



# 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?**  
Comprehensive

**Department Name**  
Business Administration

**Discipline Name**  
International Business (IBUS)

**Department Chair Name**  
Jackie Martin

**Division Name**  
Arts, Media and Business Administration

**Website address for your discipline**

#### **Discipline Mission statement**

The mission of International Business is to prepare students for employment and or transfer in the area of International Business, Trade, Logistics, Import/Export, Management, International Marketing, and related fields.

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

**Does your discipline have at least one degree or certificate associated with it?**  
Yes

**Are any of your programs vocational (CTE/CE)?**  
No

**List all degrees and certificates offered within this discipline.**  
Certificate of Achievement, International Business effective Fall 2019

**Please list the names and positions of everyone who helped to complete this document.**  
Alba-Maria Armistead International Business Coordinator  
Jackie Martin Business Education Department Chair

**Full-time faculty (FTEF)**

1

**Part-time faculty (FTEF)**

0

**Classified & other staff positions that support this discipline**

ISA III and ADA (Both positions support all disciplines in Business Administration)

**Additional hourly staff that support this discipline and/or department**

Lawrence Hahn Adjunct Professor Business Management, IBUS

## **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.

**How well do your program's learning outcomes communicate the scope and depth of the degree/certificate offered and align with employer and transfer expectations?**

In my opinion it needs further understanding and knowledge of the needs and trends of IBUS.

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

Role Play and demonstrate application of techniques of International Business Management.

**Summarize the major findings of your program outcomes assessments.**

This is an incredibly important area that needs to be revamped especially by Marketing and Advertising. Also to reinvigorate the total program.

**Reflecting on the major findings you summarized, what are some questions you still have about students' learning in your program that you have not yet been able to address with your outcomes assessments?**

N/A

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.](#)

**How do the courses in your discipline support General Education/ Institutional Learning Outcomes? In your response, please specify which GE/ILO(s) your discipline supports.**

This Program supports the Community, Multicultural/Global Consciousness and Responsibility learning outcome. Emphasizing Intercultural Knowledge.

**Summarize the major findings from your course outcomes assessments that are related to the General Education/Institutional Learning Outcomes that your discipline supports.**

The Courses help the students to understand the different traditions of the global economy and the relationships built with other nations through International Trade, which at this point is very important. The institution should offer more International Business classes, like International Marketing and International Cultures to support the understanding of Global Economy in all its facets.

## **PROGRAM COMPLETIONS**

Student success is at the core of what we do in assisting students in achieving their goals.

The Chancellor's Office Vision for Success stresses the importance of Program Completion as a major goal for our students. In addition, transfer and career readiness are key components of Palomar College's mission statement. This year, our funding formula has also changed reflecting this emphasis, providing additional funding as a function of the number of completions.

In this section we will identify a program standard and a stretch goal (what you would like to move toward) for program completions.

The standards represent the lowest number of program completions deemed acceptable by the College. In other words, if you were to notice a drop below the set standard, you would seek further information to examine why this occurred and strategies to increase completions.

In this section we will identify a program standard and a stretch goal (what you would like to move toward) for programs.

**List the number of completions for each degree/certificate for the previous year.**

Its almost Impossible to say the finishing percentages due to the circumstances that the Administration is re-tooling the Program to demonstrate a better commitment to the Students. Therefore its expected that 2018-19 will be a more satisfactory semester due to the circumstances that there is new Certificate of Achievement in IBUS for the Fall semester of 2019.

**Have your program completions Increased, decreased, or stayed the same over the last 5 years?**

Stayed the same

**What factors have influenced your completion trends?**

The lack of monetary support to do deep advertisement, marketing and recruitment.

**Are the courses in your discipline required for the completion of other degrees/certificates?**

No

**Do you have programs with 7 or fewer completions in the last 5 years?**

No

**What is your program standard for program completion?**

70.0%

**Why did you choose this standard?**

To align with the Institution course success rate.

**What is your Stretch goal for program completion?**

80.0%

**How did you decide upon your stretch goal?**

It is obtainable, by concentrating in the pedagogical way of instructing this program. Due to the fact we have students from different cultures, we have to consider a better way of teaching the International Business to students that have trouble not only with the language but the principles of the subject matter.

**ENROLLMENT TRENDS**

Palomar College uses the WSCH/FTEF ratio as one indicator of overall efficiency in addition to the overall fill-rate for courses.

Although the college efficiency goal is 525 WSCH/FTEF and 85% fill-rate (minimal), there are many factors that affect efficiency (i.e. seat count / facilities / accreditation restrictions).

This information can be found by going to the "Program" page in the [PRP Data Dashboard](#).

**What was your efficiency trend over the last 5 years? Was it expected?**

The last FTEF was 20% or .20

**What factors have influenced your efficiency trends?**

Ethics, knowledge, and deep understanding in global economy trends.

**Are there particular courses or programs that are not getting sufficient enrollment, are regularly cancelled due to low enrollment, or are not scheduled at this time? What is contributing to this issue? Does this level of efficiency meet the needs of the program and the district?**

At the moment although the program is active in the catalog there aren't any courses offered until Fall 2019.

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?**

to align with the Institutional course success rate of 70%.

**Has your overall course SUCCESS rates increased, decreased, or stayed the same over the last 5 years?**

Stayed the same

**Was this expected?**

Yes, there are no courses currently being offered.

**What is your Stretch goal for COURSE success rates?**

80.0%

**How did you decide upon the goal?**

It is obtainable if you believe in the success in the international, and Global trend we are currently living.

**Have your overall course RETENTION rates increased, decreased, or stayed the same over the last 5 years?**

Stayed the same

**Was this expected? Please explain.**

Yes, there are no courses currently being offered.

**Are there differences in success or retention rates in the following groups? (choose all that apply)**

Gender

Age

Ethnicity

Special Pop. (Veteran, foster youth, etc.)

**Gender: Why do you think gender differences exist? What do you need to help close the gap?**

Females have families, jobs, and other responsibilities that could take priority over completing courses. The misconception that Business is a "man's world" can have females shy away from taking such courses. More marketing towards a female audience can exponentially help close this gap, by allowing a larger female audience to visualize Business as a potential path.

**Age: Why do you think age differences exist? What do you need to help close the gap?**

The 25-49 age group are individuals within this category that are more likely to have completed their education and have therefore become part of the current workforce. As for the group older than 50, it is not realistic to expect the same rate as that of High School Graduates.

**Ethnicity: Why do you think ethnicity differences exist? What do you need to help close the gap?**

Although there is a high rate of Hispanic enrollment when compared to other minorities at Palomar, Business Enrollment and retention has a large fluctuation making it unable

**Special Populations: Why do you think special population differences exist? What do you need to help close the gap?**

There is no current Foster youth data. Veteran enrollment is high in Business classes and although fluctuating has improved over the past few years.

**Are there differences in success/retention between on-campus and online courses?**

N/A

**Do you have any best practice methods you use for online courses to share with the community?**

I believe that the human interaction with the professor can never be substituted, but maybe providing instructional clips for certain subjects would allow a student to better understand the subject.

## **COURSE OUTCOMES**

**How is course assessment coordinated across sections and over time?**

By considering the level of curriculum and other factors.

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

We are redesigning the courses.

**Summarize the major findings of your course outcomes assessments.**

As we redesign the courses and re-tool our program there has been no assessment of the courses at the time due to the circumstance that they were not offered this semester but will be taking effect Fall 2019.

**Reflecting on the major findings you summarized, what are some questions you still have about students' learning in your courses that you have not yet been able to address with your outcomes assessments?**

Moving forward we will need further administrative support of the program as we build enrollment.

**What are some improvements in your courses that have been, or can be, pursued based on the key findings from your course learning outcomes assessments?**

We redesigned the Certificate/degree

1) We re-tooled the Certificate of Achievement that leads to either an A.S in General Business or an A.S in International Business.

It was launched 2017 and will be effective Fall 2019.

## **PROGRAM CURRICULUM ALIGNMENT, MAPPING, SCHEDULING, & PLANNING**

The Chancellor's Office Vision for Success stresses the importance of decreasing the average number of units accumulated by CCC students earning degrees.

Palomar College's Guided Pathways plan includes clarifying paths for students by sequencing course offerings so that they support scaffolding and timely completion. Our goal is to ensure learning through:

- The mapping and assessment of clear program outcomes that are also aligned to employer and/or transfer institution expectations.
- Engaging and applied learning experiences.
- Effective instructional practices to support students in achieving success.

**How do your course outcomes help your students achieve their program outcomes?**

The new SLO/Assessment for the new Certificate of Achievement is still under development.

**How do your degree maps and scheduling strategy ensure scaffolding (how all parts build on each other in a progressive, intentional way)? How do you share the maps with students?**

By providing a clear path and pre-requisite list we ensure that the students understand which courses need to have been taken allow ensuring scaffolding.

**What is your departmental strategy on how you schedule your courses including the time of day you offer courses? Do you use fast track or block scheduling (putting required classes near each other) to organize required classes (Particularly to meet the needs of disproportionately impacted students)?**

There is a combination of both but emphasis on block scheduling, as it is better for the students to have sufficient time to grasp the principles of business and have higher success in future employment.

**How do you work with other departments that require your course(s) for program completion?**

Scheduling so there will be no overlap.

**Does your discipline offer cross-listed courses?**

No

**Are there curriculum concerns that need to be resolved in your department? What are they?**

Yes, the old International business Program should be activated because there areas in that program that are current with present global economy. We should not only emphasize local and domestic jobs but look at the wide spectrum that we are facing these days.

**Are there courses that should be added or removed from your program - please explain?**

There should be some courses that need to be added to go with the flow of the current market and economical dimension of the times. To be able to do this we need to do a deep study of the fact-ability towards the needs of the community and the general business arena.

**How is the potential need for program/course deactivation addressed by the department?**

The potential need for program deactivation or change should be highly discussed in the department meeting and studied via pros and cons in taking this route.

**Is your department pursuing non credit or not-for credit options at this time?**

No

**Are there areas you would like to expand?**

Any area with International Trade.

Click here for information about [Noncredit](#) and [Community Education](#)

**Is your department offering online classes?**

Yes

**How do you consider student needs when determining which classes and how many classes should be offered online versus face-to-face?**

To be balanced I think we should offer fifty percent online and fifty percent face-to-face classes.

**Describe other data and/or information that you have considered as part of the evaluation of your program**

We took the strengths, weaknesses, opportunities and threats into consideration as part of our evaluation.

## **CAREER AND LABOR MARKET DATA**

The Chancellor's Office Vision for Success stresses the importance of increasing the percent of exiting students who report being employed in their field of study. It is important for us to consider how all of our programs connect to future careers.

Go to this website <https://www.onetonline.org/> and enter your discipline in the bubble on the top right for ideas about potential occupations. Click on an example to see more detail.

**What kinds of careers are available for people who complete your programs (and/or transfer)? (Refer to link above) Are there any new or emerging careers and if so how would the new or emerging careers impact your future planning?**

There are various jobs in Marketing, Teaching, Sales, Financial Accounting, Operation specialist, Business Analysts.

**What are the associated knowledge, skills, abilities (KSA's) needed for the occupations listed above? (click examples in the link above to get ideas)**

Knowledge of financial accounting, principles of marketing, and operations management is fundamental to the majority of occupations along with understanding the technologies that are used on the day to day basis such as IBM SPSS Statistics. Minitab, TNS Miriad , Data entry software, Microsoft Access, Oracle PL/SQL, Teradata Database just to name a few.

**How does your program help students build these KSA's?**

We provide them the necessary tools and resources to understand and obtain these KSA's.

**Have you incorporated work based learning (work experience, internships, and/or service learning) into your program?**

No

**Do you want more information about or need assistance integrating work-based learning into your program?**

Yes

**Please list any questions and describe what you need to integrate work-based learning.**

As of the now the program has been Inactive but once revitalized, it would really help the students to have hands on experience to fully grasp the spectrum of the real world knowledge needed and how these become a cornerstone for their foundation.

**How do you engage with the community to keep them apprised of opportunities in your program?**

Palomar Events, although more advertising and Marketing is needed

## 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

Provide Support to Current International Business

Is this a new or existing goal?

Goal Status



Existing

Ongoing

**How will you complete this goal?**

Supporting the old International Business Certificate of Achievement, which in return will be the base for the new small international business program, to be able to succeed in this endeavor we need the complete support of the administration with good publicity and marketing. It is very easy to say that old program doesn't carry any enrollment when we don't do any advertising, publicity, or marketing. The current employment is based on complete knowledge of trade laws, exporting/importing, understanding the market (overseas and domestic). Today the doors are open to people with a deep knowledge in Domestic and International Business.

**Outcome(s) expected (qualitative/quantitative)**

We expect that by doing so it will provide a larger surge of students taking the course leading to an increase in retention for the course and program.

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

It aligns with our mission statement by providing the students a broader path to their goal of employment and/or transfer in the area of International Business, Trade, Logistics, Import/Export, Management, and related fields.

**Expected Goal Completion Date**

8/19/2019

## Goal 2

**Brief Description**

Internship Creation

**Is this a new or existing goal?**

Existing

**Goal Status**

Ongoing

**How will you complete this goal?**

Using Coop Ed and Business Coaches

**Outcome(s) expected (qualitative/quantitative)**

Students that are certified or will be certified can transition into a job/internship.

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

Our goal is to fulfill our mission statement by providing them the experience needed to transition smoothly into a job in the Business market.

**Expected Goal Completion Date**

1/1/2020

## 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?**

Yes

**In the last ten years, what is the net change in number of Staff in the department? (loss vs. gain)**

From 18 faculties to 6 current faculties plus 3 recent hires.

## **REQUEST FOR ADDITIONAL STAFF, CAST, AA**

### **Staff, CAST, AA request 1**

**Title of Staff position you are requesting**

Accounting and General Business

**How will this Staff position help meet district (Guided Pathways, Strategic Enrollment Management etc.), department and/or discipline goals?**

They will provide our full time faculty support and strategize different ideas for enrollment and retention and the goals to pursue excellence in education at Palomar College.

**Is there a scarcity of qualified Part-Time Staff (for example: Specialized degree/experience, emerging/rapidly changing technology, high demand)**

We must be concerned with the new laws and regulations that the districts impose on us.

**Are you requesting this position for accreditation, regulatory, legislative, health and safety requirements? Please explain.**

All of the above, due to accreditation, regulatory, legislative, health and Safety requirements have to be in line with other colleges and universities.