



Program Review and Planning

OVERVIEW OF PROGRAM REVIEW AND PLANNING FOR INSTRUCTIONAL PROGRAMS

Program Review is about documenting the plans you have for improving student success in your program and sharing that information with the 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 our new Guided Pathways plan, this review becomes even more crucial for the success of our students and college.

[We are using the Strengths, Opportunities, Aspirations, Results \(SOAR\) strategic planning technique to help us focus on our current strengths and opportunities, create a vision of future aspirations, and consider the results of this approach.](#)

BASIC PROGRAM INFORMATION

Academic Year
2018-2019

Are you completing a comprehensive or annual PRP?
Annual

Department Name
Business Administration

Discipline Name
Business Management (BGMT)

Department Chair Name
Jackie Martin

Division Name
Arts, Media and Business Administration

Website address for your discipline
<https://www2.palomar.edu/pages/business/>

Discipline Mission statement

The mission of the Business Administration Department at Palomar College is to prepare students for success in business and business-related studies, so that they may transfer to a 4-year college in business and business related degrees, as well as pursue vocational business and business related education for career placement and advancement. BUS students can earn Associate in Arts (AA), Associate in Science (AS), and Associate in Science in Business Administration for Transfer (AS-T) degrees, as well as Certificates of Achievement (CA) and Certificates of Proficiency (CP) in the following academic programs; Accounting, Advertising and Marketing, Entrepreneurship, General Business, Business Management, International Business, Supply Chain/Logistics, Legal Studies, and Real Estate.

[\(click here for information on how to create a mission statement\)](#)

Does your discipline have at least one degree or certificate associated with it?
No

Are any of your programs vocational (CTE/CE)?
Yes

Please list the names and positions of everyone who helped to complete this document.
Jackie Martin, Professor, Business Administration and Department Chair

Mary Cassoni, Professor, Business Administration

Full-time faculty (FTEF)

2

Part-time faculty (FTEF)

0

Classified & other staff positions that support this discipline

Lucy Aguilar, 11-months, 100%

Additional hourly staff that support this discipline and/or department

Lourdes Runk, 40 hours, 100%

PROGRAM INFORMATION

PROGRAM OUTCOMES

Begin this section by reviewing the Program Review reports for courses and programs in TracDat. All active course and program outcomes should be systematically assessed over a 3-year cycle.

- **Program** = Leads to a degree or certificate
- **Discipline** = A group of courses within a discipline

*Programs will be able to complete program completion and outcome questions.

Describe your program's plan for assessing program learning outcomes.

The program SLOs for the BMGT area will now be measured as part of the new General Business Degree. Business Management is now a stand-alone certificate and an emphasis area of the General Business Degree. The program SLO will be measured by survey methodology. The assessment can be done upon completion of the program to assess if students believe they have the skills necessary for employment. Ultimately, the survey would be done again at 6 month and 1 year intervals to measure whether students are actually working in management.

Depending on the degree or transfer goals of our students, they have the choice of three different GE pathways:

- [Associate Degree GE Requirements](#)
- [CSU GE Requirements](#)
- [IGETC Requirements](#)

Palomar College has identified a set of General Education/Institutional Learning Outcomes, which represent the overall set of abilities and qualities a student graduating from Palomar should possess. [Click here for a link to Palomar's GE/ILOs.](#)

The Chancellor's Office Vision for Success stresses the importance of reducing equity gaps through faster improvements of underrepresented groups.

ACCJC also requires that colleges establish institutional and program level standards in the area of success rates. These standards represent the lowest success rate 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.

[Click on this link to review the course success rates \(A, B, C, or Credit\) for your discipline.](#)

In this section we will identify a course success rate standards and a stretch goal (what you would like to move toward) for programs.

Course Success Rates by gender, age, ethnicity, special population, location, and modality (You can access the Student Equity Plan on the SSEC website <https://www2.palomar.edu/pages/ssec/>)

COURSE INFORMATION

COURSE SUCCESS AND RETENTION

What is your program's standard for Discipline COURSE Success Rate?

70.0%

Why did you choose this standard?

This standard is consistent with the college and historical success rates across BUS courses. Interestingly (and as noted in previous PRPs), the success rate for BMGT courses (~60%) is LOWER than for BUS courses. We believe this is due to the BMGT area having been poorly defined in the past and thus the movement toward the redesign.

What is your Stretch goal for COURSE success rates?

75.0%

How did you decide upon the goal?

BMGT is a discipline that has not had focus. Redesigning it as part of BUS will help that focus. And, the hiring of new part time faculty to focus on entrepreneurship, the flagship BMGT class will help. Most importantly, BMGT will be rolled into BUS and 75% is the stretch goal for the BUS discipline.

COURSE OUTCOMES

How have you improved course-level assessment methods since the last PRP?

BUS and BMGT are actively working on improving course-level assessments since the last PRP. Many courses within the BMGT have been historically taught by part time faculty and are not assessed regularly. The BUS department has hired 1 new full-time faculty since the last PRP and will be hiring 3 new full-time faculty before the next PRP. We have already seen improvements in our course-level assessment methods with the 1 new full-time faculty member and anticipate greater improvements when the 3 new full-time faculty members come on board.

Summarize the major findings of your course outcomes assessments.

The BMGT discipline has 6 courses, 10 SLOs, 10 assessment methods, and 6 results. The major findings indicate that most courses have met their SLOs; however, with new full-time faculty, new courses (BMGT 153) and new programs, the SLOs, assessment methods and results for these courses will need to be revisited.

This section is intentionally blank for annual PRPs. Please click "Next" to continue.

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Program Goals

In the previous sections, you identified opportunities for improvement. Using these opportunities, develop

3-year [SMART goals](#) for your department. Goals should be Specific, Measurable, Attainable, Relevant, Time-Specific. Ensure your goals align with the mission of your department and/or [the College's strategic plan](#).

Please list all discipline goals for this three-year planning cycle. [Click here for previous PRPs and goal information](#).

Goals

Goal 1

Brief Description

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.

Is this a new or existing goal?

Existing

Goal Status

Completed

How will you complete this goal?

This goal has been completed on a curriculum and catalog level. The next step is to work with research and planning to roll up the BMGT data into BUS.

Outcome(s) expected (qualitative/quantitative)

An increase in success rates for BMGT courses

An increase in completions for Business Management certificates.

An easier to understand pathway for students to follow.

How does this goal align with your department mission statement, the college strategic plan, and/or Guided Pathways?

The BUS mission is: to prepare students for success in business and business-related studies, so that they may transfer to a 4-year college in business and business related degrees, as well as pursue vocational business and business related education for career placement and advancement.

Guided pathways is to ensure students have a clear pathway to completion.

This goal aligns with both.

Expected Goal Completion Date

5/25/2019

STAFFING AND RESOURCE NEEDS

Instructions

1. Refer to [Strategic Plan](#).
2. See [Data](#).
3. See career info (In PRP)

Are you requesting additional full-time faculty?

No

Are you requesting additional Staff, CAST or AA?

No

