

PLANNING/OUTCOMES DOCUMENT

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| 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 | 2007-2008 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. |

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| | | | | 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 CD-RWs | \$119.99 | \$119.99 | |
| Equipment- Norton Security Suite 2008 (ECM laptop) RAM - 1GB for Dell OptiPlex GX260 Adobe CS3 Web Premium Software | \$654.95 | \$654.95 | |
| Travel- MC Computer Instructors Conf. | \$300.00 | \$300.00 | |
| Program Accreditation- No Request | | | |
| Other- REAL Curriculum License eBay Education Specialist Certification Certification Exams - CIW Web Hosting/Domain - Gear Host Adobe/Macromedia Exam | \$513.46 | \$513.46 | \$150.00 |
| TOTALS | \$1588.40 | \$1588.40 | \$150.00 |