



# **PROGRAM COMPREHENSIVE REPORT**

**2023-2024**

Program Review (P) - Business

## General Information

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**Briefly describe your program.**

The Business program provides students with opportunities for coursework, certificates of completion, and degrees in the fields of accounting and business.

**How does your program support VC's mission?**

The Business program provides equitable access to training and support services for all students seeking marketable skills in the workplace.

**Which disciplines are included in your program?**

accounting and business

**SWOT Analysis: What are the strengths of your program?**

knowledgeable and engaged faculty, strong student demand for coursework, resurgence of student interest in extra-curricular discipline opportunities (business club, FBLA, etc)

**SWOT Analysis: What are the weaknesses of your program?**

some of the coursework requires updating to reflect changes in skills demanded and workplace preparation, faculty have too many commitments to support students and enhance the courses in the way they deem is optimal

**SWOT Analysis: What are some opportunities for your program?**

update business and accounting course curriculum to reflect latest industry needs, partner with local industries for student experiences, create a permanent space for business students similar to stem harbor

**SWOT Analysis: What are some threats to your program?**

shortage of qualified faculty willing/able to teach at current pay scale and hours, length of time required to adapt program/curriculum to industry changes, not even manpower to move as quickly as Moorpark College program

## Enrollment & Demographics

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**Enrollment & Demographics: General Observations**

enrollment had continued to climb, probably benefiting from increased budget allocations most semesters

**Over the past five years, what was the trend in your program's enrollment?**

Increased

**Has there been a substantial decrease in any of your program's disciplines?**

No

**Are student gender demographics similar between your program and the college?**

Yes

**Are student ethnic demographics similar between your program and the college?**

Yes

## Program Planning

### Course Success Rate

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#### Course Success Rate: General Observations

the course success rate remains fairly consistent, falling 1-2 bps below the college average

**Was the most recent year's course success rate higher than the college standard of 66.7%?**

Yes

**Was the most recent year's course success rate higher than the overall college average?**

No

**Has your course success rate increased, decreased, or remained constant over the past 5 years?**

Remained Constant

**Click the "Disciplines" tab - Describe any differences between the disciplines in your program.**

following the pandemic in 19-20, our success rate has declined modestly

**Click the "Ethnicity" Report on the right - Are there gaps in your course success rate by ethnicity?**

Yes

**Ethnicity: How have these gaps changed over the past five years?**

Decreased

**Click the "Gender" Report on the right - Are there gaps in your course success rate by gender?**

No

**Gender: How have these gaps changed over the past five years?**

Remained Constant

**Describe what your program has done over the past 3 years to close equity gaps in course success.**

faculty have focused on PD to serve students of color

### Student Completion

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**Does your program offer a degree or certificate of achievement?**

Yes

**How does your program contribute to VC's goal of increasing our degree/certificate/transfer rate?**

The business AST is the third-highest awarded degree at the college

**Within the past five years, what is the trend for your program's degree/certificates awarded?**

accounting declined due to failed searches for FT faculty openings

**Are any of the degrees/certificates in your program on the program warning list?**

Yes

**Describe why this degree/certificate has fewer than 15 awards over the past five years.**

The degree has recently undergone a curriculum update. Increased faculty is coming!

**Describe why this degree/certificate should continue to be offered.**

There is strong demand for bookkeeping (aka accounting tech) in our county and the career provides stable employment at a livable wage.

**Click the "Award Ethnicity" Report on the right – Are there equity gaps by ethnicity?**

No

## Program Planning

**Click the "Award Gender" Report on the right – Are there equity gaps by gender?**

Yes

**Equity Gaps by Gender: If yes, please describe.**

Females complete at a much higher rate than males

**Click the "CSU/UC Transfers" Report on the right - How has the number of CSU Transfers changed over the past 5 years?**

Decreased

**Click the "CSU/UC Transfers" Report on the right - How has the number of UC Transfers changed over the past 5 years?**

Decreased

**Click the "Transfer Ethnicity" Report on the right – Are there equity gaps by ethnicity?**

Yes

**Equity Gaps by Ethnicity-Transfer: If yes, please describe.**

Hispanic students transfer at a lower rate than white students

**Click the "Transfer Gender" Report on the right – Are there equity gaps by gender?**

Yes

**Equity Gaps by Gender-Transfer: If yes, please describe.**

males students at a much higher rate than female students

## Course Offerings

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### Course Offerings: General Observations

The ATEB courses were placed on hold as a new series of non-credit skills-based courses were being developed by CE2. The administrative assistant course has recently changed to offer the content in a series of smaller courses offered regularly.

**Are there any disciplines in which 30% or more of classes haven't been offered in the past 5 years?**

Yes

**If yes, please enter the discipline(s), and the reason(s) why the classes haven't been offered.**

ATEB was a non-credit program developed several years ago that has been on hiatus. Administration does not want to discontinue the program via curriculum as it is trying to reinvent the program.

## CSLOs

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**Briefly summarize the results of your Course SLOs.**

the data is variable, however, some of the advanced accounting coursework CSLOs have improved in recent years (likely due to hiring a FT faculty). In core business courses the standard met has declined.

**Which SLO initiatives had the greatest impact on student learning in your program?**

the CSLOs may require re-thinking based on the post-pandemic skills gaps

## PSLOs

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**Briefly summarize the results of your Program SLOs.**

Within business the data is volatile, however, there is a decline in outcomes within social media marketing. Writing outcomes have declined.

## Program Planning

**Which PSLO initiatives had the greatest impact on student learning in your program?**

the PSLOs may require re-thinking based on the post-pandemic skills gaps

## Labor Market Data - CE Only

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**Describe the 3-year projections for the occupations that your program prepares students for.**

Significant growth is projected in the following fields: transportation and distribution managers, project management specialists, managers (all types), management analysts, logisticians, and business operations specialists.

A significant decline in job demand is projected in the following fields: account collectors, secretarial and administrative assistants, loan interviewers and clerks, tellers, and payroll and timekeeping clerks.

**Are any occupations projected to decline?**

No

**Describe the median hourly earnings for the occupations that your program prepares students for.**

entry-level wages average \$23, middle-skilled wages average: \$37

**What steps is your program taking to ensure that graduates are hired by regional employers?**

industry information sessions, job internships and placement, general outreach from instructors via classroom and business club activities

## Objective

### 5 -Year Objective

Increase Student Access to Collaborative Technology in the Classroom by Assessing Alternatives to Traditional Computer Labs.

#### What specific actions will you take to meet this objective?

The Accounting and Business student needs for technology collaboration exceed the number of computer labs available. Currently, the business department has one charging cart with 15 iPads available for classroom use that is shared among over 10 classes of students. We would like to explore solutions to this challenge in partnership with the IT staff. Goals for this project include identifying: 1. the most flexible option to serve the most students, 2. cost-effective to purchase and support, and 3. Does not create undue burden on existing IT staffing and support. Increased Internet-based devices will provide collaboration in 10 core Accounting and Business courses (V03, V08, V30, V33, V45, V46, V49, and V52) with an average enrollment of 35 students, which equates to 350 students weekly benefiting from the devices. The business department is growing its social media marketing program as well as adopting cloud-based classroom collaboration, requiring more technology tools.

#### Which of the following Educational Master Plan Goals does this objective align with?

Goal 1: Increase the success of our students while closing equity gaps, Goal 2: Increase our community's access to transfer, workforce preparation, and basic skills education, Goal 5: Effectively manage campus resources to meet student and community needs

#### Which of the following Student Equity Plan Goals does this objective align with?

Goal 5: Degree/Certificate Completion, Goal 1: Access and Successful Enrollment

#### Review Type

Comprehensive

#### Program Review Cycle

2023 - 2027

#### Objective Status

Active

#### Completion Date

09/01/2028

## Objective

### 5 -Year Objective

Increase Student Employment Rates and Wage Gains by Development of Data Analytics Curriculum with Computer Science Program.

#### What specific actions will you take to meet this objective?

In response to growing industry demand for data analysis skills and training students for high-paying jobs, the business department wants to expand the BUS V57 Data Analytics for Business Decisions course to offering additional coursework in partnership with the Computer Science department. Funds are needed to develop curriculum for coursework, certificates, and degrees. This project may be eligible for some grant funding. This collaboration is in support expansion of dual enrollment, response to industry demand, development of student internship options, community outreach, and East Campus expansion.

#### Which of the following Educational Master Plan Goals does this objective align with?

Goal 1: Increase the success of our students while closing equity gaps, Goal 2: Increase our community's access to transfer, workforce preparation, and basic skills education, Goal 3: Strengthen local/regional partnerships and community engagement, Goal 4: Enhance institutional effectiveness and accountability to improve innovation and student outcomes, Goal 5: Effectively manage campus resources to meet student and community needs

#### Which of the following Student Equity Plan Goals does this objective align with?

Goal 5: Degree/Certificate Completion, Goal 1: Access and Successful Enrollment

#### Review Type

Comprehensive

#### Program Review Cycle

2023 - 2027

**Objective Status**

Active

**Completion Date**

09/01/2028

**Resource Requests**

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**Resource Request Status**

Active

**Request Year**

2023- 2024

**Resource Request Title (First 3 letters of Program Name+2-digit Year + 2-digit Request Number)**

BUS2301

**Description of Resource Request**

Stipends for development of a data analytics program in collaboration with the computer science program

**Estimated Cost**

\$2500

**Do you have categorical funds available to fund this request? If yes, please enter the FOAP below.**

Yes FOAP: 121-37607-1491-684000 (SWP Program Innovation)

**Type**

Other (Not Prioritized)

**New/Replacement**

New

**Priority**

01

**Primary Contact For This Resource Request**

Crystal Kallik

**Administrator, Faculty, or Staff Request**

**Equipment, Technology, or Facilities Request**

**Objective**

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**5 -Year Objective**

Close Equity Gaps by 5% with Faculty Training for HSI Support and Cultural Curriculum Projects

**What specific actions will you take to meet this objective?**

Some of the completion and success data suggest an achievement gap with Hispanic students. Adapting and refining teaching methods and content to be more culturally responsive to Hispanic students may improve student success measures. This objective may be eligible for professional development grant funds in partnership with the CCAR program.

**Which of the following Educational Master Plan Goals does this objective align with?**

Goal 1: Increase the success of our students while closing equity gaps, Goal 4: Enhance institutional effectiveness and accountability to improve innovation and student outcomes

**Which of the following Student Equity Plan Goals does this objective align with?**

Goal 1: Access and Successful Enrollment, Goal 2: First-Term to Second-Term Persistence, Goal 5: Degree/Certificate Completion, Goal 4: Transfer

**Review Type**

Comprehensive

**Program Review Cycle**

2023 - 2027

**Objective Status**

Active

**Completion Date**

## Objective

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### 5 -Year Objective

Prepare Students for Successful Academic Transfer and Workforce Entry by Updating Accounting and Business Curriculum.

#### What specific actions will you take to meet this objective?

The accounting and business programs have not had a significant analysis and revision to the course offerings in several years. Both departments are influenced by ongoing transitions in the economic environment and the curriculum and degrees should reflect these changes. The extent of the work required to collaborate, research, and validate changes, as well as navigate the entry and approval of the curriculum process, are well beyond the scope of a full-time instructor's flex and college service hours. Additional funding for faculty and curriculum staff support would accelerate the pace of the program updates.

#### Which of the following Educational Master Plan Goals does this objective align with?

Goal 1: Increase the success of our students while closing equity gaps, Goal 2: Increase our community's access to transfer, workforce preparation, and basic skills education, Goal 3: Strengthen local/regional partnerships and community engagement, Goal 4: Enhance institutional effectiveness and accountability to improve innovation and student outcomes, Goal 5: Effectively manage campus resources to meet student and community needs

#### Which of the following Student Equity Plan Goals does this objective align with?

Goal 1: Access and Successful Enrollment, Goal 2: First-Term to Second-Term Persistence, Goal 4: Transfer, Goal 5: Degree/Certificate Completion

#### Review Type

Comprehensive

#### Program Review Cycle

2023 - 2027

#### Objective Status

Active

#### Completion Date

09/01/2028

## Resource Requests

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### Resource Request Status

Active

### Request Year

2023- 2024

### Resource Request Title (First 3 letters of Program Name+2-digit Year + 2-digit Request Number)

BUS2302

### Description of Resource Request

Stipends for revision of accounting and business program curriculum to meet workforce needs

### Estimated Cost

\$5000 for 2 stipends of \$2500 each

### Do you have categorical funds available to fund this request? If yes, please enter the FOAP below.

Yes FOAP: 121-37607-1491-684000

### Type

Other (Not Prioritized)

### New/Replacement

New

### Priority

02

### Primary Contact For This Resource Request

Crystal Kallik



**Administrator, Faculty, or Staff Request**  
**Equipment, Technology, or Facilities Request**

**Objective**

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**5 -Year Objective**

Expand Student Access by 10% to Workplace Learning Opportunities in Accounting and Business Programs

**What specific actions will you take to meet this objective?**

Work toward a 10% increase in workplace learning opportunities for accounting and business students, to include scheduling guest speakers, seeking out opportunities for job shadowing, developing workplace tours, attending conferences, holding campus events and supporting internships. Successful progress to meet this goal will include partnering with the career center and student activities.

**Which of the following Educational Master Plan Goals does this objective align with?**

Goal 2: Increase our community's access to transfer, workforce preparation, and basic skills education, Goal 3: Strengthen local/regional partnerships and community engagement, Goal 4: Enhance institutional effectiveness and accountability to improve innovation and student outcomes

**Which of the following Student Equity Plan Goals does this objective align with?**

Goal 2: First-Term to Second-Term Persistence, Goal 5: Degree/Certificate Completion

**Review Type**

Comprehensive

**Program Review Cycle**

2023 - 2027

**Objective Status**

Active

**Completion Date**

09/30/2028