

University of Hawaii Maui College
2011 – 2012 Annual Program Review
Associate in Applied Science
Business Careers

Program mission statement

The Business Careers program provides quality credit instruction to students and business professionals who wish an affordable education in a supportive environment. The program provides the first two years of a business education that can be used to enhance career possibilities and used as a springboard for additional education

I Quantitative Indicators

- Our Demand indicators for this year were Healthy.
- Efficiency and Effectiveness were Cautionary

Each year we seem to have a problem getting good data. In the first section it is hard to get a good NAICS code that covers the variety of job offerings available to our graduates. That being said – we still managed to achieve a Healthy rating in the Demand Indicators.

Under Efficiency Indicators we seem to have the same problem every year because it shows us to have 3 FTE BOR Appointed Faculty when in reality - we only have one. I have requested that the data be changed (see previous years) but to no avail.

For the Student/Faculty ratio – the real number should be 228/1 which would make it Unhealthy. We need more full time faculty.

Effectiveness Indicators is always a problem for this program since many of our students are already employed or running their own business. They seem to want to come in and take a few courses that will help their career or their own business. Many are not that interested in a degree. To solve this problem we are looking at new Certificates with a few programs. A good example would be our new Internet Marketing (4 courses) Certificate that we started this year.

Each year we are trying to increase our Distance Education: Completely On-line Classes. I am pleased that our Fill Rate rose to 96% and our Completion Rate rose to 66%. I believe that the 2P1 indicator is a reference to the Effectiveness Indicators I discussed above.

II Outcome and Goal Achievement

A Program Learning Outcomes

PLO 1. Use leadership and interpersonal skills to promote business ethics, values, and integrity related to professional activities and personal relationships

PLO 2. Analyze and explain basic business transactions and financial reports.

PLO 3. Develop a sense and appreciation of Entrepreneurship.

Map of Program Learning Outcomes by Course

	BUS 120	BUS 125	BUS 130	BLAW 200	MGT 118	MGT 122	MGT 124	MKT 120	MKT 160
PLO 1	3	2	3	2	3	3	3	2	3
PLO 2	1	2	0	1	0	0	0	1	1
PLO 3	1	3	1	1	1	2	2	2	2

Business Careers Assessment Plan: Timetable

PLO	SP 2010	FA 2010	SP 2011	FA 2011	SP 2012	FA 2012	SP 2013
1	MKT 120	BUS125		MGT 118		MGT 122	BLAW 200
2		BLAW 200	MGT 124			BUS 130	MKT 160
3	BUS120	MGT 122	BUS 130		BUS125		MGT 118

B Analysis of Student Outcome and Goal Achievement

Assessment for PLO 1 for MGT 118, Fall 2011:

Provided by Lecturer Chris Rho

Use leadership and interpersonal skills to promote business ethics, values, and integrity related to professional activities and personal relationships.

To assess the Leadership PLO - I used an assignment that grouped students into teams of 2 or 3 and had them plan and conduct a staff meeting. This is an example of the assignment:

Please come up with 10 things you would consider when planning a staff meeting. In addition, you will conduct and present a staff meeting in class. Examples of a staff meeting: informing staff of company policies or procedures, needing a vote from your staff on a work-related issue, training employees on any work-related tasks, recognition of good employees, customer service, etc.

Each of these assignments required a management and leadership component where they "Use leadership and interpersonal skills to promote business ethics, values, and integrity related to professional activities and personal relationships"

Grading was done as follows:

100

100

100

100

100

100

100
100
100
100
100
100
100
100

The average grade was 100. I was pleased that my students grasped the concept of this assignment so well.

Assessment for PLO 3 for BUS 125, Spring 2012
Develop a sense and appreciation of Entrepreneurship
Provided by Lecturer Kelly Watanabe

To assess this PLO students were assigned a semester project to complete a business plan for a new or existing business of their choice. In the creation of the business plan students were given the opportunity to experience the various aspects of Entrepreneurship by generating a business idea, researching the industry and market and develop a marketing plan, preparing financial information to explore the viability and financial health of the business, and incorporating an operations and human resources plan to carry out the day-to-day operations of the organization. Students shared their projects with the rest of the class in a 10 minute presentation.

The scoring for this project was as follows:

100
100
100
100
100
98

96
96
91
85.7
84
82
80
78.6
71.4
67

The average grade for this assignment was 89.3.

It was rewarding to see such a high level of understanding about the challenges and rewards of entrepreneurship from my students.

C Action Plan

We found a need for a 4 course Certificate of Completion. It includes

MKT 120 Principles of Marketing

BUSN 150 Introduction to Business Computing

BUSN 261 Web Page Construction

MKT 285 Internet and Social Media Marketing (new course this semester)

This year we also started a new path Option 4 Below is a list of our 4 career paths:

Business Careers Option I, II, III and IV comparisons

BUSC OPTION I	BUSC OPTION II	BUSC OPTION III	BUSC Option IV
62-63 credits	62-66 credits	65-66 credits	66 Credits
Terminal AAS degree	Transfer into UHWO BA Business Administration	Transfer into UHMC BAS ABIT (Applied Business and Information Technology Program)	Transfer into UHMC BAS SSM (Sustainable Science Management)

As you can see students have quite a few options in Business Careers.

Program strengths and challenges.

Strengths:

- This last semester we were the largest vocational program with 245 majors. This shows that there is a larger demand for the programs we offer.
- We offer our courses in a variety of distance modes. All of my lectures have risen to the task and are doing Internet, Sky-Bridge and Cable classes.
- We have a healthy demand for our Majors
- We work well with Career Link to provide the community and our students with intern opportunities.

Challenges:

- Our main challenge is to get another full time instructor. There are many smaller programs that seem to get more tenured faculty than we do – and they have far fewer students.

- We somehow have to attract the attention of Administrators to give us our fair share of budgets and full time faculty.

III Engaged Community

We have an active Advisory Board. We did not meet this year because of time constraints – mostly mine – (retirement of Chuck Carletta and Jon Lightfoot) but I have spoken with each of them and they are very supportive of our new Certificate and class. We are hoping for a meeting in November.

Another part of engagement is to expose my students to the prospects beyond their first two years. As an example, this semester we had ABIT Professor Gonzalaz bring his Management 310 class (ABIT students) to speak with my BUS 120 class. I think the students from his class and my class (about 60) got a great exchange of information. Hopefully we will have more ABIT candidates.

We are also working with our PCC and Suzette Robinson from the Vice President for Community Colleges office to put on a system wide BTEC Competition

IV Recognize and Support Best Practices

I try to bring new and forward thinking topics to our classes. This past year we were lucky to get Sara Tekula and Katie McMillian. They are the founders and producers of Ted X Maui. You can see more about them at <http://tedxmaui.com/tedxmaui-2013-team/> They are teaching our Internet Marketing class and some of our other Marketing classes.

V. Planning and Policy Considerations.

Since we are the largest program on campus (not including Liberal Arts) is imperative that we get more full time faculty. Our BUS120 classes and

the Marketing 120 classes continue to sell the advertising that pays for the printing of the semester schedule.

VI Budgetary Consideration and Impact

Requests for the next two years are as follows

- At least 1 additional Business Careers faculty position. Next semester 90% of our courses will be taught by lectures \$55,000
- We need another computer classroom in KaLama
- We need to fill the KaLama Computer Lab APT position. \$40,000