

IMPERIAL COMMUNITY COLLEGE DISTRICT

REVIEW OF CAREER TECHNICAL EDUCATION TRAINING PROGRAMS 2016

BUSINESS ADMINISTRATION

I. Program Description

The Business Administration program prepares students in lower division courses required for advanced degrees in areas such as International Business, Management, Marketing, and Accounting. Since requirements vary at each four-year school, transfer students should consult with a counselor to develop a program for the specific school they wish to attend.

A. Degree

Associate in Science, Business Administration

B. Certificate

None

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

While there are no specific Business Administration certifications, students are encouraged to become Microsoft certified.

IV. Industry Recognized Credentials (IRC)

N/A

V. Labor Market Demand

The Business Administration 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	0505.00	113011	70	2
Chief Executives	0505.00	111011	70	2
Construction Managers	0505.00	119021	90	3
Cost Estimators	0505.00	131051	70	6
General and Operations Managers	0505.00	111021	600	22
Industrial Production Managers	0505.00	113051	70	1
Management Analysts	0505.00	131111	130	4
Managers, All Other	0505.00	119199	780	25
Sales Managers	0505.00	112022	70	3
Social and Community Service Managers	0505.00	119151	40	2
Transportation, Storage, and Distribution Managers	0505.00	113071	50	1
			Total	71*

*State Employment Development
Occupational Employment Projections 2012-2022
Imperial County

<http://www.labormarketinfo.edd.ca.gov/CommColleges/>

B. Employment Trends Assessment

Employment opportunities are stable in the discipline. The next 10 years will see millions of baby boomers retire, which should accelerate the job growth over the coming decade.

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 Administration	29/29	100%	95.45%
2013-2014	Business Administration	28/29	96.55%	94.31%
2012-2013	Business Administration	21/21	100%	96.70%

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

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 Administration	29/35	82.86%	85.66%
2013-2014	Business Administration	16/31	51.61%	86.91%
2012-2013	Business Administration	19/22	86.36%	88.31%

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

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 Administration	28/28	100%	57.79%
2013-2014	Business Administration	26/26	100%	66.48%
2012-2013	Business Administration	13/13	100%	68.68%

PERKINS IV Program Performance Trend Report
Core Indicator Four – Employment

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
BUS210	2014-2015	6	30	98.33
BUS210	2013-2014	6	31	104.44%
BUS210	2012-2013	5	33.8	1.02

Course	Year	Sections	Avg. Class	Fill Rate
BUS220	2014-2015	4	27	75.7%
BUS220	2013-2014	3	30	86.67%
BUS220	2012-2013	3	28	80%

Course	Year	Sections	Avg. Class	Fill Rate
BUS230	2014-2015	0	0	0.00%
BUS230	2013-2014	0	0	0.00%
BUS230	2012-2013	1	17	48.50%

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
ECON 101	2014-2015	7	29	82.04%
ECON 101	2013-2014	6	34	98.10%
ECON 101	2012-2013	5	34	96.00%

Course	Year	Sections	Avg. Class	Fill Rate
ECON 102	2014-2015	6	29	81.90%
ECON 102	2013-2014	5	28	80.57%
ECON 102	2012-2013	4	30	86.00%

IX. Completions

	2014-2015		2013-2014		2012-2013	
	Degrees	Certificates	Degrees	Certificates	Degrees	Certificates
Business Administration	29	0	47	0	37	N/A

X. FTES/FTEF Analysis

Year	FTES	FTEF	FTES/FTEF
2014-2015	313.7	20.71	15.15
2013-2014	284.81	17.47	16.3
2012-2013	335.74	22.87	14.68

XI. Facility Utilization Plan

XII. SWOT Analysis

<p>Strengths</p> <ul style="list-style-type: none">• Our community has a regular demand for accounting technician skills.• IVC's up-to-date technology allows us to simulate small/medium office environments.• In the QuickBooks class, students apply the accounting theory they learned to real-world simulations using popular accounting software used by many local organizations.• Our program guides students through optional Microsoft certification, making them more marketable.• Our internship requirement gives students job experience before entering the workforce.	<p>Weaknesses</p> <ul style="list-style-type: none">• Many of our students are English learners. While our program is designed to help them improve their business communication skills, students can complete this program lacking the communication skills necessary for employment.
<p>Opportunities</p> <ul style="list-style-type: none">• We are working toward guiding our students through the process to become QuickBooks Certified users.• We are continually updating our courses to use current office technology.	<p>Threats</p> <ul style="list-style-type: none">• Salaries and wages for clerical jobs are low.• Many students in our program struggle to balance course requirements and child care responsibilities.• Portions of our program can be learned through on-the-job training, potentially causing a negative impact on completion.

XIII. Program Evaluation

The Business Administration program has an approved Associate Degree for Transfer (ADT) that permits graduates to be accepted at four year institutions as junior standing in Business Administration. The program has very solid performance numbers if Perkins measures (completions/persistence/placements) Fill rates across all core classes are strong. The program has very strong performance in degree completion but not in certificate completions; it would appear that students in Business Administration intend to transfer to a four year school and are not interested in a certificate degree.

XIV. Recommendations

It is recommended that the Business Administration continue without mitigation; however, the department should consider the elimination of the certificate program since it appears to not be desired by students.