**PALOMAR COLLEGE®**
Learning for Success

# Program Review & Planning (PRP)

## PART 1: BASIC PROGRAM INFORMATION

**Program Review is a self-study of your discipline. It is about documenting the plans you have for improving student success in your program and sharing that information with the college community. Through the review of and reflection on key program elements, program review and planning identifies program strengths as well as strategies necessary to improve the academic discipline, program, or service to support student success. With that in mind, please answer the following questions:**

| | |
|---|---|
| **Discipline Name:** | Business Management (BMGT) |
| **Department Name:** | Business Administration |
| **Division Name:** | Arts, Media, Business |

**Please list all participants in this Program Review:**

| Name | Position |
|---|---|
| Mary Cassoni | Professor, Business Administration |
| Jackie Martin | Professor, Business Administration and Chair, Business Administration Department |
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| | | | |
|---|---|---|---|
| **Number of Full Time faculty** | 2 | **Number of Part Time Faculty** | 0 |

**Please list the Classified positions (and their FTE) that support this discipline:**

Academic Department Assistant, Lucy Aguilar, 100%
Instructional Support Assistant II, Lourdes Runk, 100%
Both staff members support the entire Business Admin. Department--not just this discipline.

**What additional hourly staff support this discipline and/or department:**

None

**Discipline mission statement (click here for information on how to create a mission statement):**

Thank you for your comments on the discipline mission statement and discerning it from BUS. **Here is an updated version**: The mission of the Business Management discipline is to prepare students for entry-level jobs in management. We do this by offering relevant instruction in the areas of management, leadership and entrepreneurship. We combine this with opportunities

for internship so that students can develop both academic and real-world skills that will make them successful in today's job market.

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**List any new degrees and certificates offered within this discipline since your last comprehensive review:**

Though there are no specific new degrees or certificate, this discipline is part of the overall re-design in BUS. Going forward, the BMGT discipline will be deactivated and folded in under BUS as an area of emphasis within the Business Administration degree.

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**Discipline Level Data: https://sharepoint2.palomar.edu/sites/IRPA/SitePages/PRP%20Summary%20Source.aspx**

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# PART 2: PROGRAM REFLECTION

## 1. Program Analysis:

**Reflect upon and provide an analysis of your summary data.**

**Enrollment, WSCH, and FTE**: Though enrollment in the BMGT discipline slightly increased in 2016 to 188 students and averages 233 (2011 - 2106), it has been an area that is in decline. This trend is understood and is why this discipline will be folded in as an emphasis area in BUS going forward. WSCH/FTEF is 430.57 - higher than the previous 3 years. Our fill rate of 66.20% is higher than previous years but still lower than it should be.
**Achievement:** Overall success and retention rates are low (43.3% and 86.6%, respectively). We know why this is the case: the curriculum needs to be updated with a focus on entrepreneurship and the discipline needs to become a focus area within Business.
**Awards**: There were 8 degrees awarded in 2015-2016, consistent with previous years. In addition, there were 8 certificates (18+ units), also consistent with previous years.

## 2. Standards:

**ACCJC requires that colleges establish institutional and program level standards in the area of course success rates. These standards represent the lowest success rate (% A, B, C, or Credit) deemed acceptable by the College. In other words, if you were to notice a drop below the rate, you would seek further information to examine why the drop occurred and strategies to address the rate.**

**Discipline Level Course Success Rate:**
  A. **The College's institutional standard for course success rate is 70%.**
  B. **Review your discipline's course success rates over the past five years.**
  C. **Identify the minimum acceptable course success rate for your discipline. When setting this rate, consider the level of curriculum (e.g., basic skills, AA, Transfer) and other factors that influence success**

| Standard for Discipline Course Success Rate: | 70% |
| --- | --- |

**Why?**

**This number is consistent with Palomar College's institutional standard.**

## 3. Program Update:

**Describe your proudest moments or achievements related to student success and outcomes.**

We have two proud moments/achievements.  One is the creation and successful running of the Business Club, which encourages business students to learn about and launch their own small businesses. The second is the launch of a new course, BUS 153 - Small Business Entrepreneurship.  This course is an updated version of BMGT 105 - Small Business Management -with a focus on the entrepreneurship skills and mindset needed to be successful in small business start ups.

## 4. Program Improvement:

**What areas or activities are you working on this year to improve your program? Please respond to new data as well as feedback from last year's program review.**

This year, we are working to drive success of new courses and re-design the Business Administration degree to include management and entrepreneurship as a focus area.

## 5. Unanticipated Factors:

**Have there been any unanticipated factors that have affected the progress of your previous plan?**

None.  There have been some POSITIVE factors including the addition of Strong Workforce funds with a focus on entrepreneurship.

## 6. SLOACs:

**Describe your course and program SLO activities this past year. How have you used the results of your assessments to improve your courses and programs? Refer to the SLO/PRP report – https://outcomes.palomar.edu:8443/tracdat/**

With respect to SLOs, we have used the results of our assessment to update this area at both the course and program level. At the course level, we have launched BUS 153 - Small Business Entrepreneurship in response to declining interest/success in our current courses and an expressed need from students and LMI data.  At the program level, we have decided to deactivate the BMGT discipline and fold it in as an area of emphasis in the BUS (Business Administration) degree.
(Dean's note: describe your course and program SLO activities this past year.)

# PART 3: PROGRAM GOALS

**1. Progress on Previous Year's Goals: Please list discipline goals from the previous year's reviews and provide an update by placing an "X" the appropriate status box .**

| Goal | Completed | Ongoing | No longer a goal |
|---|---|---|---|
| Delete electives; add Small Business and Entrepreneurship to the degree. | X | | |
| Examine competing degrees and Marketing of the revised degree (Examine is done; Marketing is ongoing) | X | X | |
| Create a Project Management non-credit five course Certificate and Industry Certification for MSProject in our MD335 lab | | X | |

**2. New Discipline Goals: Please list all discipline goals for this three-year planning cycle (including those continued from previous planning cycle):**

**Goal #1**

| Program or discipline goal | Remove BMGT discipline and integrate it as an emphasis area in the BUS (Business Administration Degree) in order to **increase student success rate** to be line with Palomar College (at or above 70%) |
|---|---|
| Strategies for implementation | Update Curricunet, catalog, and website |
| Timeline for implementation | Fall 2017 through Fall 2019 |
| Outcome(s) expected (qualitative/quantitative) | Improvement in student success rate because degree will be streamlined and not competing with other degrees |

| Goal #2 | |
|---|---|
| Program or discipline goal | Remove BMGT discipline and integrate it as an emphasis area in the BUS (Business Administration Degree) in order to **improve completion rates** |
| Strategies for implementation | Update Curricunet, catalog, and website |
| Timeline for implementation | Fall 2017 through Fall 2019 |
| Outcome(s) expected (qualitative/quantitative) | Improvement in completion rates because certificates will be stackable and will lead to meaningful degree (s). |

| Goal #3 | |
|---|---|
| Program or discipline goal | |
| Strategies for implementation | |
| Timeline for implementation | |
| Outcome(s) expected (qualitative/quantitative) | |

## PART 4: FEEDBACK AND FOLLOW-UP

**This section is for confirming completion and providing feedback.**

| Confirmation of Completion by Department Chair | |
|---|---|
| Department Chair | Jackie Martin, Business Department Chair |
| Date | 2/8/2018 |

**\*Please email your Dean to inform them that the PRP has been completed and is ready for their review**

| Reviewed by Dean | |
|---|---|
| Reviewer(s) | Norma Miyamoto |
| Date | Nov. 26, 2017 |

**1. Strengths and successes of the discipline as evidenced by the data and analysis:**

Revamping this program is an excellent start toward addressing the decline in enrollments. I'm certain this approach will yield positive results!

| **2. Areas of Concern, if any:** |
| --- |
| The department chair needs additional support from full-time faculty.  The work load needs to be shared more equitably to ensure success of this and other programs in the Bus. Admin. Department. |
| **3. Recommendations for improvement:** |
| |

**\*Please email your VP to inform them that the PRP has been completed and is ready for their review**

| **Reviewed by Vice President** | |
| --- | --- |
| **Reviewer(s)** | Jack S. Kahn Ph.D. |
| **Date** | 1/7/2018 |

| **1. Strengths and successes of the discipline as evidenced by the data and analysis:** |
| --- |
| 1.   I like the improved mission<br>2.   I'm glad you are addressing issues with enrollment, fill rates, etc. for this discipline.  I think there have been issues for a while and the data is significantly below what is needed etc.  The plan moving forward seems to make sense.<br>3.   Business club – that's really cool—I hope students are taking advantage of it<br>4.   Excellent goals – I'm looking forward to progress here<br>5.   Well done overall here- thank you |
| **2. Areas of Concern, if any:** |
| See Deans notes on SLOs this is incomplete |
| **3. Recommendations for improvement:** |
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