

**IMPERIAL COMMUNITY COLLEGE DISTRICT**  
**REVIEW OF CAREER TECHNICAL EDUCATION TRAINING PROGRAMS**  
**2016**

**BUSINESS MANAGEMENT**

**I. Program Description**

The Business Management 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**

**IV. Industry Recognized Credentials (IRC)**

**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**

Occupation	TOP Code	SOC Code	2012	Average Job Openings per Year
Administrative Services Managers	0506.00	113011	70	2
Chief Executives	0506.00	111011	70	2
Construction Managers	0506.00	119021	90	3
Cost Estimators	0506.00	131051	70	6
General and Operations Managers	0506.00	111021	600	22
Industrial Production Managers	0506.00	113051	70	1
Management Analysts	0506.00	131111	130	4
Managers, All Other	0506.00	119199	780	25
Sales Managers	0506.00	112022	70	3
Social and Community Service Managers	050600	119151	40	2
Transportation, Storage, and Distribution Managers	050600	113071	50	1
Total				71*

\*State Employment Development  
Occupational Employment Projections 20012-2022  
Imperial County  
<http://www.labormarketinfo.edd.ca.gov/CommColleges/>

**B. Employment Trends 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, 2012-2013, 2013-2014 & 2014-2015)

**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
2014-2015	Business Management	2/2	100%	79.98%
2013-2014	Business Management	Not Listed	Not Listed	Not Listed
2012-2013	Business Management	1/1	100%	83.66%

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](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
2014-2015	Business Management	1/2	50%	82.78%
2013-2014	Business Management	Not Listed	Not Listed	Not Listed
2012-2013	Business Management	1/1	100%	85.69%

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

[https://misweb.cccco.edu/perkins/Core\\_Indicator\\_Reports/Summ\\_coreIndi\\_TOPCode.aspx](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
2014-2015	Business Management	2/2	100%	56.60%
2013-2014	Business Management	Not Listed	Not Listed	Not Listed
2012-2013	Business Management	1/1	100%	67.61%

PERKINS IV Program Performance Trend Report  
Core Indicator Four – Employment

[https://misweb.cccco.edu/perkins/Core\\_Indicator\\_Reports/Summ\\_coreIndi\\_TOPCode.aspx](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 a facility utilization for CTE programs in the new CTE building.

## VIII. Enrollment Trends

Course	Year	Sections	Avg. Class	Fill Rate
BUS124	2014-2015	2	55	87.90%
BUS124	2013-2014	2	50	111.11%
BUS124	2012-2013	2	35.5	118%

Course	Year	Sections	Avg. Class	Fill Rate
BUS126	2014-2015	6	31	87.14%
BUS126	2013-2014	6	32	91.43%
BUS126	2012-2013	6	30	88.73%
Course	Year	Sections	Avg. Class	Fill Rate
AG132	2014-2015	1	33	94.29%
AG132	2013-2014	1	25	71.43%
AG132	2012-2013	1	29	82.86%

Course	Year	Sections	Avg. Class	Fill Rate
BUS210	2014-2015	6	30	98.33%
BUS210	2013-2014	6	31	104.44%
BUS210	2012-2013	5	33.8	102.42%
Course	Year	Sections	Avg. Class	Fill Rate
BUS260	2014-2015	4	23	76.67%
BUS260	2013-2014	3	29	97.78%
BUS260	2012-2013	2	26.5	94.64%
Course	Year	Sections	Avg. Class	Fill Rate
CIS101	2014-2015	19	31	87.94%
CIS101	2013-2014	20	28	80.43%
CIS101	2012-2013	2	23.5	84.53%

**IX. Completions**

	2014-2015		2013-2014		2012-2013	
	Degrees	Certificates	Degrees	Certificates	Degrees	Certificates
Business Management	6	0	7	0	3	3

**X. FTES/FTEF Analysis**

Year	FTES	FTEF	FTES/FTEF
2014-2015			
2013-2014			
2012-2013	224.17	16.74	13.39

**XI. Facility Utilization Plan**

**XII. SWOT Analysis**

<b>Strengths</b>	<b>Weaknesses</b>
<b>Opportunities</b>	<b>Threats</b>

**XIII. Program Evaluation**

The Business Management program has very strong numbers across most data elements including fill rates, participation, efficiency, and labor market. Perkins data points are not very strong but there appears to be a mismatch between our data and the State.

**XIV. Recommendations**

It is recommended that the Business Management Program continues at Imperial Valley College without mitigation but with a review of its program data and the CCCCCO.