

**PHILLIPS COMMUNITY COLLEGE INSTRUCTION
DIVISION SUMMARY REPORT**

Division of Business and Information Systems

October 2012

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 2011-2012 Strategic Plan
And Level Of Accomplishment**

Priority Initiative in 2011-2012 Strategic Plan	Status
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.	Submit to ACBSP Associate Degree Board of Commissioners for approval September, 2013.
Submit revised AAS business degrees to reflect 60 hours total.	Implemented Fall 2012
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 87 percent in 11-12.
Promote Student Retention/Success	Ongoing. Achieved a division student retention rate of 87 percent in 11-12.

Participate in Recruitment Activities	Ongoing. Developed recruitment banner to enhance recruitment efforts. Participated in the following recruitment activities in 2010-11: PCCUA College Fair Career & Technical Center College Fairs Marvell Career Fair 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 2011-2012 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"> 1. Association of Collegiate Business Schools and Programs (ACBSP) Reaffirmation of Accreditation 2. Annual ACBSP Quality Assurance Report 3. Assessment Outcomes/Action Plans (Submitted by faculty to Dean for each course taught each semester) 4. Annual Division Assessment Report 5. Annual Faculty Evaluation/Portfolio Reviews 6. Course Learning Objectives and Student Learning Outcomes Updated in Syllabi (Posted on Intranet) 7. Division Strategic Plan 8. Monthly Division Meeting and Minutes 9. Instruction and Curriculum Committee Minutes 10. Biannual Advisory Committee Meetings and Minutes 11. Annual Recruitment Activities 12. Annual Budget and Carl Perkins Grant Submissions 13. Email Group Discussions 14. College Committees (Faculty and Dean serve on many key college committees, and several serve as chairs). 15. Three-year Projection of Course Offerings |
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SUMMATION OF 2011-2012 CLASSROOM ASSESSMENT ACTIVITIES

Assessment is an ongoing process. Assessment has been occurring in the Business Division for 13 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 2011-2012 BUDGET ACTIVITIES IN REGARD TO PURCHASES (EQUIPMENT, LEARNING AIDS, ETC.) AND ABILITY TO MEET INSTRUCTIONAL NEEDS

Through grants and the institutional budget, the Division has been able to provide quality classroom instruction. Adequate supplies and equipment are available to meet instructional needs.

INITIATIVES & STRATEGIES TO INCLUDE IN THE 2012-2013 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. Submit Cosmetology Program Review to Arkansas Department of Higher Education
3. Apply and evaluate course level and program assessment for continual improvement of student learning and success. Compare trended data to determine strengths and weaknesses.
4. Submit Assessment Results/Action Plans for each course taught each semester to Dean
5. Update three-year rotation schedules of business course offerings
6. Update Strategic Plan
7. Evaluate achievement of 2011-12 strategic goals
8. Ensure that all student learning outcomes and assessment methods/criteria are included in syllabi by all full-time and adjunct faculty
9. Provide a supportive environment for faculty that includes training and development opportunities
10. Maintain the ACBSP standard relating to academically or professional qualification of faculty
11. Maintain division web page
12. Maintain Student Success Learning Centers to maximize student success
13. Update textbooks, software programs, and other sources of information and technology to provide students with state of the art instruction.
14. Develop, assess, and maintain relevant curriculum that meets student and community needs
15. Promote student recruitment and retention
16. Conduct monthly division meetings
17. Conduct Advisory Committees biannually to seek input for course/program improvement and desired performance standards to meet workplace expectations
18. Identify and implement practices to encourage students' more active engagement in the learning process
19. Provide educational opportunities for lifelong learning
20. Expand intern partnerships with business and industry
21. Ensure that the skills learned by students reflect business and industry expectations
22. Provide and support innovative technologies and instructional methodologies in the classroom
23. Foster a learning environment characterized by an accessible faculty and a high degree of faculty and student interaction
24. Establish important linkages with alumni, Business Advisory Committee, employers and other professionals in business and education
25. 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 2011-12**

Business Administration Core Competencies	Spring 2011	Fall 2011	Spring 2012			
Student Retention Rates	84.9%	86.7%	89.9%			
Communication	82%	63%	78%			
Cultural Awareness	77%					
Social and Civic Responsibility	73%	68%	65%			
Critical Thinking	78%	78%	78%			
Mathematical Reasoning	72%	71%	80%			
Technology Utilization	83%	85%	83%			
Program Average	77%	73%	76%			
Business Management Core Competencies	Spring 2011	Fall 2011	Spring 2012			
Student Retention Rates	87.6%	85.8%	90.7%			
Communication	87%	82%	89%			
Cultural Awareness	87%	79%				
Social and Civic Responsibility	83%	87%	65%			
Critical Thinking	83%	85%	80%			
Mathematical Reasoning	75%	76%	80%			
Technology Utilization	88%	82%	87%			
Program Average	84%	82%	80%			
Information Systems Core Competencies	Spring 2011	Fall 2011	Spring 2012			
Student Retention Rates	91.1%	82.4%	86.9%			
Communication	91%	100%	100%			
Cultural Awareness	89%	100%	100%			
Social and Civic Responsibility	89%	100%	100%			
Critical Thinking	89%	87%	87%			
Mathematical Reasoning	84%	82%	100%			
Technology Utilization	88%	85%	88%			
Program Average	88%	92%	96%			
Office Technology Core Competencies	Spring 2011	Fall 2011	Spring 2012			
Student Retention Rates	90.6%	84.9%	88.4%			
Communication	88%	89%	95%			
Cultural Awareness	87%	79%	100%			
Social and Civic Responsibility	91%	95%	100%			
Critical Thinking	90%	85%	89%			
Mathematical Reasoning	84%	81%	100%			
Technology Utilization	89%	85%	89%			
Program Average	88%	86%	96%			
Division Core Competencies	Spring 2011	Internships	Fall 2011	Internships	Spring 2012	Internships
Student Retention Rates	88.7%	100%	86.0%	100%	90%	100%
Communication	87%	100%	84%	100%	91%	100%
Cultural Awareness	85%	100%	86%	100%	100%	100%
Social and Civic Responsibility	84%	99%	88%	100%	83%	100%
Critical Thinking	85%	98%	84%	100%	84%	100%
Mathematical Reasoning	79%	100%	78%	100%	90%	100%
Technology Utilization	87%	100%	84%	100%	87%	100%
Division Average	84%	99.5%	84%	100%	89%	100.0%

Division of Business – AA Business Administration Program
Program Outcome and Core Competencies - Assessment Results/Action Plan
Semester: Spring 2012

Program Outcome	Assessment Method/Measurement	Semester Results			Action Plan
		Sp 11	Fall 11	Sp 12	
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.	77%	73%	76%	
Division Outcome	85% of all business students will achieve the core competencies by scoring 70% or higher on the required course assessment methods.	84%	84%	89%	
Student Retention Rates		84.9%	86.7%	89.9%	

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 11	Fall 11	Sp 12	
Communication	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.	82%	63%	78%	
Cultural Awareness	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.	77%	---	---	
Social and Civic Responsibility	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.	73%	68%	65%	
Critical Thinking	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.	78%	78%	78%	
Mathematical Reasoning	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.	72%	71%	80%	
Technology Utilization	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.	83%	85%	83%	