Feather River College

ANNUAL PROGRAM REVIEW

OCT 11 2010

NAME OF PROGRAM/DEPARTMENT/SERVICE AREA: BUSINESS

NAME OF PERSON SUBMITTING THIS REVIEW: Michael Welser

DATE OF SUBMISSION: 10/8/10

MANAGEMENT AREA (check one):
- [ ] Administrative Services
- [x] Instruction
- [ ] Student Services

ASSESSMENT OF PAST PROGRESS

All previous year's objectives have been met. Some classes are not at capacity, but overall enrollment has been increased.

Objective 1:	Summary of Progress:
Update all Title V outlines to include current SLOs. Create pre-tests and post-tests for all classes and track SLO progress	All Title V outlines have been updated. All SLOs are current or have been updated. Pre-tests and post-tests have been created for all Fall 2010 classes to help track SLO progress.
Connection to other plans:	Resources/Budget Used:
SLOAC and course mapping reports	$0

Objective 2:	Summary of Progress:
Increase enrollments in all classes.	Classes taught by Michael Welser have increased enrollments by approximately the 33% as stated for last year. Several classes were moved to larger classrooms to hold more students. This year enrollments are up by approximately 10%. Other classes are at capacity for the classroom.
Connection to other plans:	Resources/Budget Used:
Strategic Plan, Enrollment Management Plan, Education Plan.	$0

CURRENT YEAR PROGRESS AND OBJECTIVES

The introduction of PowerPoint presentations is many classes is my primary objective this year. In addition increased enrollments or keeping classes at maximum capacity is another objective. Allocated resources will be adequate.

Objective 1:	**Action Plan (include who is responsible):**
Convert 3 of 5 classes in fall and 2 of 5 classes in Spring to PowerPoint in order to assist the lecture/seminar process, and to enhance SLOs, Success %, and Retention %.	**Michael Welser: Create PowerPoints for Bus 100, Bus 130, and Bus 140 in Fall. Create PowerPoints for Bus 115 and Bus 106 in Spring.**
Connection to other plans:	**Resources/Budget Needed:**
Enrollment Management Plan, Education Plan.	$0

Objective 2:	**Action Plan (include who is responsible):**
Increase enrollments in several classes by offering Bus 106, Bus 108, and Bus 130 in classrooms that will hold more students. This however will depend on classroom availability.	**Michael Welser: Bus 106, Bus 108, and Bus 130 are already at capacity in their current classrooms.**
Connection to other plans:	**Resources/Budget Needed:**
Enrollment Management Plan, Education Plan	**$0**

BUDGET CHANGE REQUESTS FOR NEXT YEAR

Please provide rationale for budget *changes* (attach budget request sheets for entire annual budget).

Budget Request(s): Amount	Account Code	**Rationale** (include connection to other plans):
$0		No new requests are being made. No new equipment is needed.

SUMMARY UPDATE FROM COMPREHENSIVE PROGRAM REVIEW

Based on data provided:

1. Describe the current status of the Program/Depart/Service Area.

The Business Program continues to offer basic business courses that are transferrable to CSU, UC, and other four-year universities. The curriculum is designed to develop business knowledge in all managerial skills areas. ISP business courses continue to be offered for this program. A series of short entrepreneurial courses have been offered in 2010-2011 for community members. It is too soon to assess their success.

2. Explain significant issues and/or changes that have occurred since the last comprehensive review.

After several classes were eliminated from the curriculum and Human Resources in Business as well as Marketing were added to the required courses for the major, the enrollment in the above classes has increased. The department must work in conjunction with the articulation officer to ensure that classes continue to transfer seamlessly to CSU, UC, and other four-year universities.

3. Briefly explain significant changes expected during the upcoming year.

Six of ten classes in the Business Curriculum are being enhanced by using PowerPoint presentations for instruction. It is believed that the use of PowerPoint will assist students in retaining information better, in enhancing their success % and retention % in the classes, and lead to better results in the SLOAC process.

APPENDIX

Attach supporting documents as appropriate. Please see Instructions for examples of supporting documents per Management Area.

Feather River College
Business Education

The following five documents were supplied by the Institutional Researcher on September 15, 2010. The data were generated in the Banner System and mark the first year that data have been supplied through this data collection mode. These data will be used as "base year" information as previous data were not available or not supplied to the department. I will make some comments below in a sheet by sheet analysis.

Number of Sections: BUS 100 section 200970 is incorrect, only one class was offered that semester. All other data seem to be correct.

Census Enrollment: Overall enrollment was up 17%. Many classes are at their maximum capacity.

Unique Student ID by term: Unique student enrollment has increased by 10%

Success %: Success percentages ranged from 70% for the introductory classes to 33% for the more difficult accounting and economics classes. Some statistics are not complete or included. Overall success % was 53%.

Retention %: Retention % is as high as 89% in some classes and is an average of 78% for all classes.

Note: It will be very difficult to assess all of the numbers until at least one more year is entered into the data bank. In addition, no overall statistics were provided for the institution to see how the Business Department compares to other disciplines at the college. Furthermore no institutional figures were made available from other colleges.

Number of Sections

Course	200930	200950	200970	201010	201030	201050	201070	Grand Total	10	Winter
BUS100	1		8		1		1	11	30	Spring
BUS101			1					1	50	Summer
BUS102			1				1	2	70	Fall
BUS104	1				1			2		
BUS106		1	1		1		1	4		
BUS108	1		1				1	3		
BUS110	2							2		
BUS113	1				1			2		
BUS115	1				1			2		
BUS116	1				1			2		
BUS117			1				1	2		
BUS118	1				1			2		
BUS120					1		1	2		
BUS121							1	1		
BUS122							1	1		
BUS130			1				1	2		
BUS140			1				1	2		
BUS162	2		2		2		2	8		
BUS164	1		1		2		1	5		
BUS170	1				1			2		
BUS171			1		1		1	3		
BUS291	1							1		
Business	**14**	**1**	**19**		**14**		**14**	**62**		

As of 9-15-2010

Data from Brian Murphy

Census Enrollment

Course	200930	200950	200970	201010	201030	201050	201070	Grand Total	10	Winter
BUS100	19		78		37		29	163	30	Spring
BUS101			1					1	50	Summer
BUS102			21				14	35	70	Fall
BUS104	7				11			18		
BUS106		49	1		26		51	127		
BUS108	26		25				27	78		
BUS110	24							24		
BUS113	10				16			26		
BUS115	20				21			41		
BUS116	19				25			44		
BUS117			11				11	22		
BUS118	12				11			23		
BUS120					23		20	43		
BUS121							13	13		
BUS122							10	10		
BUS130			26				26	52		
BUS140			21				12	33		
BUS162	50		47		44		43	184		
BUS164	9		15		12		19	55		
BUS170	7				17			24		
BUS171			27		22		30	79		
BUS291	4							4		
Business Total	**207**	**49**	**273**		**265**		**305**	**1,099**		

As of 9-15-2010

Data From Brian Murphy

Unique Student ID by Term

Unique ID's enrolled in at least one course by APR area by term for Census Date

Grand Total is total number of unique ID's from 200930 - 201070

APR Area	200930	200950	200970	201010	201030	201050	201070	Grand Total
Business	159	46	202	-	186	-	223	634

As of 9-15-2010

Data from Brian Murphy

10	Winter
30	Spring
50	Summer
70	Fall

Success %

Course	200930	200950	200970	201010	201030	201050	Grand Total
BUS100	67%	0%	59%	0%	100%	0%	70%
BUS102	100%	0%	57%	0%	0%	0%	67%
BUS104	57%	0%	0%	0%	37%	0%	42%
BUS106	0%	15%	0%	0%	59%	0%	33%
BUS108	65%	0%	63%	0%	0%	0%	64%
BUS110	33%	0%	0%	0%	0%	0%	33%
BUS113	71%	0%	0%	0%	31%	0%	43%
BUS115	60%	0%	0%	0%	28%	0%	41%
BUS116	47%	0%	0%	0%	47%	0%	47%
BUS117	0%	0%	0%	0%	0%	0%	0%
BUS118	50%	0%	0%	0%	60%	0%	56%
BUS120	0%	0%	0%	0%	36%	0%	36%
BUS130	0%	0%	64%	0%	0%	0%	64%
BUS140	0%	0%	45%	0%	0%	0%	45%
BUS162	56%	0%	49%	0%	44%	0%	49%
BUS164	100%	0%	67%	0%	54%	0%	70%
BUS170	71%	0%	0%	0%	47%	0%	54%
BUS171	0%	0%	96%	0%	87%	0%	91%
BUS291	100%	0%	0%	0%	0%	0%	100%
Business Total	**61%**	**15%**	**59%**	**0%**	**50%**	**0%**	**53%**

Success % = [Number of students who received grade of (A, A-,B+,B,B-,C+,C, P, CR)] / [Number of students receiving a grade or drop after census date (excludes I, Ix, IP, RD, NG)]

10	Winter
30	Spring
50	Summer
70	Fall

As of 9-15-2010

Dara from Brian Murphy

Retention%

Course	200930	200950	200970	201010	201030	201050	Grand Total
BUS100	100%	0%	79%	0%	100%	0%	89%
BUS102	100%	0%	86%	0%	0%	0%	89%
BUS104	86%	0%	0%	0%	53%	0%	62%
BUS106	0%	91%	100%	0%	75%	0%	85%
BUS108	88%	0%	83%	0%	0%	0%	86%
BUS110	89%	0%	0%	0%	0%	0%	89%
BUS113	86%	0%	0%	0%	56%	0%	65%
BUS115	85%	0%	0%	0%	38%	0%	57%
BUS116	63%	0%	0%	0%	57%	0%	59%
BUS117	0%	0%	0%	0%	0%	0%	0%
BUS118	75%	0%	0%	0%	73%	0%	74%
BUS120	0%	0%	0%	0%	61%	0%	61%
BUS130	0%	0%	80%	0%	0%	0%	80%
BUS140	0%	0%	80%	0%	0%	0%	80%
BUS162	84%	0%	97%	0%	69%	0%	82%
BUS164	100%	0%	67%	0%	69%	0%	77%
BUS170	86%	0%	0%	0%	63%	0%	69%
BUS171	0%	0%	96%	0%	96%	0%	96%
BUS291	100%	0%	0%	0%	0%	0%	100%
Business Total	**86%**	**91%**	**83%**	**0%**	**66%**	**0%**	**78%**

Retention % = [Number of students who received grade of (A, A-,B+,B,B-,C+,C, P, CR, D+,D,F,NC,NP)] / [Number of students receiving a grade or drop after census date (excludes I, Ix, IP, RD, NG)]

10	Winter
30	Spring
50	Summer
70	Fall

As of 9-15-2010

Data from Brian Murphy

Campus Totals

	200930	200950	200970	201010	201030	201050	201070	Grand Total
Number of sections	491	207	502	5	396	141	333	2,075
Census enrollment	8,203	1,947	7,948	93	6,656	1,959	6,934	33,740
Success	77%	89%	78%	100%	65%	93%		75%
Retention	94%	97%	94%	100%	76%	97%		89%
Unique headcount	2,718	1,117	2,364	93	2,032	994	1,623	6,308

Term Key	
10	Winter
30	Spring
50	Summer
70	Fall

Success % = [Number of students who received grade of (A, A-,B+,B,B-,C+,C, P, CR)] / [Number of students receiving a grade or drop after census date (excludes I, Ix, IP, RD, NG)]

Retention % = [Number of students who received grade of (A, A-,B+,B,B-,C+,C, P, CR, D+,D,F,NC,NP)] / [Number of students receiving a grade or drop after census date (excludes I, Ix, IP, RD, NG)]

As of 9-15-2010
Data from Brian Murphy

Feather River College
Business

The Business program provides a general and practical foundation for a wide range of career opportunities in business. It also provides a course of study that prepares students for transfer to a four-year college or university. The curriculum is designed to help students develop business knowledge and managerial skills beneficial to them and meanignful to employers.

Required Courses for Major

		Units
BUS 100	Introduction to Business	3
BUS 102	Financial Accounting	4
BUS 104	Managerial Accounting	4
BUS 106	Principles of Economics-Macro	3
BUS 108	Principles of Economics-Micro	3
BUS 115	Business Law	3
BUS 116	Human Relations in Business	3
BUS 140	Marketing	3
BUS 170	Spreadsheet	1.5
AOM 184	MS Office Basic-Word, Excel	1.5
AOM 185	MS Office Basic-Power Point, Access	1.5
Electives	3 units major-specific electives	3
Total Major Requirements		**33.5**

Elective Courses for Major

BUS 110	Payroll Accounting*	3
BUS 118	Personal Finance	3
BUS 120	Business English	3
BUS 130	Small Business Management	3
BUS 132	Bookkeeping	3
BUS 142	Advertising*	3
BUS 162	Computer Literacy I	1.5
BUS 164	Computer Literacy II	1.5
CWEE 452.01	Work Experience	1-4
	*offered once every 2 years	

Recommended General Education Courses

ENGL 119	Interpersonal Communication	3
MATH 202	Statistics	4

Associate in Arts Degree Requirements

Major requirements	33.5
FRC General Education Requirements	24
Electives (from any discipline)	3
Total Associate Degree requirements	**60.5**

Certificates of Completion	**6-8**
Certificates of Achievement	**12-17.5**

Updated
Fall 2009

Feather River College
Business Education Department
Business Classes Offered for Certificates

BUS 100	Introduction to Business
BUS 102	Financial Accounting
BUS 104	Managerial Accounting
BUS 106	Principles of Economics-Macro
BUS 108	Principles of Economics-Micro
BUS 110	Payroll Accounting
BUS 115	Business Law
BUS 116	Human Relations in Business
BUS 118	Personal Finance
BUS 130	Small Business Management
BUS 132	Bookkeeping
BUS 140	Marketing
BUS 142	Advertising
BUS 170	Spreadsheet

Business Certificates of Completion

Accounting	
Financial Accounting	4
Managerial Accounting	4
	8

Small Business	
Small Business Management	3
Marketing	3
	6

Marketing	
Marketing	3
Advertising	3
	6

Management	
Human Relations in Business	3
Introduction to Business or Small Bus. Mgmt.	3
	6

Finance	
Personal Finance	3
Financial Accounting or	4
Bookkeeping	3
	6-7

Economics	
Macroeconomics	3
Microeconomics	3
	6

Updated Fall 2009

Business Certificates of Achievement

Accounting Management	
Financial Accounting	4
Managerial Accounting	4
Payroll Accounting	3
Spreadsheet	1.5
	12.5

Small Business Management	
Small Business Management	3
Financial Accounting or	4
Bookkeeping	3
Human Relations in Business	3
Marketing	3
Business Law	3
Spreadsheet	1.5
	16.5-17.5

Business Management	
Financial Accounting	4
Macro or Microecon	3
Business Law	3
Human Relations in Business	3
Marketing	3
	16

General Business	
Financial Accounting	4
Managerial Accounting	4
Macroeconomics	3
Microeconomics	3
Business Law	3
	17

Feather River College
Business Education Department
Business Classes Offered for Certificates

BUS 100	Introduction to Business
BUS 102	Financial Accounting
BUS 104	Managerial Accounting
BUS 106	Principles of Economics-Macro
BUS 108	Principles of Economics-Micro
BUS 110	Payroll Accounting
BUS 115	Business Law
BUS 116	Human Relations in Business
BUS 118	Personal Finance
BUS 130	Small Business Management
BUS 132	Bookkeeping
BUS 140	Marketing
BUS 142	Advertising
BUS 170	Spreadsheet

Business Certificates of Completion

Accounting	
Financial Accounting	4
Managerial Accounting	4
	8

Small Business	
Small Business Management	3
Marketing	3
	6

Marketing	
Marketing	3
Advertising	3
	6

Management	
Human Relations in Business	3
Introduction to Business or	3
Small Bus. Mgmt.	
	6

Finance	
Personal Finance	3
Financial Accounting or	4
Bookkeeping	3
	6-7

Economics	
Macroeconomics	3
Microeconomics	3
	6

Business Certificates of Achievement

Accounting Management	
Financial Accounting	4
Managerial Accounting	4
Payroll Accounting	3
Spreadsheet	1.5
	12.5

Small Business Management	
Small Business Management	3
Financial Accounting or	4
Bookkeeping	3
Human Relations in Business	3
Marketing	3
Business Law	3
Spreadsheet	1.5
	16.5-17.5

Business Management	
Financial Accounting	4
Macro or Microecon	3
Business Law	3
Human Relations in Business	3
Marketing	3
	16

General Business	
Financial Accounting	4
Managerial Accounting	4
Macroeconomics	3
Microeconomics	3
Business Law	3
	17

Updated Fall 2009

Business
4 Year Schedule

Fall 2010	Spring 2011	Fall 2011	Spring 2012	Fall 2012	Spring 2013	Fall 2013	Spring 2014
Bus102 Fin. Acct	Bus104 Mgr. Acct	Bus102 Fin. Acct	Bus104 Mgr. Acct	Bus102 Fin. Acct	Bus104 Mgr. Acct	Bus102 Fin. Acct	Bus104 Mgr. Acct
Bus108 Microecon	Bus106 Macroecon	Bus108 Microecon	Bus106 Macroecon	Bus108 Microecon	Bus106 Macroecon	Bus108 Microecon	Bus106 Macroecon
Bus130 Sml Bus Mgmt	Bus115 Bus Law	Bus130 Sml Bus Mgmt	Bus115 Bus Law	Bus130 Sml Bus Mgmt	Bus115 Bus Law	Bus130 Sml Bus Mgmt	Bus115 Bus Law
Bus 132 Bookkeep	Bus110 Payroll Acct			Bus 132 Bookkeep	Bus110 Payroll Acct		
Bus140 Marketing	Bus170 Spreadsheet	Bus140 Marketing	Bus170 Spreadsheet	Bus140 Marketing	Bus170 Spreadsheet	Bus140 Marketing	Bus170 Spreadsheet
Bus100 Intro	Bus116 Hum Rel Bus	Bus100 Intro	Bus116 Hum Rel Bus	Bus100 Intro	Bus116 Hum Rel Bus	Bus100 Intro	Bus116 Hum Rel Bus
	Bus118 Pers Fin		Bus118 Pers Fin		Bus118 Pers Fin		Bus118 Pers Fin
		Bus 142 Advertising				Bus 142 Advertising	