

INSTITUTIONAL EFFECTIVENESS REVIEW

~ Business Administration / 2007-2008 ~

The purpose of the review is to:

Assess the currency, scope, strengths, weaknesses and needs of the Business Administration program.

The process will involve the following steps:

The Business Administration faculty met with the Dean to discuss the Program Review process.

The Program Review document was completed based on data compiled by the Director of Institutional Research and the Business Administration program faculty.

The Business Administration program faculty met again with the Dean to discuss the findings presented in the Program Review document.

Additional follow-up meetings were scheduled as needed to assess the status of Learning Goals and Action Plans.

Time frames/timeline for the review will be:

The initial meeting with the Dean took place during the Fall 2007 semester.

The Program Review document was turned into the Dean by the middle of February 2008.

The follow-up meeting with the Dean took place in late February 2008.

Additional follow-up meetings were scheduled as needed.

Program/Service: Business Administration
Date of Review: January 2008
Review Participants: Robert Johnson and Mary Baricevic

Overview

Purpose of the program and how it relates to college mission, values, vision:

The vision and purpose of Jefferson College's Business Administration program is to provide students with a supportive learning environment that promotes intellectual, professional, social and personal growth. The faculty work as facilitators to encourage critical thinking, problem solving and exploration in the field of Business Administration. The program introduces students to various business subjects, one or more of which they may choose to explore further at a four-year institution. It also provides students with a strong general business background, enabling them to transfer to four-year institutions as juniors and to be successful in their pursuit of a Bachelor of Science degree in Business Administration.

Institutional Effectiveness Review

Present Status

Learning/Service and Action from 2003 Institutional Effectiveness Review:

<i>Learning/Service Goal</i>	<i>Assessment Measurement/ Action</i>	<i>Person(s) to Implement</i>	<i>Timeframe</i>	<i>Resource Implications</i>	<i>Use of Results</i>
Goal 1	Review textbook for Financial Accounting.	Robert Johnson	By Spring 2004	None	Adopted new edition.
Goal 2	Review textbook for Managerial Accounting.	Mary Baricevic	By Spring 2005	None	Adopted new edition.
Goal 3	Review textbook for Introduction to Business.	Mary Baricevic Robert Johnson	By Spring 2004	None	Adopted new edition.
Goal 4	Develop a more effective advising guide for Business Administration students.	Mary Baricevic Robert Johnson	By Spring 2005	None	This guide is available for all interested students both in paper form (through the Advising and Retention Center and Business faculty) and on the Jefferson College Web Site.
Goal 5	Remain in contact with four-year institutions.	Mary Baricevic Robert Johnson	Ongoing	General Fund	Attend MAAE Conference.

Innovative Changes (in last 5 years):

1. Business faculty developed a more effective advising guide for Business Administration students. (See Exhibit A, Example of previous guide and current guide.) Members of the Advising and Retention Center (ARC) have received instruction on the importance of this guide for students who are interested in pursuing a Bachelor of Science degree in Business Administration from a four-year institution. Business faculty, in addition to members of the ARC, explain the purpose and use of this guide, and provide copies of this guide to interested students.

2. Effective with the 2004-2005 academic year, three sections of Business Statistics are taught annually by Mary Baricevic--two day sections at the Hillsboro campus and one evening section at the Arnold campus. Prior to 2004-2005, only one section of this course was taught by the Mathematics department at the Hillsboro campus during the spring semester and during the day. From the 2002-2003 to 2007-2008 academic year, the number of students enrolled in Business Statistics has increased from 12 to 61 (representing approximately a 408% increase).
3. Accounting Technology is no longer a part of the Business Administration program. It is currently under the supervision of the Career and Technical Education (CTE) Division to meet the needs of students pursuing a CTE certificate.

Faculty (The degree to which faculty are qualified, effective, and supported.)

Faculty Qualifications and Professional Development:

Name	Title	Highest Degree	Institution	Graduate Hours
Mary Baricevic	Associate Professor	Ph.D. / CPA	Saint Louis University	79
Robert Johnson	Professor	MBA / CPA	Middle Tennessee State University	30

Mary Baricevic, Associate Professor of Business, has been a full-time faculty member at Jefferson College since 2003. She earned her BSBA in Accounting, BA in Mathematics and Secondary Math Education, MPA and Ph.D. at Saint Louis University. She has almost fourteen years of professional accounting experience in the financial services industry. She is a Missouri Certified Public Accountant and a member of the AICPA. She also has a lifetime Missouri Teacher's Certificate in Mathematics for grades 7 through 12.

Robert Johnson, Professor of Business, has been a full-time faculty member at Jefferson College since 1976. He earned his BS in Accounting at Austin Peay State University and his MBA at Middle Tennessee State University. He is a Missouri Certified Public Accountant, former chairman of Jefferson College's Business department, and a past president of the Missouri Association of Accounting Educators. He is also a member of the AICPA and MCCA.

Faculty Data:

Faculty Indicators for Business Instructional Program Review, 2003-2007 School Terms 200301 Through 200703 (Summer 2002 through Spring 2007)

Number of Terms Taught (Max = 15)	Number of Course Sections Taught	Total Students	Attrition Number ("W" Grades)	Attrition Percent	Graded Credit Hours (A to F grades)	Average Students	Average GPA	Annualized 5-Year Program FTE
134	279	5,332	439	8.2%	14,667	19.1	2.78	97.8

Source: BANNER report WSHRGDST printed 29 October 2007.

Courses include BUS101, 120, 240, 241, 251, 261, and 265 only.

Notes: Attrition is the number of "W" grades conferred.

Annualized Program FTE is the number of graded credit hours divided by 150 (30 hrs/yr for 5 years).

Graded Credit Hours are "A to F" only, not "W, I, H, P/F, or Other"

All full-time faculty members complete a performance review and discuss performance goals and course-level assessment annually with the Dean or Associate Dean. Also, all non-tenured faculty members are evaluated annually through classroom visitation by the Dean or Associate Dean. During the current Institutional Effectiveness Review process, all tenured faculty members were observed as well.

Students (The degree to which student needs are met.)

Enrollment has remained steady, with the annual average of 3,239 credit hours.

Student Satisfaction and Feedback:

As a rule, students are very satisfied by the education provided by the Business Administration department. Each semester, tenured faculty conduct student evaluations in one section, and all non-tenured and adjunct faculty members conduct student evaluations in all sections. For review purposes, student evaluations were conducted in all sections during Fall 2007. Student feedback indicates that students are generally satisfied with the business courses.

Documentation is on file in the Arts and Science Division Office, AS1 110.

Student Success:

Student success in the Business Administration program tends to be greater in courses that have prerequisites (e.g., Financial Accounting, Managerial Accounting, and Business Statistics) as compared to those courses that do not have any prerequisites (e.g.,

Introduction to Business). No-prerequisite courses tend to be characterized by a greater degree of variability in terms of student ability and interest in the course material.

In an effort to promote further student success in BUS 241 ("Managerial Accounting"), the following prerequisite change was approved during the November 2005 Academic Affairs meeting: "BUS 240 with a grade of 'C' or better." Prior to November 2005, students receiving a 'D' in BUS 240 ("Financial Accounting") could still enroll in Managerial Accounting.

All full-time faculty document the type(s) of assessment methods they implement in each of their courses and the effectiveness of these assessment methods in promoting student success. One purpose of this documentation is to encourage faculty to perform an ongoing critical evaluation of assessment techniques employed to achieve specific student outcomes, and to make revisions as necessary. Documentation of course-level assessment is submitted during faculty annual performance review and is on file in the Associate Dean's office, ASI 110.

Curriculum (The degree to which curriculum is thorough, current, and supported.)

Curriculum (Scope, Currency, Changes):

Official course syllabi have been revised for currency and scope. Copies of these official course syllabi are on file in ASI 110 and are on the Jefferson College Web Site.

The Business Administration program offers the following courses:

BUS101 Introduction to Business
BUS120 Principles of Management
BUS240 Financial Accounting
BUS241 Managerial Accounting
BUS261 Business Communications
BUS265 Business Law
MTH168 Business Statistics

Additional business courses are offered under the Career and Technical Education Division.

Curriculum Issues (Support, Technology, Equipment)

The curriculum is sound and supports the first two years of a business degree for degree-seeking students. Business courses also provide introductory business concepts for students pursuing many majors.

Community (The degree to which the program contributes to the community and responds to community needs.)

Robert Johnson has been a member of the Festus-Crystal City Kiwanis Club since 1977. He served as the Club's Secretary, Vice-President and President in 1979-1980. He then served Kiwanis as a Lt. Governor in 1981-1982. Following this, he served as Governor of Missouri-Arkansas District of Kiwanis International in 1989-1990. He continues to be an active Kiwanis member. He also has been a member of the Festus-Crystal City Chamber of Commerce and is the accountant for his church.

Mary Baricevic was a participant in the 2006-2007 Experience Jefferson County (EJC) Leadership course. She completed the course in Spring 2007. Effective the 2007-2008 academic year, she began serving a two-year term on the EJC Board. She has also assisted former students in various ways (e.g., by writing letters of recommendation, providing contacts for paid internship opportunities in the field of Accounting, etc.).

Cost

A summary of the business budget for 2004-2007 is on file in the Office of the Dean of Arts and Sciences Education. The cost per FTE for business transfer classes during this period was \$1911.37.

Summary (SWOT)

Strengths	Weaknesses
<ul style="list-style-type: none">• Many years of teaching and "real-world" experience characterize the backgrounds of the full-time and part-time business faculty.• Faculty have "real-world" contacts--i.e., friends who are business professionals--a benefit for students who are seeking internship opportunities.	<ul style="list-style-type: none">• A lack of prerequisites associated with various business courses (e.g., Introduction to Business) can adversely affect the quality of the learning experience / student retention rate associated with those courses.• All business courses offered represent electives in the Associate of Arts degree program. As a result, sometimes students run out of time at Jefferson College prior to taking certain sophomore-level business courses (e.g., Managerial Accounting). Thus, enrollment numbers in those courses tend to be lower than they should be, given the popularity of business as a degree / career path.• Continued improvements are needed in the communication of the Advising Guide to interested business students which should lead to an increase in enrollment numbers in certain business courses (e.g., Managerial Accounting).
Opportunities	Threats
<ul style="list-style-type: none">• JCNW and JCA offer opportunities to expand the current business program.	<ul style="list-style-type: none">• Some four-year institutions are presently not encouraging Jefferson College transfer students to take Jefferson College's Business Statistics course (a sophomore-level course).• Increased student demand for quick and convenient degree options.

Future (Proposed Learning and Service Goals and Action Plan.)

<i>Proposed Learning/Service Goal</i>	<i>Proposed Assessment Measurement/Action</i>	<i>Person(s) to Implement</i>	<i>Timeframe</i>	<i>Resource Implications</i>
Goal 1	Review textbook for Business Statistics.	Mary Baricevic	By Spring 2010	
Goal 2	Address the issue of no-prerequisite business courses and their effect on student retention and success.	Mary Baricevic	By Spring 2010	
Goal 3 Continue to work on transfer issues	Remain in contact with four-year institutions.	Mary Baricevic Robert Johnson	Ongoing	
Goal 4 Develop Principles of Management and Business Communications on-line		Business Faculty		Course development funds

DISCIPLINE STATUS

 X Satisfactory
 Requires Immediate Attention
 Unsatisfactory

Dean

Date