

# Program Review - Academic - BUS/MGMT/MKTG Latest Version

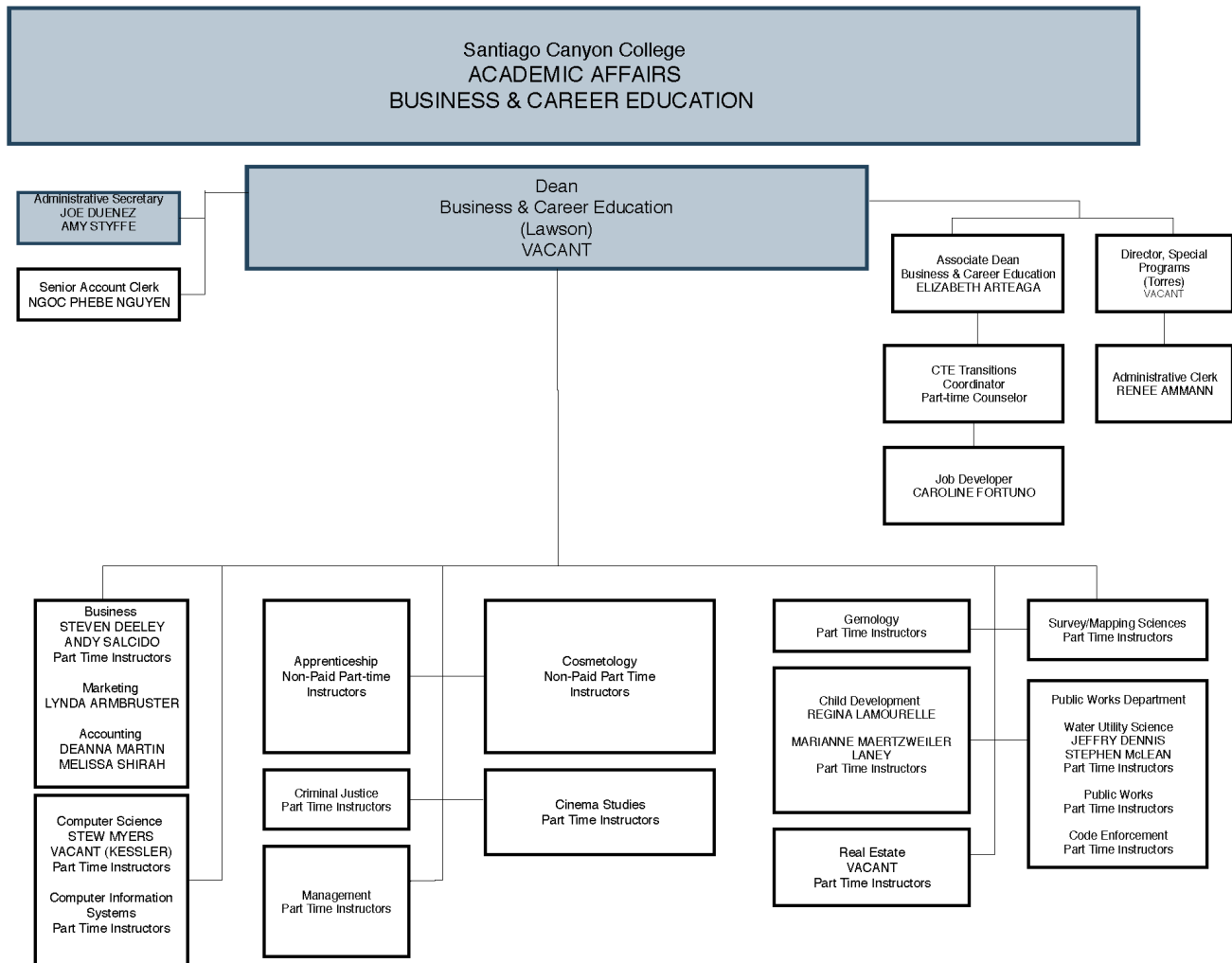
## Overview

Program Review - Collaborators : Version by **Deeley, Steven** on 11/21/2019 18:04

Collaborators
Steven Deeley
Andy Salcido
Lynda Armbruster

Program Review Overview - Organizational Chart : Version by **Deeley, Steven** on 11/21/2019 18:04

Please insert the organizational chart for this program or service area.



May 17, 2019

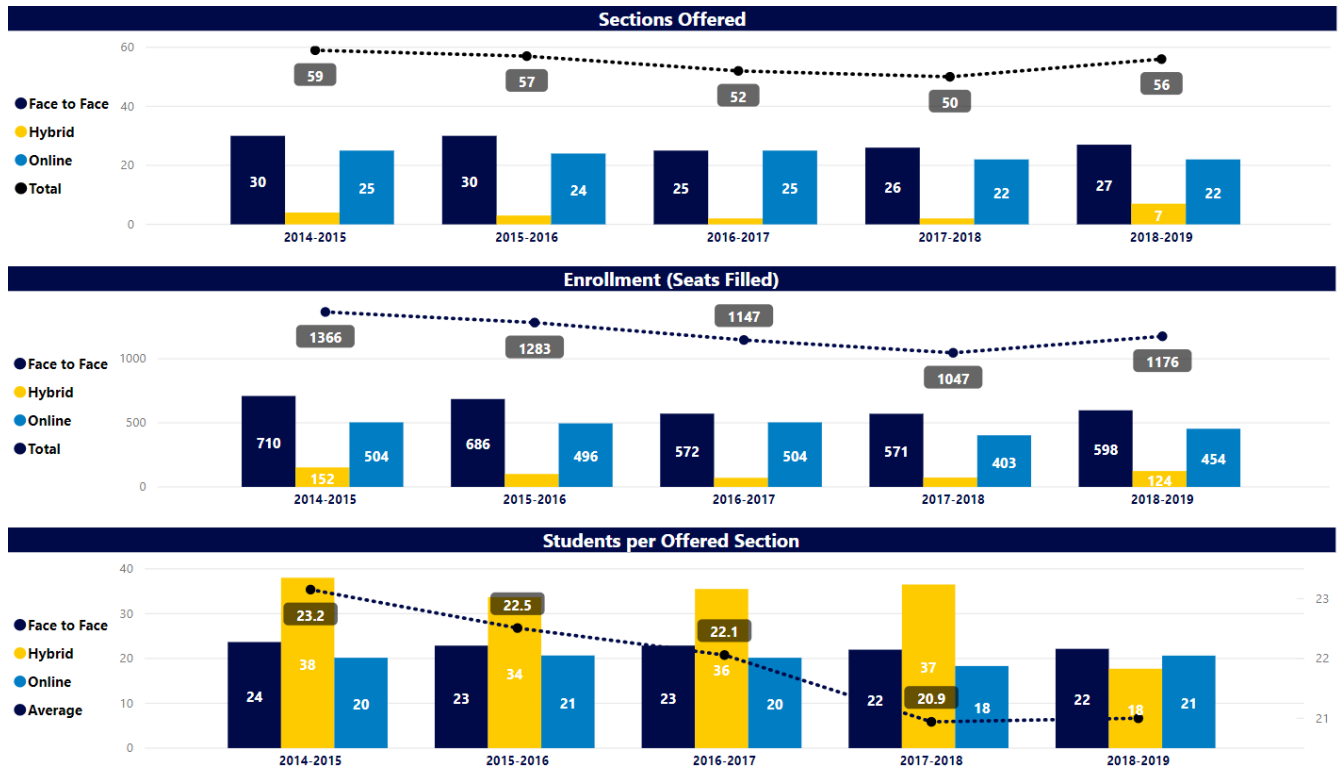
Program Review Overview - Award Programs : Version by **Deeley, Steven** on 11/21/2019 18:04

Award Programs
BUS: Business Administration   AS   SCC
BUS: Business Administration   AS-T   SCC
BUS: Business Information Worker  CERT   SCC
BUS: Business Management - Entrepreneurship   AS   SCC

**Award Programs**

BUS: Business Management - Entrepreneurship   CA   SCC
BUS: Business Management   AS   SCC
BUS: Business Management   CERT   SCC
MGMT: General Management   AS   SCC
MGMT: Human Resource Management   CERT   SCC
MGMT: Supervision   CERT   SCC
MKTG: Advertising   CERT   SCC
MKTG: General Marketing   AS   SCC
MKTG: General Marketing   CERT   SCC
MKTG: Web Marketing   CERT   SCC

**Program Review Overview - Course Offerings: Unique Courses** : Version by **Deeley, Steven** on 11/21/2019 18:04



**Terms**  
Fall  
Spring

**Subjects**  
BUS  
MGMT  
MKTG

**Unique Courses**  
**23**

Unique Courses in 2014-2015	Unique Courses in 2015-2016	Unique Courses in 2016-2017	Unique Courses in 2017-2018
20	22	20	20

**Program Review Overview - Course Offerings - Number of Sections Offered** : Version by **Deeley, Steven** on 11/21/2019 18:04

Number of Sections Offered	2014-2015	2015-2016	2016-2017	2017-2018
	59	57	52	50

**Program Review Overview - Course Offerings - Total Enrollment** : Version by **Deeley, Steven** on 11/21/2019 18:04

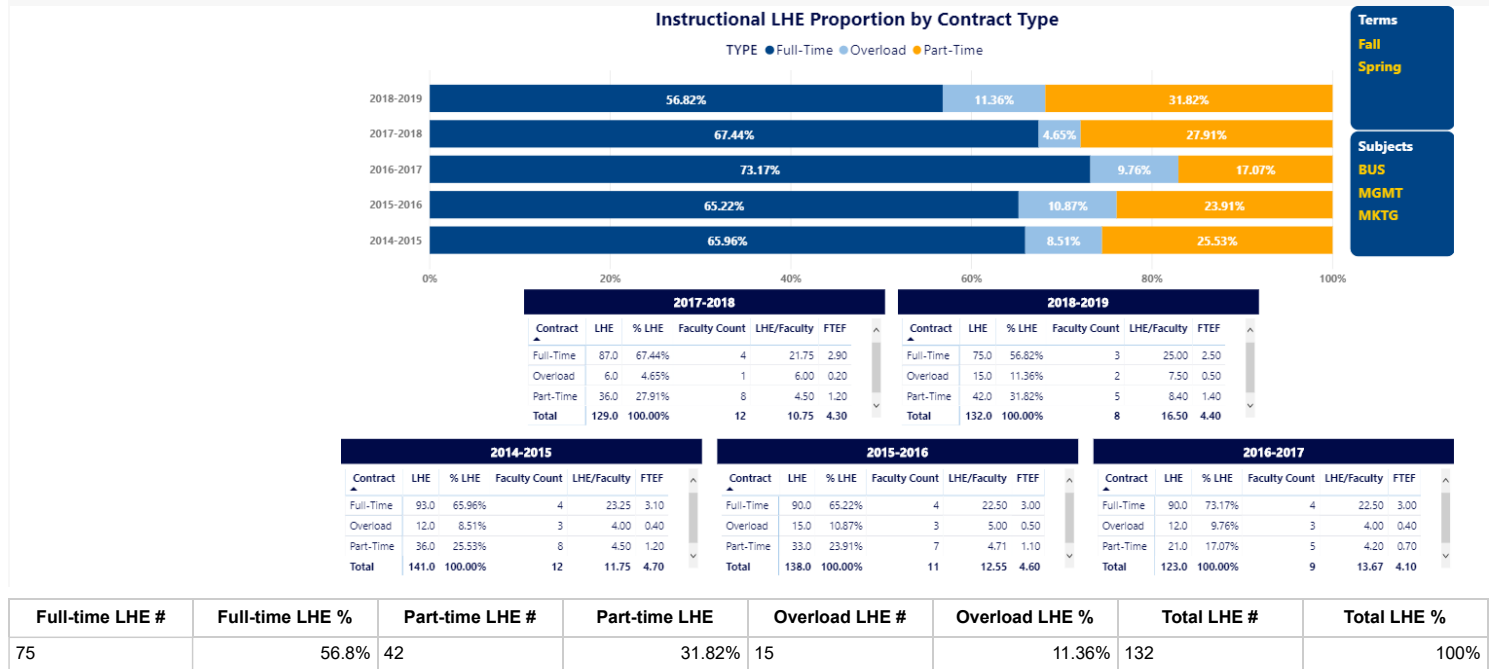
Total Enrollment (Seats Filled)	2014-2015	2015-2016	2016-2017	2017-2018
	1366	1283	1147	1047

**Program Review Overview - Course Offerings - Students per Offered Section** : Version by **Deeley, Steven** on 11/21/2019 18:04

Students per Section	2014-2015	2015-2016	2016-2017	2017-2018
	23.2	22.5	22.1	20.9

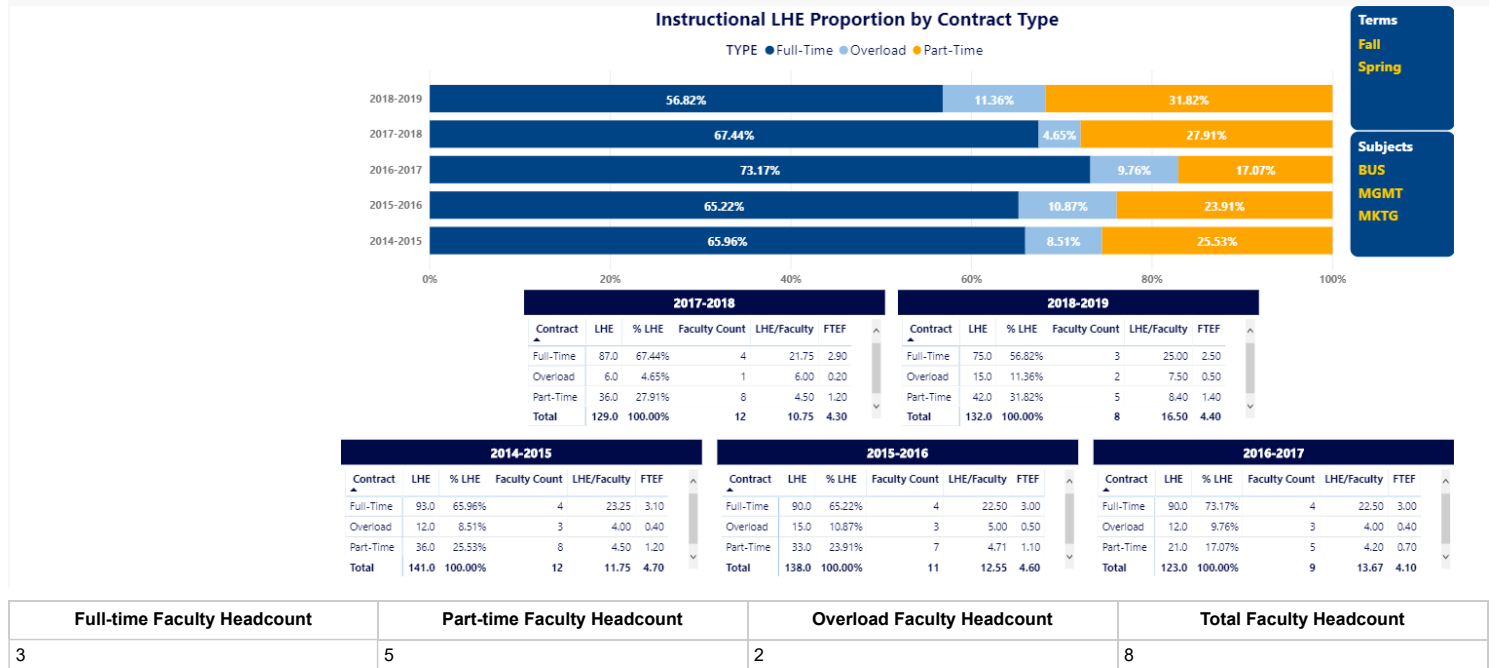
Program Review Overview - Faculty Workload LHE : Version by Deeley, Steven on 11/21/2019 18:04

Faculty Workload



Program Review Overview - Faculty Workload Faculty Headcount : Version by Deeley, Steven on 11/21/2019 18:04

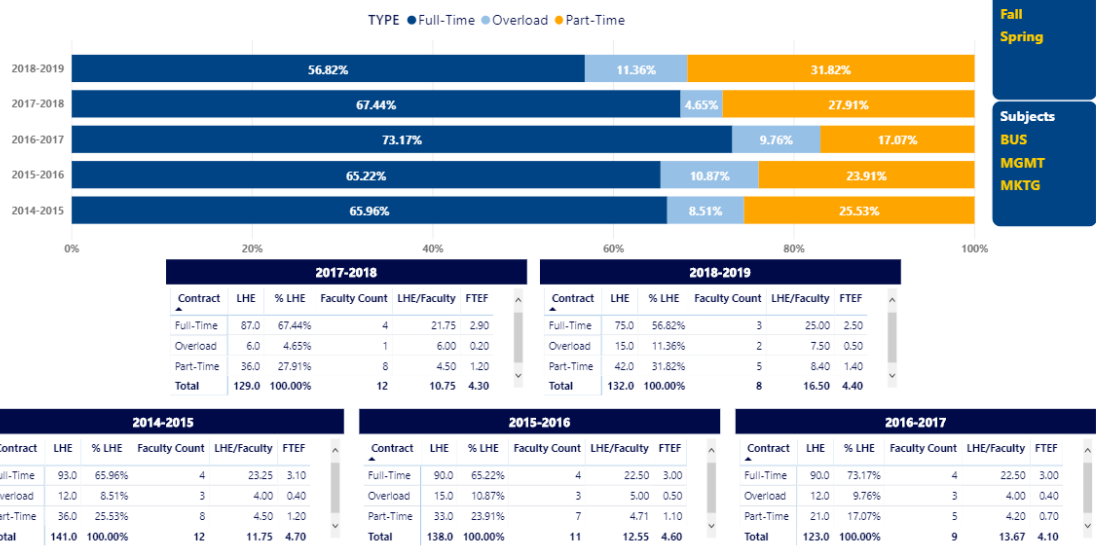
Faculty Workload



Program Review Overview - Faculty Workload LHE per Faculty : Version by Deeley, Steven on 11/21/2019 18:04

Faculty Workload

Instructional LHE Proportion by Contract Type

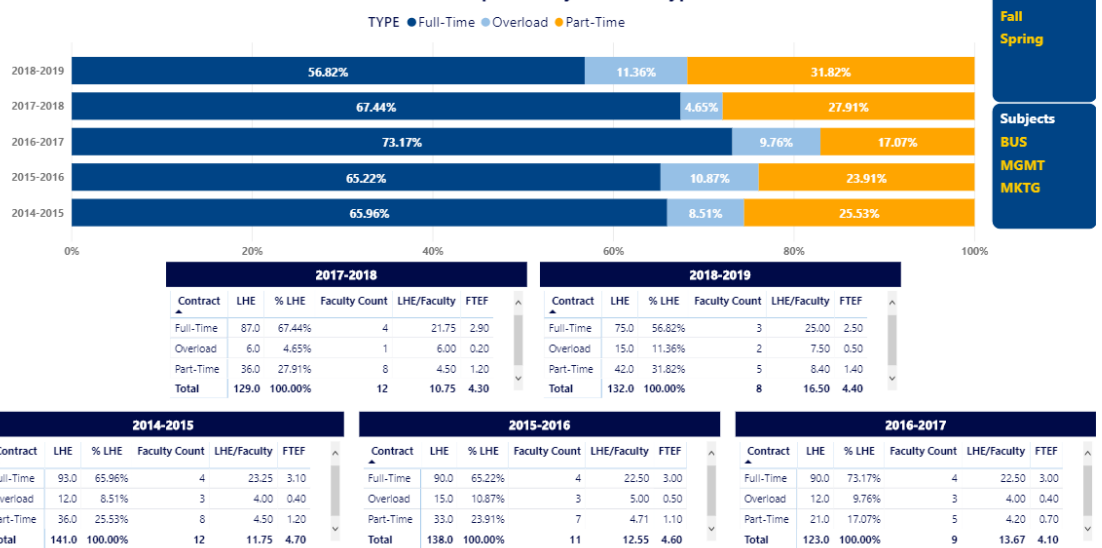


Full-time LHE per Faculty	Part-time LHE per Faculty	Overload LHE per Faculty	Total LHE per Faculty
25	8.4	7.5	16.5

Program Review Overview - Faculty Workload FTEF (LHE/30) : Version by Deeley, Steven on 11/21/2019 18:04

Faculty Workload

Instructional LHE Proportion by Contract Type

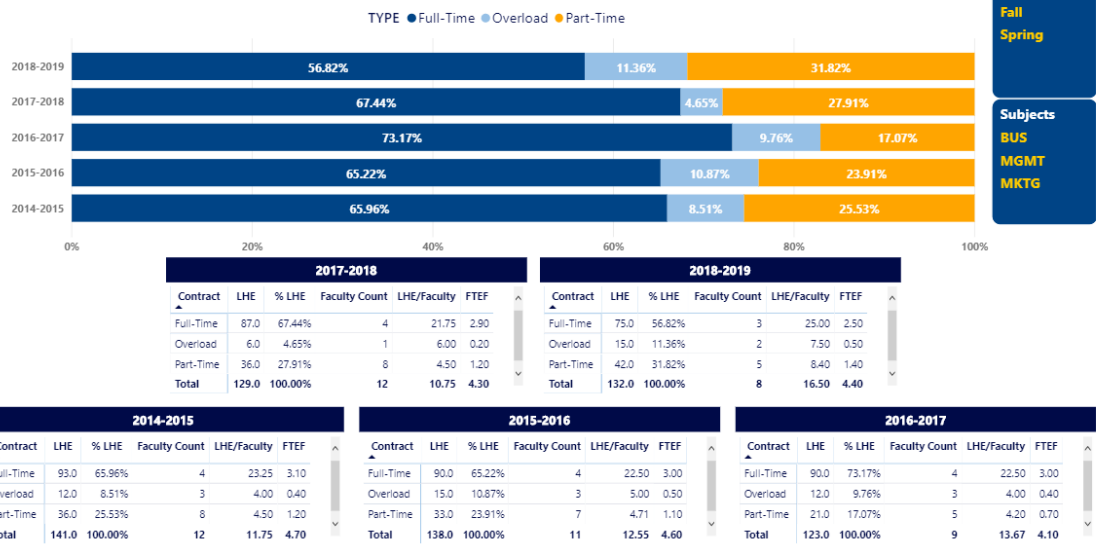


Full-time FTEF	Part-time FTEF	Overload FTEF	Total FTEF
2.5	1.4	0.5	4.4

Program Review Overview - Faculty Workload FTES and Efficiency : Version by Deeley, Steven on 11/21/2019 18:04

Faculty Workload

Instructional LHE Proportion by Contract Type



<b>Total FTES</b>	<b>Overall Efficiency (FTES/FTEF)</b>
132	16.5

Goals and Objectives

Program Review Goals & Objectives - Process and Mission Statement Alignment : Version by **Deeley, Steven** on **11/21/2019 18:04**

What processes does your program/service area follow to create, evaluate, and update annual plan goals?

The Business Department (ACCT, BUS, CIS, CMPR, MGMT, MKTG) meets annually to update goals.

How is SCC's mission statement (<https://www.sccollege.edu/About/Pages/CollegeMissionStatement.aspx>) reflected in your goals?

*Santiago Canyon College is an innovative learning community dedicated to intellectual and personal growth. Our purpose is to foster student success and to help students achieve these core outcomes: to learn, to act, to communicate and to think critically. We are committed to maintaining standards of excellence and providing the following to our diverse community: courses, certificates, and degrees that are accessible, applicable, and engaging.*

Hiring new faculty, adding courses, and improving technology is innovative, fosters student success, and maintains SCC standards of excellence.

Program Review Goals & Objectives - Annual Plan Goals Not Aligned with EMP Goals : Version by **Deeley, Steven** on **11/21/2019 18:04**

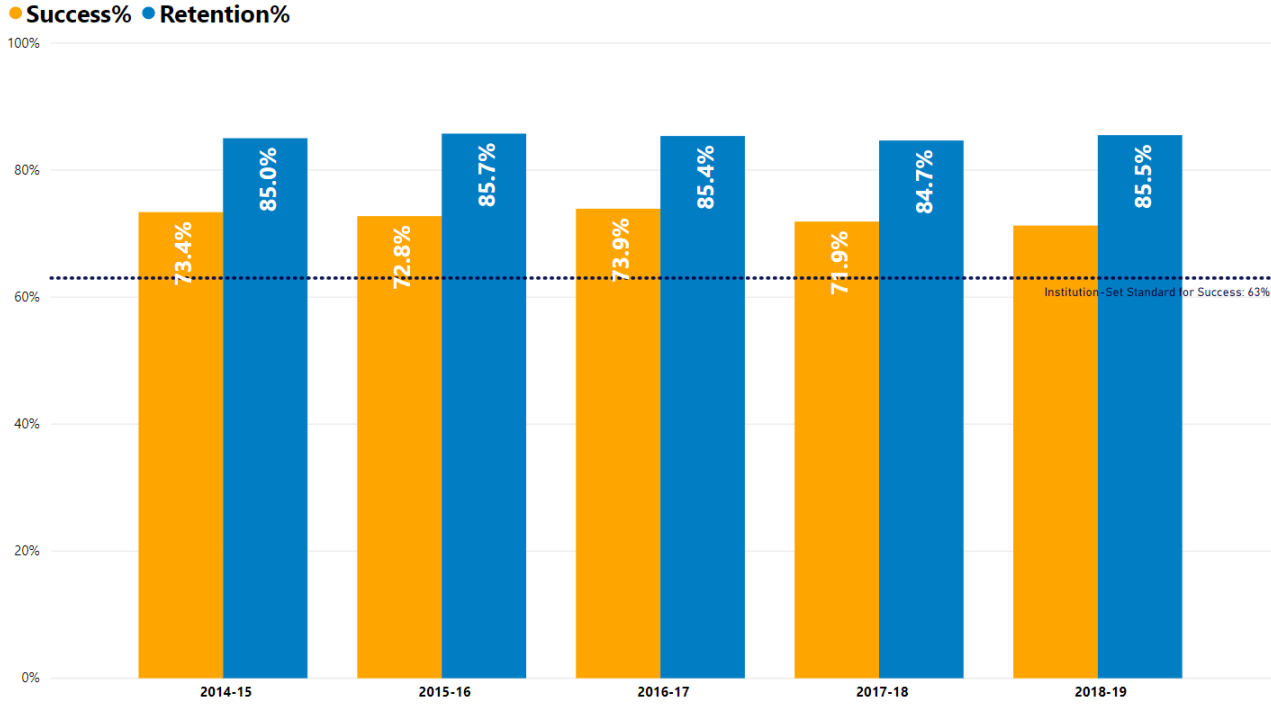
Annual Plan Goal
N/A

Data Analysis

Program Review Data Analysis - 1 to 4 : Version by **Deeley, Steven** on **11/21/2019 18:04**

What is the successful course completion rate (grades of A, B, C, Credit or Pass) for courses within the program and how does this compare to the institution-set standard for successful course completion of 63%?

For the most recent year (2018-19), the course completion (success) rate is 71.3%



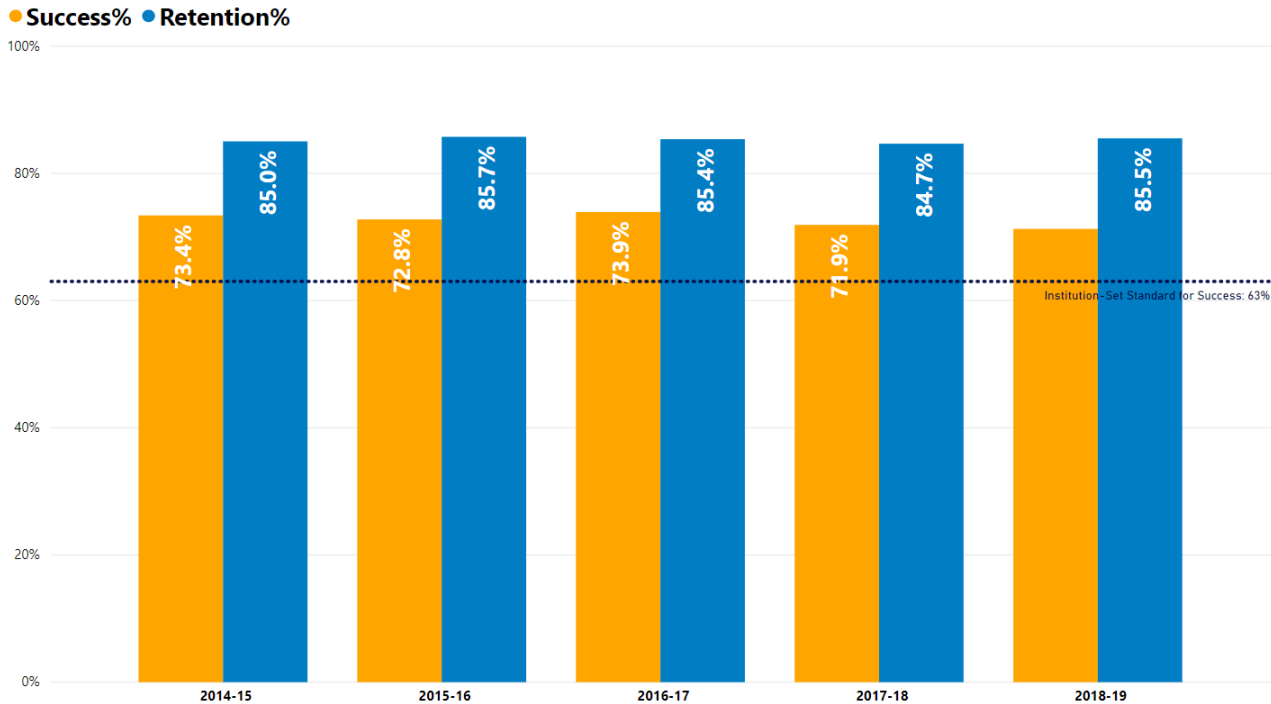
**SUBJECTS**  
**BUS**  
**MGMT**  
**MKTG**

What is the successful course completion rate in basic skills courses (grades of A, B, C, Credit or Pass) within the program?

N/A

What is the course retention rate (any grade except W) for courses within the program?

For the most recent year, the retention rate is 85.5%



**SUBJECTS**  
**BUS**  
**MGMT**  
**MKTG**

(2018-19), the course retention rate is 85.5%.

What is the course retention rate in basic skills courses (any grade except W) within the program?

N/A

**Program Review Data Analysis - 5** : Version by **Deeley, Steven** on **11/21/2019 18:04**

PROGRAM TITLE	2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	Grand Total
BUS: Business Administration   AS   SCC	77	75	17	10	3	182
BUS: Business Administration   AS-T   SCC	116	121	147	140	156	680
BUS: Business Information Worker  CERT   SCC					12	12
BUS: Business Management - Entrepreneurship   AS   SCC	1	1	2	3		7
BUS: Business Management - Entrepreneurship   CA   SCC	1			1		2
BUS: Business Management   AS   SCC	6	2	1	3	4	16
BUS: Business Management   CERT   SCC	33	31	3	32	21	120
VGMT: General Management   AS   SCC	6	1	2	3	2	14
VGMT: Human Resource Management   CERT   SCC	2		1	3	2	8
VGMT: Retail Management   CA   SCC	1					1
VGMT: Supervision   CERT   SCC	2	1		2	6	11
VKTG: Advertising   CERT   SCC	18	11	6	25	11	71
VKTG: General Marketing   AS   SCC	3	4	7	1	5	20
VKTG: General Marketing   CERT   SCC	14	5	4	22	9	54
VKTG: Web Marketing   CERT   SCC	1				36	37
<b>Grand Total</b>	<b>281</b>	<b>252</b>	<b>190</b>	<b>245</b>	<b>267</b>	<b>1235</b>

Number of Awards in the Following Programs:	2014-2015	2015-2016	2016-2017	2017-2018

**Program Review Data Analysis - 6 to 13** : Version by **Deeley, Steven** on **11/21/2019 18:04**

Are there any patterns, trends, or anomalies in the Student Demographic Data (Ethnicity, Age, Gender, Veteran Status, etc.)?

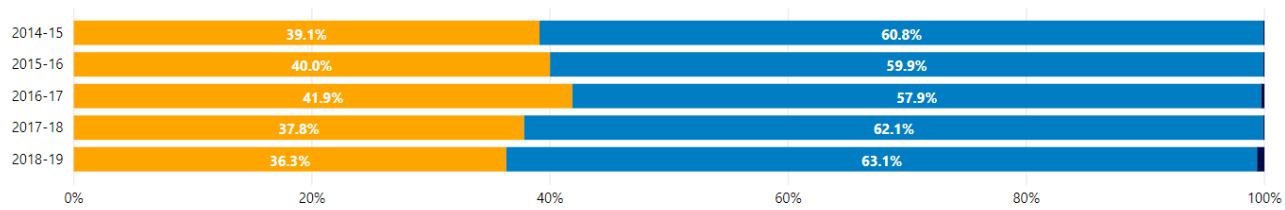
Gender: remains consistent at appx. 65 percent male/35 percent female

Ages: slight change, skews more towards ages 18-21

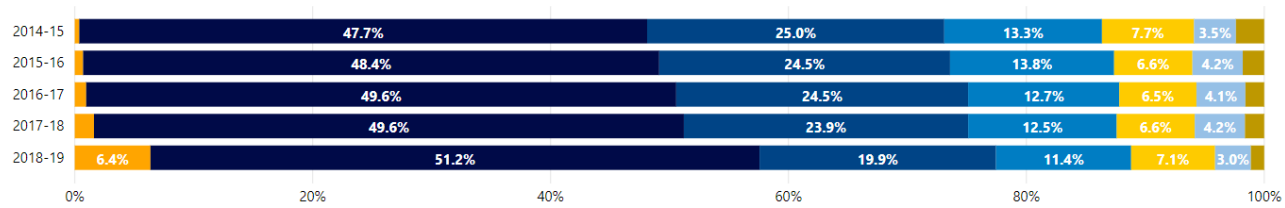
Ethnicity: slight changes more Latino/less White

Special Populations: slight decrease in low income students. Numbers are in line with overall SCC figures

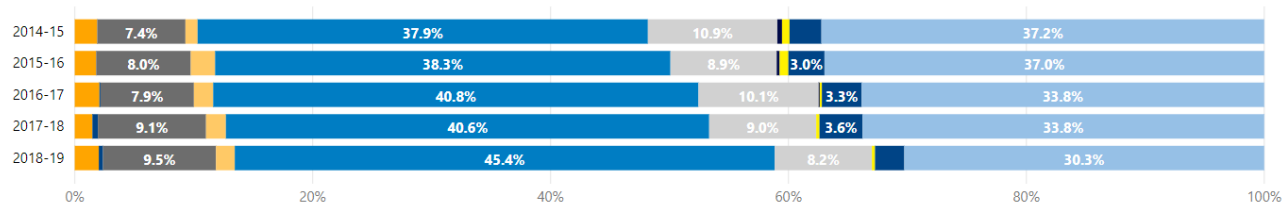
Gender ● Female ● Male ● Unknown



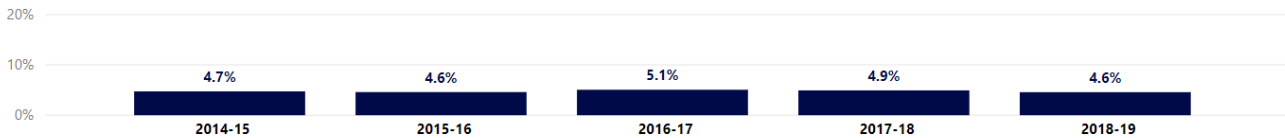
Age ● 17 and under ● 18-21 ● 22-24 ● 25-29 ● 30 - 39 ● 40 - 49 ● 50 and over



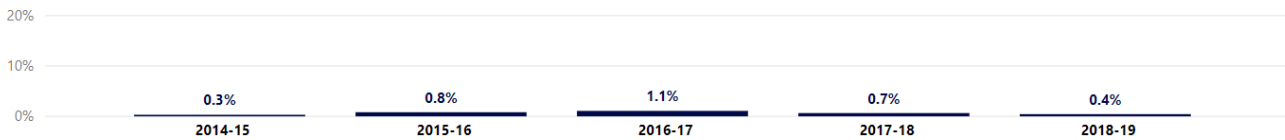
Ethnicity ● African-American ● American Indian/Alaskan ● Asian ● Filipino ● Latino ● Multi-Race ● Other ● Pacific Islanders ● Unknown ● White



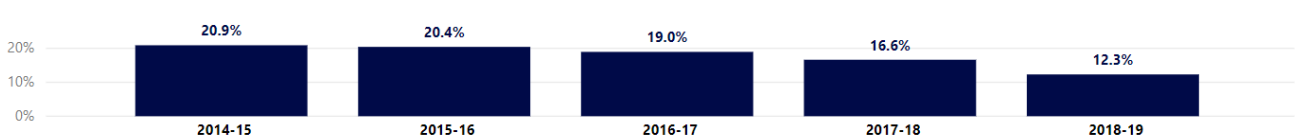
DSPS Proportion



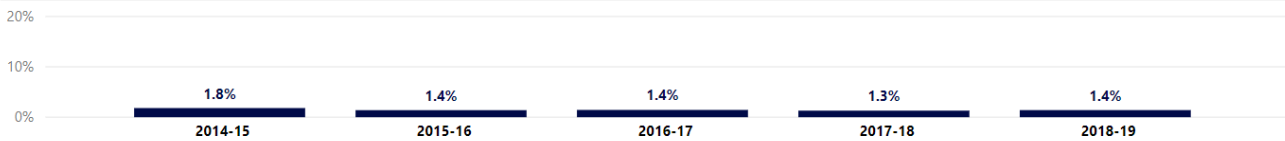
Foster Youth Proportion



Low Income Proportion



Veteran Proportion



Labor market trends and needs: Review the labor market data on the [California Employment Development Department \(http://www.labormarketinfo.edd.ca.gov/Content.asp?pageid=1011\)](http://www.labormarketinfo.edd.ca.gov/Content.asp?pageid=1011) website for jobs related to your program.

1. What occupations are related to your program?
2. What are the occupational projections for employment?
3. How do these projections affect planning for your program?
  - What occupations are related to your program? Managers
  - What are the occupational projections for employment? 10 percent job growth in Orange County
  - How do these projections affect planning for your program? Continue course offerings. Evaluate effectiveness of existing certificate programs. Explore new offerings
  - What occupations are related to your program? Marketing Managers
  - What are the occupational projections for employment? 10.5 percent job growth in Orange County



- How do these projections affect planning for your program? Continue course offerings. Evaluate effectiveness of existing certificate programs. Explore new offerings

Marketing Managers  
(SOC Code : 11-2021)  
in Orange County

Determine the demand for products and services offered by a firm and its competitors and identify potential customers. Develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied. Oversee product development or monitor trends that indicate the need for new products and services.

Employers are usually looking for candidates with a Work experience, plus bachelor's or higher degree .

Orange County is part of the Anaheim-Santa Ana-Irvine MD, which includes Orange and Anaheim-Santa Ana-Ir counties.

#### Occupational Wages [\[Top\]](#)

Area	Year	Period	Hourly Mean	Hourly by Percentile		
				25th	Median	75th
Anaheim-Santa Ana-Irvine MD	2019	1st Qtr	\$73.89	\$48.56	\$67.37	\$0.00

Data for Orange County are not available. Data for Anaheim-Santa Ana-Irvine MD has been substituted.

[View Wages for All Areas](#) [About Wages](#)

#### Occupational Projections of Employment (also called "Outlook" or "Demand") [\[Top\]](#)

Area	Estimated Year-Projected Year	Employment		Employment Change		Annual Avg Openings
		Estimated	Projected	Number	Percent	
Orange County	2016 - 2026	4,010	4,430	420	10.5	394

[View Projections for All Areas](#) [About Projections](#)

#### Administrative Services Managers

(SOC Code : 11-3011)  
in Orange County

Plan, direct, or coordinate supportive services of an organization, such as recordkeeping, mail distribution, telephone operator/receptionist, and other office support services. May oversee facilities planning and maintenance and custodial operations. Exclude "Purchasing Managers" (11-3061).

Employers are usually looking for candidates with a Work experience, plus bachelor's or higher degree .

Orange County is part of the Anaheim-Santa Ana-Irvine MD, which includes Orange and Anaheim-Santa Ana-Ir counties.

#### Occupational Wages [\[Top\]](#)

Area	Year	Period	Hourly Mean	Hourly by Percentile		
				25th	Median	75th
Anaheim-Santa Ana-Irvine MD	2019	1st Qtr	\$57.69	\$42.45	\$54.03	\$68.69

Data for Orange County are not available. Data for Anaheim-Santa Ana-Irvine MD has been substituted.

[View Wages for All Areas](#) [About Wages](#)

#### Occupational Projections of Employment (also called "Outlook" or "Demand") [\[Top\]](#)

Area	Estimated Year-Projected Year	Employment		Employment Change		Annual Avg Openings
		Estimated	Projected	Number	Percent	
Orange County	2016 - 2026	5,520	6,070	550	10.0	512

[View Projections for All Areas](#) [About Projections](#)

Please provide comment on the rates of progress through the basic skills course sequence within your program using the California Community College Chancellor's Office Data Mart [Basic Skills Progress Tracker](http://datamart.cccco.edu/Outcomes/BasicSkills_Cohort_Tracker.aspx) ([http://datamart.cccco.edu/Outcomes/BasicSkills\\_Cohort\\_Tracker.aspx](http://datamart.cccco.edu/Outcomes/BasicSkills_Cohort_Tracker.aspx)).

N/A

Please provide comment on student survey results administered by the program, if any.

N/A

Please provide comment on program exit exams or other assessments of graduating students, if any.

N/A

Please provide the number of students who take and pass external license examinations, if relevant to the program.

N/A

Please provide data on former students' post-SCC experiences (e.g. transfer success, career advances, post-graduation surveys), if any.

Our department awards approximately 150 ADTs in Business Administration annually. The majority of these students transfer to Cal State Fuller where they ultimately earn a BA in Business Administration. Anecdotally, hundreds of former SCC students have moved on to careers in all facets of management and marketing.

Please provide data pertaining to the instruction or delivery of service, if any.

N/A

## Outcomes Assessment