

# Program Review Comprehensive Report



## Program Review - Instructional: Business Administration, Management, and Marketing

### Supplemental Reports and Attachments

*2014 - 2017*

**Comments or Notes:** ncb entered

**Attachments:**

[2014\\_17\\_BusMGTMktMarketing\\_CurriculumRPT.pdf](#)

[2014\\_17\\_BusMGTMktMarketing\\_SuccessEfficiencyRetentionRPT.pdf](#)

[2014-17\\_INSTRUCTION\\_BUSINESS\\_MGMT\\_MARKETING\\_ResourceRequests.xlsx](#)

[2014-17\\_BUSINESS-MANAGEMENT\\_SLO\\_DISCIPLINE.pdf](#)

[2014-17\\_BUSINESS\\_SLO\\_DISCIPLINE.pdf](#)

[2014-17\\_BUS\\_BUS\\_ADMIN\\_MANAGEMENT\\_PLO\\_INSTRUCTIONAL.pdf](#)

### Program Trends and Updates

*2014 - 2017*

#### **Program Update Section**

**Has your unit shifted departments in the PAST 4 years?:** No

**Do you anticipate your unit will shift departments in the NEXT 4 years?:** Yes

**New certificates programs created by your unit in the PAST 4 years?:** We have added two certificates: Entrepreneurship: Getting Started and Entrepreneurship: Marketing

**New certificate programs anticipated by your unit in the NEXT 4 years?:** Non-credit certificates to be determined. We will also offer Entrepreneurship: Finance

**Substantial modifications made to certificates/degrees in the PAST 4 years.:** None

**Substantial modifications anticipated to certificates/degrees in the NEXT 4 years.:** None

**Activities in other units that impacted your unit in the PAST 4 years.:** None

**Activities in other units that impacted your unit in the NEXT 4 years.:** The change to "schools" will be a change in how the department is viewed college wide. As the School and Business and Management continues to evolve the need for more full time faculty to cover all aspects of the change will be needed. There is anticipated that the "schools" will increase enrollment and visibility of the areas.

#### **Previous Program Review Resource Requests**

**Resource Requests Received:** None

**How did the resources received impact student learning?:** We requested a full time business/entrepreneurship faculty member. Because we currently do not have an expert in this field it impacts students learning by not providing relevant, up to date information, along with a champion to move this program forward.

**If you requested resources but did not receive them, how did that impact student learning?:** We requested a full time business/entrepreneurship faculty member. Because we currently do not have an expert in this field it impacts students learning by not providing relevant, up to date information, along with a champion to move this program forward.

#### **Program Data Highlights Section**

**COR Review:** All COR's have been updated with the exception of MKT 41 and 42. Norco no longer has a marketing certificate or concentration and does not offer these courses very often. Typically the Riverside City College faculty update these as they are offered regularly on the Riverside campus.

**Program Metric Highlights:** The only area that was significantly down was efficiency. The Department Chair may want to review the number of each courses we offer and tighten up the offerings.

**Assessment Report Highlights:** Assessment is ongoing. A majority of our courses have been assessed. Overall the program review report is generally positive and the programs discussed are healthy. There is a downward trend in enrollment, but this is normal when the economy is surging.

## Program Goal: Marketing

To increase marketing of all business, management and marketing programs to both the high schools and local business community.

**Goal Status:** In Progress

**Goal Year(s):** 2018 - 2021

**Start Date:** 08/27/2018

**Completion Date:** 06/01/2021

**How do your goals support the Educational Master Plan?:** Goal 1: 7 - increase percentage of students who complete 15,30 and 60 unit certificates and degrees.

Goal 1:5 Increase completion rate of degrees and certificates over six years

Goal 1: 10 Increase course completion, certificate and degree completion

**This Program Goal Supports the selected EMP Goal(s) and Objective(s):** Goal 1 Objective 1: Improve transfer preparedness (completes 60 transferable units with a 2.0 GPA or higher)., Goal 1 Objective 2: Improve transfer rate by 10% over 5 years. , Goal 1 Objective 3: Increase the percentage of basic skills students who complete the basic skills pipeline by supporting the development of alternatives to traditional basic skills curriculum., Goal 1 Objective 4: , Goal 1 Objective 5: , Goal 1 Objective 6: , Goal 1 Objective 7: , Goal 1 Objective 8: , Goal 1 Objective 9: , Goal 1 Objective 10: , Goal 2 Objective 1: , Goal 2 Objective 2: , Goal 2 Objective 3: , Goal 2 Objective 4: , Goal 2 Objective 5: , Goal 2 Objective 6:

## Program Goal: Increase the number of completion, certificate and degree completions

Increase the number of students who apply for certificates and degrees by promoting applications, using part time and full time faculty. Work with Admin to create an easier process for students to apply for their degrees and certificates.

**Goal Status:** In Progress

**Goal Year(s):** 2018 - 2021

**Start Date:** 08/23/2018

**Completion Date:** 06/01/2021

**How do your goals support the Educational Master Plan?:** Goal 1:10 Increase course completion, certificates and degree completion

## Program Goal: Market Business ADT

Develop a one page flyer and a course rotation to hand out to students in class.

Work with counseling to market the ADT to current and prospective students

Meet with PT faculty to inform them about the new ADT and encourage them to talk to students and hand out one page flyers

**Goal Status:** In Progress

**Goal Year(s):** 2018 - 2021

**Start Date:** 08/27/2018

**Completion Date:** 06/01/2021

**How do your goals support the Educational Master Plan?:** Goal 3: Increase student access

1. Increase percentage of students who declare an educational goal
2. Increase percentage of new students who develop an educational plan
3. Increase percentage of continuing students who develop an educational plan