5	9.8	7.3	7.0
	FTEF	0.60	0.60	0.60	0.60	0.60
	WSCH	290	259	299	224	213
	Avg Enrl/Section	34	29	35	26	25
	Avg FTES FTEF	15.67	14.00	16.17	12.05	11.50
	Avg WSCH FTEF	483	432	498	373	355
BUAD-45	# of Sections	10	12	10	10	12
	Enrollment	215	216	173	156	223
	FTES	19.7	20.0	15.1	13.9	21.6
	FTEF	1.37	1.40	1.40	1.40	1.97
	WSCH	595	600	452	421	659
	Avg Enrl/Section	22	18	17	16	19
	Avg FTES FTEF	12.31	11.29	9.36	9.14	10.10
	Avg WSCH FTEF	371	341	280	277	309
BUAD-66	# of Sections	9	5	8	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
BUAD-71	# of Sections	1	1	1	1	1
	Enrollment	35	34	35	36	34
	FTES	1.1	1.0	1.1	1.2	1.0
	FTEF	0.07	0.07	0.07	0.07	0.07

	WSCH	34	32	34	37	32
	Avg Enrl/Section	35	34	35	36	34
	Avg FTES FTEF	16.49	15.44	16.49	17.99	15.44
	Avg WSCH FTEF	510	480	510	555	480
BUAD-76	# of Sections	1	1			
	Enrollment	21	18			
	FTES	1.9	1.7			
	FTEF	0.20	0.20			
	WSCH	57	51			
	Avg Enrl/Section	21	18			
	Avg FTES FTEF	9.50	8.50			
	Avg WSCH FTEF	285	255			
BUAD-77	# of Sections	3	2	2	3	3
	Enrollment	68	57	44	56	70
	FTES	2.2	5.8	3.8	4.8	6.6
	FTEF	0.20	0.40	0.20	0.20	0.40
	WSCH	66	170	114	140	179
	Avg Enrl/Section	23	29	22	19	23
	Avg FTES FTEF	11.00	14.55	13.00	9.50	11.00
	Avg WSCH FTEF	330	425	390	285	335
BUAD-106	# of Sections	8	5	3	4	4
	Enrollment	187	122	98	93	84
	FTES	17.5	11.5	9.0	8.8	7.8
	FTEF	1.20	1.00	0.60	0.80	0.80
	WSCH	534	351	275	268	238
	Avg Enrl/Section	23	24	33	23	21
	Avg FTES FTEF	14.25	11.50	15.00	11.00	9.75
	Avg WSCH FTEF	435	351	458	335	298
BUAD-176	# of Sections	1	1	1	1	1
	Enrollment	34	34	25	20	14
	FTES	2.6	3.0	2.0	1.7	1.3
	FTEF	0.20	0.20	0.20	0.20	0.20
	WSCH	80	93	62	52	40
	Avg Enrl/Section	34	34	25	20	14
	Avg FTES FTEF	13.00	15.00	10.00	8.50	6.50
	Avg WSCH FTEF	400	465	310	260	200
CIS-1	# of Sections	32	37	40	54	52
	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
	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-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

Fall 2017 Program Review
Course Statistics

	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
OAS-10	# of Sections	16	22	21	25	30
	Enrollment	388	476	425	578	714
	FTES	10.6	18.1	17.5	23.8	28.3
	FTEF	0.92	1.94	0.70	0.79	0.79
	WSCH	367	629	595	769	898
	Avg Enrl/Section	24	22	20	23	24
	Avg FTES FTEF	11.43	9.33	12.76	12.24	11.26
	Avg WSCH FTEF	400	326	530	491	475
Grand Total	# of Sections	139	139	139	159	167
	Enrollment	2,685	2,724	2,625	2,763	2,825
	FTES	326.9	348.4	325.5	351.6	384.2
	FTEF	21.16	24.34	21.77	21.39	23.99
	WSCH	10,416	11,379	10,955	11,751	12,785
	Avg Enrl/Section	19	20	19	17	17
	Avg FTES FTEF	14.75	13.54	13.69	13.54	13.15
	Avg WSCH FTEF	472	444	469	466	457

Fall 2017 Program Review
Success and Retention

Course Name	Title		Academic Year				
			2012-13	2013-14	2014-15	2015-16	2016-17
ACCT-101	Basic Accounting I	Success	64.73%	57.29%	59.28%	66.10%	66.35%
		Retention	83.93%	78.89%	82.99%	89.27%	86.06%
ACCT-102	Basic Accounting II	Success	71.43%	71.43%	50.00%	93.10%	88.57%
		Retention	78.57%	95.24%	59.09%	96.55%	97.14%
ACCT-103	Computerized Accounting	Success				85.71%	70.97%
		Retention				95.92%	85.48%
	PC Accounting	Success	82.69%	78.18%	75.00%		
		Retention	86.54%	96.36%	88.46%		
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-8	Business Law	Success	53.85%				
		Retention	92.31%				
	Business Law II	Success		64.71%			
		Retention		76.47%			
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-12	International Business	Success			56.60%	76.79%	77.50%
		Retention			88.68%	89.29%	90.00%
BUAD-40	Entrepreneurship & Small Bus	Success			42.11%	78.05%	67.50%
		Retention			78.95%	92.68%	85.00%
BUAD-41	Leadership and Supervision	Success	73.40%	77.65%	78.35%	86.11%	83.33%
		Retention	91.49%	90.59%	95.88%	94.44%	97.22%
BUAD-45	Human Relations on the Job	Success	69.54%	75.38%	75.82%	80.42%	82.49%
		Retention	86.80%	89.45%	88.89%	95.10%	94.47%
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%
BUAD-71	Introduction to E-Commerce	Success	79.31%	74.19%	87.50%	86.11%	90.91%
		Retention	82.76%	77.42%	96.88%	97.22%	93.94%
BUAD-76	Sales	Success	89.47%	58.82%			
		Retention	94.74%	76.47%			
BUAD-77	Principles of Marketing	Success	91.53%	86.21%	72.50%	80.70%	82.86%
		Retention	93.22%	100.00%	90.00%	96.49%	92.86%
BUAD-106	Business Mathematics	Success	70.00%	60.17%	44.44%	64.84%	72.73%
		Retention	84.71%	83.05%	81.11%	79.12%	90.91%
BUAD-176	Principles of Retailing	Success		54.84%	40.91%	58.82%	50.00%
		Retention		77.42%	90.91%	100.00%	92.86%
	Retail Management	Success	57.69%				
		Retention	92.31%				
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-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%
OAS-10	Excel for Windows I	Success	87.04%	81.82%	80.00%	88.64%	84.11%
		Retention	94.65%	95.56%	94.02%	97.16%	95.57%
Grand Total		Success	74.44%	71.58%	69.26%	75.14%	76.19%
		Retention	89.47%	90.38%	89.60%	91.35%	91.59%

Award Type	Program Type - TOP61	2012-13	2013-14	2014-15	2015-16	2016-17
Associate of Science (A.S.) degree	Business and Commerce, General-050100	15	23	20	26	39
Grand Total		15	23	20	26	39