

**PHILLIPS COMMUNITY COLLEGE INSTRUCTION  
DIVISION SUMMARY REPORT**

**Division of Business and Information Systems**

**October 2011**

**DIVISION MISSION STATEMENT**

In support of the college mission, the purpose of the Division of Business and Information Systems is to provide quality educational programs consistent with the needs of the community. To accomplish this, the Division:

- Provides career programs to equip students with job skills and competencies needed to secure employment.
- Offers a program of study designed for students who plan to transfer to a four-year college or university to pursue a baccalaureate degree in a business discipline.
- Provides businesses and the working professional opportunities to upgrade existing business skills.
- Encourages effective communication, cultural diversity, social and civic responsibility, critical thinking, mathematical reasoning, and technology utilization through assessment of students and academic programs.
- Stresses the development of skills for life-long learning.

**Specific Initiatives and Strategies  
In 2010-2011 Strategic Plan  
And Level Of Accomplishment**

<b>Priority Initiative in 2010-2011 Strategic Plan</b>	<b>Status</b>
Submit Accreditation Council for Business Schools and Programs (ACBSP) Quality Assurance Report (QA) for associate degree business programs to the Associate Degree Board of Commissioners for review and approval.	Submitted to ACBSP Associate Degree Board of Commissioners for approval at November 2011 meeting.
Submit revised AAS business degrees to reflect 60 hours total.	Submit to Instruction and Curriculum Committee for approval.
Provide three-year rotation schedule of all business courses.	Completed and distributed to campus business advisors and faculty. Helena schedule (2010-2013); DeWitt and Stuttgart schedules (2010-2013).
Update Strategic Plan	Ongoing. Plan is updated at end of each academic year.
Evaluate program/division outcomes and assessment results.	Ongoing. Analyze outcomes and assessment results; develop action plans. Achieved a division outcome of 85 percent in 10-11.
Promote Student Retention/Success	Ongoing. Achieved a division student retention rate of 88.1 percent in 10-11.

Participate in Recruitment Activities	Ongoing. Developing recruitment banner to enhance recruitment efforts. Participated in the following recruitment activities in 2009-10:  PCCUA College Fair Two Career & Technical Center College Fairs  College recruitment activities at local events and businesses  Distribution of brochures on business programs and workshops
Conduct monthly division meetings	Minutes of meetings on file in Dean's office.
Conduct Advisory Committee Meetings biannually	Minutes of meetings on file in Dean's office.
Maintain Division Web Page	Ongoing. Designated division members continuously update site.

### **SUMMATION OF 2010-2011 PLANNING ACTIVITIES**

Evidence of planning by the Division of Business and Information Systems is documented by the following:

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| <ol style="list-style-type: none"> <li>1. Association of Collegiate Business Schools and Programs (ACBSP) Reaffirmation of Accreditation</li> <li>2. Annual ACBSP Quality Assurance Report</li> <li>3. Assessment Outcomes/Action Plans (Submitted by faculty to Dean for each course taught each semester)</li> <li>4. Annual Division Assessment Report</li> <li>5. Annual Faculty Evaluation/Portfolio Reviews</li> <li>6. Course Learning Objectives and Student Learning Outcomes Updated in Syllabi (Posted on Intranet)</li> <li>7. Division Strategic Plan</li> <li>8. Monthly Division Meeting and Minutes</li> <li>9. Instruction and Curriculum Committee Minutes</li> <li>10. Biannual Advisory Committee Meetings and Minutes</li> <li>11. Annual Recruitment Activities</li> <li>12. Annual Budget and Carl Perkins Grant Submissions</li> <li>13. Email Group Discussions</li> <li>14. College Committees (Faculty and Dean serve on many key college committees, and several serve as chairs).</li> <li>15. Three-year Projection of Course Offerings</li> </ol> |
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## **SUMMATION OF 2010-2011 CLASSROOM ASSESSMENT ACTIVITIES**

Assessment is an ongoing process. Assessment has been occurring in the Business Division for 12 years and is continually being evaluated and improved. The current Assessment Plan includes a variety of assessment indicators and incorporates the six college-wide core competencies. The assessment process/loop includes the following steps: 1) determine what needs to be assessed, 2) select tools to measure results, 3) establish criteria to determine if concerns exist or if change is needed, 4) administer assessment tools, 5) evaluate results, and 6) develop and implement methods for improvement. Faculty submit to the Division Dean an Assessment Results/Action Plan report each semester of all courses validating outcomes results and plans to address unmet competencies. These individual reports are combined into one report which illustrates the achieved percentage outcomes for the six competencies for the capstone course and each degree program. Refer to Page 5 for an example of this report. To look at an example of program outcomes, please refer to Page 6—Program and Division Summary Sheet. All degrees follow the same format.

## **IMPROVEMENTS AND MODIFICATIONS AS A RESULT OF ASSESSMENT**

As a result of assessment, classroom teaching strategies and cooperative learning activities have been implemented to enhance student learning at the course level. Measures have also been instituted to improve the critical thinking skills and cultural awareness competencies.

## **SUMMATION OF 2010-2011 BUDGET ACTIVITIES IN REGARD TO PURCHASES (EQUIPMENT, LEARNING AIDS, ETC.) AND ABILITY TO MEET INSTRUCTIONAL NEEDS**

Through Carl Perkins Grants and the institutional budget, the Division has been able to provide quality classroom instruction. Through grants, faculty members are able to participate in a variety of national, regional, and local conferences. Five division members participated in national conferences in 2010-11.

## INITIATIVES & STRATEGIES TO INCLUDE IN THE 2011-2012 STRATEGIC PLAN

1. Submit required reports to the Association of Collegiate Business Schools and Programs (ACBSP) that articulates the current state of the Division and how we are planning for the future
2. Apply and evaluate course level and program assessment for continual improvement of student learning and success. Compare trended data to determine strengths and weaknesses.
3. Submit Assessment Results/Action Plans for each course taught each semester to Dean
4. Update three-year rotation schedules of business course offerings
5. Update Strategic Plan
6. Evaluate achievement of 2010-11 strategic goals
7. Ensure that all student learning outcomes and assessment methods/criteria are included in syllabi by all full-time and adjunct faculty
8. Provide a supportive environment for faculty that includes training and development opportunities
9. Maintain the ACBSP standard relating to academically or professional qualification of faculty
10. Maintain division web page
11. Maintain Student Success Learning Centers to maximize student success
12. Update textbooks, software programs, and other sources of information and technology to provide students with state of the art instruction.
13. Develop, assess, and maintain relevant curriculum that meets student and community needs
14. Promote student recruitment and retention
15. Conduct monthly division meetings
16. Conduct Advisory Committees biannually to seek input for course/program improvement and desired performance standards to meet workplace expectations
17. Identify and implement practices to encourage students' more active engagement in the learning process
18. Provide educational opportunities for lifelong learning
19. Expand intern partnerships with business and industry
20. Ensure that the skills learned by students reflect business and industry expectations
21. Provide and support innovative technologies and instructional methodologies in the classroom
22. Foster a learning environment characterized by an accessible faculty and a high degree of faculty and student interaction
23. Establish important linkages with alumni, Business Advisory Committee, employers and other professionals in business and education
24. Offer class schedules that meet the needs of students (online, weekend, and other alternative scheduling opportunities)

**Division of Business and Information Systems  
Core Competencies - Program and Division Averages  
Spring 2010 - Spring 2011**

<b>Business Administration Core Competencies</b>				<b>Spring 2010</b>	<b>Fall 2010</b>	<b>Spring 2011</b>
<b>Student Retention Rates</b>				<b>82.3%</b>	<b>88.0%</b>	<b>84.9%</b>
Communication				86%	80%	82%
Cultural Awareness				73%		77%
Social/Civic Responsibility				85%	87%	73%
Critical Thinking				81%	78%	78%
Mathematical Reasoning				81%	82%	72%
Technology Utilization				85%	91%	83%
<b>Program Average</b>				<b>82%</b>	<b>84%</b>	<b>77%</b>
<b>Business Management Core Competencies</b>				<b>Spring 2010</b>	<b>Fall 2010</b>	<b>Spring 2011</b>
<b>Student Retention Rates</b>				<b>83.0%</b>	<b>86.4%</b>	<b>87.6%</b>
Communication				90%	80%	87%
Cultural Awareness				89%		87%
Social/Civic Responsibility				91%	83%	83%
Critical Thinking				86%	77%	83%
Mathematical Reasoning				83%	67%	75%
Technology Utilization				87%	80%	88%
<b>Program Average</b>				<b>88%</b>	<b>77%</b>	<b>84%</b>
<b>Information Systems Core Competencies</b>				<b>Spring 2010</b>	<b>Fall 2010</b>	<b>Spring 2011</b>
<b>Student Retention Rates</b>				<b>83.0%</b>	<b>87.5%</b>	<b>91.1%</b>
Communication				88%	82%	91%
Cultural Awareness				87%		89%
Social/Civic Responsibility				100%	91%	89%
Critical Thinking				86%	82%	89%
Mathematical Reasoning				88%	67%	84%
Technology Utilization				89%	82%	88%
<b>Program Average</b>				<b>90%</b>	<b>81%</b>	<b>88%</b>
<b>Office Technology Core Competencies</b>				<b>Spring 2010</b>	<b>Fall 2010</b>	<b>Spring 2011</b>
<b>Student Retention Rates</b>				<b>86.8%</b>	<b>89.4%</b>	<b>90.6%</b>
Communication				85%	87%	88%
Cultural Awareness				89%	100%	87%
Social/Civic Responsibility				97%	98%	91%
Critical Thinking				87%	84%	90%
Mathematical Reasoning				88%	77%	84%
Technology Utilization				87%	83%	89%
<b>Program Average</b>				<b>89%</b>	<b>88%</b>	<b>88%</b>
<b>Division Core Competencies</b>	<b>Spring 2010</b>	<b>Internships</b>	<b>Fall 2010</b>	<b>Internships</b>	<b>Spring 2011</b>	<b>Internships</b>
<b>Student Retention Rates</b>	<b>83.2%</b>	<b>100%</b>	<b>87.4%</b>	<b>100%</b>	<b>88.7%</b>	<b>100%</b>
Communication	87%	100%	82%	100%	87%	100%
Cultural Awareness	85%	100%	100%	100%	85%	97%
Social and Civic Responsibility	93%	99%	90%	100%	84%	100%
Critical Thinking	85%	98%	80%	100%	85%	100%
Mathematical Reasoning	85%	100%	73%	100%	79%	100%
Technology Utilization	87%	100%	84%	100%	87%	100%
<b>Division Average</b>	<b>87%</b>	<b>99.5%</b>	<b>85%</b>	<b>100%</b>	<b>84%</b>	<b>99.5%</b>

**Division of Business – AA Business Administration Program**  
**Program Outcome and Core Competencies - Assessment Results/Action Plan**  
**Semester: Spring 2011**

Program Outcome	Assessment Method/Measurement	Semester Results			Action Plan
		Sp 10	Fall 10	Sp 11	
To provide high quality business courses/programs to prepare graduates who plan to transfer to a four-year institution to earn a Baccalaureate Degree in a business discipline.	85% of all AA Business Administration students will achieve the core competencies by scoring 70% or higher on the required course assessment methods.	82%	84%	77%	
<b>Division Outcome</b>	85% of all business students will achieve the core competencies by scoring 70% or higher on the required course assessment methods.	<b>87%</b>	<b>85%</b>	<b>84%</b>	
<b>Student Retention Rates</b>		<b>82.3%</b>	<b>88%</b>	<b>84.9%</b>	

Upon completion of this program, students will be able to:

PCCUA Core Competency	Division Core Competency	Program Goals	Student Learning Outcome – Courses Assessed		Assessment Method/Measurement	Semester Results			Action Plan
						Sp 10	Fall 10	Sp 11	
<b>Communication</b>	Communicate effectively in an oral or written manner in the business environment.	Demonstrate listening, verbal, electronic, and/or presentation skills, essential for conducting business in a professional and appropriate manner.	BAN 233 BAN 263	ES 213 ES 223	75% of students will score 70% or higher on the communication student learning outcomes for selected courses.	<b>86%</b>	<b>80%</b>	<b>82%</b>	
<b>Cultural Awareness</b>	Acknowledge diverse groups of individuals possessing different beliefs, values, attitudes, and customs.	Interact with diverse groups of people in the business environment.	BAN 263		75% of students will score 70% or higher on the Cultural Awareness student learning outcomes for selected courses.	<b>73%</b>	---	<b>77%</b>	
<b>Social and Civic Responsibility</b>	Demonstrate legal/ethical behavior that is appropriate for the business professional in today's society.	Understand and be able to apply the legal, ethical, political, and/or environmental concepts appropriate for the business environment. Demonstrate work ethic, attitude, and professional values including grooming habits and etiquette that are appropriate for the business professional.	BAN 233 BAN 263 BMGT 283	ES 213 ES 223	75% of students will score 70% or higher on the Social and Civic Responsibility student learning outcomes for selected courses.	<b>85%</b>	<b>87%</b>	<b>73%</b>	
<b>Critical Thinking</b>	Develop a critical thinking approach in applying theory to application.	Analyze, interpret, and evaluate data necessary to solve problems and support business decisions.	BAN 213 BAN 223 BAN 233 BAN 263	BMGT 283 ES 213 ES 223 CT 114	75% of students will score 70% or higher on the Critical Thinking student learning outcomes for selected courses.	<b>81%</b>	<b>78%</b>	<b>78%</b>	
<b>Mathematical Reasoning</b>	Perform computational skills and financial analysis appropriate to the business environment.	Understand and be able to apply quantitative skills and methods in solving business decisions and in generating business reports.	BAN 213 BAN 223	BMGT 283 ES 223	75% of students will score 70% or higher on the Mathematical Reasoning student learning outcomes for selected courses.	<b>81%</b>	<b>82%</b>	<b>72%</b>	
<b>Technology Utilization</b>	Demonstrate the ability to use computer technology.	Demonstrate word processing, spreadsheets, databases, PowerPoint, operating systems, email, Internet, and other technology skills needed to perform in the business environment.	CT 114		75% of students will score 70% or higher on the Technology Utilization student learning outcomes for selected courses.	<b>85%</b>	<b>91%</b>	<b>83%</b>	