

**PHILLIPS COMMUNITY COLLEGE INSTRUCTION  
DIVISION SUMMARY REPORT**

**Division of Business and Information Systems**

**December 2016**

**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 2015-2016 Strategic Plan  
And Level Of Accomplishment**

<b>Priority Initiative in 2015-2016 Strategic Plan</b>	<b>Status</b>
Submit the Accreditation Council for Business Schools and Programs (ACBSP) Quality Assurance Report	Division of Business received continued accreditation with no conditions or notes. The Division was also cited for best practices.
Conduct computer workshops to meet industry and community training needs	Offered various computer workshops such as Microsoft Excel and Introduction to Computers.
Provide professional development opportunities	Instructors participated in the following professional development activities: <ul style="list-style-type: none"> <li>• Cengage Learning Computing Conference</li> <li>• Teaching Professor Technology Conference</li> <li>• Arkansas Community College Annual Conference</li> <li>• UA Online Summer Workshop</li> <li>• Linux I and Linux II Training</li> <li>• 3CS Cyber Security Summit</li> <li>• Memphis Cyber Security Summit</li> <li>• Infraguard Meeting</li> <li>• McGraw-Hill Education Virtual Symposium</li> <li>• Magna Publications Online Presentation</li> <li>• Webinars</li> </ul>

	<p>Achieved the following certifications:</p> <ul style="list-style-type: none"> <li>• Norvell Suse</li> <li>• Lennox Professional Institute Certification (LPIC)</li> <li>• Certified Ethical Hacker (CEH) reactivated</li> </ul>
Evaluate program/division outcomes and assessment results.	Ongoing. As a result of assessment, curriculum changes were made to the Office Technology and Information Systems AAS degrees and implemented fall 2015.
Promote Student Retention/Success	Ongoing. Achieved a division student retention rate of 89.1 percent in 2015-16.
Provide three-year rotation schedule of all business courses.	Ongoing.
Update Strategic Plan	Ongoing.
Participate in Recruitment Activities	<p>Ongoing. Participated in the following recruitment activities in 2015-16:</p> <p>High School Recruitment with Barton, Marvell, KIPP, Central, Desoto. and Marvell Academy</p> <p>PCCUA College Fair DeWitt Career Fair Career &amp; Technical Center College Fairs</p>
Conduct Advisory Committee Meetings	Meeting was held April 26, 2016 with area business and industry representatives. Minutes of meetings on file in Dean's office.
Maintain Division Web Page	Ongoing. Designated division members continuously update site.

## SUMMATION OF 2015-2016 PLANNING ACTIVITIES

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

1. Accreditation Council of 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
7. Division Strategic Plan
8. Division Meetings 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 and WebCam 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

## SUMMATION OF 2015-2016 CLASSROOM ASSESSMENT ACTIVITIES

Assessment is an ongoing process. Assessment has been occurring in the Business Division for 17 years and is continually being evaluated and improved. The current Assessment Plan includes a variety of assessment indicators and incorporates the five college-wide core competencies (STACC). 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 five core competencies for the capstone course and each degree program. Refer to Page 5 for an example of this report (Program and Division Averages for 2015-16). To look at example of program outcomes, please refer to Page 6—AA in Business Administration Program and Division Summary Sheet. All business degrees follow the same format.

## IMPROVEMENTS AND MODIFICATIONS AS A RESULT OF ASSESSMENT

The assessment of students' academic achievement and program effectiveness is an ongoing process. After examining assessment results, curriculum changes for the Office Technology and Information Systems AAS programs were revised and implemented fall 2015.

**SUMMATION OF 2015-2016 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 2016-2017 STRATEGIC PLAN**

1. Submit required Quality Assurance Report to the Accreditation Council of Collegiate Business Schools and Programs (ACBSP). Due October 2017.
2. Ensure that program of study sheets are revised to show sequence of courses, critical courses, and milestones.
3. Ensure that early intervention strategies are implemented within the first four weeks of the semesters.
4. Submit Assessment Results/Action Plans for each course taught each semester to Dean.
5. Apply and evaluate course level and program assessment for continual improvement of student learning and success. Compare trended data to determine strengths and weaknesses.
6. Update three-year rotation schedules of business course offerings
7. Update Strategic Plan.
8. Evaluate achievement of strategic goals.
9. Ensure that all student learning outcomes and assessment methods/criteria are included in syllabi by all full-time and adjunct faculty.
10. Provide a supportive environment for faculty that includes training and development opportunities.
11. Maintain the ACBSP standard relating to academically or professional qualification of faculty.
12. Maintain division web page.
13. Maintain Student Success Learning Centers to maximize student success.
14. Update textbooks, software programs, and other sources of information and technology to provide students with state of the art instruction.
15. Develop, assess, and maintain relevant curriculum that meets student and community needs.
16. Promote student recruitment and retention.
17. Conduct Advisory Committees 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 2015 - Spring 2016**

<b>Business Administration</b>	<b>Spring 2015</b>	<b>Fall 2015</b>	<b>Spring 2016</b>			
<b>Student Retention Rate</b>	<b>92.7%</b>	<b>86.0%</b>	<b>90.9%</b>			
Social and Civic Responsibility	66%	74%	57%			
Technology Utilization	----	84%	92%			
Analytical and Critical Thinking	75%	80%	76%			
Communication	84%	75%	82%			
Cultutral Awareness	----	78%	----			
<b>Program Average</b>	<b>75%</b>	<b>78%</b>	<b>77%</b>			
<b>Business Management</b>	<b>Spring 2015</b>	<b>Fall 2015</b>	<b>Spring 2016</b>			
<b>Student Retention Rate</b>	<b>89.5%</b>	<b>86.2%</b>	<b>9.0%</b>			
Social and Civic Responsibility	80%	87%	57%			
Technology Utilization	82%	86%	90%			
Analytical and Critical Thinking	80%	85%	76%			
Communication	92%	82%	82%			
Cultutral Awareness	100%	89%	----			
<b>Program Average</b>	<b>87%</b>	<b>86%</b>	<b>76%</b>			
<b>Information Systems</b>	<b>Spring 2015</b>	<b>Fall 2015</b>	<b>Spring 2016</b>			
<b>Student Retention Rate</b>	<b>88.5%</b>	<b>88.7%</b>	<b>89.6%</b>			
Social and Civic Responsibility	----	100%	----			
Technology Utilization	89%	85%	88%			
Analytical and Critical Thinking	89%	81%	75%			
Communication	----	78%	----			
Cultutral Awareness	----	78%	----			
<b>Program Average</b>	<b>89%</b>	<b>84%</b>	<b>81%</b>			
<b>Office Technology</b>	<b>Spring 2015</b>	<b>Fall 2015</b>	<b>Spring 2016</b>			
<b>Student Retention Rate</b>	<b>87.2%</b>	<b>89.5%</b>	<b>90.2%</b>			
Social and Civic Responsibility	100%	96%	100%			
Technology Utilization	84%	85%	92%			
Analytical and Critical Thinking	92%	85%	90%			
Communication	99%	83%	97%			
Cultutral Awareness	100%	89%	100%			
<b>Program Average</b>	<b>95%</b>	<b>87%</b>	<b>96%</b>			
<b>Division Core Competencies</b>	<b>Spring 2015</b>	<b>Internships</b>	<b>Fall 2015</b>	<b>Internships</b>	<b>Spring 2016</b>	<b>Internships</b>
<b>Student Retention Rate</b>	<b>88.6%</b>	<b>100%</b>	<b>86.3%</b>	<b>100%</b>	<b>91.8%</b>	<b>100%</b>
Social and Civic Responsibility	82%	100%	89%	100%	71%	100%
Technology Utilization	85%	100%	85%	100%	91%	100%
Analytical and Critical Thinking	84%	100%	83%	100%	79%	100%
Communication	92%	100%	80%	100%	87%	100%
Cultutral Awareness	100%	100%	84%	100%	100%	100%
<b>Division Average</b>	<b>89%</b>	<b>100%</b>	<b>84%</b>	<b>100%</b>	<b>86%</b>	<b>100%</b>

**Division Criterita/Expected Outcome**  
**85% of all Business Students will score 70% or higher on Internship**

Note: Due to course rotations, all competencies are not assessed each semester.

**Division of Business – AA Business Administration Program**  
**Program Outcome and Core Competencies - Assessment Results/Action Plan**  
**Semester: Spring 2016**

Program Outcome	Assessment Method/Measurement	Semester Results			Action Plan
		Spring 15	Fall 15	Spring 16	
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.	75%	80%	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>89%</b>	<b>83%</b>	<b>86%</b>	
<b>Student Retention Rates (Program)</b>		<b>92.7%</b>	<b>80.4%</b>	<b>90.9%</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 15	Fall 15	Sp 16	
<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.	BAN 223	ES 213	75% of students will score 70% or higher on the Social and Civic Responsibility student learning outcomes for selected courses.	66%	76%	57%	
		Demonstrate work ethic, attitude, and professional values including grooming habits and etiquette that are appropriate for the business professional.	BAN 233	ES 223					
<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.	BAN 283	CT 114	75% of students will score 70% or higher on the Technology Utilization student learning outcomes for selected courses.	---	86%	92%	
<b>Analytical and 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 283	BMGT 283 ES 213 ES 223 CT 114	75% of students will score 70% or higher on the Analytical and Critical Thinking student learning outcomes for selected courses.	75%	62%	76%	
<b>Communication</b>	Students will be able to communicate effectively in an oral or written manner in a 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.	84%	86%	82%	
<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.	----	91%	----	