

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	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.		

				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

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.	ECM 230 - Capstone Project has one student who is on track to successfully complete the course. I continued to emphasize web site development and planning in other courses such as WEB 140 and ECM 210.	To support this goal, I created a detailed rubric to assist students creating web sites for the Capstone Project. I updated a team web site project to WEB 140. These projects reinforce important concepts such as site organization, linking, and communication skills.
2.	ECM 210 - Introduction to Electronic Commerce was offered online and face-to-face in Spring 2008. Performance will be assessed at the end of the semester. Students are generally performing well in the course and are expected to meet the success criteria.	To support this goal, I created course projects and exercises that require the application of e-commerce principles to situations students are likely to encounter in the workplace. Additional course content focused on small business e-commerce principles. As a result, students are better prepared for the local workforce.
3.	Of the 17 students who completed BUS 280 (WC1) - REAL Small Business in Fall 2007, 12 of 17 completing students (71%) earned 80% or better on their final plans. While students did not meet the 80%/80% goal, the standards of the course were upheld. (Note - BUS 280 is substituted for ECM 220 in the E-Commerce curriculum).	To support this goal, I added updated content that specifically addresses the needs of small and medium size businesses. As a result of my participation in WAC, I increased my focus on professional writing. Students were directed to multiple resources for assistance writing and revising their plans. Student feedback on projects emphasized professional writing.

4.	<p>The employer of the only 2007-2008 program graduate is satisfied with the entry-level skills of the Bus. Admin - Electronic Commerce program graduate.</p> <p>The 2008 advisory committee members encouraged a continued emphasis on communication skills.</p>	<p>Students are gaining important skills in the new courses added to the curriculum (Personal Finance, Customer Service, Leadership). I have used the additional skills gained from my participation in the WAC initiative to improve my teaching of student writing. I will continue to incorporate communication skills, written and oral, into the current courses in the curriculum.</p>
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