

**PLANNING/OUTCOMES DOCUMENT**

<b>Name of person(s) completing form:</b>		Wilda Walker		<b>Curriculum/Department:</b>		Business Administration	
<b>Purpose/Mission Statement:</b>				<b>Vision Statement: (3-5 years)</b>			
The Business Administration Program prepares students for careers in business. The program focuses on the knowledge, skills, and abilities students need to develop solutions 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.			
<b>Program Strengths:</b>				<b>Program Weaknesses:</b>			
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.			
<b>Program Opportunities:</b>				<b>Program Threats:</b>			
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	2007 - 2008 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 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 <sup>nd</sup> year students will demonstrate technical proficiency in this field by making a final grade of "C" in Business Communication.	Implement Writing Across the Curriculum strategies for this class. 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	Majors in this program will demonstrate a satisfactory level of understanding of key business concepts.	90% of 2 <sup>nd</sup> year students will demonstrate the ability to utilize analytical skills as they relate to business decisions by making a final grade of "C" in Bus 239 - Business Seminar (the capstone course)	Monitor grades of students that complete the capstone course. Implement "real life" simulations to teach the problem solving and analytical skills. Implement WAC strategies for this course.

<b>Budget Item Description: (Budget items requested from college funds)</b>	<b>Current Year Budget (Total Request):</b>	<b>Ongoing Operational Budget:</b>	<b>Expansion Budget:</b>
Equipment- Tripod	\$ 50		
Travel- Professional Developmental Seminars & travel for 2 instructors	1500		
Program Accreditation-			
Other- Business DVDs & Business Simulations to be use to supplement the Bus 239 (Business Seminar, the capstone course)	2000		
TOTALS	\$3550		