

IMPERIAL VALLEY COLLEGE DISTRICT
REVIEW OF CAREER TECHNICAL EDUCATION TRAINING PROGRAMS
2013

BUSINESS ADMINISTRATION

I. Program Description

The Business Administration program prepares students in lower division courses required for advanced degrees in areas such as International Business, Management, Marketing, and Accounting. Since requirements vary at each four-year school, transfer students should consult with a counselor to develop a program for the specific school they wish to attend.

A. Degree

Associate in Science, Business Administration

II. Career Opportunities

- Administrative Services Managers
- Chief Executives
- Construction Managers
- Cost Estimators
- General and Operations Managers
- Management Analysts
- Managers, All Other
- Sales Managers
- Social and Community Service Managers
- Transp., Storage, and Distribution Managers

III. Industry Certification/Accreditation

There are no widely recognized industry certifications beyond the ones awarded by community colleges.

IV. Industry Recognized Credentials (IRC)

This type of credential does exist for students with a bachelor's' degree but there are none at the associate degree level.

V. Labor Market Demand

The Business Administration program at Imperial Valley College meets a documented labor market demand. Employment trends for this field are derived from a variety of sources. These are listed below:

A. Employment Trends (Employment Development Department):

Occupation	TOP Code	SOC Code	2008	Average Job Openings per Year
Administrative Services Managers	0505.00	113011	60	2
Chief Executives	0505.00	111011	90	2
Construction Managers	0505.00	119021	100	1
Cost Estimators	0505.00	131051	40	2
General and Operations Managers	0505.00	111021	670	19
Management Analysts	0505.00	131111	160	4
Managers, All Other	0505.00	119199	270	7
Sales Managers	0505.00	112022	150	5
Social and Community Service Managers	0505.00	119151	40	1

Transportation, Storage, and Distribution Managers	0505.00	113071	40	1
Total				44*

*Same data as 2012. No updates from State Employment Development
Occupational Employment Projections 2008-2018
Imperial County
<http://www.labormarketinfo.edd.ca.gov/CommColleges/>

B. Employment Trends (Faculty Assessment):

VI. Other Regional Programs

There are no other similar training programs in Imperial Valley.

VII. Employment and Completion

(Based on State Core Measures Report, 2011-2012, 2012-2013 & 2013-2014)

Core 2: Completions. Measures completions for Career Technical Education student concentrators. Receipt of a certificate or degree or enrollment in a California four-year public university with or without a degree is considered a completion.

Fiscal Year Planning	Program	Total Completions	IVC Completion Rate	State Avg Completion Rate
2013-2014	Business Administration	28/29	96.55%	94.28%
2012-2013	Business Administration	21/21	100%	96.70%
2011-2012	Business Administration	40/41	97.56%	94.55%

PERKINS IV Program Performance Trend Report
Core Indicator Two – Total Completions – Certifications, Degrees and Transfer
https://misweb.cccco.edu/perkins/Core_Indicator_Reports/Summ_coreIndi_TOPCode.aspx

Core 3: Persistence and Transfer. The percent of Career Technical Education student concentrators (students who have successfully completed a minimum of 12 units of related Career Technical Education coursework) who persist in education at the community college level or transfer to a two or four-year institution.

Fiscal Year Planning	Program	Persistence	IVC Persistence Rate	State Avg. Persistence Rate
2013-2014	Business Administration	16/31	51.61%	86.91%
2012-2013	Business Administration	19/22	86.36%	87.57%
2011-2012	Business Administration	40/45	88.89%	87.80%

PERKINS IV Program Performance Trend Report
Core Indicator Three – Persistence and Transfer
https://misweb.cccco.edu/perkins/Core_Indicator_Reports/Summ_coreIndi_TOPCode.aspx

Core 4: Student Placement. The percent of Career Technical Education students who have earnings the following year (as found in the unemployment insurance base wage file) or are in an apprenticeship program, or the military.

Fiscal Year Planning	Program	Placements	IVC Placement Rate	State Avg. Placement Rate
2013-2014	Business Administration	23/23	100%	72.58%
2012-2013	Business Administration	13/13	100%	68.68%

2011-2012	Business Administration	27/27	100%	71.37%
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PERKINS IV Program Performance Trend Report

Core Indicator Four – Employment

https://misweb.cccco.edu/perkins/Core_Indicator_Reports/Summ_coreIndi_TOPCode.aspx

Pursuant to the FCMAT report, CTE programs are also being evaluated for student demand, certificate and program completion, local labor demand, and facility utilization for CTE programs in the new CTE building.

VIII. Enrollment Trends

Course	Year	Sections	Avg. Class	CAP	Fill Rate
BUS126	2012-2013	6	30	34	88.73%
BUS126	2011-2012	6	26	32	82.20%
BUS126	2010-2011	6	28	32	89%

Course	Year	Sections	Avg. Class	CAP	Fill Rate
BUS210	2012-2013	5	33.8	33	1.02
BUS210	2011-2012	7	27	35	77.55%
BUS210	2010-2011	7	31.5	35	90.61%

Course	Year	Sections	Avg. Class	CAP	Fill Rate
BUS220	2012-2013	3	28	35	80%
BUS220	2011-2012	3	27	35	77.14%
BUS220	2010-2011	3	30	35	85.71%

IX. Completions

	2012-2013		2011-2012		2010-2011	
	Degrees	Certificates	Degrees	Certificates	Degrees	Certificates
Business Administration	37	N/A	36	N/A	30	N/A

X. FTES/FTEF Analysis

Year	FTES	FTEF	FTES/FTEF
2012-2013	335.74	22.87	14.68
2011-2012	318.75	22.6	14.10
2010-2011	290.47	19.4	14.97

XI. Facility Utilization Plan (to be completed by faculty)

XII. SWOT Analysis (to be completed by faculty)

Strengths Most courses are taught by full-time faculty whose competence enables them to maintain reasonable standards while still maintaining student interest.	Weaknesses FTES/FTEF ratio is strong but could be improved.
Opportunities New teaching technology and equipment is now available in the classrooms and faculty are now able to make improvements to their teaching styles.	Threats Due to the lack of staff development there exists the danger that faculty will be slow to adapt to changing teaching delivery tools.

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XIII. Program Evaluation (to be completed by EWD office)

XIV. Recommendation (to be completed by EWD office)