**Palomar College – Program Review and Planning**

**Instructional Programs**

**YEAR 1**

**Academic Year** **2012-13**

**Purpose of Program Review and Planning:** The institution assesses progress toward achieving stated goals and makes decisions regarding the improvement of institutional effectiveness in an on-going and systematic cycle of evaluation, integrated planning, resource allocation, implementation, and re-evaluation. Evaluation is based on analyses of both quantitative and qualitative data (ACCJC/WASC, Standard I, B.3.)

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| **Discipline: Business Management** | **09/03/2012** |
| **Instructional Discipline Reviewed (Each discipline is required to complete a Program Review)** | **Please Add Date (00/00/2012)** |

**STEP I. ANALYSIS**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|   |   |  |  |  | **<<Prelim>>** | ◄▬ Preliminary Fall 2011 data are as of 1/31/2012 |   |
|   |   | **Fall 2008** | **Fall 2009** | **Fall 2010** | **Fall 2011** | **Definitions** |
| **Enrollment at Census** | 313 | 321 | 298 | 282 | *Self Explanatory* |
| **Census Enrollment Load %** | 68.19% | 84.47% | 87.65% | 81.27% | Enrollment at Census Divided By Sum of Caps (aka "Seats") |
| **WSCH** | 936 | 979 | 898 | 845 | Weekly Student Contact Hours |
| **FTES** | 31.18 | 32.63 | 29.92 | 28.16 | One Full-Time Equivalent Student = 30 WSCH |
| **Total FTEF** | 2.20 | 2.00 | 1.80 | 1.80 | Total Full-Time Equivalent Faculty |
| **WSCH/FTEF** | 425 | 489 | 499 | 469 | WSCH Generated per Full-Time Equivalent Faculty Member |
| **Full-time FTEF** | - | - | - | - | FTEF from Contract Faculty |
| **Hourly FTEF** | 2.00 | 1.80 | 1.80 | 1.80 | FTEF from Hourly Faculty |
| **Overload FTEF** | 0.20 | 0.20 | - | - | FTEF from Contract Faculty Overload |
| **Part-Time FTEF** | 2.20 | 2.00 | 1.80 | 1.80 | Hourly FTEF + Overload FTEF |
| **Part-Time/(Total FTEF) %** | 100.00% | 100.00% | 100.00% | 100.00% | Percent of Total FTEF Taught By Part-Time Faculty |
| Student Achievement: **Non Distance Education Courses** |   |   | Those NOT taught via Distance Ed (see below) methods of instruction |
|  **● Retention Rate** | 90.50% | 94.09% | 90.71% | 91.94% | Non-W Eligible Grades (see next line) Divided by All Eligible Grades |
|  **● Success Rate** | 64.25% | 61.82% | 64.48% | 60.75% | A,B,C,CR/P Grades Divided By A,B,C,CR/P,D,F,FW,NC/NP,W Grades |
| Student Achievement: **Distance Education Courses** |   |   | Those taught via Internet, TV or non line-of-sight interactive methods |
|  **● Retention Rate** | 89.23% | 81.16% | 90.79% | 96.23% | Non-W Eligible Grades (see next line) Divided by All Eligible Grades |
|  **● Success Rate** | 47.69% | 55.07% | 52.63% | 67.92% | A,B,C,CR/P Grades Divided By A,B,C,CR/P,D,F,FW,NC/NP,W Grades |
| **Degrees Awarded** | 11 | 10 | 4 | N/A\* | Degree Counts Are for the Full Academic Year (thus, \*N/A for 2011-12) |
| **Certificates Awarded:** | 13 | 8 | 5 | N/A\* | Certificate Counts Are for the Full Academic Year (\*N/A for 2011-12) |
| **- Under 18 Units** |  - |  - |  - | N/A\* | Certificate Counts Are for the Full Academic Year (\*N/A for 2011-12) |
| **- 18 or More Units** | 13 | 8 | 5 | N/A\* | Certificate Counts Are for the Full Academic Year (\*N/A for 2011-12) |

| **I. A. Reflect upon and provide an analysis of the four years of data above (for a sample analysis see** <http://www.palomar.edu/irp/11PRYear1/sampleforIA.pdf>) |
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| **Enrollment and enrollment load in the BMGT discipline had been increasing until Fall 2011. This is most likely a result of college-wide enrollment decreasing in Fall 2011 (recession, higher student fees.) Until Fall 2011, the WSCH/FTEF had been inreasing indicating improvement in filling classes by offering the best location, format and instructors to meet students’ needs. Our success rates could improve, but interestingly, both the success and retention rates in DISTANCE education classes has been steadily improving. As the data indicates, this area is dominated by part-time faculty.** |

| **I. B. Please summarize the findings of Course AND Program SLO assessments conducted by your discipline. (For examples, see** <http://www.palomar.edu/irp/11PRYear1/PRPsloExamples.pdf>) |
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| **I.B.1 Summarize Course SLO assessment results beginning on the next line.****For BMGT 101, the Course SLO is: A student will be able to analyze a fact situation relating to a management situation, determine what information is needed, and do a project that reflects the appropriate treatment of the situation.****The Assessment method for Spring 2012 was: Students will watch a video and then write a 500-word an essay on how they would use the information as a manager. Here is a link to an example of the video students watch: http://mitworld.mit.edu/video/308****The criterion is that 75% of the students will receive a passing grade (C or better) on the essay.****On 2/27/2012, the assessment was performed and 75% of the students received a passing grade.****I.B.2 Summarize Program SLO assessment results beginning on the next line.****The Program SLO for Business Management consists of the Course SLOs for two primary courses in the program: BMGT 101 and BMGT 130. The results for BMGT 101 are discussed above. BMGT 130 was not taught in the Spring and will be assessed Fall 2012 to complete the Program SLO for Business Management.** |

| **I. C. Reflect upon the SLO assessment findings in Box B above. Discuss overall observations and any areas of concern or noteworthy trends.**  **(For examples of such analysis, see** <http://www.palomar.edu/irp/11PRYear1/PRPsloExamples.pdf>) |
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| **I.C.1 Please reflect upon the Course SLO findings in Box B (above) beginning on the next line.****This SLO can be improved by getting more specific criteria. For example, beyond just a "passing grade", faculty need to decide what key themes they should be looking for in the 500-word essay. Management is a gray area and can be "interpretable". However, there are key items that separate good from bad managers - and the BMGT 101 faculty should discuss this and make it part of the assessment criteria.** **I.C.2 And, please reflect upon the Program SLO findings in Box B beginning on the next line.** **When the BMGT 130 course is assessed, we can provide a better Program SLO.** |

| **I. D. For Career Technical disciplines only, please provide a brief summary of the labor market outlook. This data can be found at** [**http://www.labormarketinfo.edd.ca.gov/**](http://www.labormarketinfo.edd.ca.gov/) **Please include job projections and trends that may influence major curriculum revisions.** |
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| **Business management crosses many disciplines and can lead to various jobs. The data below details information from the labormarketinfo site and shows (by SOC code) the types of jobs that our graduates might pursue. In San Diego County, we are preparing students for the nearly 200,000 jobs in business by 2018 (12% growth over 2008). Some of the higher growth jobs are in logistics, human resources, and sales management. See below for more detail.****SOC Code Job Title 2008 2018 Growth****131051 Cost Estimators 2310 2900 26%****132071 Loan Counselors 230 280 22%****131072 Compensation and Job Analysis Specialists 1160 1410 22%****131071 Employment, Recruitment, and Placement Specialists 1570 1860 18%****131081 Logisticians 1440 1700 18%****131079 Human Resources and Labor Specialists, All Other 2400 2830 18%****112022 Sales Managers 5610 6590 17%****131023 Purchasing Agents, Except Wholesale, Retail/Farm 3730 4360 17%****434051 Customer Service Representatives 18490 21610 17%****434081 Hotel, Motel, and Resort Desk Clerks 2940 3420 16%****119021 Construction Managers 5630 6420 14%****412031 Retail Salespersons 48370 54560 13%****113011 Administrative Services Managers 2160 2380 10%****131199 Business operations specialists 16480 18040 9%****414012 Sales Representatives, Except Technical 9660 10560 9%****131121 Meeting and Convention Planners 660 720 9%****413099 Sales Representatives, Services, All Other 8730 9480 9%****119151 Social and Community Service Managers 1070 1150 7%****119081 Lodging Managers 830 890 7%****411011 Retail Sales Supervisors 16710 17830 7%****411012 Non-Retail Sales Supervisors 4400 4680 6%****119199 Managers, All Other 7090 7470 5%****419099 Sales and Related Workers, All Other 2560 2680 5%****131111 Management Analysts 9570 9980 4%** **Total 161,670.00 181,140.00 12%**  |

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| **STEP II. PLANNING****Reflecting on the 4-year trend data, the SLO assessment results, and the college’s** [**Strategic Plan 2013**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**, describe/discuss the discipline planning related to the following: (For sample reflections, see** <http://www.palomar.edu/irp/11PRYear1/samplesforII.pdf>) |

| **II. A. Curriculum, programs, certificates and degrees (consider changes due to Title 5 or other regulations, CSU/UC transfer language updates, articulation updates, student retention or success rates, workforce and labor market projections, certificate or degree completions, etc.)** |
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| **A collaboration with IBUS could lead to a certificate in International Management - this is especially important in this era of outsourcing and globalization. The Western Association of Food Chains (WAFC) endorsed retail management certificate remains strong.**  |

| **II. B. Class scheduling (consider enrollment trends, growth, course rotation, sequencing, Center/Site offerings, comprehensiveness, etc.)** |
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| **In Spring 2012, we introduced "hybrid" BMGT 105 that included more live class time. This could be part of the reason for the increased retention and succes rates in our DISTANCE education courses.** |

| **II. C. Faculty (Briefly discuss the faculty hiring needs for this discipline. This discussion does not replace the requirement to submit a Rationale Form for Faculty Hiring to IPC.)** |
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| **This area could benefit from a full-time faculty person. However, ideally the person would teach in both business and management (there's signifiant cross-over here). With a full-timer's attention, this area could have more relevant offerings.** |

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| **STEP III. RESOURCE REQUESTS FOR DISCIPLINE:**  |
| **III. A. Describe the resources necessary to successfully implement the planning described above. Provide a detailed rationale for each request by referring to the analyses of data and SLO assessment results in Step I and/or to any other evidence not apparent in the data or SLO Assessment** results. NOTE: Do **NOT** include Resource Requests that duplicate requests from other disciplines In your department. Place requests common to two or more disciplines on the form: ACADEMIC DEPARTMENT RESOURCE REQUESTS. |

| **a. Equipment (per unit cost is >$500) *Enter requests on lines below.*** |
| --- |
| **Resource**  | **Describe Resource Requested** | **Prioritize these requests****1,2,3, etc.** | **Strategic Plan 2013 Goal/****Objective Addressed by This Resource****(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)**  | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s plan, analysis of data, SLO assessments, and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?** |
| **a1.**  | **NONE** |  |  |  |  |  |  |
| **a2.**  |  |  |  |  |  |  |  |
| **a3.**  |  |  |  |  |  |  |  |
| **a4.**  |  |  |  |  |  |  |  |
| **a5.**  |  |  |  |  |  |  |  |

| **b. Technology (computers, data projectors, document readers, etc.) *Enter requests on lines below.*** |
| --- |
| **Resource**  | **Describe Resource Requested** | **Prioritize these requests****1,2,3, etc.** | **Strategic Plan 2013 Goal/****Objective Addressed by This Resource****(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)**  | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s plan, analysis of data, SLO assessments, and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?** |
| **b1.**  | **NONE** |  |  |  |  |  |  |
| **b2.**  |  |  |  |  |  |  |  |
| **b3.**  |  |  |  |  |  |  |  |
| **b4.**  |  |  |  |  |  |  |  |
| **b5.**  |  |  |  |  |  |  |  |

| **c. Budget for 4000s (per unit cost is <$500 supplies) *Enter requests on lines below.*** |
| --- |
| **Resource**  | **Describe Resource Requested** | **Prioritize these requests****1,2,3, etc.** | **Strategic Plan 2013 Goal/****Objective Addressed by This Resource****(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)**  | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s plan, analysis of data, SLO assessments, and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?** |
| **c1.**  | **NONE** |  |  |  |  |  |  |
| **c2.**  |  |  |  |  |  |  |  |
| **c3.**  |  |  |  |  |  |  |  |
| **c4** |  |  |  |  |  |  |  |
| **c5.**  |  |  |  |  |  |  |  |

|  **d. Budget for 5000s (printing, maintenance agreements, software license etc.) *Enter requests on lines below.*** |
| --- |
| **Resource**  | **Describe Resource Requested** | **Prioritize these requests****1,2,3, etc.** | **Strategic Plan 2013 Goal/****Objective Addressed by This Resource****(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)**  | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s plan, analysis of data, SLO assessments, and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?** |
| **d1.**  | **NONE** |  |  |  |  |  |  |
| **d2.**  |  |  |  |  |  |  |  |
| **d3.**  |  |  |  |  |  |  |  |
| **d4.**  |  |  |  |  |  |  |  |
| **d5.**  |  |  |  |  |  |  |  |

|  **e. Classified staff position (permanent/contract position requests unique to this discipline) *Enter requests on lines below.*** |
| --- |
| **Resource**  | **Describe Resource Requested** | **Prioritize these requests****1,2,3, etc.** | **Strategic Plan 2013 Goal/****Objective Addressed by This Resource****(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)**  | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s plan, analysis of data, SLO assessments, and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?** |
| **e1.**  | **NONE** |  |  |  |  |  |  |
| **e2.**  |  |  |  |  |  |  |  |
| **e3.**  |  |  |  |  |  |  |  |
| **e4.**  |  |  |  |  |  |  |  |
| **e5.**  |  |  |  |  |  |  |  |

| **f. Classified staff position (temporary and student workers position requests unique to this discipline) *Enter requests on lines below.*** |
| --- |
| **Resource**  | **Describe Resource Requested** | **Prioritize these requests****1,2,3, etc.** | **Strategic Plan 2013 Goal/****Objective Addressed by This Resource****(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)**  | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s plan, analysis of data, SLO assessments, and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?** |
| **f1.**  | **NONE** |  |  |  |  |  |  |
| **f2.**  |  |  |  |  |  |  |  |
| **f3.**  |  |  |  |  |  |  |  |
| **f4.**  |  |  |  |  |  |  |  |
| **f5.**  |  |  |  |  |  |  |  |

| **III. B. Are there other resources (including data) that you need to complete your discipline review and planning?** |
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| **NONE** |

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| **STEP IV. SHARE YOUR ACCOMPLISHMENTS (AKA Brag, Toot your horn) Please include at least one discipline accomplishment that you’d like to share with the college community.** |
| **We meet regularly with our Advisory group for the Retail Management Certificate. This is a strong advisory group that offers a lot of help in marketing the program. In addition, we've collaborated with Mira Costa to develop a schedule for students where they could use either college to complete the certificate quickly.** |

| **STEP V. ACCREDITATION For programs with an external accreditation, indicate the date of the last accreditation visit and discuss recommendations and progress made on the recommendations.** |
| --- |
| **NONE** |

| **STEP VI. COMMENTS Other comments, recommendations: (Please use this space for additional comments or recommendations that don’t fit in any category above.)** |
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| **The Business Management area is important, but is overlooked often because there is no full-timer dedicated to it. Overall, this is an area that can be exciting for students with new business and entrepreneurship opportunities.**  |

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| **Please identify faculty and staff who participated in the development of the plan for this department:** |
| **Mary Cassoni*Name*** | **Carol Bruton*Name*** | ***Name*** |

|  |  |  |
| --- | --- | --- |
| ***Name*** | ***Name*** | ***Name*** |

**Department Chair/Designee Signature Date**

**Division Dean Signature Date**

* **Provide a hard copy to the Division Dean no later than September 14, 2012**
* **Provide a hard copy with the Dean’s sign-off to Instructional Services by September 28, 2012**
* **Email an electronic copy to** **jdecker@palomar.edu** **by September 28, 2012**