

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 careers in business. The program is designed to provide students with the knowledge, skills, and abilities needed in 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:	
The Business Administration Program has a number of strengths, but one obvious strength is the quality of our graduates (documented by the satisfaction level indicated by employers). The faculty is another strength of the program: one member has over twenty years of teaching experience in the field. While the other faculty members have not taught as long, they bring a wealth of "real world" experience to the program.				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	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 write effectively.	80% of the 2 nd students will demonstrate technical proficiency in writing by making a final grade of 80% or better in Business Communication.	<ul style="list-style-type: none"> • Provide instruction to support the development of students' knowledge and skills for writing business correspondence - memos, letters, and reports using proper business formatting, Business English, and proper grammar and punctuation. • Monitor results of final grades for students in business

					communication courses.
2	6 9	1 7	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.	<ul style="list-style-type: none"> • Monitor results of the survey of employers conducted as part of the annual program review process.
3	2 6	1 2	Students will demonstrate a basic understanding of business law and human resource management.	80% of the students will score 80% or better on the final human resource management project.	<ul style="list-style-type: none"> • Provide instruction to support the development of students' knowledge and skills for applying basic human resource concepts to real world situations. • Monitor results of final projects completed by students in human resource management courses.
4	2 6	1 2	Students will exhibit a basic understanding of management principles.	80% of the students will score 80% or more on the final management exam.	<ul style="list-style-type: none"> • Provide instruction to support the development of students' knowledge and skills for applying management concepts in real world simulations. • Monitor results of final exams conducted as in principles of management courses.

Budget Item Description: (Budget items requested from college funds)	Current Year Budget (Total Request):	Ongoing Operational Budget:	Expansion Budget:
New Program - Marketing 223 Customer Service DVD/Simulations			\$1500
Travel-	Management (1) and Customer Service Seminar (1) \$2000		
Program Accreditation-			
Other-	Business Videos/DVD & Business Simulations \$1800		
TOTALS		\$3800	\$1500

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