

Program Review: Business Administration

Program Description and Scope:

- *Program Review Title:* Business Administration
- *Academic year:* 2016/2017
- *Review Type:* Instructional Disciplines
- *Program/Departments:* Business Administration (05005)
- *Authority Code:* 53-Dean, Business, Technology, and Learning Resources
- *External Regulations:* No
- *Provide a brief narrative that describes the instructional program/discipline:*
The Business Administration program offers courses required for an Associate in Arts and Associate in Science for transfer degree that prepare students for highly competitive business schools in the University of California and the California State University systems. In addition, the program also serves students who are trying to build a knowledge and skills base that will help them get jobs.

College Mission:

- *Mission Statement:*
Ohlone College responds to the educational needs of our diverse community and economy by offering high quality instruction supporting basic skills, career development, university transfer, and personal enrichment and by awarding associate degrees and certificates to eligible students in an innovative, multicultural environment where successful learning and achievement are highly valued, supported, and continually assessed.
- *Program Relation to College Mission:*
 - Career Entry (CTE)
 - University Transfer
- *State Your Program Mission/Purpose:*
Provide Leadership and instruction for all key course requirements for an AA in Economics for Transfer, and AS in Business for Transfer, and AA in Business, and AA in Business Administration, and AA in Accounting. According to the U.S. Department of Labor (careeronestop.org), of the top 50 largest occupations in the State of California that require at least a bachelors degree, 6 of the top 15 require a bachelor's degree in business. In addition, the Department of Labor projects healthy job growth for these occupations through the end of the decade. The data is provided in aggregate for the entire State of California and is not broken out specifically by county; however, in our highly competitive knowledge-based economic environment, it is likely that the projected growth rates would be even higher for the Bay Area.
- *Briefly Describe Program Accomplishments:*
Enrollment in BA courses is extremely high every semester including summer, with almost all courses filled to capacity & generating waiting lists. Ohlone offered 34 Business Administration sections in the fall of 2015 and 37 in the

spring of 2016. For 2015-2016, total degrees awarded for Accounting AA, Business AA, Business Administration AA & Business Administration ADT totaled 191. The program's core courses are in Economics (Micro and Macro) and Accounting (Financial and Managerial). These courses are all required for an associate's degree that will prepare a student for transfer into a baccalaureate program. Furthermore, each of these courses represents a lower-division class that can be impacted and difficult to register in at CSU and UC. Success in these four classes can serve as a predictor to successfully completing a bachelor's degree. The American Institute of Certified Public Accounting encourages colleges and universities to place a great deal of emphasis on the first two accounting courses and that they should be taught by experienced professors, who can relate the material to the real world.

Achievement and Resource Data Analysis:

12. *Research Questions:*

1. BA is one of the strongest programs at the college based on program awards, but the department may not be taking advantage of pathway certificates. Would it be beneficial to create certificates of accomplishment in accounting, economics, or general business to stimulate additional majors in these areas?
2. The overall success rates for students in BA-101A is below the college set minimum of 70.0%. Is there something that can be done as a part of the PIO process to address these low success rates?
3. There are four groups of students whose success rates indicate a disproportionate impact. What can be done as a part of the PIO process to discover and address the learning needs of these four groups?

Resource Assessment Summary:

1. *Academic Year:* 2015-16
2. *Activity Center Fund 10 Budget Allocation:* \$473310.00
3. *FTEs:* Fall: 142 Spring: 163 Summer: 0
4. *WSCH/FTEF:* Fall: 597 Spring: 591 Summer: 0
5. *Course Sections Offered:* Fall: 34 Spring: 37 Summer: 15
6. *Sections Taught FT Faculty:* Fall: 12 Spring: 12 Summer: 4
7. *Sections Taught PT Faculty:* Fall: 22 Spring: 25 Summer: 9

Human Resources:

1. *# of FT Faculty:* 3
2. *# of PT Faculty:* 14
3. *# of Classified Staff:* 1
4. *# of Administrators:* 1
5. *% Faculty release/reassigned time:* 8.00%
6. *Technology:*

- Specialized Software
 - Desktops
7. *Physical Resources:*
- General Classrooms
 - Specialized Labs
 - Tutoring/Learning Center

• **Program Analysis PSLOs - Student Learning:**

(Key: I-Introduced, P-Practiced with Feedback, M-Demonstrated at the Mastery Level)

1. *PSLO Matrix:*

Course	PSLO-1	PSLO-2	PSLO-3	PSLO-4
BA 101A		M	M	
BA 101B		M	M	
BA 102A	M	M	I	M
BA 102B	M	M	I	M
BA 125	I	I	I	I

2. *Please Indicate the PSLO(s) which you are reporting on:*

- Explain and apply fundamental economic concepts, including the construction of the primary economic models.
- Apply managerial and financial accounting principles.
- Explain the current economic conditions in the United States and identify appropriate fiscal and monetary policy options in relation to the US economy.
- Demonstrate an understanding of the major elements of the world of business and its related terminology.

3. *Analyze and summarize your assessment findings. What in the data jumped out?*

Our program SLOs are all mapped to course SLOs in the big four required courses, BA 101A, BA 101B, BA 102A and 102B. Student learning outcome assessment for these courses is conducted regularly and is notably consistent over time. We have learned that face-to-face sections at popular times seem to have higher SLO achievement than late start, hybrid or online classes. However, due to classroom shortages, we have been forced to add these types of sections to grow our program. Nevertheless, even though overall class SLO achievement is below our traditional sections, we always find many outstanding students in the non-traditional sections who would not have been served had the section not been added.

4. *Give examples of assessments used for your PSLO analysis:*

BA 101A, Financial Accounting uses a standardized comprehensive final exam in all sections. Each of the 17 SLOs is measured every semester in every section offered at Ohlone.

5. *Describe input from Program Advisory Committee (if applicable):*

The annual advisory committee meeting was held via email, on-campus visits and telephone calls. Committee members expressed the need for Ohlone's strategic emphasis to be on outstanding instruction and rigorous assessment of 101A, 101B, 102A and 102B. These are core courses that require mastery before a student can successfully attempt upper-division courses. The committee was pleased with our growth in AS-T in Business Administration degree awards and would like to see continued growth in this area.

6. *Comments:*

Program Improvement Objectives

1. *Based on the program data analysis and PSLO analysis, identify your Program Improvement Objective(s): What are you going to do? Why are you going to do it?*
Improve the success rate of groups with less than 80% of the highest success rate.

Notes (optional): Please include any notes related to your PIO. (2500 Character limit)

Program PIO will address the following:

- Awareness of, and sensitivity to, diverse cultures and perspectives.
- Institutional Effectiveness
- Student Learning & Achievement
- Course Retention
- Course Completion
- Persistence
- Success Rates
- Career Technical Education (CTE) Related
- Increase Program Enrollments
- Increase Degrees/Certifications
- Equity/Disproportionate Representation

How will you assess the effectiveness of your PIO:

Ohlone will assess award data to evaluate improvements in completion of awards that facilitate transfer to Bachelor's degrees in business programs.

PIO Action Plan:

How will you accomplish this?

All department faculty members, both full-time and adjunct, should include instruction during the semester to guide their students on selecting an economically valuable major and creating a plan to achieve academic goals. Course curriculum in our four main courses, BA 101 A and B and BA 102 A and B, will offer guidance in using authoritative data to help students tie academic goals to career goals. The Department will continue to work with Tri-Cities One Stop and PWC to introduce students to careers and internships available in public accounting. The Department will also work with Counseling to co-sponsor business major orientations for interested students.

What is your timeline?

We expect to see transfer degree growth starting Spring 2015 and internships to qualified students.

Who is going to do this?

Full-time and adjunct faculty. Appropriate faculty staffing will be essential to maintain and grow the business administration department program

PIO Status:

- In-Progress

Closing the loop - Describe the results of your PIO implementation or completion:

We did see significant increase in AS-T in Business Administration awards in 2015/2016, but this PIO is still a work in progress. We hope to see even more degree growth in 2016/2017. Additionally in the spring of 2016, four current or recent Ohlone graduates were selected for spring/summer internships offered by PWC. Three of the four students awarded internships were accepted into PWC's program targeted to underrepresented Hispanic groups. Last spring (2016) the business department worked with HR to host a business major orientation. Another business major orientation is planned for November, 2016.

Conclusion: Complete if PIO has been completed

Fiscal Resources Status:

- No fiscal resources required.

PIO Resources:

- Resource: People Time
Description: Department faculty dialogue about student achievement and degree completion
- Resource: Data from Research and Planning Office
Description: Completion Data

2. *Based on the program data analysis and PSLO analysis, identify your Program Improvement Objective(s): What are you going to do? Why are you going to do it?*
The department seeks to focus on and increase the number of AS-T in Business Administration awards by streamlining degree programs or certificates offered by the department.

Notes (optional): Please include any notes related to your PIO. (2500 Character limit)

Program PIO will address the following:

- Career Technical Education (CTE) Related

- Institutional Effectiveness
- Student Learning & Achievement
- Persistence
- Success Rates
- Increase Program Enrollments
- Increase Degrees/Certifications
- Equity/Disproportionate Representation

How will you assess the effectiveness of your PIO:

The department will assess this PIO based on net growth in all associate degrees awarded by the department.

PIO Action Plan:

How will you accomplish this?

The department will with the Counseling and Research and Planning departments to determine if there is program overlap. If so, programs could be altered or aligned to support the AS-T, our core associate degree.

What is your timeline?

This PIO will be completed by Fall 2017.

Who is going to do this?

The full-time professors in the Business Administration program will complete this PIO.

PIO Status:

- New
- In-Progress

Closing the loop - Describe the results of your PIO implementation or completion:

This is a tricky PIO. We want to offer students degree programs that help them meet their education and career goals. The AS-T in Business Administration offers students the most career and education opportunities so this has been our emphasis. Other degree programs like the AA in Accounting are rarely used and may not be the best degree program for a student who wants to become a CPA. We have met with Research and Planning and plan to meet with The Vice President / Deputy Superintendent, Academic Affairs to go over the data related to streamlining program offerings. We should be in a position to make a decision before the end of the 2016/2017 school year.

Conclusion: Complete if PIO has been completed

Fiscal Resources Status:

PIO Resources:

- Resource: People Time
Description: Faculty to work with Counselors
- Resource: Data from Research and Planning Office
Description: Data related to program overlap

Attached Files:

- [Fastest Growing Careers.png](#)
- [Research Questions BA 15 161.docx](#)