

Executive Summary

Q:
A brief recap or highlights of the entire program review document. (500 words or less)

- Highlight major strengths and weakness.
- Highlight areas for improvement over the next 3-6 years.

Response:

The Business Administration Department provides a comprehensive set of courses and educational opportunities through transfer classes, degree programs, and certificates so that students interested in pursuing business careers meet their educational objectives. The educational objectives of our students are to: a) transfer to four-year universities; b) earn Associates Degrees and/or Certificates; c) master new skills for a better or new career; and d) obtain the business skills necessary to plan and start their own business.

Business Administration offers a comprehensive and quality program so that, as identified by our Educational Master Plan (EMP), individuals and businesses in our community will look to LAVC for solutions that satisfy their educational needs. In order to foster student success, we also continuously emphasize reasoning, communication, technical, as well as, professional behavior skills as required by our program SLO.

Since our last program review, we have worked hard within our very limited resources to:

- Develop an AS-T transfer degree;
- Update our four transfer courses and get them C-ID (CSU) approved (Accounting 1 and 2 and Business 1 were approved while Law 1 is under review);
- Develop a new Certificate in Retail Management;
- Design and launch a systematic outreach campaign to inform students about our educational programs and the importance of completion with impressive results (over 300% increase in completions across programs);
- Improve student success in the disciplines of law and marketing.

We work diligently to accomplish our goals, including the completion of our self-study and our program review, to update course outlines, degrees, and certificates, and to improve student success, retention, and completion rates. We make a conscious effort as a department to become involved at the campus level to contribute to the overall success of the College. Specifically, we use our collective business background to participate on the Academic Senate and campus committees, such as Budget, Enrollment Management, Fiscal Analysis, Grants, Program Effectiveness and Planning, and Career and Technical Education.

The EMP identifies business administration as a growth area and states that business-related certificates offer the skills required by top growth industries in the LA region. The projected workforce demand for business graduates is very high and there is a great need for workers to update their skills. However, we face the following three challenges that restrict our ability to effectively seize these opportunities and meet our goals effectively:

1. Business Administration has not hired full-time instructors at a pace tantamount to student demands (we serve over 2,000 students per semester with classes in 8 disciplines). In the 1990s, we had 11 full time instructors and we now have only 4. The department lost seven faculty members to retirement and only one was replaced (last year). Currently only 33% of our classes are taught by full-time instructors, with Law and Real Estate classes offered entirely by adjuncts. This situation poses a serious threat to the quality and uniformity of instruction and seriously impedes our ability to provide leadership and consistency across disciplines.
2. The Department is not allocated sufficient FTEF to maintain our current programs or to expand our class offerings, such as online and hybrid classes. We currently only offer six sections of our most popular business funneling class, Introduction to Business, with an average class size of over 45 students. Similar size district campuses such as the ones of Pierce and City Colleges offer 10 or more sections of Introduction to Business, indicating a lost opportunity for our program and for capturing additional FTES for LAVC. Furthermore, while the State allows two years for certificate completion, many of our students need a certificate faster in order to obtain immediate employment. In many cases, we are unable to meet this student need because we cannot offer some required classes due to inadequate FTEF allocation.
3. The shortage of designated classrooms for business courses. Business Administration Department is located in the Business Journalism Building but uses only four designated classrooms out of eleven total building classrooms (BJ103, BJ106, BJ108, and BJ110). We gained access to BJ103 just this semester and it needs a serious revamping of all its systems, technological and otherwise. Business/Journalism Building is shared among three departments. Currently, most of our evening classes are scattered around the campus, which makes it difficult to make our program more cohesive, uniform, and technologically current in keeping up-to-date with the constantly changing business world.

Participants

Q: Please indicate the individuals that participated in the completion of this program review.

Response:

Chair:

Tasos Sioukas, PhD

Faculty:

Siu Chung, CPA

Howard Levine, CPA

Kevin Sanford, MBA

Validation & Feedback

Validation Comments for Program

Q:

Response:

I am validating this executive summary. The addition of two new hires this year and three new hires next year should have a positive impact on the program. Additional FTE has been generated through late start classes. However as mentioned, the Business 1 sections are lagging behind the amount offered by our sister colleges of Pierce and City. Continued enrollment performance and further analysis will be conducted between the chair and dean to support growth. LN

*Reviewed. KD

Comments for Review Committees

Q:

Response: