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

BUSINESS MANAGEMENT

I. Program Description

The <u>Business Management</u> program provides students with education and training needed for entry level supervisory and management positions in areas such as government, retail, banking, and hospitality. These positions require students who are mature, adaptable, analytical, and who have good organizational and communication skills. Students who intend to pursue a four-year business degree should follow the Business Administration major.

A. Degree

Associate in Science, Business Management

B. Certificate

Certificated of Achievement, Business Management

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 (to be completed by faculty)

IV. Industry Recognized Credentials (IRC) (to be completed by faculty)

V. Labor Market Demand

The Business Management 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	0506.00	113011	60	2
Chief Executives	0506.00	111011	90	2
Construction Managers	0506.00	119021	100	1
Cost Estimators	0506.00	131051	40	2
General and Operations Managers	0506.00	111021	670	19
Management Analysts	0506.00	131111	160	4
Managers, All Other	0506.00	119199	270	7
Sales Managers	0506.00	112022	150	5

Social and Community Service Managers	050600	119151	40	1
Transportation, Storage, and Distribution Managers	050600	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 Management	4/6	66.67%	88.95%
2012-2013	Business Management	9/13	69.23%	89.27%
2011-2012	Business Management	3/3	100%	86.65%

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

<u>Core 3:</u> 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 Management	16/20	80%	87.04%
2012-2013	Business Management	26/32	81.25%	85.98%
2011-2012	Business Management	2/3	66.67%	87.89%

PERKINS IV Program Performance Trend Report Core Indicator Three – Persistence and Transfer

https://misweb.cccco.edu/perkins/Core Indicator Reports/Summ coreIndi TOPCode.aspx

<u>Core 4:</u> 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 Management	5/5	100%	71.43%
2012-2013	Business Management	6/6	100%	68.50%
2011-2012	Business Management	3/3	100%	71.40%

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

VIII. Enrollment Trends

Course	Year	Sections	Avg. Class	CAP	Fill Rate
BUS124	2012-2013	2	35.5	30	118%
BUS124	2011-2012	3	28	32	85.57%
BUS124	2010-2011	2	32	38	85.33%

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
BUS260	2012-2013	2	26.5	28	94.64%
BUS260	2011-2012	2	26	31	82.54%
BUS260	2010-2011	2	24.5	28	87.50%

Course	Year	Sections	Avg. Class	CAP	Fill Rate
BUS/AG132	2012-2013	1	29	35	82.86%
BUS/AG132	2011-2012				
BUS/AG132	2010-2011				

IX. Completions

	2012-2013		2011-2012		2010-2011	
	Degrees	Certificates	Degrees	Certificates	Degrees	Certificates
Business Management	3	3	5	0	2	1

X. FTES/FTEF Analysis

Year	FTES	FTEF	FTES/FTEF
2012-2013	224.17	16.74	13.39
2011-2012	210.68	16.19	13.01
2010-2011	233.74	15.67	14.92

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

Strengths

The students in the program are a main strength. Their performance and resilience in light of some of the weaknesses and problems (such as few directly relevant management courses) is impressive.

Some of the core courses in the program, including accounting, economics, and business law, demand academic rigor from students and help prepare them for life after IVC.

Student placement for students from the program is excellent and is well above state averages for similar programs.

Weaknesses

Few directly relevant management courses are offered at IVC. Bus 132, which is an introduction to management course and BUS 136, which deals with human relations in management, are really the only courses that touch directly on the major.

The number of students who have declared for the major is small. This may be partly a result of the few directly relevant courses mentioned above.

The completion rate and persistence rate of students in the program is below state averages for similar programs. However, given the dynamics of the area and the relatively low numbers involved, it is difficult to draw any conclusions.

Opportunities

The fact that Imperial County is one of the fastest growing areas of the state of California presents a major opportunity. The county is attracting new people and new businesses. These people need jobs and the businesses need employees and people to manage these employees. Wellmanaged organizations typically find ways to develop a loyal following and to prosper in even challenging economic times, while poorly managed organizations do the opposite and often fail. This program can help develop good management potential for the new businesses in the county, which will serve the larger interests of the county and its people. This presents an opportunity to grow the program.

There exists the potential for many students other than business majors to benefit from this program. Most all IVC graduates will work in organizations and

Threats

The somewhat negative perception in the community of the program and its graduates presents both a threat and an opportunity. The threat comes from the resulting lack of respect for the program because of such perceptions. For example, some community members point to the lack of business writing skills possessed by some IVC graduates. The opportunity is to reverse this perception with specific course and program requirements to increase such skills.

The proliferation of online courses and programs offering a similar education presents a threat to the program. Working people who may be drawn to education to further their careers often prefer these courses and programs. The preference is because of the easy access and number of directly relevant management courses

will either manage or be managed in their respective jobs. In either case, they can learn from the concepts in the program because understanding management offers insights into other organizational aspects. The IVC Agriculture department has already recognized this fact and agriculture students are among those who take IVC management courses. This presents an opportunity to increase the number of students who take courses in the program.

The ability of our program graduates to positively impact local businesses is an opportunity for the program. Many of our graduates intend to stay in the community as they pursue their careers. This will allow them to improve the business environment in the Imperial Valley as more and more of them move into positions of increased responsibility with greater opportunity to impact not only their organization but the entire community with socially responsible actions and decisions.

these programs can offer. This also may present an opportunity for our program as we develop more online courses at IVC and offer the same benefits to our students. BUS 132, the principles of management course, is scheduled to be offered online in Fall 2014.

- **XIII.** Program Evaluation (to be completed by EWD office)
- **XIV. Recommendation** (to be completed by EWD office)