

NAME of Program (Degree, Certificate, or Pathway):

BADM

Name of Faculty Lead and/or Faculty Responsible for Program Review Update:

Ramon Vasconcellos

Date Submitted:

11/30/12

Faculty: Do not fill in below this section

Received by appropriate Dean/VP

Dean (name and date):

Vice President (name and date)::

Date sent to IEC, if applicable:

Instructional Program Review: Annual Update

1. Have there been any changes in the program over the past year that have had a significant impact on it goals and/or effectiveness? If so, please describe the changes and their impact. *(Refer to questions 1 and 2 in the most recent Program Review.)*

None

2. Summarize the progress the program has made on SLO measures which have been applied since the last Program Review and any improvements made as a result of the outcomes assessment process. *(Refer to question 6.B. in the most recent Program Review.)*

Objective measurements currently under examination have been met. Constant assessment and revisions do occur.

In addition, describe the plan for assessing the SLOs that have not been assessed at this time.

None noted

3. Provide a status update on meeting the program goals and objectives identified in the last Program Review. *(Refer to question 8 in the most recent Program Review.)*

Thus far faculty continues to monitor and assess goals and objectives for courses under Business Administration program.

4. a. Revise and update as needed the [Goals/Objectives/Actions](#) table, entering the specific program goals and objectives which have been formulated to maintain or enhance strengths, or to address identified weaknesses. New goals and objectives may be created, and/or goals and objectives from last year may be carried over in original or modified form.
b. In addition, enter any [resources required](#) to achieve each objective. *(Refer to question 9 in the most recent Program Review.)*
5. If there is anything else that should be taken into consideration in evaluating the program's Annual Update, please describe it.

None considered at this time.

Goals*/Objectives/Actions

**Indicate how each Goal is aligned with the College’s Strategic Priorities*

GOAL		ALIGNMENT*	OBJECTIVE	OUTCOMES/MEASURES	ACTIONS/TASKS REQUIRED TO ACHIEVE OBJECTIVE		Date Completed/or Status
#1	1. Students will articulate a clear understanding of the principles related to marketing, strategic planning, financing and investment planning pertaining to domestic and foreign enterprise. Furthermore, students will gain a fundamental understanding of the legal framework essential to the operation of commercial enterprises.	<ul style="list-style-type: none"> x1. Foster innovative learning environment x 2. Provide Successful college learning experience x 3. Promote and support student engagement x 4. Cultivate and enhance local partnerships x 5. Attract/ develop excellent employees x 6. Strengthen college planning/ decision making 	#1) Students will compare, contrast, and explain major development in the legal framework of business.	IN/PR/DE IN/PR/DE IN/PR/DE	a)	IN/PR/DE	IN/PR/DE
			b)		IN/PR/DE	IN/PR/DE	
			c)		IN/PR/DE	IN/PR/DE	
			#2) Students will examine commercial regulations applying these rules to various cases under review.	IN/PR/DE IN/PR/DE IN/PR/DE	a)	IN/PR/DE	IN/PR/DE
			b)		IN/PR/DE	IN/PR/DE	
			c)		IN/PR/DE	IN/PR/DE	
			#3) Students will use investigative research methodologies applicable to the study of law and apply them in their course work encompassing case studies, oral reports, examinations and group discussions.	IN/PR/DE IN/PR/DE IN/PR/DE	a)	IN/PR/DE	IN/PR/DE
			b)		IN/PR/DE	IN/PR/DE	
			c)		IN/PR/DE	IN/PR/DE	

#2	Through applications utilizing case studies and empirical data, students learn the importance of resource costs and how they are allocated within the organizational framework of public and private enterprise.	<ul style="list-style-type: none"> x 1. Foster innovative learning environment x 2. Provide Successful college learning experience x 3. Promote and support student engagement x 4. Cultivate and enhance local partnerships x 5. Attract/ develop excellent employees x 6. Strengthen college planning/ decision making 	#1) Investigate and understand the various areas of business practice essential to the operational functionality of business.	IN/PR/DE IN/PR/DE IN/PR/DE	a)	IN/PR/DE	IN/PR/DE	
					b)	IN/PR/DE	IN/PR/DE	
					c)			
							IN/PR/DE	IN/PR/DE
		#2 Investigate and understand the various areas of business practice essential to the operational functionality of business.				a)	IN/PR/DE	IN/PR/DE
						b)	IN/PR/DE	IN/PR/DE
						c)		
							IN/PR/DE	IN/PR/DE
		#3 Develop an awareness of global business practices and their integration with domestic institutions.						
				a)	IN/PR/DE	IN/PR/DE		
				b)	IN/PR/DE	IN/PR/DE		
					IN/PR/DE	IN/PR/DE		
#3	Students will possess mathematical aptitude essential for empirical analysis in business and the Social Sciences	<ul style="list-style-type: none"> x 1. Foster innovative learning environment x 2. Provide Successful college learning experience x 3. Promote and support student engagement x 4. Cultivate and enhance local partnerships x 5. Attract/ develop excellent employees x 6. Strengthen college 	#1 Identify how product, promotion, pricing and distribution impact marketing decisions.	IN/PR/DE IN/PR/DE IN/PR/DE	a)	IN/PR/DE	IN/PR/DE	
						b)	IN/PR/DE	IN/PR/DE
						c)		
							IN/PR/DE	IN/PR/DE
		#2 Development of a Marketing Plan for course						
						a)	IN/PR/DE	IN/PR/DE
				b)	IN/PR/DE	IN/PR/DE		
					IN/PR/DE	IN/PR/DE		

		planning/ decision making	completion purposes as part of an overall business strategy.				
			#3 Incorporate an understanding of operational decision making involving resource costs essential to the marketing process		a)	IN/PR/DE	IN/PR/DE
					b)	IN/PR/DE	IN/PR/DE
					c)		
				IN/PR/DE		IN/PR/DE	IN/PR/DE

Insert appropriate Department Level of outcome applied in each course level outcome

KEY - IN= Introducing, PR = Practicing, DE = demonstrating

Resources Required

Goal #	Objective #	Resource Required	Rationale*	Estimated Cost

***Rationale:** For each resource listed, enter the reason(s) the resource is needed to achieve the objective.

A [BUDGET ALLOCATION PROPOSAL](#) must be completed and submitted for **EACH** new resource requested.