

Update

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
 BSOT 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 2020

PRIOR PROGRAM REVIEW RELECTION (If applicable)

Term and Year of Previous Review: Fall 2017

Discuss any changes to the program as a result of the previous program review: As discussed in the previous program review a redesign of the degree was completed and was active as of Fall 2018 requiring fewer units. We have started to see a slight increase in completers with a 5 year average of 3.8 up from 3.2.

In the previous review It was also noted that success rates for BUAD 176 and BUAD 66 were consistently below 66%. BUAD 176 has been removed from the degree and BUAD 66 success rates have improved to primarily be in the 70% range with a two year average of 72.5% from 18/19-19/20. The one course that remains low continues to be Act 101.

Resources Received or Requested: We are still in need of a general fund tenure track position to replace the retirement of John Cicero who specifically oversaw this program.

CURRENT PROGRAM REVIEW

Who completed this form: Chelsea Hendershot

Participation in completing this report: Area faculty (list in the next box)

Summarize participation comments: Darren Gurney, Casey Schurig, Scott Gordon, Juane Van Der Linde, Jeremy Ecklin

Alignment with Mission: Describe how the program contributes to the Shasta College Mission: As specified in the mission of the college This program provides opportunities for students to develop critical thinking, effective communication, quantitative reasoning, information competency, community and global awareness, self-efficacy, and workplace skills through the courses that have been selected for this program with feedback from our community partners and advisory committee to ensure it is meeting the workforce needs of our local community.

Discuss some of the program successes and benefits to the students and/or community: Within our local community there is a substantial demand for managers within multiple sectors. This program offers a breadth and depth of training that is applicable across sectors. Nationally, small businesses represent 99 percent of all businesses in the United States. They employ more than 56 percent of all workers and generate over 38 percent of the GNP. The number of small businesses continues to increase. All require individuals that can assist them in their successful management and operation locally, statewide, and nationally.

List each PLO and write a brief narrative summary analysis discussing outcomes for each of them: PLO 1: Evaluate the forms of business organizations in order to select the optimal legal structure for operation.

Outcomes: This PLO aligns with ISLO 1 Critical Thinking. Within this PLO students compare and contrast the different types of organizational structures and apply reasoning to determine the best structure for operation. This PLO is assessed through an exam in BUAD 10. With a pass rate of 68.5%. We believe this rate to be low because of a 10% drop in success Spring of 2020 when the Corona Virus pandemic hit. If this semester is removed from calculations it brings the average to 70%. Success rates of teaching modalities was similar across the board with the exception of spring 2020, students that were already online did

better at 70% compared to those that were not online only receiving a 61% success rate that semester. The average reflecting on the two years is comparable.

PLO 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.

Outcomes: This PLO aligns with ISLO 2 Information Competency. Within this PLO students recognize and articulate the need for information, Interpret and synthesize information and communicate using a variety of information technologies. The PLO also aligns with ISLO 1. Within this PLO students analyze the issues surrounding problem, make decisions, and evaluate results. This PLO is assessed through an exam in BUAD 45. With a pass rate of 74.7%. Success rates across modalities was comparable at 74.8% for online and 74.6% in person.

PLO 3: Functions of Management: Compose a paper that defines the functions of Management and describes examples relating to existing businesses.

Outcomes: This PLO aligns with ISLO 1. Within this PLO students Clarify goals, make decisions and evaluate results. This PLO also aligns with ISLO 2. Within this PLO students organize and evaluate information. This PLO also aligns with ISLO 4. Within this PLO students read and interpret data. This PLO is assessed through a paper in BUAD 91. 82% of students receive a 70% or better. This paper is graded using the rubric in the course syllabus. This course is only offered online.

PLO 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.

Outcomes: This PLO aligns with ISLO 4. Within this PLO students use basic mathematics to perform mathematical operations, Use a calculator to evaluate expressions, and read and interpret data. This PLO is assessed through an exam in Act 101 with a pass rate of 62.7%. This is comparable across the board with online students having an average pass rate of 61.5% and in person at 65%.

PLO 5: Compose clear and effective communication using the following modalities: Business Letters, Memos, and E-mails.

Outcomes: This PLO aligns with ISLO 3. Within this PLO students Convey accurate information in writing, Edit and revise written work, and construct messages appropriate to particular communication situations. This PLO is assessed through practical assignments in BUAD 66. With a pass rate of 72.5% for 18/19-19/20. Students in this course did significantly better in person at 71.1% on the main campus and 84.6% in Tehama. Online students had a success rate of 64.6%.

Summary: Students are understanding concepts, as reflected in the passing rates of the majority of courses. The exception to this is the BUAD 10 course as mention above that we believe was due to a very low passing semester when the Corona Virus Pandemic started. The other exception to this is Accounting 101. This is an area we need to continue to look at and encourage tutoring for students falling behind. We will also need to encourage online students in BUAD 66 to utilize the student success center.

Describe how this program supports a transfer pathway to CSU or UC: This is a non-transfer degree.

Specify Labor Market Demand (for CTE programs): Projected occupational growth is 7% for the North far north region through 2023. Almost 700 job openings for the selected manager occupations are projected over the next five years. Median wages for the selected occupations are 25.04 per hour.

PROGRAM DATA ANALYSIS

Program Effectiveness: Students declaring this certificate program have increased from 297 in 17/18 to 345 in 19/20. This is a 16% increase in two years and a 46% increase looking back five years. Certificate awards have increased slightly from 3.2 completers to 3.8.

Program Effectiveness (CTE): Hiring in 18-19 was 72.46% which is below 73.23% performance goal.

Course Success Rates: The program has a five-year average success rate of 73.2%. The program has remained stable over the last five years. As mentioned above in PLO's the discipline specific courses in this degree are primarily in green. The exception to this is the BUAD 10 course as mention above that we believe was due to a very low passing semester when the Corona Virus

Pandemic started. The other exception to this is Accounting 101. This is an area we need to continue to look at and encourage tutoring for students falling behind. There is tutoring available for accounting in the student success center as well as online through the student support portal.

Success rates by method of delivery For BUAD 10, BUAD 45, BUAD 91, BUAD 66 and ACCT 101 See PLOs

BUAD 12- This course has comparable success rates on the ground and online at 76.5% and 78%.

BUAD 15- This course is only offered online with a success rate of 79.8%.

BUAD 41- This course has comparable success rates online at 75.8% and 79.6% in person.

BUAD 77-This course has a lower average success rate online at 66% compared to 73.5% in person. This course will need further exploration into how to improve success rates online.

BUS 106- This course has comparable success rates online at 75.9% to in person at 71.1%.

Course Retention Rates: The retention rates for the program 5 year average were strong at 89.8 which is comparable to the last program review. Across all modalities retention rates are in the high 80 percentile.

Course Enrollments: As noted in the previous program review it was recommended that fewer course sections be offered. The number of sections offered was 47.75 on average with this two year review cycle averaging 45.75 Section fill rates have increased from 77% in 17/18 to 80.43% for the 18/19 and 19/20 review period.

Equity: The program is divided almost exactly in half with 49.1% being female and 50.4% being male. This is better than the institution as a whole where we have a 57% female population. The majority of students are Caucasian at 60.79% and Hispanic at almost 18%. We have an opportunity to serve more of our American Indian, Asian, and Black and African American population. This demographic data is comparable to the institutional demographic data with the exception of the male to female ratio.

CURRICULUM

Review of courses with prerequisites: Courses with and without pre-requisites are review on the cycle required by the institution and the curriculum committee.

Challenges to offering key courses: All courses are offered consistently every semester giving students flexibility on when and how they choose to complete the course sequence.

Course changes: The only change that has taken place is BUAD 106 was replaced with a newly developed math course, BUAD 172 covering more topics.

SUMMARY

Changes or improvements needed based on the analysis above: Overall the program has continued to be successful and trended positively for enrollments and completers. There is some work to be done encouraging tutoring for accounting students as well as ensuring all online sections of the required courses are offering support services through our online support portal as well as utilizing the early alert system.

Note any resources you intend to request through the Area Planning process to improve the program: A full time tenure track faculty to replace John Cicero who was in charge of this program.

Other information/reflections on the program: N/A

Conclusion: Overall we are pleased with the progress of this program and the needs it is meeting in our community.

****BELOW TO BE COMPLETED BY THE PROGRAM REVIEW COMMITTEE****

PROGRAM AWARDS

Award Type	Program Type	2015-16	2016-17	2017-18	2018-19	2019-20
Associate of Science Degree	Business Management	1	4	7	2	5
Grand Total		1	4	7	2	5

COURSE STATISTICS

		Academic Year				
		2015-16	2016-17	2017-18	2018-19	2019-20
ACCT-101	# Sections	8	6	6	6	6
	Capacity	168	210	205	205	210
	Census Enrl	173	174	173	176	170
	Fill Rate	103.0%	82.9%	84.4%	85.9%	81.0%
	FTES	19.5	19.9	20.0	19.5	18.7
	FTEF	1.2	1.5	1.5	1.5	1.5
	FTES/FTEF	16.1	13.7	13.8	13.4	12.9
	WSCH	699.00	734.00	722.00	718.00	698.00
	DualEnrlSec	0	0	0	0	0
	OnlineSec	3	3	3	4	4
	ITV_Secondary	3	0	0	0	0
ACCT-102	# Sections	1	1	1	1	1
	Capacity	35	35	30	35	35
	Census Enrl	29	32	24	18	39
	Fill Rate	82.9%	91.4%	80.0%	51.4%	111.4%
	FTES	2.9	3.2	2.4	1.8	3.9
	FTEF	0.2	0.2	0.2	0.2	0.2
	FTES/FTEF	12.0	13.2	9.9	7.4	16.1
	WSCH	119.00	132.00	99.00	74.00	160.00
	DualEnrlSec	0	0	0	0	0
	OnlineSec	0	0	0	0	1
	ITV_Secondary	0	0	0	0	0
ACCT-103	# Sections	2	2	2	2	2
	Capacity	70	70	70	70	70
	Census Enrl	49	60	67	57	41
	Fill Rate	70.0%	85.7%	95.7%	81.4%	58.6%
	FTES	3.3	4.0	4.5	3.8	2.7
	FTEF	0.4	0.4	0.4	0.4	0.4
	FTES/FTEF	7.5	9.2	10.3	8.8	6.3
	WSCH	202.00	247.00	276.00	235.00	169.00
	DualEnrlSec	0	0	0	0	0
	OnlineSec	2	2	2	2	2
	ITV_Secondary	0	0	0	0	0
BSOT-10	# Sections	23	29	27	20	21
	Capacity	528	723	572	461	494
	Census Enrl	493	674	512	411	457
	Fill Rate	93.4%	93.2%	89.5%	89.2%	92.5%
	FTES	20.9	27.2	21.9	16.4	23.4
	FTEF	0.6	0.7	0.6	0.5	0.6
	FTES/FTEF	34.0	38.6	35.5	31.1	36.5
	WSCH	666.00	849.00	714.00	489.00	803.00
	DualEnrlSec	16	21	20	14	15
	OnlineSec	5	5	4	4	4

	ITV_Secondary	0	0	0	0	0
BUAD-10	# Sections	17	19	21	23	20
	Capacity	557	604	619	588	537
	Census Enrl	539	570	566	511	512
	Fill Rate	96.8%	94.4%	91.4%	86.9%	95.3%
	FTES	53.8	57.9	56.5	50.5	50.4
	FTEF	2.7	2.9	2.9	3.0	2.9
	FTES/FTEF	19.6	19.8	19.6	16.8	17.3
	WSCH	1,635.00	1,727.00	1,711.00	1,512.00	1,540.00
	DualEnrlSec	1	2	3	3	1
	OnlineSec	5	7	6	8	9
	ITV_Secondary	2	2	3	4	4
BUAD-106	# Sections	4	4	2	2	3
	Capacity	155	150	75	70	105
	Census Enrl	88	77	62	64	94
	Fill Rate	56.8%	51.3%	82.7%	91.4%	89.5%
	FTES	8.8	7.8	6.3	6.3	9.4
	FTEF	0.8	0.8	0.4	0.4	0.6
	FTES/FTEF	11.0	9.8	15.8	15.8	15.7
	WSCH	268.00	238.00	195.00	191.00	291.00
	DualEnrlSec	0	0	0	0	0
	OnlineSec	2	2	2	1	2
	ITV_Secondary	0	0	0	0	0
BUAD-12	# Sections	2	2	2	2	2
	Capacity	80	70	70	70	70
	Census Enrl	53	38	68	51	66
	Fill Rate	66.3%	54.3%	97.1%	72.9%	94.3%
	FTES	5.3	3.7	6.9	5.1	6.6
	FTEF	0.4	0.4	0.4	0.4	0.4
	FTES/FTEF	13.3	9.3	17.3	12.8	16.5
	WSCH	164.00	114.00	213.00	157.00	204.00
	DualEnrlSec	0	0	0	0	0
	OnlineSec	2	1	2	2	2
	ITV_Secondary	0	0	0	0	0
BUAD-176	# Sections	1	1		1	1
	Capacity	35	35		35	35
	Census Enrl	17	12		8	34
	Fill Rate	48.6%	34.3%		22.9%	97.1%
	FTES	1.7	1.3		0.8	3.4
	FTEF	0.2	0.2		0.2	0.2
	FTES/FTEF	8.5	6.5		4.0	17.0
	WSCH	52.00	40.00		25.00	105.00
	DualEnrlSec	0	0		0	0
	OnlineSec	1	1		1	1
	ITV_Secondary	0	0		0	0
BUAD-40	# Sections	1	1	1	1	2
	Capacity	40	40	40	40	70

	Census Enrl	41	40	35	41	52
	Fill Rate	102.5%	100.0%	87.5%	102.5%	74.3%
	FTES	4.1	4.0	3.6	4.1	5.2
	FTEF	0.2	0.2	0.2	0.2	0.4
	FTES/FTEF	20.5	20.0	18.0	20.5	13.0
	WSCH	127.00	123.00	111.00	127.00	161.00
	DualEnrlSec	0	0	0	0	0
	OnlineSec	1	1	1	1	0
	ITV_Secondary	0	0	0	0	0
BUAD-41	# Sections	2	2	2	2	2
	Capacity	75	75	70	70	70
	Census Enrl	47	52	49	64	61
	Fill Rate	62.7%	69.3%	70.0%	91.4%	87.1%
	FTES	4.6	5.2	4.9	6.4	6.1
	FTEF	0.4	0.4	0.4	0.4	0.4
	FTES/FTEF	11.6	13.0	12.3	16.0	15.3
	WSCH	144.00	161.00	151.00	198.00	189.00
	DualEnrlSec	0	0	0	0	0
	OnlineSec	1	1	1	2	2
	ITV_Secondary	0	0	0	0	0
BUAD-45	# Sections	9	11	5	4	4
	Capacity	268	333	190	150	145
	Census Enrl	139	183	137	96	114
	Fill Rate	51.9%	55.0%	72.1%	64.0%	78.6%
	FTES	13.9	19.2	13.9	9.5	11.4
	FTEF	1.4	1.8	1.0	0.8	0.8
	FTES/FTEF	10.2	10.9	13.9	11.9	14.3
	WSCH	421.00	585.00	429.00	292.00	352.00
	DualEnrlSec	0	0	0	0	0
	OnlineSec	1	4	3	2	4
	ITV_Secondary	2	2	0	0	0
BUAD-6	# Sections	6	7	8	8	6
	Capacity	152	260	295	290	210
	Census Enrl	136	201	216	208	197
	Fill Rate	89.5%	77.3%	73.2%	71.7%	93.8%
	FTES	13.6	20.0	21.6	20.7	19.7
	FTEF	0.7	1.4	1.6	1.6	1.2
	FTES/FTEF	18.6	14.3	13.5	12.9	16.4
	WSCH	408.00	609.00	660.00	632.00	609.00
	DualEnrlSec	0	0	0	0	0
	OnlineSec	0	3	4	4	6
	ITV_Secondary	2	0	0	0	0
BUAD-66	# Sections	7	7	4	4	5
	Capacity	158	163	135	135	175
	Census Enrl	144	130	128	105	159
	Fill Rate	91.1%	79.8%	94.8%	77.8%	90.9%
	FTES	14.0	13.0	13.5	10.6	15.9

	FTEF	0.9	1.0	0.8	0.8	1.0
	FTES/FTEF	14.9	13.0	16.9	13.3	15.9
	WSCH	425.00	398.00	417.00	326.00	491.00
	DualEnr1Sec	0	0	0	0	0
	OnlineSec	2	3	3	2	4
	ITV_Secondary	2	2	0	0	0
BUAD-71	# Sections	1	1	1	2	2
	Capacity	35	35	35	60	70
	Census Enrl	36	31	35	52	56
	Fill Rate	102.9%	88.6%	100.0%	86.7%	80.0%
	FTES	1.2	1.0	1.2	1.7	1.9
	FTEF	0.1	0.1	0.1	0.1	0.1
	FTES/FTEF	17.9	15.4	17.5	12.9	14.0
	WSCH	37.00	32.00	36.00	54.00	58.00
	DualEnr1Sec	0	0	0	0	0
	OnlineSec	1	1	1	2	2
	ITV_Secondary	0	0	0	0	0
BUAD-77	# Sections	3	3	1	2	2
	Capacity	70	98	35	70	70
	Census Enrl	54	67	27	56	65
	Fill Rate	77.1%	68.4%	77.1%	80.0%	92.9%
	FTES	4.8	6.6	2.8	5.6	6.5
	FTEF	0.2	0.4	0.2	0.4	0.4
	FTES/FTEF	23.8	16.6	14.0	14.0	16.3
	WSCH	140.00	179.00	86.00	172.00	201.00
	DualEnr1Sec	2	1	0	0	0
	OnlineSec	0	1	1	2	2
	ITV_Secondary	0	0	0	0	0
CIS-1	# Sections	49	45	35	50	51
	Capacity	1,185	1,232	969	1,219	1,221
	Census Enrl	1,115	1,139	909	1,193	1,161
	Fill Rate	94.1%	92.5%	93.8%	97.9%	95.1%
	FTES	120.9	121.6	97.5	129.7	118.8
	FTEF	7.0	6.8	6.3	6.3	6.1
	FTES/FTEF	17.2	17.9	15.5	20.6	19.6
	WSCH	4,288.00	4,247.00	3,677.00	4,439.00	4,152.00
	DualEnr1Sec	20	17	9	24	26
	OnlineSec	15	16	15	17	15
	ITV_Secondary	0	0	0	0	0
ECON-1B	# Sections	10	11	10	8	8
	Capacity	313	337	328	332	312
	Census Enrl	241	270	264	284	268
	Fill Rate	77.0%	80.1%	80.5%	85.5%	85.9%
	FTES	24.1	27.1	26.4	28.4	27.2
	FTEF	1.4	1.6	1.6	1.6	1.6
	FTES/FTEF	17.2	16.9	17.0	17.8	17.0
	WSCH	731.00	825.00	801.00	864.00	828.00

	DualEnr1Sec	0	0	0	0	0
	OnlineSec	2	3	3	4	4
	ITV_Secondary	3	3	2	0	0
Grand Total	# Sections	146	152	128	138	138
	Capacity	3,924	4,470	3,738	3,900	3,899
	Census Enrl	3,394	3,750	3,272	3,395	3,546
	Fill Rate	86.5%	83.9%	87.5%	87.1%	90.9%
	FTES	317.3	342.7	303.9	321.0	331.2
	FTEF	19.0	20.8	18.5	18.9	18.9
	FTES/FTEF	16.7	16.5	16.4	17.0	17.6
	WSCH	10,526.00	11,240.00	10,298.00	10,505.00	11,011.00
	DualEnr1Sec	39	41	32	41	42
	OnlineSec	43	54	51	58	64
	ITV_Secondary	14	9	5	4	4