

**PLANNING/OUTCOMES DOCUMENT**

<b>Name of person(s) completing form:</b>	Carolyn Porter	<b>Curriculum/Department:</b>	Business Administration - Electronic Commerce
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<b>Purpose/Mission Statement:</b>	<b>Vision Statement: (3-5 years)</b>
The Business Administration – E-Commerce Concentration prepares students for careers as business professionals. The Concentration prepares students to develop e-commerce solutions for businesses and pursue careers in the Internet economy.	Graduates of the Business Administration – E-Commerce concentration will be educated, highly employable business professionals able to plan and implement e-commerce solutions using the most current methods and technology.
<b>Program Strengths:</b>	<b>Program Weaknesses:</b>
The Business Administration – E-Commerce Concentration program offers students an additional e-commerce skill set that is valued in the job market, as well as a strong foundation in traditional business administration.	The enrollment in the Business Administration – E-Commerce Concentration has been below expectations.
<b>Program Opportunities:</b>	<b>Program Threats:</b>
Published state and local average entry-level salaries are higher than traditional Business Administration graduates.	Local employment opportunities are rarely advertised as e-commerce related and students do not perceive these skills as being valued in the local economy.

Goal #	Values For Teaching	College Goals	2005-2006 Department Outcomes/Goals	Success Criteria (e.g. outcomes, enrollment increases)	Plan of Action (including resources needed)
1	2 6	1	Bus. Admin - Electronic Commerce program graduates will be satisfied with the skills they acquired in their course work.	90% of graduates surveyed will indicate they are satisfied with the skills they gained in the program.	Monitor results of graduate survey as conducted for the annual program review.
2	6 9	1 2	Employers will be satisfied with the entry-level skills of Bus. Admin - Electronic Commerce program graduates.	85% of employers surveyed will indicate they are satisfied with the entry-level skills of program graduates.	Monitor results of employer survey as conducted for the annual program review. Ascertain skills needed from advisory committee and other potential employers.
3	1 2 3 7	1 2 5 7	Bus. Admin - Electronic Commerce program student and graduates will be satisfied with additional online opportunities to complete degree and certificate course work.	90% of students will indicate satisfaction as measured by course and graduate surveys.	Monitor results of the course surveys conducted at semester end and the graduate survey as conducted for the annual program review.

Budget Item Description: (Budget items requested from college funds)	Current Year Budget (Total Request):	Ongoing Operational Budget:	Expansion Budget:
<b>Supplies-</b> Printer Cartridge - Office – Color and B&W Printer Cartridge - Founders Labs CD-RWs	\$519.99	\$519.99	
<b>Equipment-</b> Macromedia Studio MX 2004 (24 copies)	\$4975.00		\$4975.00
<b>Travel-</b> No Request			
<b>Program Accreditation-</b> No Request			
<b>Other-</b> REAL Curriculum License Certification Exams - CIW Norton Anti-Virus Update WebRoot Spy Sweeper	\$574.26	\$574.26	
<b>TOTALS</b>	\$6069.25	\$1094.25	\$4975.00