MVC Academic Programs

Mountain View College
DALLAS COUNTY COMMUNITY COLLEGE DISTRICT

Program Review - Business Administration AAS

Mission Statement: The Associate of Applied Science Degree in Business Administration is designed for students seeking a broad program of study in all phases of business practices. This degree focuses not only on the core of management (principles of management, organizational behavior, and personnel administration) but also encompasses the critical areas of business operations (principles of marketing, accounting, and business law).

2018 - 2019

Individual Responsible for Completing the Plan: Alex Diaz

Mission/Purpose

How does the mission/purpose clearly identify why the program exists and how it prepares students?: Students completing the Business Administration AAS degree will demonstrate interpersonal and critical thinking skills required to solve business-related problems as leaders in for-profit and non-profit organizations in the public sector. The Associate of Applied Science Degree in Business Administration is designed for students seeking a broad program of study in all phases of business practices. This degree focuses not only on the core of management (principles of management, organizational behavior, and personnel administration) but also encompasses the critical areas of business operations (principles of marketing, accounting, and business law).

What is the scope of the program or department?: Students completing the Business Administration AAS degree will demonstrate interpersonal and critical thinking skills required to solve business-related problems in the public or private industries.

Target Population

How has this program been marketed?: The target population for this program is multifaceted, as it serves traditional and non-traditional students. The traditional college student has graduated from high school and is seeking a two-year terminal degree to enter the workforce or transfer to a four-year university. The non-traditional student represents current high school students or working adults returning to start or finish a program of study. Our surrounding area is comprised of urban, suburban, and industrial communities that include the southwest quadrant of the city of Dallas, and the cities of Cedar Hill, Duncanville, and Grand Prairie.

What populations should be targeted to increase the student count and diversity of the program?: A potential target population would be adult students currently in the workplace that need to further their education to pursue promotional opportunities or career changes.

Program Enrollment

Is the program consistently attracting new students? If so, why? If not, why not?: Yes, the program is consistently attracting new students as a result of the effort to keep the curriculum relevant in serving career minded and university destined students. The program has now expanded into Dual Credit offerings, which should be reflective in the 2018-2019 AY statistics for growth.

Please detail student pass rates for all program courses:

In which courses are pass rates a concern? What should/can be done to improve student success?: Define what you mean by, "a concern?" Also, what is the institution's expectation upon course pass rates?

At this time, the department has set a goal of 75% for student success. Currently (2017-2018 data), the college success ranges between 67% and 78%, depending on the term

From a purely observational perspective, student pass rates appear negatively impacted by students that do not participate with the intent of finishing the course. Perhaps, a study investigating the relationship between student financial aid and pass rates should be embarked upon.

Program Outcomes

Describe the extent to which program level SLOs are appropriate and designed for the program?: Program outcome data was reviewed in aggregate for Business Administration. The overall departmental goal, across programs, is an achievement rate of at least 75%. Although some program outcomes exceed the 75% goal, there is room for improvement. It will take time to build capacity to fully analyze this data. The Business Department intends to collaborate and discuss the meaning of the results and to design an action plan to improve student achievement, especially among the lower performing groups.

What does the trend data tell you about the outcomes? What are the implications?: Students are achieving learning outcomes

at an acceptable rate. This means that the instruction is excellent.

Analyze effectiveness of current program assessment processes: Although faculty are pleased with SLO results, faculty believe there is always room for improvement. In particular, some SLO assessment rates fell below the departmental goal of 75%. Faculty intend to review curriculum and prioritize courses with the lower success rates. In particular, faculty will evaluate, and refine if necessary, the Student Learning Outcomes, review assessment tools, and collaborate with part-time faculty to outline deliberate ways to increase student learning.

The Business Administration curriculum provides a diverse spectrum of courses and programs to serve our community. The faculty believe that creating a strategic plan to address student learning in consistent and logical manner will produce measurable results. The Business Administration Department is not satisfied with the consistency of the assessment process, and believe that improvement is an opportunity that should not be neglected. For instance, we believe that the growth of the Dual Credit program has stretched this departments to consistently measure SLO activity, and the department must do a better job of working with our instructional peers that are serving the high school students enrolled in college courses. We believe that our established foundation of assessment has been effective, but there is new opportunities that must be addressed in our planned collaborative efforts to increase student learning, retention and success rates.

Curriculum
To what extent is the curriculum aligned with K-12? If not aligned, identify gaps.: The program learning objectives align with current with current State Board of Education TEKS, as guided pathways have been established for the program.

To what extent is the curriculum aligned with transfer institutions? If not aligned, identify gaps.: A program course audit was conducted of for all courses to ensure that learning objectives aligned with established guided pathways and four-year university programs

Program Structure
What internships, practicums, and service learning opportunities are included with this program?: The program includes four external learning opportunities, which is sufficient to support the curriculum of the program

Are resources sufficient to meet identified needs and goals for the next three years? Explain.: No, the college is growing and additional classrooms and labs are needed to deliver the program curriculum. Additionally, more attention must be given to the Dual Credit classroom resources to ensure that the necessary technology is available at the high schools.

Program Evaluation Needs
Please explain how online offerings are sufficient to meet the program's needs for student success.: The entire AAS Business Administration program may be completed completely on-line, as all courses are offered on-line.

How have changes in service delivery required changes in staff skills?: The current faculty are well trained on delivery of distance education.

How are staff being trained, retained, and developed?: Faculty training opportunities have been offered at MVC and through the DCCCD over the past five years

What staff development opportunities have been utilized in the past five years?: The program chair offers one-on-one training every semester to all program faculty members.

When were faculty teaching courses through distance education last trained?: January 2019

Is staffing adequate for your program?: Yes, the program has adequate faculty with a combination of full-time and adjunct faculty.

How are the skills of your current staff members meeting the needs of your area?: The skills of the current staff members meet the needs of the service area.

What additional training is needed?: Additional, online training on the utilization of Blackboard (eCampus) and eConnect would be welcomed.

Are facilities adequate to facilitate teaching and learning? Explain why or why not.: The program only requires classroom with technology (SMART). Additional classroom and labs will be needed over the next 3 years, as more and more content become available on-line.

What innovative ideas/suggestions do you have to improve student success with your program?: The Business Administration program currently utilizes the latest innovations in education in an effort to increase student success. For example, over 95% of the entire curriculum can be delivered with 8-weeek courses. The department is currently utilizing block scheduling with stackable awards to encourage student completion at an expedited rate. Many of the courses in the Business Administration program have been developed to be offered in an 8-week format and do not require the student to purchase a textbook. The Department offers course in multiple modalities, such as lecture, hybrid, and strictly online. The Business Administration Program can be completed entirely on-line if desired. All of these innovative aspects were developed in an effort to better serve our students and increase success rates.

The Business Administration Department believes that there is an opportunity to better serve our student and business communities with greater coordination, outreach, and marketing. We recommend that additional program coordinators need to be staffed to assist the programs with student and business outreach. The Business Administration program offers multiple awards that are designed to assist students enter in the business industries and/or acquire new marketable skills for career advancement.

Based on assesments and needs, define your program's plan for the next three years.: The program only requires classroom with technology (SMART). Additional classroom and labs will be needed over the next 3 years

Conclusions and Recommendations

Detail the program's strengths, and the opportunities for continued success and improvement.: The strength of the program is in its ability to offer the curriculum in a traditional and non-traditional format. The program may be completed by both online and lecture modalities or a combination of both. Additionally, the program is utilizing block scheduling to expedite the amount of time required to complete the program.

Detail the program's weaknesses and threats (internal or external) that impact effectiveness: A possible weakness may exist in the ability to seek out new technologies or new learning materials to assist with the delivery of the curriculum. Also, more resources will be necessary to manage the growth of dual credit and Early College High School commitments.

Detail recommendations to enhance effectiveness and improve student learning: Recommend the utilization of support staff to assist with the identification of new technologies and/or new learning materials to assist with the delivery of the curriculum.

Provide an action plan to enhance the program's effectiveness.: The Executive Dean and the program faculty members meet to discuss opportunities in Fall 2019.