BUSINESS AND MANAGEMENT

PROGRAM REVIEW UPDATE 2009-11

EXECUTIVE SUMMARY

BUSINESS AND MANAGEMENT

The Business and Management program, offering associate degrees as well as certificates, is a successful program with evidence of strong course enrollments and program awards. The Program Review Committee encourages division faculty to pursue its plan for the next two years with particular emphasis in developing online and ITV instruction, maintaining academic quality in rigor in all courses, updating course outlines where needed, and developing student learning outcomes assessment processes at the course, program and institutional levels. The committee further recommends evaluation of older, and possibly outdated, course outlines as well as reconsideration of the Business Studies Certificate currently on inactive status.

PART 1: PURPOSE OF THIS PROGRAM

The College offers courses in business and management that support an AS degree in Business Management, an AA degree in Business and Technology and certificates in business management, business studies, and business literacy.

The degree and certificate programs provide business and managerial training that students may use to upgrade existing skills, to enhance opportunities for successful employment, and to apply toward transfer to four-year colleges.

The programs support the College's mission by helping students create better futures for themselves and for their communities.

PART 2: DEMAND FOR THIS PROGRAM

SOC Code	Occupation	Job Openings: Riverside-San Bernardino MSA	Job Openings: California	Median Annual Salary: MSA	Education/ Experience
43-4051	Customer Service Representatives	7,410	98,070	$33,468	Moderate-Term OJT
11-1021	General and Operations Managers	4,990	72,690	$94,088	BA/BS or higher + experience
41-1011	First-Line Sups/Mgrs of Retail Sales Workers	5,190	45,890	$36,536	Work experience in related occupation
43-1011	First-Line Sups/Mgrs of Office and Admin Support	4,370	57,720	$48,406	Work experience in related occupation
41-4012	Sales Representatives, Wholesale and Mfg	3,060	47,790	$56,406	Moderate-Term OJT
43-3031	Bookkeeping, Accounting, Auditing	2,660	42,730	$35,838	Moderate-Term OJT
13-2011	Accountants and Auditors	2,040	50,660	$61,449	Bachelor's degree

The data for the chart above was drawn from the California Employment Labor Market Information website, specifically for the 50 occupations projected to have the most job growth through 2018, both at the Riverside-San Bernardino Metropolitan Statistical Area (MSA) and California statewide levels:

http://www.labormarketinfo.edd.ca.gov/?pageid=146

The chart indicates an ongoing demand, at the regional and statewide levels, for persons with business training and experience. Palo Verde College's business and management courses provide students with diverse training—courses include accounting, business mathematics, marketing, finance, and economics, to name a few—that enable them to apply fundamental management and supervisory practices in various business contexts.

PART 3: QUALITY OF THIS PROGRAM

The AS degree in Business Management has consistently ranked as Palo Verde College's third most frequently awarded associate degree, following the AS degree in General Studies and the AA degree in Liberal Arts. The majority of students completing the degree are prison inmates enrolled in the College's distance education program, although a sizable portion of community students pursue the degree as well as the Business Studies certificate.

COMPLETIONS 2009-2010		
Certificate/Degree	**Title**	**Completed**
AS Degree	Business Management	29
Certificate	Business Management	14
AA Degree	Business and Tech	14
Certificate	Business Studies	1
Certificate	Business Literacy	58

COMPLETIONS 2010-2011		
Certificate/Degree	**Title**	**Completed**
AS Degree	Business Management	13
Certificate	Business Management	7
AA Degree	Business and Tech	13
Certificate	Business Studies	0
Certificate	Business Literacy	51

Fall 2009			
Course Code	**Course Title**	**Credit**	**Enrollment**
ACC 080 04	Supplemental Instruction for Accounting	1	1
ACC 100 01	Basic Accounting	4	13
ACC 100 02	Basic Accounting	4	23
ACC 100 03	Basic Accounting	4	19
ACC 100 04	Basic Accounting	4	26
ACC 100 05	Basic Accounting	4	10
ACC 101 02	Principles of Accounting I	4	21
ACC 101 03	Principles of Accounting I	4	23
BUS 080 01-04	Supplemental Instruction for Business and Mgmt.	.25-1	0
BUS 101 01	Introduction to Business	3	27
BUS 101 02	Introduction to Business	3	29
BUS 101 03	Introduction to Business	3	24
BUS 105 01	Business Math	3	8
BUS 105 02	Business Math	3	24
BUS 105 03	Business Math	3	26
BUS 105 04	Business Math	3	18
BUS 135 01	Business Law	3	8
BUS 135 02	Business Law	3	24
BUS 135 03	Business Law	3	26
BUS 135 04	Business Law	3	25
BUS 201 01	Principles of Organizational Leadership	3	22
BUS 202 02	Business Communication	3	16
BUS 202 03	Business Communication	3	18
BUS 206 01	Marketing	3	28
BUS 206 02	Marketing	3	16
ECO 105 01	Principles of Macroeconomics	3	9
ECO 105 02	Principles of Macroeconomics	3	22
ECO 105 03	Principles of Macroeconomics	3	21
ECO 105 04	Principles of Macroeconomics	3	27
ECO 105 05	Principles of Macroeconomics	3	16
MAN 105 01	Principles of Management and Organizations	3	31
MAN 105 02	Principles of Management and Organizations	3	30
MAN 106 01	Personnel Management	3	22
MAN 106 02	Personnel Management	3	11
MAN 106 03	Personnel Management	3	17
MAN 107 01	Small Business Management	3	29
MAN 107 02	Small Business Management	3	28
MAN 145 01	Organizational Behavior	3	25
MAN 145 02	Organizational Behavior	3	13
Spring 2010			
Course Code	**Course Title**	**Credit**	**Enrollment**
ACC 080 01-4	Supplemental Instruction for Accounting	.25-1	0
ACC 100 02	Basic Accounting	4	27
ACC 100 03	Basic Accounting	4	25
ACC 100 04	Basic Accounting	4	23
ACC 100 05	Basic Accounting	4	21
ACC 101 02	Principles of Accounting I	4	24

ACC 102 01	Principles of Accounting II	4	31
BUS 080 01-04	Supplemental Instruction for Business and Mgmt.	.25-1	0
BUS 101 01	Introduction to Business	3	28
BUS 101 02	Introduction to Business	3	30
BUS 101 03	Introduction to Business	3	29
BUS 105 01	Business Math	3	10
BUS 105 02	Business Math	3	27
BUS 105 03	Business Math	3	19
BUS 105 04	Business Math	3	11
BUS 135 01	Business Law	3	4
BUS 135 02	Business Law	3	28
BUS 135 03	Business Law	3	23
BUS 135 04	Business Law	3	26
BUS 201 01	Principles of Organizational Leadership	3	27
BUS 202 01	Business Communication	3	23
BUS 202 02	Business Communication	3	23
BUS 206 01	Marketing	3	29
MAN 105 01	Principles of Management and Organizations	3	25
ECO 106 01	Principles of Microeconomics	3	12
ECO 106 02	Principles of Microeconomics	3	23
ECO 106 03	Principles of Microeconomics	3	18
ECO 106 04	Principles of Microeconomics	3	20
MAN 105 01	Principles of Management and Organizations	3	25
MAN 105 02	Principles of Management and Organizations	3	23
MAN 106 01	Personnel Management	3	11
MAN 106 02	Personnel Management	3	25
MAN 106 03	Personnel Management	3	21
MAN 107 01	Small Business Management	3	27
MAN 107 02	Small Business Management	3	27
MAN 145 01	Organizational Behavior	3	27

Fall 2010			
Course Code	**Course Title**	**Credit**	**Enrollment**
ACC 080 01-4	Supplemental Instruction for Accounting	.25-1	0
ACC 100 01	Basic Accounting	4	16
ACC 100 02	Basic Accounting	4	27
ACC 100 03	Basic Accounting	4	31
ACC 100 04	Basic Accounting	4	31
ACC 100 05	Basic Accounting	4	30
ACC 101 02	Principles of Accounting I	4	22
ACC 101 03	Principles of Accounting I	4	27
BUS 080 01-04	Supplemental Instruction for Business and Mgmt.	.25-1	0
BUS 101 01	Introduction to Business	3	27
BUS 101 02	Introduction to Business	3	29
BUS 101 03	Introduction to Business	3	24
BUS 105 01	Business Math	3	8
BUS 105 02	Business Math	3	24
BUS 105 03	Business Math	3	26
BUS 105 04	Business Math	3	18

BUS 135 01	Business Law	3	8
BUS 135 02	Business Law	3	24
BUS 135 03	Business Law	3	26
BUS 135 04	Business Law	3	25
BUS 201 01	Principles of Organizational Leadership	3	22
BUS 202 01	Business Communication	3	23
BUS 202 02	Business Communication	3	16
BUS 202 03	Business Communication	3	18
BUS 206 01	Marketing	3	28
BUS 206 02	Marketing	3	16
ECO 105 01	Principles of Macroeconomics	3	8
ECO 105 02	Principles of Macroeconomics	3	17
ECO 105 03	Principles of Macroeconomics	3	14
ECO 105 04	Principles of Macroeconomics	3	19
ECO 105 05	Principles of Macroeconomics	3	12
MAN 105 01	Principles of Management and Organizations	3	31
MAN 105 02	Principles of Management and Organizations	3	30
MAN 106 01	Personnel Management	3	22
MAN 106 02	Personnel Management	3	11
MAN 106 03	Personnel Management	3	17
MAN 107 01	Small Business Management	3	29
MAN 107 02	Small Business Management	3	28
MAN 145 01	Organizational Behavior	3	25
MAN 145 02	Organizational Behavior	3	13
Spring 2011			
Course Code	**Course Title**	**Credit**	**Enrollment**
ACC 080 01-4	Supplemental Instruction for Accounting	.25-1	0
ACC 100 01	Basic Accounting	4	26
ACC 100 02	Basic Accounting	4	24
ACC 100 03	Basic Accounting	4	28
ACC 100 04	Basic Accounting	4	26
ACC 101 01	Principles of Accounting I	4	23
ACC 101 02	Principles of Accounting I	4	22
ACC 102 01	Principles of Accounting II	4	27
BUS 080 01-04	Supplemental Instruction for Business and Mgmt.	.25-1	0
BUS 101 01	Introduction to Business	3	33
BUS 101 02	Introduction to Business	3	32
BUS 101 03	Introduction to Business	3	30
BUS 105 01	Business Math	3	13
BUS 105 02	Business Math	3	26
BUS 105 03	Business Math	3	22
BUS 105 04	Business Math	3	29
BUS 115 01	Small Business Finance	3	28
BUS 135 01	Business Law	3	29
BUS 135 02	Business Law	3	28
BUS 201 01	Principles of Organizational Leadership	3	16
BUS 202 01	Business Communication	3	26
BUS 202 02	Business Communication	3	23
BUS 206 01	Marketing	3	27

ECO 106 02	Principles of Microeconomics	3	19
ECO 106 03	Principles of Microeconomics	3	15
ECO 106 04	Principles of Microeconomics	3	14
MAN 105 01	Principles of Management and Organizations	3	26
MAN 105 02	Principles of Management and Organizations	3	27
MAN 106 01	Personnel Management	3	23
MAN 106 02	Personnel Management	3	22
MAN 107 01	Small Business Management	3	27
MAN 107 02	Small Business Management	3	29
MAN 145 01	Organizational Behavior	3	23

PART 4: EXTERNAL ISSUES

There are no external issues affecting the Business and Management program.

PART 5: COST OF THIS PROGRAM

2009-10	Salaries	Benefits	Supplies	Contracts	Capital	Total	FTEs
ACC	$86,711.70	$20,796.83	$0.25	$ -	$ -	$107,508.78	43.06
BUS	$102,706.34	$12,673.95	$51.55	$ -	$ -	$115,431.84	114.58*
ECO	$38,836.38	$7,331.14	$ -	$ -	$ -	$46,167.52	19.03
MAN	$41,000.20	$5,613.98	$ -	$ -	$ -	$46,614.18	114.58*
2010-11	**Salaries**	**Benefits**	**Supplies**	**Contracts**	**Capital**	**Total**	**FTEs**
ACC	$71,380.00	$13,757.60	$51.35	$ -	$ -	$85,188.95	49.37
BUS	$92,701.55	$15,474.32	$10.70	$ -	$ -	$108,186.57	113.97*
ECO	$45,020.00	$9,100.32	$ -	$ -	$ -	$54,120.32	14.71
MAN	$56,983.90	$7,650.19	$ -	$ -	$ -	$64,634.09	113.97*

*Combined BUS & MAN FTEs

PART 6: TWO-YEAR PLAN

1. Update all ACC, BUS, ECO, and MAN course outlines, as needed.

2. Continue to develop online instruction of BUS and MAN courses to expand the reach of the program.

3. Develop stronger contacts with adjunct faculty by publicizing faculty and division meetings, as well as advisory group meetings.

4. Continue and expand student learning outcomes assessments of BUS and MAN courses.

5. Evaluate the continuing need for the AS degree in Business Management, in light of the recently-implemented AA degree in Business and Technology.

6. Evaluate all certificates in terms of need.

7. Ensure consistent quality in course and program delivery by encouraging the participation of full-time faculty in the performance evaluations of part-time faculty teaching BUS and MAN courses.

8. Continue the practice of evaluating course syllabi for quality, consistency and academic rigor.