

PLANNING/OUTCOMES DOCUMENT

Name of person(s) completing form:		Wilda Walker		Curriculum/Department:		Business Administration	
Purpose/Mission Statement:				Vision Statement: (3-5 years)			
The Business Administration Program prepares students for career in business. The program focuses on the knowledge, skills, and abilities students need to develop solutions for the changing business environment. Special emphasis will be placed on the knowledge, skills, and abilities needed by entrepreneurs and small business owners.				The vision of the Business Administration Program is to prepare students for a successful career in business.			
Program Strengths:				Program Weaknesses:			
Employability for entry level positions; acquisition of knowledge, skills, and ability needed in today's work force				The Program has traditionally focused more on theory than practical application. Need exists to blend theory with practical application to give students the opportunity to develop skills.			
Program Opportunities:				Program Threats:			
To work with college staff and local businesses to develop a Business Administration Program that will provide the skills that entry-level workers need in this area.				Local employers may not recognize the value of the skills taught. (Therefore, students may not see the need.)			
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	2	Graduates will be satisfied with the skills they acquired in this program.	90% of graduates surveyed will indicate they are satisfied with the skills gained in this program area.	Monitor the results of the survey of graduates as conducted as part of the annual program review process.		
2	6 9	1	Employers will be satisfied with the entry-level skills of graduates of the program	90% of employers surveyed will indicate they are satisfied with the entry-level skills of graduates of the program	Monitor results of the survey of employers conducted as part of the annual program review process.		

3	2 6	1	Majors in this program will demonstrate a satisfactory level of technical proficiency in field.	90% of 2 nd year students will demonstrate technical proficiency in this field by making a final grade of "C" in Business Communication.	Continue to solicit feedback from the Advisory Committee regarding the skills that are most critical in the business world. Monitor grades of students that complete Business Communication.
4	2 6	1	Current Business curriculum will be evaluated to assess whether it provides the entry-level skills needed.	90% of employers surveyed will be satisfied with entry-level knowledge, skills and abilities of our graduates. Recommend changes to current curriculum to address the needs of perspective employers.	Assess current curriculum using feedback from the Advisory Committee and employers of the program. Implement proposed changes to the curriculum.

Budget Item Description: (Budget items requested from college funds)	Current Year Budget (Total Request):	Ongoing Operational Budget:	Expansion Budget:
Supplies-Firewire- Firewire Card - Tripod Entrepreneurial Assessment Profiles - Business DVD & Business Simulations - Supplies	\$3716.00	\$3716.00	
Equipment- HP 42SON Laser Printer Canon Mimi DVD 2.2MP Camcorder	\$1425.00	\$1425.00	
Travel-			
Program Accreditation-			
Other-			
TOTALS	\$4391.00	\$4391.00	

Goal	Criteria Results Be sure to utilize most current data available	End of Year Analysis (Goals achieved, impact of equipment purchased, improvements to your program, contingencies, etc.) Describe how you used the results to improve your program
1	85.7% of graduates surveyed indicated they are satisfied with the skills gained in this program area. (Only 43.8% of the surveys were completed.) Of the 8 surveys completed - one surveyee responded do not know/no response. Computer Courses: 85.7% of respondents were satisfied with the spread course 58.2% of the respondents were satisfied with the word processing courses 57.2% were satisfied with the computer graphic course 71.4% were satisfied with the Introduction to the computer course	Continue monitoring results to make adjustments to the curriculum as needed. Students have access to and instructed in the latest office system technology. Discussed the results of the survey with Career Technology Dean. The Dean reviewed these findings with the program coordinator for information technologies. Curriculum and instructor changes have been made in this area, and positive results should be realized on future surveys. Will continue to monitor the results.
2	100% of employers surveyed indicated they were satisfied with the entry-level skills of employees.	Continue monitoring results and adjust curricula as needed.
3	100 % of the majors in Business Administration demonstrated a satisfactory level of technical proficiency by making a final grade of "B" or better in Business Communication. (51% made "B"; 49% made "A")	Continue to solicit feedback from the Advisory Committee regarding writing skills. Evaluate other business courses to determine where writing exercises may be implemented in those courses. Continue to monitor grades in Business Communication.
4.	100% of employers who responded to the survey were satisfied with the ability of the students to understand business concepts.	Continue to monitor results to make adjustments to the curriculum as needed. It is difficult to adequately assess the effectiveness with such a small number of respondents.
5.		