

INSTITUTIONAL ASSESSMENT REPORT

BUSINESS MANAGEMENT 2012-2013

Department's Relationship to the College Mission and Strategic Plan

(completed Spring semester or on accreditation cycle)

In a paragraph or two, discuss how the department's work carries out the Mission and Strategic Plan.

The Business Management Program is committed to the College's Mission which is student centered, comprehensive and accessible. The Business Management Program is designed to prepare students for entry level and middle management positions in a variety of businesses and industries. A student pursuing an Associate of Applied Science Degree in Business Management will be required to complete a 63 credit hour program of study. The program includes a core of 41 credit hours in business curriculum which includes eight credit hours of Internship (which reflects 560 contact hours of work experience) and 22 credit hours of general education courses. The Business Management Program, while designed to provide a job-ready curriculum after completion of the program has had many students successfully transfer their coursework toward a bachelor's degree curriculum at both private and public universities.

The Business Management program serves a diverse student population, which includes dual-enrolled high school juniors and seniors, non-traditional students, as well as traditional students. An active advisory committee is used to review and adjust curriculum offerings to meet the needs of the local business community. The faculty both full-time and adjunct has extensive work-experience in both the classroom and industry. All full-time faculty has an MBA Degree and one has their Ph.D. in higher education administration. Through continued coursework, professional development opportunities, and community involvement the faculty has remained current with the needs and demand of today's workplace.

Summary of Departmental Activities, Assessment and Use of Results

(completed Spring semester or on accreditation cycle)

(may include process flowchart)

Provide a brief overview of major accomplishments since the last review and how assessment results have been used to improve services/learning outcomes.

Since the 2007 Program Review, the Business Management Department has implemented the following:

- Business Management AAS Degree offered 100% on-line
- Faculty and department moved to the TC building

- An Entrepreneurship course was added to the curriculum
- Full time faculty was reduced from three to two
- Kathy Johnson was hired to replace Don Boyer (retired). Kathy holds two Master's degrees one in Business and one in Education
- SCORE workshop is hosted each semester for students and community at Hillsboro and Arnold campuses
- Cindy Rossi completed her Ph.D. degree in Higher Education Administration. Her dissertation was on "Community College Learner-Centered Teaching Styles and Students' Motivation to Learn."
- Dr. Rossi was chosen for the Lumina Foundation's Student Success and the Marketing Discipline's Tuning Initiative. Tuning is a faculty-driven process to articulate what a student should know and be able to do at the point of degree. Fifteen Marketing faculty were chosen from Missouri, Illinois, and Indiana from two and four year institutions both public and private. MHEC (Midwestern Higher Education Compact) and IEBC (Institution of Evidence-Based Change) were resources that supported and guided the Tuning USA Lumina Foundation project. This is a 18 month project
- Dr. Rossi presented Marketing's Tuning at the October MCCA conference in Kansas City 2012.

Internal and External Data Collection and Analysis

(completed by Fall semester or on accreditation cycle)

Gather and analyze relevant internal and external data ([link to data](#)).

The core curriculum of the Business Management Department addresses the many facets of conducting modern day business. The faculty evaluates the textbooks and material used within the program regularly and changes are made according to the relevancy of each. The program's advisory committee regularly reviews the core curriculum each year. Suggestions are considered and changes are made as needed in order to remain current with the needs of the business community. The most recent change was the Entrepreneurship course replacing one elective. After the downturn of the economy and especially the closing of several automobile manufacturers in the area, there was an increase in demand for learning how to open one's own business. The following list of courses represents the core curriculum for the Business Management program:

Bookkeeping (BUS 107) or Financial Accounting (BUS 240)
 Principles of Management (BUS 120)
 Business Communication (MGT 261)
 Business Math (MGT 103)
 Salesmanship (MGT 132)
 Advertising (MGT 133)
 Marketing (MGT 150)
 Retailing (MGT 151)

QuickBooks (MGT 245)
 Entrepreneurship (MGT 145)
 Financial Management (MGT 262)
 Microcomputer Software Applications (CIS1330)
 Internship I (MGT 199)
 Internship II (MGT 299)

Actual Seats Per Year

Academic Year	Seats	Credit Hours
2007-2008	857	2,572
2008-2009	926	2,779
2009-2010	1,027	3,082
2010-2011	1,127	3,381
2011-2012	1,105	3,314
Totals	5,042	15,128

Annual Cost per FTE and Trend Analyses

(completed by Fall semester)

Provide cost per FTE and analyze for the period being evaluated.

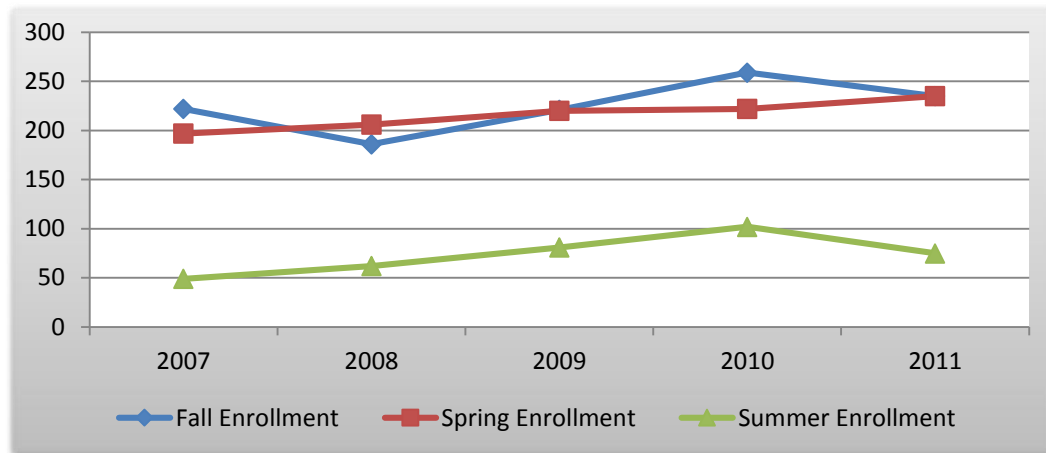
Faculty Indicators for Business Management (BUS - MGT), (School Years 2007-2012) School Terms 200801 through 201203 (Summer 2007 through Spring 2012)

Number of Course Sections Taught	Total Students	Attrition Number ("W" Grades)	Attrition Percent	Student Credit Hours Earned	Average Students	Average GPA	Annualized 5-Year Program FTE
546	8,838	680	7.7%	21,738	16.2	2.755	144.9

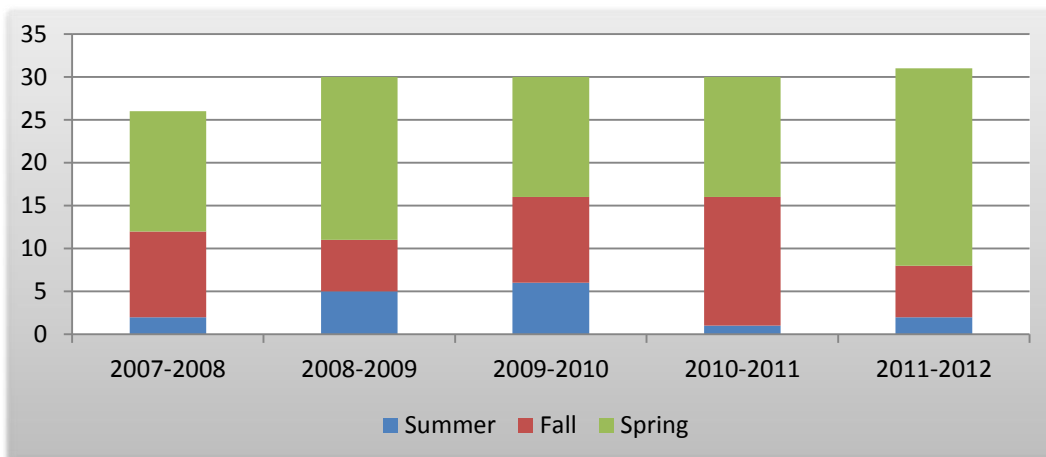
Notes: Attrition % represents the number of "W" grades conferred as a percentage of ALL students.
 Annualized Program FTE is the number of graded credit hours divided by 150 (30 hours/yr for 5 years).

The Business Management enrollment, graduates, and credit hours remains steady.

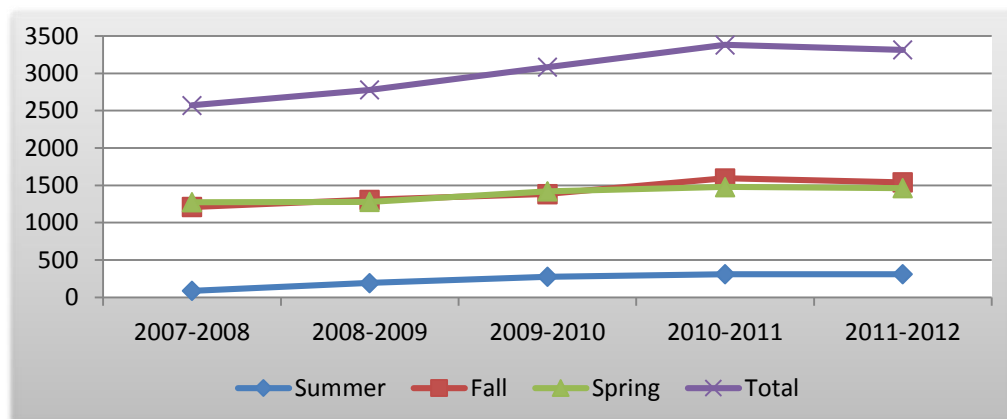
Enrollment by Semester



Business Management Graduates



Credit Hour Offered by Semester



SWOT Analysis
(completed by Fall semester)

Using the data collected and analyzed, complete a SWOT analysis. Reference and link data for each.

<p style="text-align: center;">Internal Strengths</p> <ul style="list-style-type: none"> • Highly qualified, dedicated full-time and adjunct faculty • Growing enrollment • Students can complete 100% of the program through an on-line format • Courses offered at Hillsboro, JCA, JCNW, or on-line • Curriculum changes to meet industry needs • Missouri Baptist accepts total associate's degree credits toward Bachelor of Applied Management Degree • Graduate students included on Advisory Committee • Strong Internship program • Positive student evaluations for full time and adjunct faculty • Created data base to continue communication with current and graduated students • Sponsored SCORE workshops held each semester rotating campuses and topics. Open to students and community • Strong High School program enrollment 	<p style="text-align: center;">Internal Weaknesses</p> <ul style="list-style-type: none"> • Lack of organized on-going marketing program in conjunction with the office of Public Relations for the Business Management Program • On-line classes reducing the in-class enrollment causing cancelling on-campus classes prematurely • Lack of another full-time faculty member • Lack of options within program such as management, marketing, accounting, finance • Lack of follow-up program for Business Management graduates outside of overall college follow-up
<p style="text-align: center;">External Opportunities</p> <ul style="list-style-type: none"> • Relationships with Business and Industry through internship classes • Graduate's job opportunities • Advertise Business Management program offered on-line • Create department social media • Saturday class option • Use social media to market program • Advertise program cost savings to high school parents • Military market • Employment opportunities for Business Management graduates as the economy grows 	<p style="text-align: center;">External Threats</p> <ul style="list-style-type: none"> • Private schools with shorter completion periods • Growing economy, less people going back to college • Decrease in government student aid which will have a negative effect on enrollment • Local high school programs such as DECA and COE which offers similar curriculum

INSTITUTIONAL ACTION PLANS for *Business Management 2012-17*

Org	Aim	Obj	Action Plan	KPI	\$	Other Req	Responsible Party	End Date	Status	Target Year	Metric Desc	Metric Value	Benchmark Desc	Benchmark Value	Target Desc	Target Value

DEPARTMENTAL ACTION PLANS for *Business Management 2012-17*

Org	Aim	Obj	Action Plan	KPI	\$	Other Req	Responsible Party	End Date	Status	Target Year	Metric Desc	Metric Value	Benchmark Desc	Benchmark Value	Target Desc	Target Value
56303	1	3	One full time faculty	2	Full time salary and benefits		Dean CTE		Proposed	2017-2018						
56303	1	1	Professional development for full time faculty	2	\$5,000		Cindy Rossi Kathy Johnson		Proposed	2013-2014						
56303	7	39	Begin multi-section assessment for MGT 150 and 103	2	0		Cindy Rossi Kathy Johnson Adjunct		Proposed	2013-2014						
56303	1	1	Program curriculum changes	2	0		Cindy Rossi Kathy Johnson		Proposed	2014-2015						
56303	2	11	Student worker	6 or 10	Per hr.		Dean CTE		Proposed	2013						

Evaluation



Meets Expectations

Comments:



Requires Attention and Submission of a Follow-Up Report

Comments:



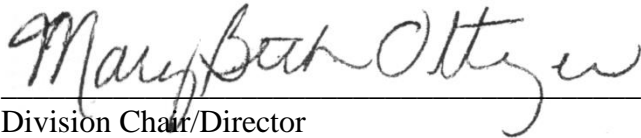
Does Not Meet Expectations and Requires Submission of a Follow-Up Report

Comments:

Follow-up report required by: _____

Comments: (Date)

Approvals



Division Chair/Director

Comments:

Oct. 31, 2012

Date



Dean

Comments:

Oct. 31, 2012

Date



Vice President/President

Comments:

January 31, 2013

Date