

PLANNING/OUTCOMES DOCUMENT

Name of person(s) completing form:		Carolyn Porter		Curriculum/Department:		Business Administration - Electronic Commerce	
Purpose/Mission Statement:				Vision Statement: (3-5 years)			
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.			
Program Strengths:				Program Weaknesses:			
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.			
Program Opportunities:				Program Threats:			
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	2006-2007 Department Outcomes/Goals	Success Criteria (e.g. outcomes, enrollment increases)	Plan of Action (including resources needed)		
1	2 6	1 2	Students will demonstrate the ability to create and administer an e-commerce web site.	80% of completing students will score an average of at least 80% on the final Capstone Project.	Monitor student performance on the final Capstone Project.		
2	2 6	1 2	Students will demonstrate the ability to apply basic e-commerce principles to real world situations.	80% of completing students will score an average of a least 80% on the final grade in Introduction to Electronic Commerce.	Monitor student performance in Introduction to Electronic Commerce.		
3	2 6	1 2	Students will demonstrate the ability to plan for small and medium e-commerce businesses.	80% of completing students will score an average of at least 80% on the final grade for their e-commerce business	Monitor student performance in business planning courses.		

				plans.	
4	6 9	1	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.

Budget Item Description: (Budget items requested from college funds)	Current Year Budget (Total Request):	Ongoing Operational Budget:	Expansion Budget:
Supplies- Printer Cartridge - Office - Color and B&W Printer Cartridge - Founders Labs CD-RWs	\$519.99	\$519.99	
Equipment- Adobe/Macromedia Studio 8 (24 copies) Norton Internet Security Suite 2006 (laptops)	\$5608.20	\$139.98	\$5608.20
Travel- No Request			
Program Accreditation- No Request			
Other- REAL Curriculum License eBay Education Specialist Certification Certification Exams - CIW Web Hosting/Domain - Gear Host	\$513.46	\$513.46	
TOTALS	\$6781.63	\$1173.43	\$5608.2