

**PLANNING/OUTCOMES DOCUMENT**

<b>Name of person(s) completing form:</b>	Carolyn Porter	<b>Curriculum/Department:</b>	Business Administration - Electronic Commerce
<b>Purpose/Mission Statement:</b>		<b>Vision Statement: (3-5 years)</b>	
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.	
<b>Program Strengths:</b>		<b>Program Weaknesses:</b>	
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.	
<b>Program Opportunities:</b>		<b>Program Threats:</b>	
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	2008-2009 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.

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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