

# **Santa Rosa Junior College**

## **Program Resource Planning Process**

### ***Business 2018***

#### **1.1a Mission**

##### **Mission Statement**

To provide courses, certificates and degrees which focus on education, cultural awareness and current technological skills needed to thrive in today's global business environment. Our curriculum is designed to reflect the latest trends, topics, and training needs of business. Our coursework and programs support the needs of the industrial community by preparing well-rounded graduates; students who have acquired the knowledge and skills necessary for transfer and career success in business

##### **Vision Statement**

To be recognized as an outstanding business department among California Community Colleges and a school of choice for individuals preparing for careers in business. Focusing on a student-centered learning environment, our programs strive to develop competent, capable, and productive individuals equipped with the tools needed to succeed in the business world.

#### **1.1b Mission Alignment**

The department supports the District's mission in providing students with transfer and career and technical education assuring the curriculum and classroom experience reflects current information and skill development through continuous assessment and evaluation of our courses, certificates and degrees. The department's students have the opportunity to continue their education over their lives through pathways that lead to progressively higher skill and educational levels thereby assuring the economic vitality of the business community.

## 1.1c Description

### **Majors:**

#### **Business Administration Associates of Science for Transfer**

The Associate of Science in Business Administration for Transfer degree will provide students with the lower division course work to successfully prepare for upper division work. This degree is designed to provide a clear and seamless pathway to a CSU major and baccalaureate degree. California Community College students who are awarded an AS-T degree are guaranteed admission with junior standing somewhere in the CSU system and given priority admission consideration to their local CSU campus or to a program that is deemed similar to their community college major. This degree was coordinated with Sonoma State University for transfer with a major in Business Administration.

#### **Administrative Office Professional**

The Administrative Office Professional major prepares the student to be a member of an organization's business team. This program encompasses the integration of 21st Century workforce skills emphasizing communication, teamwork, project management, problem-solving, and systems development. A unique aspect of the program is the internship which provides the student an opportunity to use their acquired skills in an office environment and gain experience in their profession before completing the program. Opportunities are available in private industry, non-profit organizations, and government offices. With experience and/or additional education, administrative office professionals may be promoted to management positions.

#### **Human Resource Administration**

The Human Resource Administration major is designed to prepare students to interpret and apply employment requirements, policies and procedures in a variety of complex human resource situations. At the completion of this major, students will be able to demonstrate competency in specific human resource administrative responsibilities including the areas of hiring, salary administration, employee relations, legal compliance, benefits administration, and records administration. Additionally, students acquire extensive training in business writing, oral presentations, and computer spreadsheets.

#### **Paralegal Studies**

The Paralegal Studies major teaches the practical applications of legal theory and advances the paralegal profession by offering a rigorous course of study that develops resourceful legal problem solvers. The program meets the educational requirements for paralegals as stated in the California Business and Professions Code, commencing with section 6450. Paralegals perform legal work delegated and supervised by an attorney. They may draft, analyze and summarize legal documents, interview and act as liaisons with clients and witnesses, conduct legal and factual research and provide trial assistance. Paralegals may not give legal advice. Paralegals are commonly found in law firms, specializing in such areas as civil litigation, intellectual property law (patent, trademark, copyright), family law, corporate, environmental, probate, estate planning and bankruptcy. They may be employed part-time or full-time as salaried or contract paralegals.

#### **Real Estate**

The Real Estate major will provide students the opportunity to obtain entry-level positions and build their career within the area of real estate. This includes, among others, insurance, banking, financial analysis and government services. Students will complete courses that meet the education requirements for the California Bureau of Real Estate for both the Real Estate Salesperson and Real Estate Broker's license. Additionally, the Real Estate courses will provide education hours applied towards the California Bureau of Real Estate appraiser's education requirements. Students will benefit by the additional option of having a real estate major reflected on their Associate Degree.

### **Certificates:**

#### **Accountant Assistant Certificate (30.5 units)**

The Accountant Assistant certificate program is designed for students who are currently employed in accounting to enhance existing skills and for those students who wish to enter the field of accounting without a four-year degree. Students in the Accountant Assistant certificate program complete courses in financial accounting, managerial/cost accounting, fund accounting, and taxation and prepares students for positions such as staff accountant, accounting clerk, accounts payable clerk, accounts receivable clerk, and payroll clerk. Demand for professionals at all levels in the accounting field remains strong and is projected to continue due to a shortage of employees. Demand is especially strong for individuals with good computer application skills such as Excel, Access, Word, PowerPoint, QuickBooks, and general ledger software.

#### **Administrative Professional Discipline**

- **Administrative Assistant Certificate (30 units)**
- **Office Assistant Skills Certificate (12.5 units)**

The role of office professionals has changed due to layoffs of middle managers and increased use of technology. The administrative assistant has become an integral part of the organization's team with the responsibility to exercise initiative and judgment, train coworkers, use technology to manage the workload of others, think globally, and assume responsibility without direct supervision. Opportunities are available in private industry, non-profit organizations, and government offices. Administrative support staff are required in every industry. A unique feature of the Administrative Assistant certificate program is the internship which provides an opportunity to use acquired skills in an office environment and gain experience in the profession before completing the program. These certificate programs are part of a career ladder.

#### **Bookkeeping Discipline**

The Bookkeeping program within the Business Administration Department includes four certificate programs:

- **Account Clerk Skills Certificate (13.5 units)**
- **Bookkeeper Assistant Certificate of Achievement (23 units)**
- **Bookkeeper Certificate of Achievement (36.5 units)**
- **Payroll Skills Certificate (12.5 units)**

The certificates may be completed in one to three semesters. The certificates and courses are offered so that students may begin with one of the smaller programs and then progress through the longer ones, if desired. Many students earn more than one certificate.

These certificate programs are designed to prepare students for work in a variety of bookkeeping positions ranging from entry-level to intermediate. The Bookkeeping Certificate is part of the career pathway used for the administrative office professional major and requires an internship which provides students an opportunity to use acquired skills in an office environment. Courses offered include instruction in basic and intermediate bookkeeping/accounting, business math, QuickBooks accounting software, keyboarding and 10-key skills. QuickBooks courses are popular with members of the general public, many of whom use it for their own small businesses. Additionally, the course attracts students who are planning to take the CPA (Certified Public Accountant) exam, as the course is listed by the California State Board of Accountancy as one that meets the educational requirements to sit for the exam. With additional education and work experience, individuals may progress from Account or Payroll Clerk, through Bookkeeper/Accountant, all the way to CPA.

During the 2012/2013 year several courses were updated, and all four certificates were streamlined and realigned to better coincide with other BOT certificates, such as Administrative Assistant, Legal Secretary, and others. This has a synergistic effect of both increasing enrollments in required courses, and allowing students to earn certificates in more than one sub-discipline within Business Office Technology. One hundred percent of courses within the BBK discipline have been assessed for SLOs at least once, and some will be due next year for a second assessment. All Course Outlines of Record (COR) are current with one, BBK 51, due by the end of the current year.

The Bookkeeping program also maintains an articulation relationship with two local high school business programs (Petaluma, and Rancho Cotati). Students at these schools may take credit-by-exam to earn credit for our first level Bookkeeping/Accounting course, BBK 50. This program was developed and is coordinated by the full-time Bookkeeping instructor/coordinator.

#### **Business Marketing Certificate (22.5 units)**

The Business Marketing certificate program prepares students for employment opportunities in sales, public relations, retailing, advertising, product management, distribution management, and direct marketing. Marketing skills are essential for all managers--across all industries. Whether the student is looking to expand a repertoire of current skills or acquire specific expertise that will assist in the pursuit of an educational or career path, a working knowledge of cutting-edge marketing techniques is essential to business success. Successful marketers create and promote products and services while building life-long relationships with their customers. Projected job growth in this region will require employees to possess new skill sets in order to be competitive: creativity, innovation, and strategic and social skills. Well-trained marketers also recognize that social responsibility, a strong ethical base, and sustainable practices will maximize profits. The Business Marketing program at SRJC is designed to prepare the student for further study and creative, challenging careers in any business environment.

#### **Entrepreneurship Certificate (12.0 units)**

The Entrepreneurship Certificate program helps individuals who are creating or building new businesses learn the essentials of business and venture initiation. Students will study management essentials and additional coursework in marketing, human resource management, accounting, and finance. Designed for entrepreneurs, small business owners, and professionals who have not formally studied business, this program emphasizes the application of classroom concepts to practical decision making in the workplace. This program can be completed in one semester of study.

## **Hospitality Major/Certificate**

### **• Front Office Management Certificate (16 units)**

#### **Front Office Management (16 unit certificate starting in Fall 2015):**

The purpose of the Front Office Management certificate is to educate and train students to find gainful employment in the Rooms Division of a hotel as a front desk agent, concierge, night auditor, bellman, housekeeper, or reservationist. Through classroom education and training in a simulated environment, our students will gain hands-on job experience improving the likelihood of employment and increased salary placement. In addition to the skills and knowledge of working in a hotel, this program provides the student with expertise to guide tourists to the many tourist attractions including restaurants, wineries, historical sites, arts, cultural events and activities of Sonoma County.

### **Human Resource Administration Certificate (23.0 units)**

The Human Resource Administration certificate program provides the opportunity to gain human resource administration skills necessary to effectively handle the human resource function within the organization. The certificate provides students with the knowledge to work closely with management on confidential matters such as recruitment, hiring, salary administration, legal compliance, benefits administration, and human resource recordkeeping. The Human Resource Administration Certificate now serves as the base for the SRJC Associate of Arts Degree with a Human Resource Administration Major.

### **Real Estate Certificate (24.0 units)**

The Real Estate Sales Certificate and the Real Estate Certificate offers those interested in real estate the opportunity to complete the necessary education requirements as defined by the California Bureau of Real Estate. The series of courses satisfy the educational requirements for obtaining the State Real Estate Salesperson and Brokers Licenses. The program is endorsed and coordinated through the college's Business advisory committee which includes prominent local real estate people. Upon completion of the certificate, students will have completed the educational requirements for the California Real Estate Salesperson and Brokers Licenses. Many of the courses meet the qualifying education hour requirements for the California Bureau of Real Estate Appraisers. Courses may also apply to continuing educational requirements for practicing appraisers. It is anticipated that with the new Nationwide Mortgage Licensing System (NMLS) requirements placed into law January 1, 2010, that there will be an increased demand for all Real Estate courses within the Real Estate program as licensing may include others in the real estate business that were not required to be previously licensed.

### **Retail Management Certificate (30.0 units)**

The Retail Management Certificate is designed for students who are or will be working in a supervisory capacity in retail management operations. The coursework provides students with a broad foundation of information related to current management practices. The program encompasses business essentials including management, marketing, written and oral communications, and accounting skills required for career success in the retail industry. This certificate has been endorsed by the Western Association of Food Chains (WAFC) who grants a separate industry certification.

### **Business Management Certificate (29.0 units)**

The Supervisory Management certificate program is designed for students who are or will be working in a supervisory capacity. The coursework provides students with a broad foundation of information related to current supervisory issues as well as the ability to practice with "hands-on" experiences. Students learn how to deal with employee issues in courses such as Human Resource Management, Mediation of Conflict, and Interviewing. Students learn to work with peers through such classes as Building Effective Work Groups, and Effective Leadership. Having completed the coursework, students are prepared for a range of issues dealing with managing people and building teams within an organization. Possible job titles include: Retail Store Manager, Restaurant Manager, Manufacturing Supervisor, and Shift Leader. Entry-level and second-level supervisors and managers are in demand in a variety of markets including hospitality, medical, office and other service industries.

## **1.1d Hours of Office Operation and Service by Location**

The department on the Santa Rosa campus encompasses two floors in Maggini Hall and operates on an 8:00 a.m. to 4:00 p.m. schedule, Monday-Friday, except for the months of June and July when the campus closes on Friday. The Business Department is staffed by a classified AAll at 40 hours a week and student assistants working a combined 15 hours per week. Six full-time instructors and one 60% instructor.

There is one full-time instructor located at the Petaluma campus.

## **1.2 Program/Unit Context and Environmental Scan**

The Business Department is comprised of 10 sub-disciplines currently offering a total of 16 certificates. There are currently five majors in the department. Three of the majors are intended to be in conjunction with industry certification. Enrollments are currently limited due to reduced class offerings; however there is significant demand for transfer curriculum as well as skill based classes. There are more transfers to Sonoma State University from Business Administration than any other discipline. The department is compliant with industry requirements from the State Department of Real Estate (DRE), the Office of Real Estate Appraisers (OREA), and is in the process of cataloging the data and maintaining the requirements to apply for certification from the American Bar Association (ABA) for the Paralegal program once the program has program completers and qualifies for the application. The department has developed a new Entrepreneurship Certificate and is updating the Hospitality certificate to reflect increased demand in these areas.

Currently the department has an immediate full time faculty need:

## **Business Transfer**

Over the last decade Business Department lost six full time faculty business transfer instructors and have only replaced two of them.

The Business Transfer major and all related transfer coursework continue to be in high demand. This discipline represents a majority of the department's offerings and classes are continuously impacted. Class efficiency and instructional productivity also continue to be very strong -- among the highest in our department. With the introduction of the Weekend Hybrid College Program and the increased need for additional online transfer classes our department anticipates growth in this area in order to satisfy student needs. Furthermore, as more international students come to our college to study business, in addition to, the increase in Business majors at the university level, demand for business transfer courses will rise. Unfortunately, over the past 5-10 years, the Business Department has seen 6 full-time faculty retirements and one full-time faculty member on reduced load with only two replacements in this specific area of expertise (accounting, law, and human relations management). One of the faculty retirements was a split Petaluma position and at this time there are no full-time business transfer instructors on the Petaluma campus. Thus, both campuses would benefit from a full-time business transfer faculty member.

Globalization and technology have significantly changed the way businesses operate. It is essential students completing Business Department courses and programs are skilled and knowledgeable in both of these areas. The department will be examining curriculum to identify how best to incorporate technology and global issues throughout the curriculum and making changes as necessary.

## **2.1a Budget Needs**

**Student workers** - Due to the change in minimum wage from 7.00 to 10.00hr, we would request that both the Federal Work Study (0503-2360) and Student employment (0503-2361) be augmented to maintain the current level of student assistance. Since Student Employment funds are more versatile, augmenting that fund would be preferred.

Restore 2360 to \$7,000.00  
Increase 2361 by \$5,400.00

All Federal Workstudy funds were removed from the Business Department. We could not fully staff due to construction related issues and I had to give up my FWS student. The next year, I had no FWS funding.

# Santa Rosa Junior College - Program Unit Review

## Business Administration - FY 2016-17

### 2.1 Fiscal Year Expenditures

#### Santa Rosa Campus

Expenditure Category	Unrestricted Funds	Change from 2015-16	Restricted Funds	Change from 2015-16	Total	Change from 2015-16
Faculty payroll	\$521,609.97	3.22%	\$0.00	0.00%	\$521,609.97	3.22%
Adjunct payroll	\$607,707.59	-7.61%	\$23,873.76	171.64%	\$631,581.35	-5.24%
Classified payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
STNC payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Student payroll	\$4,697.60	-42.98%	\$0.00	0.00%	\$4,697.60	-42.98%
Management payroll (and Dept Chairs)	\$67,309.19	-7.97%	\$0.00	0.00%	\$67,309.19	-7.97%
Benefits (3000's)	\$269,798.02	10.56%	\$2,284.74	92.84%	\$272,082.76	10.96%
Supplies (4000's)	\$24,307.51	-3.22%	\$0.00	0.00%	\$24,307.51	-3.22%
Services (5000's)	\$4,668.34	47.58%	\$110.16	0.00%	\$4,778.50	51.06%
Equipment (6000's)	\$0.00	-100.00%	\$35,741.79	23.28%	\$35,741.79	-9.94%
<b>Total Expenditures</b>	<b>\$1,500,098.22</b>	<b>-1.79%</b>	<b>\$62,010.45</b>	<b>59.14%</b>	<b>\$1,562,108.67</b>	<b>-0.27%</b>

#### Petaluma Campus (Includes Rohnert Park and Sonoma)

Expenditure Category	Unrestricted Funds	Change from 2015-16	Restricted Funds	Change from 2015-16	Total	Change from 2015-16
Faculty payroll	\$101,041.00	1.43%	\$0.00	0.00%	\$101,041.00	1.43%
Adjunct payroll	\$66,529.04	-36.73%	\$4,117.40	0.00%	\$70,646.44	-32.81%
Classified payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
STNC payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Student payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Management payroll (and Dept Chairs)	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Benefits (3000's)	\$37,128.20	-7.38%	\$475.06	0.00%	\$37,603.26	-6.19%
Supplies (4000's)	\$1,410.28	-22.79%	\$0.00	0.00%	\$1,410.28	-22.79%
Services (5000's)	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Equipment (6000's)	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
<b>Total Expenditures</b>	<b>\$206,108.52</b>	<b>-16.45%</b>	<b>\$4,592.46</b>	<b>0.00%</b>	<b>\$210,700.98</b>	<b>-14.58%</b>

#### Other Locations (Includes the PSTC, Windsor, and other locations)

Expenditure Category	Unrestricted Funds	Change from 2015-16	Restricted Funds	Change from 2015-16	Total	Change from 2015-16
Faculty payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Adjunct payroll	\$232,281.98	9.99%	\$0.00	0.00%	\$232,281.98	9.99%
Classified payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
STNC payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Student payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Management payroll (and Dept Chairs)	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Benefits (3000's)	\$20,908.96	43.55%	\$0.00	0.00%	\$20,908.96	43.55%
Supplies (4000's)	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Services (5000's)	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Equipment (6000's)	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
<b>Total Expenditures</b>	<b>\$253,190.94</b>	<b>12.16%</b>	<b>\$0.00</b>	<b>0.00%</b>	<b>\$253,190.94</b>	<b>12.16%</b>

#### Expenditure Totals

Expenditure Category	Amount	Change from 2015-16	District Total	% of District Total
Total Expenditures	\$2,026,000.59	-0.63%	\$149,725,018.78	1.35%
Total Faculty Payroll	\$1,557,160.74	-1.93%	\$47,889,987.40	3.25%
Total Classified Payroll	\$0.00	0.00%	\$23,022,361.43	0.00%
Total Management Payroll	\$67,309.19	-7.97%	\$9,924,644.22	0.68%
Total Salary/Benefits Costs	\$1,959,762.51	-0.47%	\$106,740,760.16	1.84%



Total Non-Personnel Costs	\$66,238.08	-5.10%	\$16,678,764.69	0.40%
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## 2.1b Budget Requests

Rank	Location	SP	M	Amount	Brief Rationale
0001	ALL	08	03	\$7,000.00	Funding removed and needs to be restored/augmented. Due to construction issues we were unable to have adequate student support in 2016/2017 and all FWS funding was swept.
0002	ALL	08	02	\$5,400.00	Due to the change in minimum wage from 7.00 to 10.00hr, we would request that Student employment (0503-2361) be augmented to maintain the current level of student assistance.

## 2.2a Current Classified Positions

Position	Hr/Wk	Mo/Yr	Job Duties
AA II	40.00	12.00	The Maggini Service center not only provides support to the Business Department, but to users from all areas of the campus who use our facilities and equipment. Manage all aspects of department operations including collaboration with chair and faculty on curriculum development and tracking; order/track graphics, supplies, budget management, transfers, and tracking; trouble-shoot office equipment problems; hire, train, supervise student employees, reception duties in a high traffic front office, home to 7 fulltime faculty and 40+ adjunct on the first two floors of Maggini. Coordinate activities, communications with all disciplines; verify textbooks orders for all course sections; PRPP input; provide orientations to new adjunct faculty; set up and take minutes at department meetings and 8 advisory committees; coordinate all aspects of year-end ceremony for graduating students; assist with schedule development, communicate with students regarding class/instructor issues. Heavy communications daily with various full-time and adjunct faculty via email, phone, and in person.

## 2.2b Current Management/Confidential Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Department Chair	11.00	10.00	Chairperson duties as identified in the AFA contract.
Program Coordinators (9)	1.70	10.00	Currently 9 faculty serve as coordinators of specific programs. Duties include program development, curriculum, outreach, advisory meetings, and student advising. Each coordinator receives 5% release time.
Department Chair - Co Chair	7.00	10.00	Co-Chairperson; duties include PRPP, Curriculum, schedule development.

## 2.2c Current STNC/Student Worker Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Student Assistants	14.00	10.00	The Student Clerical Asst. is an essential support staff member to the AAIL, faculty and students. The Business department is located on two floors. The Student assists AAIL in ordering and tracking textbooks, co-staffs the very busy, high traffic front reception desk; runs errands, answers basic and technical questions by phone/in-person, which allows the AA to produce schedule development, on-going curriculum development, meeting minutes, processing student forms, assisting a large staff of 40+ adjunct instructors and 7 fulltime faculty. Without the Student Assist. for 25 hours week the AAIL would achieve very little due to the disruptive nature of a very busy front office. Whenever possible, the Department does hire FWS students to help defray costs.

## 2.2d Adequacy and Effectiveness of Staffing

The Maggini Service Center is located on the first floor of a three story building, and is staffed by one classified AAIL, 40 hrs/wk and part-time student employees (14 hrs./wk total). The first floor of Maggini is also the entryway to the copier machine used by many departments not only in Business department, but other departments, as well. The second floor is also frequented by conference room attendees using the internal stairwell to gain access, again via the department's front door. With entrances on both the first and second floor, having adequate student coverage is needed to ensure that student needs are met.

The Administrative Assistant is now responsible for a large CTE department. The workload continues to increase, including the addition of 5 Advisory Committees, bringing the total to 9. The AA is also responsible for support of PRPPs, scheduling, certificate ceremony, curriculum support to include finding comps, tracking of and assisting faculty with SLO assessments.

The student population in the Business department has decreased 17% from 2015/16 (8705 students) to 2016/17 (7567 students). Having an half-time Administrative Assisant in the late afternoon/early evening would provide support to not only our daytime students and faculty, but also our evening students and faculty. The evening population is a large and under served population of our students.

## Santa Rosa Junior College - Program Unit Review

### Business Administration - FY 2016-17

#### 2.2 Fiscal Year Employee Data and Calculations

##### Employee Head Counts

Employee Category	Count	Change from 2015-16	District Total	% of District Total
Contract Faculty	9	0.00%	314	2.87%
Adjunct Faculty	55	-5.17%	1340	4.10%
Classified Staff	0	0.00%	523	0.00%
STNC Workers	0	0.00%	642	0.00%
Student Workers	1	-75.00%	583	0.17%
Mgmt/Admin/Dept Chair	7	16.67%	170	4.12%

##### Employee FTE Totals

FTE Category	FTE	Change from 2015-16	District Total	% of District Total
FTE-F - Faculty	27.7228	-12.38%	729.3482	3.80%
FTE-CF - Contract Faculty	8.1330	-5.43%	310.0330	2.62%
FTE-AF - Adjunct Faculty	19.5898	-14.98%	419.3152	4.67%
FTE-C - Classified	0.0000	0.00%	454.0118	0.00%
FTE-ST - STNC	0.0000	0.00%	93.0257	0.00%
FTE-SS - Support Staff	0.4269	-47.10%	725.5377	0.06%
FTE-SW - Student Workers	0.4269	-47.10%	178.5002	0.24%
FTE-M - Management	1.2100	-8.10%	127.1114	0.95%
FTE-DC - Department Chairs	0.0000	0.00%	0.0000	0.00%

##### Student Data

Data Element	Value	Change from 2015-16	District Total	% of District Total
FTES-CR - Credit	665.8528	-7.96%	0.0000	0.00%
FTES-NC - Non-Credit	17.5676	-53.14%	0.0000	0.00%
FTES - combined	683.4205	-10.18%	0.0000	0.00%
Students Enrolled/Served	6417	-21.77%	0	0.00%

##### Calculations

Data Element	Value	Change from 2015-16	District Total	% of District Total
FTE-S : FTE-F	24.6519	2.51%	0.0000	0.00%
FTE-AF : FTE-CF	2.4087	-10.10%	1.3525	178.09%
FTE-F : FTE-SS	64.9364	65.62%	1.0053	>1000%
FTE-F : FTE-M	22.9114	-4.66%	5.7379	399.30%
FTE-SS : FTE-M	0.3528	-42.43%	5.7079	6.18%
FTE-ST : FTE-C	0.0000	0.00%	0.2049	0.00%
Average Faculty Salary per FTE-F	\$56,168.88	11.93%	\$65,661.35	85.54%
Average Classified Salary per FTE-C	\$0.00	0.00%	\$50,708.73	0.00%
Average Management Salary per FTE-M	\$55,627.43	0.15%	\$78,078.32	71.25%
Salary/Benefit costs as a % of total budget	96.73%	0.16%	71.29%	135.68%
Non-Personnel \$ as a % of total budget	3.27%	-4.50%	11.14%	29.35%

Restricted Funds as a % of total budget	3.29%	72.00%	17.57%	18.71%
Total Unit Cost per FTE-F	\$73,080.56	13.42%	\$205,286.06	35.60%
Total Unit Cost per FTE-C	\$0.00	0.00%	\$329,782.22	0.00%
Total Unit Cost per FTE-M	\$1,674,380.65	8.13%	\$1,177,903.94	142.15%
Total Unit Cost per FTE-S	\$2,964.50	10.64%	\$0.00	0.00%
Total Unit Cost per student served/enrolled	\$315.72	27.03%	\$0.00	0.00%

# Santa Rosa Junior College - Program Unit Review

## Business Administration - FY 2016-17

### 2.2a Classified Positions Employees paid from a Classified OBJECT code

Name Last	First	Position	Hours	FTE
<< No Employees >>				

# Santa Rosa Junior College - Program Unit Review

Business Administration - FY 2016-17

## 2.2b Management/Confidential Positions Employees paid from a Management/Confidential OBJECT code

Name Last	First	Position	Hours	FTE
Cheek	Richard	Faculty	0.00	0.2000
Fichera	Steven	Faculty	0.00	0.0500
Gattinella	Roy	Faculty	0.00	0.6100
Lord	Gina	Faculty	0.00	0.0500
Seder	Katie	Faculty	0.00	0.0500
Withers	Breck	Faculty	0.00	0.0500
Yu	Albert	Faculty	0.00	0.2000
<b>Totals</b>			<b>0.00</b>	<b>1.2100</b>

# Santa Rosa Junior College - Program Unit Review

Business Administration - FY 2016-17

## 2.2c STNC Workers Employees paid from an STNC OBJECT code

Name Last	First	Position	Hours	FTE
<< No Employees >>				



# Santa Rosa Junior College - Program Unit Review

Business Administration - FY 2016-17

## 2.2d Student Employees Employees paid from a Student Employee OBJECT code

Name Last	First	Position	Hours	FTE
Tucker	Sarah		444.00	0.4269
Totals			444.00	0.4269

## 2.2e Classified, STNC, Management Staffing Requests

Rank	Location	SP	M	Current Title	Proposed Title	Type
0001	Santa Rosa	08	02	none	Administrative Assistant I - 50%	Classified

## 2.3a Current Contract Faculty Positions

Position	Description
Business Transfer - Reduced workload 50%	Instructor in transfer curriculum and management courses. Retiring after Spring 2018
Business Marketing	Marketing anchor instructor and coordinator Business Marketing certificate programs; currently serving as chairperson with reassign time.
Business Real Estate - 60% Pro Rata Adjunct	Real estate instructor and coordinator of real estate certificate and major; permanent 60% pro rata faculty.
Business Accounting	Accounting instructor and coordinator of the accounting programs.
Business Hospitality Management	Instructor in hospitality and transfer curriculum. Coordinates the Hospitality management program.
Business Bookkeeping	Petaluma anchor faculty, coordinating bookkeeping, bookkeeping clerk, accounting clerk and payroll clerk; he is primarily teaching transfer accounting classes in Petaluma.
Business CTE Instructor	New second year faculty. Coordinating multiple certificates in Business Office Technology.
Business Transfer Instructor	New third year faculty who teaches law and business transfer courses. Coordinates the Paralegal major.

## 2.3b Full-Time and Part-Time Ratios

Discipline	FTEF Reg	% Reg Load	FTEF Adj	% Adj Load	Description
Business Administration	2.9400	36.0000	5.2400	64.0000	Currently the majority of the classes in this discipline are taught by 23 adjunct instructors. We also lost our TMC transfer coordinator due to a retirement.
Business Bookkeeping	0.0000	0.0000	2.0400	100.0000	Currently all the classes in this discipline are taught by 12 adjunct instructors. Petaluma anchor faculty, coordinating bookkeeping, bookkeeping clerk, accounting clerk and payroll clerk; he is primarily teaching transfer accounting classes in Petaluma.
Business General	1.0000	38.0000	1.6300	62.0000	Currently the majority classes in this discipline are taught by 9 adjunct instructors. All certificate coordination, SLO assessments, curriculum and student contact/counseling is done by PT faculty.
Business Management	0.4000	28.0000	1.0200	71.0000	Currently all the classes in this discipline are taught by 8 adjunct instructors. All certificate coordination, SLO assessments, curriculum and student contact/counseling is done by PT faculty.
Business Marketing	0.6100	50.0000	0.6000	50.0000	Most of the classes in this discipline are taught by full-time contract faculty and the certificate program is coordinated by a full time faculty.
Business Office Technology	0.0000	0.0000	0.0700	95.0000	Most of the classes in this discipline are taught by full-time contract faculty and the certificate program is coordinated by a full time faculty.
Hospitality	0.5700	35.0000	0.3700	65.0000	Most of the classes in this discipline are taught by full-time contract faculty and the certificate program is coordinated by a full time faculty.
Human Resources	0.0000	0.0000	0.5700	100.0000	Currently all the classes in this discipline are taught by 2 adjunct instructors. All certificate coordination, SLO assessments, curriculum and student contact/counseling is done by PT faculty. The HR coordinator is close to retirement age.
Paralegal Studies	0.2000	21.0000	74.0000	78.0000	Most of the classes in this discipline are taught by 12 part-time faculty and the certificate program is coordinated by a full time faculty.
Real Estate	0.6000	43.0000	0.8000	57.0000	Load classed as FT, is a pro-rata faculty member, not a full-time contract faculty member. 5 adjuncts

### **2.3c Faculty Within Retirement Range**

There are currently 7 full-time contract faculty, two on tenure track, one on pre-retirement reduced workload that started fall 2015 and will retire after spring 2018. Only three faculty members will be below the age of 55. At least one faculty member is expected to retire within the next 3 years. One faculty member retired last year, who has shared department chair duties the last 4 years.

Over the past 7 years we have had 8 full time faculty retirements, for a total of 16 contract faculty retirements in the last 10 years. We have also had a full time faculty go on reduced load.

Unfortunately the department has only been allowed to replace three full time faculty in the last 10 years.

One of the full-time faculty included in the list of contract faculty has no teaching assignment in the department and is directing the International Students Program under Student Services and has been for the last few years.

### **2.3d Analysis of Faculty Staffing Needs and Rationale to Support Requests**

#### **Business Department Faculty Staffing Request Fall 2017**

##### **1. Position:**

The Business Department is requesting a Business Transfer Instructor with additional specialization/expertise in accounting, human resources management and/or management. This position would have primary assignment in Santa Rosa but would be subject to scheduling at alternate sites. This is an ongoing request in the department's

PRPP for several years and currently there are no contract faculty teaching in business bookkeeping, business management, or human resources management.

Additionally, in the current spring 2017 semester only 50% of the 14 sections of BAD1 Financial Accounting and BAD2 Managerial Accounting are staffed by contract faculty. In fall 2016 and spring 2017 enrollments in BAD1 were 314 and 329, respectively; for BAD2 in those semesters, enrollments were 130 and 198, respectively. Of the 8 sections of BAD10 American Business in its Global Context which ran in spring 2017, 38% were taught by adjunct and of the 7 sections of BAD18 Legal Environment of Business which ran in spring 2017, 43% were staffed by adjunct faculty. Five sections of BAD52 Human Relations ran in spring 2017 of which 60% of sections were staffed by adjunct faculty. Of the 5 sections of BAD53 Solving Business Problems with Spreadsheets, 100% of sections were staffed by adjunct in spring 2017. For the spring 2017, total enrollments in those BAD classes which are the core of the transfer program were 1,290 out of 1,307 or 99% of BAD enrollments. BBK enrollments which are staffed 100% by adjunct faculty had enrollments of 395 in spring 2017 which is increased from 276 enrolled in fall 2016 or a 43% increase. Human resource (HR) enrollments had fall 2016 enrollments of 180 and for spring 2017, enrollments increased to 235 or an increase of 31%; this discipline is also staffed solely by adjunct faculty. In the business management (BMG) discipline enrollments were 259 students in fall 2016 and increased to 333 in spring 2017 which is an increase of 29%; again, these courses are staffed entirely with adjunct.

This is not a growth position as the department has lost 7 faculty over the last six years and though one was technically a contract counselor, they taught 80% - 100% load in the department which makes for an additional retirement. There have only been three replacements during that same period. As mentioned above, this position would lead to having a contract faculty member in disciplines where there are currently only adjunct faculty. The department has 10 distinct disciplines. This position would not teach non-credit classes.

## 2. Current Contract Faculty Considerations:

In addition to teaching transfer courses, this faculty would be hired to anchor management or human resource management; while there are contract accounting faculty there is no bookkeeping anchor faculty and the department is creating an Enrolled Agent program. While the 2015-2016 PRPP data shows 9 contract faculty, that number is inaccurate. One faculty member has 100% reassignment to Student Services to run the International Students Program, another is on pre-retirement reduced load, and a third retired in spring 2017 but had been out of the classroom beginning in fall 2016. There are only six contract faculty to try to coordinate and staff 10 disciplines; one has just been tenured and two more are in their first and second years of the tenure process and all three are assigned in Santa Rosa. Of the three remaining full-time faculty, all of them have coordinator responsibilities and one has significant reassign time as department chairperson.

## 3. Current Adjunct Faculty Considerations:

The full-time to part-time faculty ratio is 27.3% to 72.7%, respectively; there are approximately 60 adjunct faculty in the department with about 67% teaching in Santa Rosa, 11% in Petaluma and 22% in other locations.

## 4. Instructional Impact:

The courses which would be staffed would depend on the discipline hired preferably in management, human resource management, or accounting/bookkeeping; depending on the discipline hired would determine if they would be assigned totally to the Santa Rosa campus or teach in more than one location. For the last six semesters, management's average class size has been 22.9 while enrollment efficiency was 82%. For human resources management average class size was 28.9 and efficiency was 84%. For bookkeeping average class size was 25.3 and efficiency was 89%; for transfer accounting average class size was 36 and efficiency was 90%. These disciplines' courses and BAD transfer classes run every semester with strong enrollments and efficiency. Enrollments are strong in the BAD transfer classes with online classes closing first and with lower enrollments in Petaluma sections. Typically, by start of semester most sections are closed.

5. District and Departmental Need and Goals:

A contract faculty hired to teach both transfer courses and who can also anchor a CTE program/discipline would provide for coordination of one or more certificate programs, provide for revision and updating of curriculum, assessment of SLOs, and coordinate advisory committee meetings. The department offers over 130 different courses many of which are taught only by adjunct making it difficult to fulfill the above activities. All three disciplines have Hispanic enrollments between 25% - 30% and serve older students in both bookkeeping and human resources. Without this position, the department will continue to be dependent on adjunct faculty who do not anchor programs and do not perform contract faculty duties.

6. Degrees, Certificates, Prerequisites, and/or General Education:

The Business Department is comprised of 10 disciplines currently offering 6 majors and 18 certificates. In 2016-2017, the department awarded 207 degrees and another 76 in fall 2017; degree completions were 144 in 2013-2014 and 120 in 2014-2015. Since 2012-2013, completions in the AS-T have increased from 55 to 152 by 2016-17 and was the fourth largest major for degree completions. There were 41 certificate completers in 2016-17 in accounting/bookkeeping areas representing 6 certificate programs; there were 48 certificates awarded in 2013-2014 and 50 in 2014-2015. There were 15 completions of the human resource management certificate each year for the three year period. The management certificates have declined sharply to one completion in 2015-2016 with 1 completion in 2013-2014 and 7 in 2014-2015.

7. CTE Positions:

To be provided by Josh Adams

8. Position Mandates:

None

9. District Impact:

Based on the number of courses, programs and students, contract faculty can barely keep up with day-to-day duties. Additional contract faculty are needed to anchor programs, keep curriculum current, and perform other needed activities.

April 26, 2017

2.3e Faculty Staffing Requests

Rank	Location	SP	M	Discipline	SLO Assessment Rationale
0001	ALL	02	01	Business Transfer	Class sizes are growing, we had a full time faculty retire and a full time faculty go on reduced load.
0002	ALL	02	01	Business - Human Resources	no full time contract faculty responsible for Human Resources program
0003	ALL	02	01	Business - Paralegal Studies	no full time contract faculty responsible for Management or Entrepreneuership program



## **2.4b Rationale for Instructional and Non-Instructional Equipment, Technology, and Software**

**1. Media-enhanced classroom upgrades.** Rooms 2711 and 2714 need upgrading and/or computers and projectors to SRJC regulation standards.

**2. QuickBooks 2016** - The practice for the past number of years has been for SRJC to purchase lab packs of the latest QuickBooks software annually via the use of Measure A funds. The cost was only a few hundred dollars total, thanks to generous academic pricing from Intuit, the maker of QuickBooks. Now, measure A funds are no longer available, leaving the general fund as the primary source for software updates. Additionally, with the 2016 release, Intuit/QuickBooks is no longer providing discount pricing for lab packs. Each copy must be purchased separately at full retail price, roughly \$200 each.

While we can skip “officially” teaching the 2016 version, many students will have that version to use at home or work. Without instructor access to QuickBooks 2016 we are in the position of potentially being unable to answer students’ questions. Instructors can, and have in the past, purchased copies at their own expense for use on their personal computers. However, we should still have several copies on campus available for both student and instructor use. We recommend purchase of a minimum of six copies: Two for student workstations on each campus (SR and Pet), plus one each for instructor workstations. Total cost would be approximately \$1,200.

**3. Lexis/Nexis Subscription** - This will provide our paralegal students with hands-on training utilizing software currently used by the legal industry.

**4. Side white boards** - would facilitate a full class being broken into small groups who would then have a gathering point and resource to work out and provide solutions, list responses, and in general, work collaboratively on projects. They could then easily present their work to instructor and the class as a whole. **6. Replacement desks and chairs** The classrooms on the first floor (2705-2714) have 20-year-old tablet armchairs. Replacement with modern dorsal student desks or tables and chairs would provide better working space for each student, and would not decrease the number of student desks in each classroom.

**5. New Carpet** - Rooms 2802, 2803, 2806, 2811, 2812 are in need of new carpet.

## 2.4c Instructional Equipment Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
0001	Santa Rosa	01	01	Media upgrade 2711 and 2714	2	\$10,000.00	\$20,000.00	R. Gattinella	2711, 2714	R. Gattinella / A. Yu
0001	ALL	02	01	Stock market investment software for BAD 10-\$6000	1	\$6,000.00	\$6,000.00	Steve		
0001	ALL	01	01	IELMS Software for HR - \$1,000	1	\$1,000.00	\$1,000.00	Elenore		
0003	ALL	01	01	Lexis/Nexis subscptn. (legal research) \$1500/year	1	\$1,500.00	\$1,500.00	S.Fichera	Computer labs	S. Fichera
0005	Santa Rosa	04	01	Carpet - commercial grade	6	\$15,000.00	\$90,000.00	G. Lord	2802, 2803, 2806, 2811, 2812,, 2825	R. Gattinella / A. Yu
0006	Santa Rosa	01	01	replacement desks and chairs	260	\$800.00	\$208,000.00	G. Lord	2707, 2708, 27142802, 2803, 2806, 2811,	R. Gattinella / A. Yu

## 2.4d Non-Instructional Equipment and Technology Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
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2.5a Minor Facilities Requests

Rank	Location	SP	M	Time Frame	Building	Room Number	Est. Cost	Description
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2.5b Analysis of Existing Facilities

With the exception of the aging furniture, the existing Maggini Hall classrooms are by and large adequate. However, we are in need of new carpeting.

3.1 Develop Financial Resources

We received grant money through both CTEA funds and the Foundation for various projects including curriculum development, faculty training, and program revisions.

### **3.2 Serve our Diverse Communities**

The Business department does not have a particular policy or practice of recruiting or advertising for faculty. The department defers to the Human Resource Department's expertise in determining the best ways to advertise and recruit qualified candidates in the ten disciplines as needed.

### **3.3 Cultivate a Healthy Organization**

The department supports the classified staff by providing release time for training.

Faculty members are encouraged to continue professional development.

### **3.4 Safety and Emergency Preparedness**

Maggini Service Center's Administrative Assistant II is the area safety coordinator for the first floor of Maggini.

The BPS Dean's Administrative Assistant III is the building safety coordinator and second floor safety coordinator.

### 3.5 Establish a Culture of Sustainability

The Business Department curriculum is primarily lecture or computer based and, as such, requires very few resources other than electricity, paper, and office supplies.

The classrooms and some offices have been equipped with energy saving devices.

We have been working to reduce our reliance on paper and will continue to do so as the IT communication systems progress. Paper recycling has been successfully instituted for several years

### 4.1a Course Student Learning Outcomes Assessment

#### SLO Assessments

The department did extensive work on SLO assessments this spring with a department member being designated as the “project leader.” A work day was set aside with all faculty—adjunct and full-time—meeting to identify criteria and/or write assessments for many of the 100 plus courses offered in the department. Work continues since issues have arisen such as some courses not currently being taught, taught previously and instructor is no longer here, etc.

All Real Estate course SLO’s have been completed and submitted.

RE54 Commercial Real Estate appraisal and RE59 Advanced Real Estate Appraisal is to be deactivated until such time that both the industry and Real Estate program can demonstrate a need.

Any area not addressed will be addressed in the spring with full attention being devoted to assessing our 20 different certificates and majors.

Dept/Nbr	Course Title	Slo # assessed	Participating Faculty	Semester to be Initiated	Semester Completed	Comments	Year of next assessment
BAD 1	FINANCIAL ACCOUNTING	1,2,3,4	Lord	F13	F13	SLO met	2019

BAD 2	MANAGERIAL ACCOUNTING	1,2,3,4,5	Lord, Croteau	F13	F13	update SLO 1	2019
BAD 10	AMERICAN BUS-GLOBAL CONT	1,2,3,4	MacPherson	F13	F13	SLO met	2019
BAD 18	LEGAL ENVIRONMENT OF BUS	2	Mansi	F14	F14	Slo met, minor improvements	2020
BAD 52	HUMAN RELATIONS	1	Cheek, Fritschen, Phipps	S12	2011/2012	SLO met	2018
BAD 53	BUS PROB/SPRDSHEETS	1	Sudduth	S13	2011/2012	SLO met	2019
*BAD 54	COMP APPL ACCOUNTING		--			Not being offered	As scheduled
BAD 55	INTERMEDIATE ACCOUNTING	1,2,3	Bean, Lord	S11	F2014	SLO met	2020
BAD 56	FUND ACCOUNTING	1,2,3	Hamm	f14	f14	slo Met	2020
BAD 57	COST ACCOUNTING	1,2,3	Bean, C	S14	S14	SLO met	2020
BAD 59	FEDERAL INCOME TAX LAW	1,2,3	Hindley	F14	f14	Minor changes, SLO met	2020
*BAD 64	COMPUTER TAX ACCOUNTING		Blenker, Becnel			Criteria Identified - Assess F14	
*BAD 67	FINANCIAL PLANNING		--			Not being offered	As scheduled
BAD 98	INDEPENDENT STUDY	1	LeBaudour	F14	F14		2020
BBK 50	COMPUTER BBKG & ACCTG I	2	Stadnik, Davis, Black, Withers	F11	2011/2012	SLO met	2017
BBK 51	COMPUTER BBK & ACCT II	1	Withers	S13	S13	SLO met	2019
BBK 52.1	PAYROLL RECORD KEEPING	1,2,3,4,5	Stadnik	F14	F14	Slo Met-adjust SLOs	2020
BBK 53.1	QUICKBOOKS	1	Davis, Withers	F13	F13	follow up in 2 years	2015
BBK 53.2	QUICKBOOKS LEVEL 2	3	Withers	S13	S13	follow up in 2 years	2015
BGN 71	BUSINESS ENGLISH	2	Jaderstrom, Saragina, Bennett	S10	2010/2011	re-do, SLO was changed	re do- 2015
BGN 81	PRACTICAL BUSINESS MATH	1	Withers, Sorensen, Stadnik	F11	2011/2012	repeat assessment after update	2016
BGN 101	TYPING	2	Boyett, Redmon	F11	2011/2012	SLO met	2017
BGN 102	TYPING-SKILL BUILDING	3	Boyett, Redmon	F11	2011/2012	SLO met	2017
BGN 110	EXPLORING BUS. CAREERS	1,2	Saragina	F11	2011/2012	SLO met	2017
BGN 111	SOFT SKILLS FOR BUSINESS	1,3	Saragina, Davis	F11	2011/2012	SLO met	2017
BGN 112	MARKETING YOUR SKILLS	4	Saragina	F11	2011/2012	SLO met	2017
BGN 201	TYPING SELF-PACED	3	Withers, Darling-Facio	F11	2011/2012	SLO met	2017
BGN 203	SELF-PACED 10-KEY	1	Redmon, Boyett, Withers	S12	2011/2012	SLO met	2017

BGN 204	ELECTRONIC CALCULATOR	1	Redmon, Boyett	S12	2011/2012	SLO met	2017
BGN 205	BASIC FILING	2	Redmon, Boyett	F11	2011/2012	SLO met	2017
BMG 50	MANAGEMENT & SUPERVISION	1,2	Yu	SP14	SP14	SLO met	2020
BMG 52	WRITTEN COMM IN ORGS	1 2 3 4	Braynard Barr	F14	F14	SLO met	2021
BMG 53	ORAL COMM IN ORGS	1,2	Phipps	F13	F13	SLO met	2019
BMG 54	QUANT SKILLS - MATH	2	Suduth	S12	2011/2012	Reeval after changes	2016
BMG 55	BUS MGMT ACCTG	1,2,3	Goldstone	S14	S14	SLO met	2020
BMG 61	SKILLS FOR MANAGERS	1	Cheek	F13	2013/2014	SLO met	2019
BMG 62.1	ONE-ON-ONE MGMT COMM	1,2	Phipps	F13	F13	SLO met	2019
BMG 62.4	MANAGING WORKGROUPS	1,2,3	Phipps	S14	2013/2014	f14	2020
BMG 63.1	MOTIVATION/EMPOWERMENT	1,2,3	Cheek	F10	2011/2012	new assess tool being developed	2016
BMG 63.4	MANAGERIAL LEADERSHIP	1 2 3	Goldstone	F13	F13	needs assessing	
<b>*BMG 66.1</b>	<b>DECISIONS-ORGANIZATIONALS</b>	<b>S13</b>	<b>Gayle</b>				
BMG 66.3	FINANCIAL BASICS	1 2	Goldstone	F14	F14	SLO met	2020
BMG 66.4	PROJECT MANAGEMENT	2	Fritschen	F14	F14	SLO met	tbd
BMG 67.4	CONFLICT MANAGEMENT	1,2,3	Phipps		S14		
<b>*BMG 78.127</b>	<b>BODY LANGUAGE</b>					Assess next offering	
<b>*BMG 85.1</b>	<b>PRE-BUS FUNDAMENTAL</b>					Assess next offering	
<b>*BMG 85.2</b>	<b>STARTING SMALL BUSINESS</b>					Assess next offering	
<b>*BMG 85.3</b>	<b>SMALL BUSINESS RECORDS</b>					Assess next offering	
<b>*BMG 85.5</b>	<b>SMALL BUSINESS PLAN</b>					Assess next offering	
<b>*BMG 85.6</b>	<b>SMALL BUSINESS PROMOTION</b>					Assess next offering	
<b>*BMG 85.8</b>	<b>TAXES AND SMALL BUSINESS</b>					Assess next offering	
<b>*BMG 85.10</b>	<b>SMALL BUSINESS ETHICS</b>					Assess next offering	
<b>*BMG 85.12</b>	<b>ENTREPRENEURSHIP</b>					Assess next offering	
<b>*BMG 85.13</b>	<b>STARTING AN E-BUSINESS</b>					Assess next offering	
BMG 100	ENT. BUSINESS PLAN	1,2,3	Goldstone	F13	2013/2014	SLO met	2019
BMG 103	COMM. FOR START-UPS	1,2,3	Goldstone/siedel	f14	f14	SLO met	2019
BMG 104	INNOVATION & CREATIVITY	1 2 3	Siedel	F14	F14	slo met	2020
<b>*BMG 105</b>	<b>ETHICS &amp; SUSTAINABILITY</b>					never offered	
BMK 50	MARKETING	1,2,3,4	Gattinella	F13	F13	revisit in 2 semester	Fall 2015
BMK 51	PRINCIPLES OF SELLING	1,2,3,4	Fritschen	f13	F13	SLO met	2019
BMK 54	ADVERTISING	1,2,3,4	Gattinella	S14	S14	revisit in 2 semester	s2016

BMK 57	INTRO PUBLIC RELATIONS	1,2,3	Gattinella	S14	S14	revisit in 2 semester	s2016
BMK 59	CONSUMER BEHAVIOR	1,2,3	Gattinella	s13	S13	revisit in 2 semester	s2015
BMK 60	RETAIL MERCHANDISING	1,2	Beeson	F14	F14	SLO met	
BOT 85.1	LEGAL PROFESSIONS		Tucker	F14	F14	SLO met	s 2021
*BOT 85.3	FAMILY LAW PROCEDURES					Assess next offering	
BOT 85.4	CIVIL LITIGATION PROC		Tucker	F14	F14	SLO met	s 2021
BOT 85.5	DISCOVERY PROCEDURES		Tucker	f14	f14	SLO met	s2021
*BOT 85.6	LEGAL DOCUMENT PROCESS					F12	2019
BOT 154	OFFICE PROCEDURES	2	Redmon	S13	S13	SLO met	2019
BOT 154.1	WRITING STRATEGIES	1	Braynard Barr	S13	S13	SLO met	2019
*BOT 156	*LEGAL OFFICE PROCEDURES						
BOT 770	BUSINESS SKILLS LAB	1	Davis, Chesbro	SP14	SP14	SLO met	2020
HOSP 50	INTRO TOURISM SONOMA CO	2	Cheek	s12	2011/2012	SLO met	2018
HOSP 51	CUSTOMER SERVICE	2	Cheek	S12	2011/2012	SLO met	2018
*HOSP 52	CUST RELATIONS FOR HOSP					Assess next offering	
HOSP 53	Customer Service	1,2,3,4	Yu	f14	f14	Slo Met	2020
HOSP 54	Customer relations for Hosp	1,2,3,4	Yu	f14	f14	Slo Met	2020
HOSP 63	INTRO TO HOTEL INDUSTRY	1,2,3,4	Yu	f13	F13	Slo Met	2019
HOSP 80	INTRO TO Hotel Industry	1,2,3	Yu	f14		Minor Change to best practices	2020
HOSP 103	CUSTOMER RELATIONS	4	Al	s14	s14	Slo met	2020
HR 60	HUMAN RESOURCE MGMT	1,2,3	Webster	S14	S14	S14	2020
HR 61	HR EMPLOYMENT LAW	1, 2	Webster, Stadnik	F13	F13	SLO met	2019
HR 62	HR RECORDS ADMIN	1,2	Webster, Stadnik	S14	S14	tests changed	2020
HR 63	HR HIRING PROCESS	1,2	Bender	F14	F14	SLO met	2021
HR 64	HR SALARY ADMIN	1,2	Bender	F14	F14	SLO met	2021
HR 65	HR BENEFITS ADMIN	1,2	Webster, Stadnik	S14	S14	SLO met	2020
HR 66	HR CURRENT APPLICATIONS	1,2	Webster, Stadnik	S14	S14	SLO met	2020
*HR 74	HR PAYROLL ADMIN						
PLS 50	INTRO TO LAW	2	Boucher	F13	F13	SLO met	2019
PLS 51	LEGAL RESEARCH	1	Boucher	F13	F13	SLO met	2019
PLS 52	LEGAL WRITING	3	Boucher	S14	2013/2014	SLO met	2020
PLS 53	CIV PROC: PLEADINGS		Joni	f13	S15	SLO met	2021
PLS 54	CIV PROC: DISCOVERY		Maria M.	SP14	S15	SLO met	2021



PLS 55	LEGAL ETHICS		Joni	F13	S15	SLO met	2021
PLS 60	LEGAL CALENDARING	1,2	Boucher	SP12	SP12	SLO met	2018
*PLS 61	*INTELLECTUAL PRPTY LAW					pre-2010	
PLS 62	TORTS	1	Boucher, Rickett	S14	S14	SLO met	2020
PLS 63	CONTRACTS	1	Boucher, Lindenbaum	S11	SP11	SLO met	2017
PLS 64	THE AMERICAN JURY SYSTEM	1	Hill, Boucher	S12	S12	SLO met	2018
PLS 65	TECHNOLOGY IN LAW OFFICE		young			pre -2010	
PLS 66	WILL, TRUST & ESTATE PLAN	1	Corlett, Boucher	F13	F13	SLO met	2019
PLS 67	FAMILY LAW	5	Winters, Boucher	F14	S14	SLO met	2020
RE 50	REAL ESTATE PRINCIPLES	1	Herndon	F10	F10	SLO met	2016
RE 51	REAL ESTATE PRACTICE	1	Herndon, Michaelson	SU10	SU10	SLO met	2016
RE 52	REAL ESTATE FINANCE	2	Herndon	F10	F10	SLO met	2016
RE 53	RES REAL ESTATE APPRAIS	1	Borgognoni, Herndon	F10	F10	SLO met	2016
*RE 54	COMM REAL EST APPR					pre -2010	
RE 55	LEGAL ASPECTS REAL ESTAT	1,2,3	Herndon, Field	S14	2013/2014	SLO met	2020
RE 56	REAL ESTATE ECONOMICS	2	Lewis	F10	f10	SLO met	2016
RE 57	PROPERTY MANAGEMENT CA	1,2,3	McNeill, Herndon	SP11	SP11	SLO met	2017
RE 58	REAL ESTATE ESCROW	1,2,3	Barrett, Herndon	F10	F10	SLO met	2016
*RE 59	ADV RESIDENTIAL APPRAIS					pre -2010	

#	Course #	Course Description (Short)	Ver.	Full Review date/reason	Responsible
25	Courses due in 2015-2016 for Full Review				
2	BAD 54	COMP APPL ACCOUNTING	3	2/1/2010	Lord
3	BAD 55	INTERMEDIATE ACCOUNTING	3	2/1/2010	Lord
4	BAD 57	COST ACCOUNTING	3	2/1/2010	Lord
5	BAD 59	FEDERAL INCOME TAX LAW	5	2/1/2010	Lord
6	BGN 71	BUSINESS ENGLISH	5	4/19/2010	Redmon/Davis
7	BGN 101	TYPING	3	2/22/2010	Redmon/Davis

8	BMG 50	MANAGEMENT & SUPERVISION	2	5/10/2010	Fritschen
9	BMG 52	WRITTEN COMM IN ORGS	4	10/12/2009	Jane/Peg/John
10	BMG 54	QUANT SKILLS - MATH	3	4/19/2010	Done
11	BMG 85.2	STARTING SMALL BUSINESS	4	5/3/2010	Gattinella
12	BMG 85.6	SMALL BUSINESS PROMOTION	4	3/8/2010	Gattinella
13	BMK 50	MARKETING	2	5/10/2010	Gattinella
14	BMK 57	INTRO PUBLIC RELATIONS	2	11/2/2009	Gattinella
15	BMK 59	CONSUMER BEHAVIOR	2	11/2/2009	Gattinella
16	BMK 60	RETAIL MERCHANDISING	3	4/19/2010	Gattinella
17	BOT 85.1	LEGAL PROFESSIONS	5	2/22/2010	Boucher
18	BOT 85.3	FAMILY LAW PROCEDURES	3	2/22/2010	Boucher
19	BOT 85.4	CIVIL LITIGATION PROC	1	11/2/2009	Boucher
20	BOT 85.5	DISCOVERY PROCEDURES	1	11/2/2009	Boucher
21	BOT 85.6	LEGAL DOCUMENT PROCESS	3	2/22/2010	Boucher
52	PLS 50	INTRO TO LAW	1	9/21/2009	Boucher
53	PLS 51	LEGAL RESEARCH	1	9/21/2009	Boucher
54	PLS 60	LEGAL CALENDARING	1	10/19/2009	Boucher
55	PLS 61	INTELLECTUAL PRPTY LAW	1	10/19/2009	Boucher
56	PLS 62	TORTS	1	10/19/2009	Boucher

## **4.1b Program Student Learning Outcomes Assessment**

All courses in the department have been reviewed and updated through the curriculum process and SLOs were added to all courses.

The coordinators for each of the disciplines have responsibility for identifying and evaluating the effectiveness of their student learning outcomes for any certificates and courses that fall under those areas.

Program SLOs have been approved for all BAD certificates and majors, including:

Account Clerk Certificate

Accountant Assistant Certificate

Administrative Assistant Certificate

Administrative Office Professional Major

Bookkeeper Certificate

Bookkeeper Assistant Certificate

Business Administration Major

Business Administration For Transfer Major

Business Marketing Certificate

Entrepreneurship Certificate

Hospitality: Wine Tasting Services

Hospitality: Front Office Management

Human Resources Administration Major

Human Resources Certificate

Office Assistant Certificate

Payroll Certificate

Paralegal Studies Major

Real Estate Major

Real Estate Certificate

Real Estate Sales Certificate

Retail Management Certificate

SLO assessment plan

Dept/Nbr	Program Title	Slo # assessed	Participating Faculty	Semester to be Initiated	Semester Completed	Comments	Year of next assessment
	Account Clerk Certificate	1,2,3,4,5,6	Withers, Redmon	f14	F14	adjusting some rubrics, SLO met	2020
	Accountant Assistant Certificate	1,2,5	Lord, Croteau	f14	F14	SLO met, faculty dialog on assessments	2021
	Administrative Assistant Certificate	2	Davis	f14	F14	SLO met	2020
	Bookkeeper Certificate	1,2,3,4,5,6	Withers	S15	S15	SLOs met	2021
	Bookkeeper Assistant Certificate	1,2,3,5,6	Withers	F14	F14	SLO met	2020

Business Marketing Certificate	1,2,3,4	Lord, Gattinella	S15	S15	SLO met	2021
Business: Entrepreneurship Certificate	1, 2	Gattinella	S15	S15	SLO Met	2020
Business: Management Certificate	1,2,3,4	Fritschen	F14	F14	SLO met	2020
Hospitality: Guest Services Agent Certificate	1,2,3	Yu	F14	F14	SLOs Met	2020
Hospitality: Wine Tasting Service Certificate	1,3,4	Davis	F14	F14	SLO met	2020
Human Resources Administration Certificate	1 2 3 4	Webster, Cheek	f14	F14	SLO Met	2020
Office Assistant Certificate	2	Davis	F14	F14	SLO met	2021
Payroll Certificate	1,2,3,4	Withers, Stadnik	S15	S15	SLO met	2021
Real Estate Certificate	3,5	Herndon	F14	F14	SLO met	2020
Real Estate Sales Certificate	1	Herndon	F14	F14	SLO met	2020
Retail Management Certificate	1 2 3	Fritschen	S15	S15	SLO met	2021

#### **4.1c Student Learning Outcomes Reporting**

Type	Name	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented
Course	*BAD 54 -Micro Comp App Acct'g	N/A	N/A	N/A
Course	*BAD 64 - Computer Tax Acct'g	N/A	N/A	N/A
Course	*BAD 67- Finance Plan & Invest	N/A	N/A	N/A
Course	*BMG 105 - Ethics, Responsibi	N/A	N/A	N/A
Course	*BMG 66.1 - Decision Making	N/A	N/A	N/A
Course	*BMG 78.127 - Body Language	N/A	N/A	N/A
Course	*BMG 85.1 - Pre-Bus. Fund	N/A	N/A	N/A
Course	*BMG 85.10 - Ethical Issues S	N/A	N/A	N/A
Course	*BMG 85.12 - Sm. Bus. Entrepre	N/A	N/A	N/A
Course	*BMG 85.13 - Starting an E-Bus	N/A	N/A	N/A
Course	*BMG 85.2 - Start Small Bus.	N/A	N/A	N/A
Course	*BMG 85.3 - Bus Record & Cash	N/A	N/A	N/A
Course	*BMG 85.5 - Business Plan	N/A	N/A	N/A
Course	*BMG 85.6 - Sm Bus Promo, Ads	N/A	N/A	N/A
Course	*BMG 85.8 - Tax & Sm. Bus	N/A	N/A	N/A
Course	*BOT 156 -Legal Ofc Procedures	N/A	N/A	N/A
Course	*BOT 85.3 -Family Law Procedur	N/A	N/A	N/A

Type	Name	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented
Course	*BOT 85.6 - Legal Doc Process	N/A	N/A	N/A
Course	*HOSP 52 -World Class Cust Srv	N/A	N/A	N/A
Course	*HR 74 - HR Payroll Adminis	N/A	N/A	N/A
Course	*PLS 61 - Intellectual Prop	N/A	N/A	N/A
Course	*PLS 65 - Tech in Law Pract	N/A	N/A	N/A
Course	*RE 54 - Commerical RE Apprais	N/A	N/A	N/A
Course	*RE 59 - Adv. Residential Appr	N/A	N/A	N/A
Course	BAD 1 - Financial Accounting	Fall 2011	Fall 2013	N/A
Course	BAD 10 - American Bus. Global	Fall 2013	Fall 2013	N/A
Course	BAD 18 - Legal Environment Bus	Fall 2014	Fall 2014	N/A
Course	BAD 2 - Managerial Accounting	Spring 2012	Fall 2013	Fall 2015
Course	BAD 52 - Human Relations	Spring 2012	Spring 2012	N/A
Course	BAD 53 - Solve Bus. Prob.	Spring 2013	Fall 2013	N/A
Course	BAD 55 - Intermed Accounting	Spring 2011	Fall 2014	N/A
Course	BAD 56 - Fund Accounting	Fall 2014	Fall 2014	N/A
Course	BAD 57 - Cost Accounting	Spring 2014	Spring 2014	N/A
Course	BAD 59 - Fed Income Tax Law	Fall 2014	Fall 2014	N/A



Type	Name	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented
Course	BAD 98- Independent Study BAD	Fall 2014	Fall 2014	Spring 2015
Course	BBK 50 - Comp Bookkeeping 1	Spring 2012	Spring 2012	Fall 2012
Course	BBK 51 - Comp Bookkeeping 2	Spring 2013	Fall 2013	N/A
Course	BBK 52.1 - Payroll Record, Rpt	Fall 2014	Fall 2014	N/A
Course	BBK 53.1 - Quickbooks 1	Fall 2013	Fall 2013	N/A
Course	BBK 53.2 Quickbooks 2	Spring 2013	Spring 2013	N/A
Course	BGN 101 - Typing	Fall 2011	Spring 2012	N/A
Course	BGN 102 - Typing Skill Build	Fall 2011	Spring 2012	N/A
Course	BGN 110 - Exploring Bus. Caree	Fall 2011	Fall 2011	N/A
Course	BGN 111 - Soft Skills for Bus.	Fall 2011	Fall 2011	N/A
Course	BGN 112 Marketing Your Skill	Fall 2011	Fall 2011	N/A
Course	BGN 201 - Typing Self-Paced	Spring 2012	Spring 2012	N/A
Course	BGN 203 - Self-Paced 10-Key	Spring 2012	Spring 2012	N/A
Course	BGN 204 - Electronic Calculato	Spring 2012	Spring 2012	N/A
Course	BGN 205 - Basic Filing	Spring 2012	Spring 2012	N/A
Course	BGN 71 - Bus. English Grammar	Spring 2010	Fall 2010	N/A
Course	BGN 81 - Practical Bus. Math	Fall 2011	Spring 2012	Spring 2014

Type	Name	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented
Course	BMG 100 - Entrep. Bus. Plan	Fall 2013	Fall 2013	N/A
Course	BMG 103 - Comm. for Start-ups	Fall 2013	Fall 2013	N/A
Course	BMG 104 - Innovation, Creativ	Fall 2014	Fall 2014	N/A
Course	BMG 50 - Intro Mgmt & Super	Spring 2014	Fall 2014	N/A
Course	BMG 52 - Written Comm in Orgs	Fall 2014	Fall 2014	N/A
Course	BMG 53 - Oral Comm in Orgs	Fall 2013	Fall 2013	N/A
Course	BMG 54 - Quantative Skills	Spring 2012	Spring 2012	Spring 2013
Course	BMG 55 - Bus. Mgmt Accounting	Spring 2014	Spring 2014	N/A
Course	BMG 61 - Skills for Managers	Fall 2013	Fall 2013	N/A
Course	BMG 62.1 - 1 on 1 Mgmt Comm	Fall 2013	Fall 2013	N/A
Course	BMG 62.4 - Managing Workgroups	Spring 2014	Fall 2014	N/A
Course	BMG 63.1 - Motivation & Empowr	Fall 2010	Fall 2012	Spring 2013
Course	BMG 63.4 - Managerial Leadersh	Spring 2014	Fall 2014	N/A
Course	BMG 66.3 - Financial Basics	Fall 2014	Fall 2014	N/A
Course	BMG 66.4 - Project Management	Fall 2014	Fall 2014	N/A
Course	BMG 67.4 - Conflict Management	Spring 2014	Fall 2014	N/A
Course	BMK 50 - Marketing	Fall 2013	Fall 2013	N/A

Type	Name	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented
Course	BMK 51 - Principles of Selling	Fall 2013	Fall 2013	N/A
Course	BMK 54 - Advertising	Spring 2014	Spring 2014	N/A
Course	BMK 57 - Intro to PR	Spring 2014	Spring 2014	N/A
Course	BMK 59 - Consumer Behavior	Spring 2013	Spring 2013	N/A
Course	BMK 60 - Retail Merch Mgmt	Fall 2014	Fall 2014	N/A
Course	BOT 154 - Off. Proced 21st Cen	Spring 2013	Fall 2013	N/A
Course	BOT 154.1 - Writing Strategies	Spring 2013	Fall 2013	N/A
Course	BOT 770 - Business Skills Lab	Fall 2013	Fall 2013	N/A
Course	BOT 85.1 - Legal Professions	Fall 2014	Fall 2014	N/A
Course	BOT 85.4 - Civil Lit. Practic	Fall 2014	Fall 2014	N/A
Course	BOT 85.5 - Discovery Practice	Fall 2014	Fall 2014	N/A
Course	HOSP 103 - Customer Relations	Spring 2014	Spring 2014	N/A
Course	HOSP 50 - Intro Tourism So Co	Spring 2012	Spring 2012	N/A
Course	HOSP 51 - Intro Customer Srvc	Spring 2012	Spring 2012	N/A
Course	HOSP 53 - Customer Services	Fall 2014	Fall 2014	N/A
Course	HOSP 54 Cust. Relations HOSP	Fall 2014	Fall 2014	N/A
Course	HOSP 63 - Hotel Operations	Fall 2013	Fall 2013	N/A

Type	Name	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented
Course	HOSP 80 - Intro to Hospitality	Fall 2014	Fall 2014	Spring 2015
Course	HR 60 - HR Administration	Spring 2014	Spring 2014	N/A
Course	HR 61 HR Law	Fall 2013	Fall 2013	N/A
Course	HR 62 - HR Record Administrati	Spring 2014	Spring 2014	N/A
Course	HR 63 - HR Hiring Process	Spring 2012	Spring 2012	N/A
Course	HR 64 - HR Salary Administrati	Fall 2014	Fall 2014	N/A
Course	HR 65 - Benefits Administratio	Spring 2014	Spring 2014	N/A
Course	HR 66 - HR Current Application	Spring 2014	Spring 2014	N/A
Course	PLS 50 - Intro to Law	Fall 2013	Fall 2013	N/A
Course	PLS 51 - Legal Research	Fall 2013	Fall 2013	N/A
Course	PLS 52 - Legal Writing	Spring 2014	Spring 2014	N/A
Course	PLS 53 - Civil Proced: Pleadin	Fall 2013	Spring 2015	N/A
Course	PLS 54 - Civil Proced. Discove	Spring 2014	Spring 2015	N/A
Course	PLS 55 - Legal Ethics	Fall 2013	Spring 2015	N/A
Course	PLS 60 - Legal Calendaring	Spring 2012	Spring 2012	N/A
Course	PLS 62 - Torts	Spring 2014	Spring 2014	N/A
Course	PLS 63 - Contracts	Spring 2011	Spring 2011	N/A

Type	Name	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented
Course	PLS 64 - American Jury System	Spring 2012	Spring 2012	N/A
Course	PLS 66 - Wills & Trusts	Fall 2013	Fall 2013	N/A
Course	PLS 67- Family Law	Fall 2014	Fall 2014	N/A
Course	RE 50 - Real Estate Principles	Fall 2010	Fall 2010	N/A
Course	RE 51 - Real Estate Practices	Summer 2010	Summer 2010	N/A
Course	RE 52 - Real Estate Finance	Fall 2010	Fall 2010	N/A
Course	RE 53 - Residential RE Apprais	Fall 2010	Fall 2010	N/A
Course	RE 55 - Legal Aspects of RE	Spring 2014	Spring 2014	N/A
Course	RE 56 - Real Estate Economics	Fall 2010	Fall 2010	N/A
Course	RE 57 - Property Mgmt in CA	Spring 2011	Spring 2011	N/A
Course	RE 58 - Real Estate Escrow	Fall 2010	Fall 2010	N/A
Certificate/Major	Account Clerk Certificate	Fall 2014	Fall 2014	N/A
Certificate/Major	Accountant Asst. Certificate	Fall 2014	Fall 2014	N/A
Certificate/Major	Administrative Asst. Certifica	Fall 2014	Fall 2014	N/A
Certificate/Major	Administrative Ofc Prof	Fall 2014	Fall 2014	N/A
Certificate/Major	Bookkeeper Asst. Certificate	Fall 2014	Fall 2014	N/A
Certificate/Major	Bookkeeper Certificate	Spring 2015	Spring 2015	N/A

Type	Name	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented
Certificate/Major	Business Admin for Trans	Fall 2014	Fall 2014	N/A
Certificate/Major	Business Admin major	Fall 2014	Fall 2014	N/A
Certificate/Major	Business Marketing Cert	Spring 2015	Spring 2015	N/A
Certificate/Major	Business Mgmt Certificate	Fall 2014	Fall 2014	N/A
Certificate/Major	Business:Entrepreneurship Cert	Spring 2015	Spring 2015	N/A
Certificate/Major	Hosp: Wine Tasting Services	Fall 2014	Fall 2014	N/A
Certificate/Major	Hospitality: GSA	Fall 2014	Fall 2014	N/A
Certificate/Major	Human Resources	Fall 2014	Fall 2014	N/A
Certificate/Major	Human Resources Certificate	Fall 2014	Fall 2014	N/A
Certificate/Major	Legal Office Certificate	Spring 2015	Spring 2015	N/A
Certificate/Major	Legal Secretary Certificate	Spring 2015	Spring 2015	N/A
Certificate/Major	Office Asst. Certificate	Fall 2014	Fall 2014	N/A
Certificate/Major	Paralegal Studies Major	Fall 2014	Fall 2014	N/A
Certificate/Major	Payroll Certificate	Spring 2015	Spring 2015	N/A
Certificate/Major	Real Estate Certificate	Fall 2014	Fall 2014	N/A
Certificate/Major	Real Estate Certificate Sales	Fall 2014	Fall 2014	N/A
Certificate/Major	Real Estate Major	Fall 2014	Fall 2014	N/A

Type	Name	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented
Certificate/Major	Retail Management Cert	Spring 2015	Spring 2015	N/A
Certificate/Major	Tax Asst. Clerk Certificate	Spring 2015	Spring 2015	N/A

## 4.2a Key Courses or Services that address Institutional Outcomes

Course/Service	1a	1b	1c	2a	2b	2c	2d	3a	3b	4a	4b	5	6a	6b	6c	7
BAD 1 Financial Accounting	X	X	X	X	X			X		X	X	X				X
BAD 10 American Business			X	X	X	X		X	X	X	X	X	X	X		X
BAD 18 The Legal Environment			X	X		X		X	X	X	X	X	X	X		X
BAD 2 Managerial Accounting	X	X	X	X	X			X		X	X	X				X
BAD 52 Human Relations in Organizations			X	X	X			X	X	X	X	X	X	X	X	X
BAD 53 Introduction to Bus. Problems	X	X	X		X	X		X	X	X	X	X	X			X
BBK 50 Computerized Bookkeeping I	X	X	X	X	X		X	X	X	X	X	X		X		X
BBK 51 Computerized Bookkeeping II	X	X	X	X	X		X	X	X	X	X	X	X	X		X
BBK 52.1 Payroll	X		X	X	X			X	X	X	X	X		X		X
BBK 53.1 QuickBooks Level 1	X	X	X	X	X			X	X	X	X	X		X		X
BBK 53.2 QuickBooks Level 2	X	X	X	X	X		X	X		X	X			X		X



Course/Service	1a	1b	1c	2a	2b	2c	2d	3a	3b	4a	4b	5	6a	6b	6c	7
BGN 110 Exploring Business Careers	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
BGN 111 Softskills for Business	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
BGN 112 Marketing Your Skills	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
BGN 71 Business English		X	X	X	X		X	X	X	X	X	X	X	X		X
BGN 81 Business Math Skills	X	X	X	X	X		X	X	X	X	X	X	X	X		X
BMG 52 Written Communications		X	X	X	X	X		X	X	X	X	X	X	X		X
BMG 53 Oral Communications		X	X	X	X	X		X	X	X	X	X	X	X		X
BOT 154 Office Procedures	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
HR 60 Human Resource		X	X	X				X	X	X	X	X	X	X		X

## 4.2b Narrative (Optional)

## **5.0 Performance Measures**

Not Applicable

### **5.1 Effective Class Schedule: Course Offerings, Times, Locations, and Delivery Modes (annual)**

The Business Department is continuing to recover from the cuts suffered by the college a few years ago. The Hospitality and Marketing Programs are being revised to meet the growing demand by the community focused on entrepreneurship and tourism.

Many of the areas including Business General and Business Office Support continue to have closed sections long before the first day of classes.

#### **Business Bookkeeping**

Approximately 75% of all courses in the Bookkeeping discipline are taught by adjunct instructors, and the sole remaining contract faculty member is already of retirement age.

Coincidentally, this same contract faculty member is also the only remaining full-time instructor in the Business Office Support discipline (formerly the BOT Department). The District may wish to consider hiring at least one additional contract faculty within the Business Office Support discipline in order to more closely comply with state mandated full-time versus part-time instructional ratios.

#### **Business Administration**

The transfer curriculum and accounting courses are offered during the day and evening. Many of the courses are regularly offered online, and as part of the weekend college. Two courses are offered on Fridays. In accounting, the department has offered hybrid courses and an off-site course. It is the intention to offer all international business courses only online in the future.

A transfer student can complete the lower division requirements in Business Administration at both the Santa Rosa and Petaluma campuses.

Fall semester numbers have ranged from a high of 1109 in Spring 2012 to a low of 934 in fall 2013 but has never dropped below headcount of 900 at the Santa Rosa campus; at the Petaluma campus fall 2012 had 230 headcount and recovered to 272 in 2013 offsetting some of the Santa Rosa campus decline. This discipline represents the majority of the department's articulated and transfer classes which has been affected by sections offered and students' ability to transfer to universities.

### **Business Management**

The 3-unit fundamental skills courses are offered during the day and evening. Recently, these courses have expanded to offsite locations as part of the Retail Management program.

The remaining BMG courses are taught primarily on Saturdays and online. The courses are also taught in rotation at sites at the County of Sonoma and in Windsor.

Due to budget constraints and somewhat to enrollment efficiency, BMG course offerings have been reduced at Petaluma over the last three years. Sections will be returned as the budget in Petaluma allows.

### **Business Marketing**

BMK courses are currently being offered only in Santa Rosa or online. With the exception of Retail marketing which is offered only online, all courses are offered during the day and in the evening. Courses will be offered in rotation at offsite locations.

### **Business Office Support**

As a result of the required program review (3.6) process three years ago, certificates in the Business Office Support were carefully reviewed and revised.

Two-year certificates were reduced to one-year certificates requiring the inactivation of several courses. Certificate completion schedules were prepared outlining a fall start or a spring start.

These schedules serve as the basis for class scheduling to ensure that a student can complete a certificate as indicated. Some basic courses are offered face-to-face, day, night, online, and at the Petaluma Campus. Because of increasing demand, the advanced classes are looking to expand to both a fall and spring offering. Especially important is a stable schedule so students can plan around their school, work, and family responsibilities.

With the revamping of the Business Office Support certificates, it is anticipated that more students will be able to complete their certificates before joining the workforce. Also, the certificate revisions will encourage access to programs for the underrepresented groups.

### **Business Hospitality**

The hospitality program is offering two certificates in 2014-2015. The certificate courses will be offered during the week in the evening and online. There are five specific hospitality courses and other certificate courses offered in Agriculture/Natural Resources Department and the Culinary Arts Department. All three departments work together to create a student friendly class schedule.

### **Business Human Resources**

Headcount in this program during the fall semester has risen from 137 in fall 2011 to a high of 242 in fall 2013 indicating a recovery in the economy and increased need for staff in HR. Spring increased from 131 in spring 2011 to 194 in spring 2013. The human resource courses are staffed by adjunct faculty and are offered only on the Santa Rosa campus.

The HR curriculum is limited to the Santa Rosa campus. Courses are offered in the evening and on Saturdays. One course is taught online only. Management courses required for the certificate are taught during the day and evening in Santa Rosa, and in the evening in Petaluma.

### **Business Paralegal Studies**

The majority of the students in this program area are working full-time, so all PLS courses are offered in the evening on the Santa Rosa Campus. This is a new program area. As the enrollments in the courses increase and the budget permits, plans will be made to offer the beginning course, PLS 50, Intro to Law, at the Petaluma Campus on a rotating basis and possibly offer some PLS courses online.

## Business Real Estate

The RE curriculum is currently being offered in the evenings and online. The courses required for receiving and maintaining the sales license are offered in both formats. Most advanced courses are currently online only. All required certificate courses are available every semester, and elective courses are currently in rotation.

The daytime section of RE Principles was removed from the schedule as part of the FTEF reduction process.

Business Administration - FY 2016-17 (plus current FY Summer and Fall)

**5.1 Student Headcounts** The number of students enrolled in each Discipline at first census (duplicated headcount).

## Santa Rosa Campus

Discipline	X2014	F2014	S2015	X2015	F2015	S2016	X2016	F2016	S2017		X2017	F2017	S2018
Business Administration	270	971	1013	276	1048	1253	308	997	1144		364	1067	
Business Bookkeeping	62	269	286	81	250	288	79	228	337		125	250	
Business General	82	394	487	91	499	421	115	400	390		89	311	
Business Management	47	293	274	57	293	271	74	257	270		83	254	
Business Marketing	0	253	215	0	248	201	0	195	166		0	168	
Business Office Technology	232	1180	1102	212	994	1010	183	43	826		6	459	
Hospitality	0	99	100	0	109	78	0	93	100		0	82	
Human Resources	0	173	176	0	166	280	0	240	249		44	234	
Paralegal Studies	28	167	138	0	170	109	10	144	129		0	121	
Real Estate	48	208	213	124	240	228	102	225	211		135	233	
<b>ALL Disciplines</b>	<b>769</b>	<b>4007</b>	<b>4004</b>	<b>841</b>	<b>4017</b>	<b>4139</b>	<b>871</b>	<b>2822</b>	<b>3822</b>		<b>846</b>	<b>3179</b>	

**Petaluma Campus** (Includes Rohnert Park and Sonoma)[illegible]

<b>ALL Disciplines</b>	<b>96</b>	<b>499</b>	<b>352</b>	<b>68</b>	<b>382</b>	<b>370</b>	<b>44</b>	<b>271</b>	<b>221</b>	<b>36</b>	<b>273</b>	
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#### Other Locations (Includes the PSTC, Windsor, and other locations)

<b>Discipline</b>	<b>X2014</b>	<b>F2014</b>	<b>S2015</b>	<b>X2015</b>	<b>F2015</b>	<b>S2016</b>	<b>X2016</b>	<b>F2016</b>	<b>S2017</b>	<b>X2017</b>	<b>F2017</b>	<b>S2018</b>
Business Administration	0	0	0	0	15	0	0	19	0	0	0	
Business Bookkeeping	0	0	26	0	0	24	0	22	4	0	0	
Business General	0	0	0	0	0	0	0	0	0	19	0	
Business Management	0	0	0	0	0	0	0	0	0	0	0	
Business Marketing	0	0	0	0	0	0	0	0	0	0	0	
Business Office Technology	0	0	0	0	0	0	0	0	0	0	0	
Hospitality	0	0	0	0	0	114	0	45	62	0	141	
Human Resources	0	0	0	0	0	0	0	0	0	0	0	
Paralegal Studies	0	0	0	0	0	0	0	0	0	0	0	
Real Estate	0	0	0	0	0	0	0	0	0	0	0	
<b>ALL Disciplines</b>	<b>0</b>	<b>0</b>	<b>26</b>	<b>0</b>	<b>15</b>	<b>138</b>	<b>0</b>	<b>86</b>	<b>66</b>	<b>19</b>	<b>141</b>	

#### ALL Locations (Combined totals from ALL locations in the District)

<b>Discipline</b>	<b>X2014</b>	<b>F2014</b>	<b>S2015</b>	<b>X2015</b>	<b>F2015</b>	<b>S2016</b>	<b>X2016</b>	<b>F2016</b>	<b>S2017</b>	<b>X2017</b>	<b>F2017</b>	<b>S2018</b>
Business Administration	345	1210	1233	344	1296	1486	352	1202	1291	400	1227	
Business Bookkeeping	62	320	345	81	269	344	79	276	360	125	272	
Business General	103	575	586	91	629	526	115	459	445	108	402	
Business Management	47	321	274	57	293	271	74	257	270	83	254	
Business Marketing	0	253	215	0	248	201	0	195	166	0	168	
Business Office Technology	232	1180	1102	212	994	1010	183	43	826	6	459	
Hospitality	0	99	100	0	109	192	0	138	162	0	223	
Human Resources	0	173	176	0	166	280	0	240	249	44	234	
Paralegal Studies	28	167	138	0	170	109	10	144	129	0	121	
Real Estate	48	208	213	124	240	228	102	225	211	135	233	
<b>ALL Disciplines</b>	<b>865</b>	<b>4506</b>	<b>4382</b>	<b>909</b>	<b>4414</b>	<b>4647</b>	<b>915</b>	<b>3179</b>	<b>4109</b>	<b>901</b>	<b>3593</b>	

## 5.2a Enrollment Efficiency

Enrollment efficiency numbers indicate a consistent pattern over the last four years. Efficiency is strong during the normal academic year, but does drop over the summer. The department has added sections that are more efficient, and adjusted dates/times of other sections in an attempt to better serve students.

The data provided, does have a few issues, in some cases “phantom courses” lower the percentage. Classes that were never offered, cut on proof one, still show as having zero enrollment, lowering the overall average.

## Business Administration - FY 2016-17 (plus current FY Summer and Fall)

**5.2a Enrollment Efficiency** The percentage of seats filled in each Discipline at first census based on class limit (not room size).

### Santa Rosa Campus

Discipline	X2014	F2014	S2015	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Business Administration	91.7%	95.9%	97.3%	92.8%	97.3%	89.4%	75.5%	92.6%	87.7%	91.3%	87.0%	
Business Bookkeeping	103.3%	104.2%	95.3%	95.3%	84.7%	96.0%	92.9%	95.0%	102.1%	86.2%	83.3%	
Business General	45.8%	83.8%	89.9%	79.1%	80.0%	81.2%	79.3%	76.2%	80.1%	74.2%	87.5%	
Business Management	78.3%	83.7%	82.3%	95.0%	82.8%	80.0%	87.1%	84.9%	78.0%	97.6%	77.6%	
Business Marketing	0.0%	101.2%	102.4%	0.0%	99.2%	95.7%	0.0%	90.7%	92.2%	0.0%	112.0%	
Business Office Technology	76.7%	111.7%	84.8%	60.7%	85.0%	83.0%	46.0%	58.3%	87.4%	0.0%	11.3%	
Hospitality	0.0%	60.0%	60.6%	0.0%	66.1%	60.0%	0.0%	93.0%	74.1%	0.0%	82.0%	
Human Resources	0.0%	82.3%	77.0%	0.0%	79.1%	82.9%	0.0%	80.0%	84.6%	105.0%	82.0%	
Paralegal Studies	93.3%	89.4%	80.6%	0.0%	80.0%	63.9%	43.3%	74.3%	72.9%	0.0%	78.0%	
Real Estate	160.0%	99.0%	106.5%	112.7%	96.0%	114.0%	92.7%	90.0%	105.5%	71.1%	80.3%	
<b>ALL Disciplines</b>	<b>83.9%</b>	<b>93.8%</b>	<b>90.7%</b>	<b>88.0%</b>	<b>87.6%</b>	<b>86.7%</b>	<b>75.0%</b>	<b>86.3%</b>	<b>86.9%</b>	<b>85.6%</b>	<b>80.1%</b>	

### Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2014	F2014	S2015	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Business Administration	107.1%	88.5%	85.3%	97.1%	86.3%	75.6%	110.0%	68.9%	54.9%	90.0%	69.6%	

Business Bookkeeping	0.0%	85.0%	50.8%	0.0%	63.3%	49.2%	0.0%	86.7%	76.0%	0.0%	73.3%	
Business General	70.0%	73.6%	82.5%	0.0%	72.2%	70.0%	0.0%	65.6%	61.1%	0.0%	101.1%	
Business Management	0.0%	112.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Business Marketing	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Business Office Technology	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Hospitality	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Human Resources	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Paralegal Studies	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Real Estate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
<b>ALL Disciplines</b>	<b>96.0%</b>	<b>83.2%</b>	<b>79.5%</b>	<b>97.1%</b>	<b>79.6%</b>	<b>70.7%</b>	<b>110.0%</b>	<b>69.5%</b>	<b>57.7%</b>	<b>90.0%</b>	<b>78.0%</b>	

#### Other Locations (Includes the PSTC, Windsor, and other locations)

Discipline	X2014	F2014	S2015	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Business Administration	0.0%	0.0%	0.0%	0.0%	42.9%	0.0%	0.0%	47.5%	0.0%	0.0%	0.0%	
Business Bookkeeping	0.0%	0.0%	65.0%	0.0%	0.0%	48.0%	0.0%	88.0%	20.0%	0.0%	0.0%	
Business General	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	76.0%	0.0%	
Business Management	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Business Marketing	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Business Office Technology	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Hospitality	0.0%	0.0%	0.0%	0.0%	0.0%	76.0%	0.0%	75.0%	92.5%	0.0%	60.0%	
Human Resources	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Paralegal Studies	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Real Estate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
<b>ALL Disciplines</b>	<b>0.0%</b>	<b>0.0%</b>	<b>65.0%</b>	<b>0.0%</b>	<b>42.9%</b>	<b>69.0%</b>	<b>0.0%</b>	<b>68.8%</b>	<b>75.9%</b>	<b>76.0%</b>	<b>60.0%</b>	

#### ALL Locations (Combined totals from ALL locations in the District)

Discipline	X2014	F2014	S2015	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Business Administration	94.7%	94.3%	94.8%	93.6%	93.8%	86.9%	78.6%	86.6%	82.0%	91.2%	84.3%	
Business Bookkeeping	103.3%	100.6%	85.2%	95.3%	82.8%	82.9%	92.9%	93.6%	96.0%	86.2%	82.4%	
Business General	50.7%	80.4%	88.5%	79.1%	78.2%	78.6%	79.3%	74.6%	77.1%	74.5%	91.0%	
Business Management	78.3%	85.5%	82.3%	95.0%	82.8%	80.0%	87.1%	84.9%	78.0%	97.6%	77.6%	
Business Marketing	0.0%	101.2%	102.4%	0.0%	99.2%	95.7%	0.0%	90.7%	92.2%	0.0%	112.0%	
Business Office Technology	76.7%	111.7%	84.8%	60.7%	85.0%	83.0%	46.0%	58.3%	87.4%	0.0%	11.3%	
Hospitality	0.0%	60.0%	60.6%	0.0%	66.1%	68.6%	0.0%	86.3%	80.2%	0.0%	66.6%	
Human Resources	0.0%	82.3%	77.0%	0.0%	79.1%	82.9%	0.0%	80.0%	84.6%	105.0%	82.0%	
Paralegal Studies	93.3%	89.4%	80.6%	0.0%	80.0%	63.9%	43.3%	74.3%	72.9%	0.0%	78.0%	
Real Estate	160.0%	99.0%	106.5%	112.7%	96.0%	114.0%	92.7%	90.0%	105.5%	71.1%	80.3%	
<b>ALL Disciplines</b>	<b>85.4%</b>	<b>92.3%</b>	<b>89.1%</b>	<b>88.8%</b>	<b>86.4%</b>	<b>84.0%</b>	<b>76.4%</b>	<b>84.0%</b>	<b>83.8%</b>	<b>85.5%</b>	<b>78.7%</b>	



## **5.2b Average Class Size**

A majority of the department's courses have a 30-35 limit because of the pedagogical requirements of the content. During the last three semesters virtually all day sections in Santa Rosa and most evening sections closed before the semester began.

There is no reason to believe that the upward trend in average class size will not continue in the foreseeable future.

### **Business Bookkeeping**

Average class size generally falls around 32 students overall, but drops to about 21 for Petaluma. This primarily relates to the aforementioned BBK 50 course. In addition, one lecture section of BBK 53.1 (QuickBooks Level 1) has had modest enrollment. We are experimenting with offering the course at different days and times. As of spring 2014 it is a hybrid online/lecture course, with the hands-on lab portion held on Thursday evenings. This does not appear to have substantially increased enrollment. It is also worth noting that the average enrollment in BBK 50 and BBK 53.1 has dropped since the enrollment fees were raised to \$46 per unit.

In addition, these Bookkeeping courses used to be offered at the Petaluma Campus in conjunction with other Business Office Support courses. Many of those other courses have been cancelled owing mainly to budget considerations. Thus any synergistic effect of these additional courses has been lost, which further eroded enrollments in the BBK courses.

As one would expect from the above comments, Instructional Productivity averages about 15, slightly below the district average. Certificate completions remain fairly consistent for the four Bookkeeping Certificates listed in the narrative. The one notable exception is for the Account Clerk Certificate, which dropped from a long-term average between 15 and 20 to five for the 12/13 year. This could be simply due to an error in the data, or possibly because of the cancellations of BBK 50 courses in Petaluma, although that would mean that a hugely disproportionate percentage of students complete their certificates in Petaluma, which isn't likely.

It is also worth pointing out that the lack of a full-time BBK/BOS instructor at the Santa Rosa Campus could possibly contribute to lower enrollments and certificate completions. This is because we have had a number of different adjunct instructors teaching BBK courses and, thus, have not developed a “following” as a full-time instructor might do.

#### **Business Office Support:**

Since only four classes with the BOT designation were offered, the low enrollment in one greatly reduced the average. This particular course is being reevaluated for this coming fall.

#### **Business Department:**

Average class size on the Santa Rosa campus decreased slightly in the fall 2012 and 2013 semesters from a high of 37.8 in 2011 to a low of 34.4 in 2013 while spring semesters saw a slight increase from 36.4 in spring 2011 to 38.1 in 2013 while summer increased from 26.8 in 2010 to 34.7 in 2013. Petaluma declined from the 2011-2012 academic year when enrollments were 37.5 and 36.3 in fall 2011 and spring 2012; the following year saw the numbers drop to 33.6 and 33.7 before increasing slightly to 34.8 in fall 2013.

#### **Business Hospitality:**

Average class size on the Santa Rosa campus decreased slightly from 26 in fall 2010 to 25.3 in fall 2013. This slight decrease was made up in the spring numbers. The enrollment for the spring increased from 17 in spring 2011 to 30.3 in spring 2013 for an overall increase of 13.3 students. Classes haven't been offered over the summer.

#### **Business Human Resources:**

Enrollments increased significantly from a low of 23.0 in spring 2011 to 34.6 in fall 2013 showing significant strengthening in demand for this program.

#### **Business Real Estate:**

Average class size is slightly increasing due to more interest in this program with increases in the housing sector. Faculty are adding extra students at the beginning to cover any early drops.

## Business Administration - FY 2016-17 (plus current FY Summer and Fall)

**5.2b Average Class Size** The average class size in each Discipline at first census (excludes cancelled classes).

### Santa Rosa Campus

Discipline	X2014	F2014	S2015	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Business Administration	33.3	35.3	35.4	33.6	36.1	33.4	27.5	34.3	34.0	39.6	34.4	
Business Bookkeeping	31.0	30.7	28.6	27.0	25.0	28.8	26.3	28.5	30.6	25.0	25.0	
Business General	13.8	21.9	22.3	22.8	20.3	20.9	23.0	18.9	20.2	22.3	20.3	
Business Management	23.5	22.8	23.7	28.5	22.6	22.7	24.7	23.5	22.8	27.7	21.7	
Business Marketing	0.0	31.6	30.7	0.0	31.0	28.7	0.0	27.9	27.7	0.0	33.6	
Business Office Technology	115.0	96.8	22.3	91.0	73.7	22.4	69.0	17.5	23.6	0.0	13.0	
Hospitality	0.0	19.8	20.0	0.0	21.8	19.5	0.0	31.0	25.0	0.0	27.3	
Human Resources	0.0	29.5	25.9	0.0	28.3	28.2	0.0	29.5	28.7	42.0	30.3	
Paralegal Studies	28.0	26.8	25.0	0.0	22.9	19.8	13.0	21.7	22.6	0.0	23.4	
Real Estate	48.0	41.6	42.6	41.3	40.0	45.6	34.0	37.5	42.2	27.0	33.3	
<b>ALL Disciplines</b>	<b>32.7</b>	<b>33.0</b>	<b>28.5</b>	<b>34.0</b>	<b>30.2</b>	<b>28.0</b>	<b>27.9</b>	<b>27.6</b>	<b>28.3</b>	<b>30.7</b>	<b>28.4</b>	

### Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2014	F2014	S2015	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Business Administration	37.5	34.1	31.4	34.0	33.3	29.1	44.0	26.6	21.0	36.0	26.7	
Business Bookkeeping	0.0	25.5	11.0	0.0	19.0	10.7	0.0	26.0	19.0	0.0	22.0	
Business General	21.0	21.6	24.8	0.0	21.7	21.0	0.0	19.7	18.3	0.0	30.3	
Business Management	0.0	28.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Business Marketing	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Business Office Technology	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Hospitality	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Human Resources	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Paralegal Studies	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Real Estate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
<b>ALL Disciplines</b>	<b>32.0</b>	<b>27.3</b>	<b>25.1</b>	<b>34.0</b>	<b>27.3</b>	<b>23.1</b>	<b>44.0</b>	<b>24.6</b>	<b>20.1</b>	<b>36.0</b>	<b>27.3</b>	

### Other Locations (Includes the PSTC, Windsor, and other locations)

Discipline	X2014	F2014	S2015	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Business Administration	0.0	0.0	0.0	0.0	15.0	0.0	0.0	19.0	0.0	0.0	0.0	
Business Bookkeeping	0.0	0.0	13.0	0.0	0.0	12.0	0.0	22.0	4.0	0.0	0.0	
Business General	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	19.0	0.0	
Business Management	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Business Marketing	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Business Office Technology	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Hospitality	0.0	0.0	0.0	0.0	0.0	57.0	0.0	22.5	20.7	0.0	47.0	

Human Resources	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Paralegal Studies	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Real Estate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
<b>ALL Disciplines</b>	<b>0.0</b>	<b>0.0</b>	<b>13.0</b>	<b>0.0</b>	<b>15.0</b>	<b>34.5</b>	<b>0.0</b>	<b>21.5</b>	<b>16.5</b>	<b>19.0</b>	<b>47.0</b>	

**ALL Locations** (Combined totals from ALL locations in the District)

Discipline	X2014	F2014	S2015	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Business Administration	34.1	35.1	34.6	33.7	35.0	32.6	28.8	32.4	31.8	39.2	33.1	
Business Bookkeeping	31.0	29.7	23.0	27.0	24.5	22.9	26.3	27.6	27.7	25.0	24.7	
Business General	15.2	21.8	22.7	22.8	20.6	21.0	23.0	19.0	19.9	21.6	22.4	
Business Management	23.5	23.2	23.7	28.5	22.6	22.7	24.7	23.5	22.8	27.7	21.7	
Business Marketing	0.0	31.6	30.7	0.0	31.0	28.7	0.0	27.9	27.7	0.0	33.6	
Business Office Technology	115.0	96.8	22.3	91.0	73.7	22.4	69.0	17.5	23.6	0.0	13.0	
Hospitality	0.0	19.8	20.0	0.0	21.8	32.0	0.0	27.6	23.1	0.0	37.2	
Human Resources	0.0	29.5	25.9	0.0	28.3	28.2	0.0	29.5	28.7	42.0	30.3	
Paralegal Studies	28.0	26.8	25.0	0.0	22.9	19.8	13.0	21.7	22.6	0.0	23.4	
Real Estate	48.0	41.6	42.6	41.3	40.0	45.6	34.0	37.5	42.2	27.0	33.3	
<b>ALL Disciplines</b>	<b>32.6</b>	<b>32.2</b>	<b>27.8</b>	<b>34.0</b>	<b>29.8</b>	<b>27.6</b>	<b>28.5</b>	<b>27.1</b>	<b>27.2</b>	<b>30.5</b>	<b>28.8</b>	

## 5.3 Instructional Productivity

The data below shows a general incremental increase in productivity. The disciplines that consist of primarily less than semester-length courses would seem to be underreported, raising questions about when the figures are tabulated.

### **Business Department:**

Productivity for the courses in this discipline have been very strong despite decreasing and increasing scheduled courses. For both fall and spring semesters, productivity exceeded 18 with the highest productivity in fall 2011 at 19.07 and spring 2012 at 19.33; summers have had lower productivity ranging from a low of 11.20 in summer 2010 to a high of 17.51 in 2013. It appears there is a potential to increase enrollments by offering transfer classes during the summer to capture university students needing lower division business classes before entering the business administration major at their university.

### **Business Hospitality:**

Instructional Productivity has decreased slightly from 13.47 in fall 2010 to 13.13 in fall 2013. This can be attributed to the fact that the hospitality program began offering the new guest services agent and wine tasting certificates in the fall 2013. We anticipate this number to improve greatly in the upcoming years as we work with our advisory committee to improve the program to address the immediate needs of the students in preparing them to work in the local hospitality industry and as we increase the marketing efforts of promoting the program and increasing awareness.

### **Business Human Resources:**

After summer 2010, no HR classes were offered in summer and the efficiency was 7.21. The fall 2010 ratio was 12.93 and spring 2011 was 10.42; the ratio has increased to 16.97 in fall 2013 indicating greater efficiency in the program's enrollments.

### **Business Real Estate:**

Numbers have been steadily growing until fall 2013 when we had to cut a well enrolled online section. Face to face classes cannot hold as many students. Reintroducing the online section could improve these numbers.

## Business Administration - FY 2016-17 (plus current FY Summer and Fall)

### 5.3 Instructional Productivity The ratio of Full-Time Equivalent Students (FTES) to Full-Time Equivalent Faculty (FTEF) in each Discipline at first census.

#### Santa Rosa Campus

Business Administration		X2014	F2014	S2015	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	31.23	106.87	111.18	31.39	115.72	135.26	35.29	109.63	126.18	38.62	116.61	
	FTEF	1.83	5.76	5.94	1.99	6.51	8.06	2.45	6.11	7.26	2.04	6.54	
	Ratio	17.09	18.55	18.71	15.79	17.78	16.79	14.43	17.93	17.37	18.97	17.83	

Business Bookkeeping		X2014	F2014	S2015	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	3.97	25.46	28.55	7.08	25.83	28.80	6.75	23.65	33.75	9.64	25.90	
	FTEF	0.27	1.64	1.75	0.46	1.80	1.75	0.46	1.42	2.04	0.85	1.90	
	Ratio	14.94	15.53	16.27	15.31	14.36	16.42	14.59	16.69	16.57	11.29	13.65	

Business General		X2014	F2014	S2015	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	4.73	32.24	37.85	7.41	40.76	33.50	9.46	33.34	31.90	7.47	19.64	
	FTEF	0.33	2.28	2.62	0.61	3.28	2.50	0.80	2.68	2.55	0.63	1.47	
	Ratio	14.23	14.12	14.47	12.24	12.41	13.39	11.80	12.42	12.49	11.89	13.37	

Business Management		X2014	F2014	S2015	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	2.35	19.76	18.32	2.85	19.01	17.08	3.97	15.98	17.06	4.40	16.50	
	FTEF	0.20	1.73	1.56	0.20	1.62	1.47	0.27	1.33	1.50	0.27	1.42	
	Ratio	11.63	11.40	11.73	14.10	11.71	11.60	14.81	12.06	11.41	16.42	11.65	

Business Marketing		X2014	F2014	S2015	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.00	22.81	19.53	0.00	22.10	17.68	0.00	17.54	14.56	0.00	14.56	
	FTEF	0.00	1.39	1.19	0.00	1.39	1.19	0.00	1.19	1.01	0.00	0.81	
	Ratio	0.00	16.36	16.35	0.00	15.85	14.80	0.00	14.68	14.48	0.00	18.09	

Business Office Technology		X2014	F2014	S2015	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.63	25.59	5.28	3.22	23.00	7.44	3.04	3.69	7.61	0.40	6.91	
	FTEF	0.30	0.47	0.47	0.30	0.47	0.51	0.30	0.27	0.50	0.00	0.07	
	Ratio	2.08	54.48	11.24	10.56	48.97	14.65	9.97	13.84	15.23	0.00	103.66	



	<b>FTEF</b>	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	<b>Ratio</b>	<b>0.00</b>	<b>25.32</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	

<b>Business Marketing</b>		<b>X2014</b>	<b>F2014</b>	<b>S2015</b>	<b>X2015</b>	<b>F2015</b>	<b>S2016</b>	<b>X2016</b>	<b>F2016</b>	<b>S2017</b>	<b>X2017</b>	<b>F2017</b>	<b>S2018</b>
	<b>FTES</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	<b>FTEF</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	<b>Ratio</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	

<b>Business Office Technology</b>		<b>X2014</b>	<b>F2014</b>	<b>S2015</b>	<b>X2015</b>	<b>F2015</b>	<b>S2016</b>	<b>X2016</b>	<b>F2016</b>	<b>S2017</b>	<b>X2017</b>	<b>F2017</b>	<b>S2018</b>
	<b>FTES</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	<b>FTEF</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	<b>Ratio</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	

<b>Hospitality</b>		<b>X2014</b>	<b>F2014</b>	<b>S2015</b>	<b>X2015</b>	<b>F2015</b>	<b>S2016</b>	<b>X2016</b>	<b>F2016</b>	<b>S2017</b>	<b>X2017</b>	<b>F2017</b>	<b>S2018</b>
	<b>FTES</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	<b>FTEF</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	<b>Ratio</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	

<b>Human Resources</b>		<b>X2014</b>	<b>F2014</b>	<b>S2015</b>	<b>X2015</b>	<b>F2015</b>	<b>S2016</b>	<b>X2016</b>	<b>F2016</b>	<b>S2017</b>	<b>X2017</b>	<b>F2017</b>	<b>S2018</b>
	<b>FTES</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	<b>FTEF</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	<b>Ratio</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	

<b>Paralegal Studies</b>		<b>X2014</b>	<b>F2014</b>	<b>S2015</b>	<b>X2015</b>	<b>F2015</b>	<b>S2016</b>	<b>X2016</b>	<b>F2016</b>	<b>S2017</b>	<b>X2017</b>	<b>F2017</b>	<b>S2018</b>
	<b>FTES</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	<b>FTEF</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	<b>Ratio</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	

<b>Real Estate</b>		<b>X2014</b>	<b>F2014</b>	<b>S2015</b>	<b>X2015</b>	<b>F2015</b>	<b>S2016</b>	<b>X2016</b>	<b>F2016</b>	<b>S2017</b>	<b>X2017</b>	<b>F2017</b>	<b>S2018</b>
	<b>FTES</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	<b>FTEF</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	<b>Ratio</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	

## Other Locations (Includes the PSTC, Windsor, and other locations)

<b>Business Administration</b>		<b>X2014</b>	<b>F2014</b>	<b>S2015</b>	<b>X2015</b>	<b>F2015</b>	<b>S2016</b>	<b>X2016</b>	<b>F2016</b>	<b>S2017</b>	<b>X2017</b>	<b>F2017</b>	<b>S2018</b>
	<b>FTES</b>	0.00	0.00	0.00	0.00	1.50	0.00	0.00	2.53	0.00	0.00	0.00	
	<b>FTEF</b>	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.27	0.00	0.00	0.00	
	<b>Ratio</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>7.50</b>	<b>0.00</b>	<b>0.00</b>	<b>9.50</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	



Business Bookkeeping		X2014	F2014	S2015	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTEF	0.00	0.00	2.92	0.00	0.00	2.67	0.00	0.85	0.00	0.00	0.00	
	FTEF	0.00	0.00	0.22	0.00	0.00	0.22	0.00	0.13	0.00	0.00	0.00	
	Ratio	0.00	0.00	13.13	0.00	0.00	12.00	0.00	6.34	0.00	0.00	0.00	

Business General		X2014	F2014	S2015	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTEF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.90	0.00	
	FTEF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.00	
	Ratio	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9.24	0.00	

Business Management		X2014	F2014	S2015	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTEF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	FTEF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	Ratio	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	

Business Marketing		X2014	F2014	S2015	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTEF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	FTEF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	Ratio	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	

Business Office Technology		X2014	F2014	S2015	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTEF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	FTEF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	Ratio	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	

Hospitality		X2014	F2014	S2015	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTEF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.24	1.34	0.00	1.89	
	FTEF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.20	0.10	0.00	0.20	
	Ratio	0.00	0.00	0.00	0.00	0.00	0.00	0.00	11.18	13.50	0.00	9.43	

Human Resources		X2014	F2014	S2015	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTEF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	FTEF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	Ratio	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	

Paralegal Studies		X2014	F2014	S2015	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTEF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	FTEF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	Ratio	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	

Real Estate		X2014	F2014	S2015	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
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	<b>FTEF</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	<b>Ratio</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	

## ALL Locations (Combined totals from ALL locations in the District)

Business Administration		X2014	F2014	S2015	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	<b>FTEF</b>	38.65	132.86	133.69	38.13	142.63	160.63	39.69	133.02	142.24	42.22	133.68	
	<b>Ratio</b>	17.26	18.29	18.37	15.89	17.38	16.46	14.97	16.67	16.23	18.83	17.19	

Business Bookkeeping		X2014	F2014	S2015	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	<b>FTEF</b>	3.97	28.91	35.29	7.08	27.42	34.93	6.75	26.70	35.33	9.64	27.76	
	<b>Ratio</b>	14.94	14.87	14.97	15.31	14.17	14.82	14.59	15.82	16.23	11.29	13.63	

Business General		X2014	F2014	S2015	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	<b>FTEF</b>	6.48	47.30	46.42	7.41	52.23	42.53	9.46	37.99	36.88	9.37	28.74	
	<b>Ratio</b>	13.93	13.56	14.13	12.24	12.18	12.87	11.80	12.05	12.20	11.24	13.89	

Business Management		X2014	F2014	S2015	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	<b>FTEF</b>	2.35	21.43	18.32	2.85	19.01	17.08	3.97	15.98	17.06	4.40	16.50	
	<b>Ratio</b>	11.63	11.91	11.73	14.10	11.71	11.60	14.81	12.06	11.41	16.42	11.65	

Business Marketing		X2014	F2014	S2015	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	<b>FTEF</b>	0.00	22.81	19.53	0.00	22.10	17.68	0.00	17.54	14.56	0.00	14.56	
	<b>Ratio</b>	0.00	16.36	16.35	0.00	15.85	14.80	0.00	14.68	14.48	0.00	18.09	

Business Office Technology		X2014	F2014	S2015	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	<b>FTEF</b>	0.63	25.59	5.28	3.22	23.00	7.44	3.04	3.69	7.61	0.40	6.91	
	<b>Ratio</b>	2.08	54.48	11.24	10.56	48.97	14.65	9.97	13.84	15.23	0.00	103.66	

Hospitality		X2014	F2014	S2015	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	<b>FTEF</b>	0.00	7.10	7.73	0.00	8.11	5.63	0.00	8.15	9.09	0.00	7.14	
	<b>Ratio</b>	0.00	10.60	11.51	0.00	12.11	9.68	0.00	14.32	12.97	0.00	12.56	

Human Resources		X2014	F2014	S2015	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.00	7.71	8.33	0.00	7.20	12.01	0.00	10.17	10.59	0.90	9.94	
	FTEF	0.00	0.56	0.66	0.00	0.56	0.87	0.00	0.70	0.77	0.03	0.70	
	Ratio	0.00	13.65	12.62	0.00	12.75	13.75	0.00	14.55	13.81	27.00	14.21	

Paralegal Studies		X2014	F2014	S2015	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.96	13.99	13.37	0.00	14.99	10.57	0.43	12.04	12.43	0.00	11.48	
	FTEF	0.07	1.00	1.00	0.00	1.19	1.20	0.07	1.00	1.00	0.00	0.94	
	Ratio	14.40	13.94	13.37	0.00	12.57	8.81	6.49	12.00	12.43	0.00	12.26	

Real Estate		X2014	F2014	S2015	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	4.80	20.80	21.30	12.40	24.00	22.80	10.20	22.50	21.18	13.50	23.30	
	FTEF	0.21	1.00	1.00	0.62	1.23	1.00	0.62	1.20	1.00	1.03	1.40	
	Ratio	23.33	20.80	21.30	20.09	19.44	22.80	16.53	18.75	21.19	13.13	16.69	

## 5.4 Curriculum Currency

There are currently 100+ active courses in the Business Department. All curriculum is current. With limited full time faculty keeping the courses current will be a challenge. There is an average of 10 courses a semester that will need to go through the curriculum Review process.

#	Course #	Course Description (Short)	Ver.	Full Review date/reason
<b>25</b>	<b>Courses due in 2015-2016 for Full Review</b>			
2	BAD 54	COMP APPL ACCOUNTING	3	2/1/2010
3	BAD 55	INTERMEDIATE ACCOUNTING	3	2/1/2010
4	BAD 57	COST ACCOUNTING	3	2/1/2010
5	BAD 59	FEDERAL INCOME TAX LAW	5	2/1/2010
6	BGN 71	BUSINESS ENGLISH	5	4/19/2010
7	BGN 101	TYPING	3	2/22/2010
8	BMG 50	MANAGEMENT & SUPERVISION	2	5/10/2010
9	BMG 52	WRITTEN COMM IN ORGS	4	10/12/2009
10	BMG 54	QUANT SKILLS - MATH	3	4/19/2010
11	BMG 85.2	STARTING SMALL BUSINESS	4	5/3/2010
12	BMG 85.6	SMALL BUSINESS PROMOTION	4	3/8/2010
13	BMK 50	MARKETING	2	5/10/2010
14	BMK 57	INTRO PUBLIC RELATIONS	2	11/2/2009
15	BMK 59	CONSUMER BEHAVIOR	2	11/2/2009
16	BMK 60	RETAIL MERCHANDISING	3	4/19/2010

17	BOT 85.1	LEGAL PROFESSIONS	5	2/22/2010
18	BOT 85.3	FAMILY LAW PROCEDURES	3	2/22/2010
19	BOT 85.4	CIVIL LITIGATION PROC	1	11/2/2009
20	BOT 85.5	DISCOVERY PROCEDURES	1	11/2/2009
21	BOT 85.6	LEGAL DOCUMENT PROCESS	3	2/22/2010
52	PLS 50	INTRO TO LAW	1	9/21/2009
53	PLS 51	LEGAL RESEARCH	1	9/21/2009
54	PLS 60	LEGAL CALENDARING	1	10/19/2009
55	PLS 61	INTELLECTUAL PRPTY LAW	1	10/19/2009
56	PLS 62	TORTS	1	10/19/2009
<b>20</b>	<b>Courses due in 2016-2017 for Full Review</b>			
11	BAD 56	FUND ACCOUNTING	4	9/20/2010
12	BAD 64	COMPUTER TAX ACCOUNTING	4	3/28/2011
13	BAD 67	FINANCIAL PLANNING	2	1/24/2011
14	BBK 50	COMPUTER BBKG & ACCTG I	3	10/18/2010
15	BBK 52.1	PAYROLL RECORD KEEPING	3	3/28/2011
16	BBK 53.1	QUICKBOOKS	4	3/28/2011
17	BBK 53.2	QUICKBOOKS LEVEL 2	3	12/6/2010
18	BGN 102	TYPING-SKILL BUILDING	5	3/7/2011
19	BGN 201	TYPING SELF-PACED	5	11/1/2010
20	BGN 204	ELECTRONIC CALCULATOR	2	10/4/2010
21	BMG 66.4	PROJECT MANAGEMENT	3	1/24/2011

22	BMG 78.127	BODY LANGUAGE	4	5/2/2011
23	BMG 85.12	ENTREPRENEURSHIP	3	5/2/2011
24	BMG 85.3	SMALL BUSINESS RECORDS	4	3/28/2011
25	BMG 85.5	SMALL BUSINESS PLAN	4	4/4/2011
26	BMG 85.8	TAXES AND SMALL BUSINESS	4	3/28/2011
27	BMK 54	ADVERTISING	3	9/27/2010
28	BOT 154	OFFICE PROCEDURES	2	3/7/2011
81	PLS 63	CONTRACTS	1	9/20/2010
82	PLS 64	THE AMERICAN JURY SYSTEM	1	12/6/2010
<b>21</b>	<b>Courses due in 2017-2018 for Full Review</b>			
3	BAD 98	INDEPENDENT STUDY	4	10/10/2011
4	BMG 67.4	CONFLICT MANAGEMENT	1	2/6/2012
5	BMG 85.1	PRE-BUS FUNDAMENTAL	4	4/2/2012
6	BMG 85.10	SMALL BUSINESS ETHICS	3	9/12/2011
7	BMG 85.13	STARTING AN E-BUSINESS	3	9/12/2011
26	PLS 52	LEGAL WRITING	3	4/9/2012
27	PLS 53	CIV PROC: PLEADINGS	2	4/9/2012
28	PLS 54	CIV PROC: DISCOVERY	2	4/9/2012
29	PLS 55	LEGAL ETHICS	3	4/9/2012
30	PLS 65	TECHNOLOGY IN LAW OFFICE	1	11/14/2011
31	PLS 66	WILL,TRUST& ESTATE PLAN	1	4/9/2012
32	PLS 67	FAMILY LAW	1	4/9/2012
33	RE 50	REAL ESTATE PRINCIPLES	7	9/19/2011
34	RE 51	REAL ESTATE PRACTICE	5	9/19/2011
35	RE 52	REAL ESTATE FINANCE	5	9/19/2011
36	RE 53	RES REAL ESTATE APPRAIS	6	9/19/2011
37	RE 54	COMM REAL EST APPR	6	9/19/2011

38	RE 55	LEGAL ASPECTS REAL ESTAT	5	9/19/2011
39	RE 56	REAL ESTATE ECONOMICS	5	9/19/2011
40	RE 57	PROPERTY MANAGEMENT CA	5	9/19/2011
41	RE 58	REAL ESTATE ESCROW	5	9/19/2011
<b>15</b>	<b>Courses due in 2018-2019 for Full Review</b>			
1	BAD 1	FINANCIAL ACCOUNTING	6	5/13/2013
2	BGN 110	EXPLORING BUS. CAREERS	3	4/23/2013
3	BGN 111	SOFT SKILLS FOR BUSINESS	3	4/23/2013
4	BGN 112	MARKETING YOUR SKILLS	8	4/23/2013
5	BGN 203	SELF-PACED 10-KEY	3	3/25/2013
6	BGN 205	BASIC FILING	5	4/23/2013
7	BMG 103	COMM. FOR START-UPS	1	4/8/2013
8	BMG 104	INNOVATION & CREATIVITY	1	4/8/2013
9	BMG 105	ETHICS & SUSTAINABILITY	1	4/8/2013
10	BMG 55	BUS MGMT ACCTG	3	10/15/2012
11	BOT 156	LEGAL OFFICE PROCEDURES	1	3/25/2013
12	BOT 770	BUSINESS SKILLS LAB	4	4/8/2013
20	HOSP 103	CUSTOMER RELATIONS	1	4/23/2013
21	HOSP 50	INTRO TOURISM SONOMA CO	5	3/25/2013
22	HOSP 63	INTRO TO HOTEL INDUSTRY	5	3/25/2013
<b>20</b>	<b>Courses due in 2019-2020 for Full Review</b>			
2	BAD 10	AMERICAN BUS-GLOBAL CONT	7	4/28/2014
3	BAD 18	LEGAL ENVIRONMENT OF BUS	5	5/12/2014
4	BAD 2	MANAGERIAL ACCOUNTING	6	5/12/2014
5	BAD 53	BUS PROB/SPRDSHEETS	4	2/24/2014
6	BMG 100	ENT. BUSINESS PLAN	2	4/28/2014

7	BMG 53	ORAL COMM IN ORGS	4	3/31/2014
8	BMG 61	SKILLS FOR MANAGERS	5	3/31/2014
9	BMG 62.1	ONE-ON-ONE MGMT COMM	3	5/12/2014
10	BMG 62.4	MANAGING WORKGROUPS	2	5/12/2014
11	BMG 63.1	MOTIVATION/EMPOWERMENT	4	4/21/2014
12	BMG 63.4	MANAGERIAL LEADERSHIP	2	3/24/2014
13	BMG 66.1	DECISIONS-ORGANIZATIONAL	4	10/14/2013
14	BMG 66.3	FINANCIAL BASICS	4	10/14/2013
15	BMK 51	PRINCIPLES OF SELLING	3	2/11/2014
16	BOT 154.1	WRITING STRATEGIES	4	4/28/2014
60	HOSP 51	CUSTOMER SERVICE	4	2/11/2014
61	HOSP 52	CUST RELATIONS FOR HOSP	3	2/10/2014
62	HOSP 53	CUSTOMER SERVICE	2	4/14/2014
63	HOSP 54	CUST RELATIONS FOR HOSP	2	4/14/2014
64	HOSP 80	INTRO TO HOSPITALITY	1	4/14/2014
<b>10</b>	<b>Courses due in 2020-2021 for Full Review</b>			
3	BAD 52	HUMAN RELATIONS	3	4/13/2015
4	BBK 51	COMPUTER BBK & ACCT II	3	3/23/2015
5	BGN 81	PRACTICAL BUSINESS MATH	3	4/13/2015
6	BMG 174	CROWDFUNDING FUNDAMENTAL	1	4/27/2015
30	HR 60	HUMAN RESOURCE MGMT	5	4/27/2015
31	HR 61	HR EMPLOYMENT LAW	2	4/27/2015
32	HR 62	HR RECORDS ADMIN	5	5/11/2015
33	HR 63	HR HIRING PROCESS	4	5/11/2015
34	HR 64	HR SALARY ADMIN	5	5/11/2015
37	RE 59	ADV RESIDENTIAL APPRAIS	2	3/23/2015



	<b>Total Active Courses</b>			

## 5.5 Successful Program Completion

Each certificate program and discipline has a faculty coordinator in the department. These faculty coordinators respond to requests by students for information about various certificate programs. The primary marketing tool is the schedule of classes both online and paper copy. The listing of certificate programs offered by the department is updated as changes are made. The responsibility for keeping the information up-to-date, accurate, and consistent on the official college website, on the departmental website, and on the hard copy marketing materials in an area that should be examined by both the department and the college.

All certificate programs can be completed in one semester or one or two years. Some courses are offered on rotational basis because they are advanced courses or lack enrollment for each semester.

TOP Code	Cert Code	Certificate Description	P A	2000 – 01	2001 – 02	2002 – 03	2003 – 04	2004 – 05	2005 – 06	2006 – 07	2007 – 08	2008 – 09	2009 – 10	2010 – 11	2011 – 12	2012 – 13	2013 – 14	Disc
0502	3117	Account Clerk	E	20	21	16	6	1	0	0	0	0	0	0	0	0	0	
0502	3274	Account Clerk	E	0	0	1	8	12	24	15	21	20	13	10	20	5	13	
0502	3043	Accountant Assistant	T	8	11	11	4	13	11	1	12	3	11	21	13	11	9	
0514	3053	Administrative Assistant	T	0	2	0	4	1	1	1	6	4	3	5	6	5	12	
0514	3252	Administrative Support 1	E	0	0	5	4	5	4	2	6	2	3	3	4	3	1	F13
0514	3253	Administrative Support 2	L	0	0	1	0	0	1	2	1	3	2	3	2	4	1	F13
0502	3118	Bookkeeper	T	2	1	2	4	2	4	4	6	5	2	6	9	5	6	
0502	3119	Bookkeeper Assistant	L	2	2	7	1	4	2	8	3	12	8	11	10	5	6	
0509	3122	Business: Marketing	L	7	12	1	6	3	11	6	6	6	8	9	6	11	6	
2104.00	3106	Client Service Specialist	L	5	1	2	4	1	1	2	1	1	0	3	2	1	1	

1307	3147	Hospitality	L	2	2	3	3	1	2	0	5	1	3	5	4	4	3	F13
104	5071	Hospitality: Wine Tasting Service	E	0	0	0	0	0	0	0	0	0	0	0	0	0	6	
1307	5075	Hospitality: Guest Services Agent	E	0	0	0	0	0	0	0	0	0	0	0	0	0	16	
0506	3143	Human Resource Administration	E	40	50	41	34	21	28	20	21	37	26	16	8	5	1	
0506	3325	Human Resource Administration	L	0	0	0	0	0	0	0	0	0	3	3	14	13	15	
0514.1	3192	Legal Office Specialist	T	2	3	0	2	4	0	0	0	0	0	0	0	0	0	
0514.1	3217	Legal Office Support	E	0	1	0	3	3	7	4	5	4	4	3	7	8	6	
0514.1	3223	Legal Secretary	T	0	0	0	0	0	4	1	3	1	2	0	3	3	2	
0514.1	3041	Legal Secretary	T	1	1	0	0	0	0	0	0	0	2	2	0	0	0	
0502	3115	Office Assistant	E	0	2	0	4	2	6	9	8	4	3	9	13	9	36	
0599	3225	Office Manager	E	1	2	3	3	0	0	1	1	0	0	0	0	0	0	
0599	3067	Payroll	E	1	5	2	1	3	2	3	3	1	4	3	5	3	11	
0511	3061	Real Estate	L	1	6	8	4	15	25	13	9	5	6	1	1	1	4	
511	5075	Real Estate Sales	E	0	0	0	0	0	0	0	0	0	0	0	0	1	26	
0509.5	3014	Retail Merchandising Management	L	1	0	1	1	0	1	0	0	1	0	1	0	0	1	
0506.4	3005	Small Business Management	L	1	3	2	0	3	7	4	2	4	8	2	1	4	8	
0506.3	3012	Supervisory Management	L	9	10	19	27	10	10	4	9	6	3	3	5	1	1	
0502	3146	Tax Assistant Clerk	E	0	5	3	3	6	5	3	3	0	8	11	0	1	3	
0104.0	3291	Wine Studies: Enology	L	0	0	0	0	0	0	0	1	3	5	0	3	0	2	
<b>Total Certificates Awarded</b>				<b>103</b>	<b>140</b>	<b>128</b>	<b>126</b>	<b>110</b>	<b>156</b>	<b>103</b>	<b>132</b>	<b>123</b>	<b>127</b>	<b>130</b>	<b>136</b>	<b>103</b>		

MAJORS:

Business Administration:

The degree completers has increased significantly since 2005-2006 in the first year the major was offered and 2 completed the degree. Since then, numbers have continued to increase with 84 completers in 2011-2012. However, the number dropped to 48 but the new AS-T in Business Administration had 53 completers for a combined total of 101.

Human Resources:

Since the major was offered in 2009-2010, completers have risen from 6 to 18 in 2012-2013.

Real Estate:

Completion rates directly correlate to the housing sector and the distress markets. As this sector is again on the move, completers should increase.

## CERTIFICATES

Accountant Assistant:

Has been fairly steady the last four years with a low occurring in 2008-2009 of 3 completions followed by completions of 11, 21, 13 and 11 in the four most recent years ending with 2012-2013. There was a spike in 2010-2011 which was unusual looking back over the past 17 years. Some students in this program leave before completing the certificate to take jobs, others take some of the program's classes prior to transferring to a university and some take these classes who already have a baccalaureate degree to qualify to sit for the CPA exam.

Hospitality:

The previous hospitality certificate had a high of 5 completions in 2007-2008 and 2010-2011. There was only 1 completion in 2008-2009, 3 completions in 2009-2010, and 4 completions in 2011-2012 and 2012-2013. In fall 2013 we had 6 certificate completers for the new Guest Services Agent certificate and we anticipate 6-8 certificate completers for spring 2014. This tremendous increase can be attributed to the certificate program being shortened to focus on specific hospitality skills needed for the job market. We anticipate this number to continue to increase.

Human Resources:

Certificate completers have dropped from the highest levels ending in 2003-2004 when there was a full-time instructor in the program. However, the completers have been between 21 and 18 for the three most recent years. There has been an increase in major completions as mentioned below.

#### Management:

In 2012-2013, four Management certificates were awarded, one in Supervisory Management and three in Small Business Management. This is below the historical average of 7.5 certificates per year for these two certificates. There are a number of significant changes in the Management discipline which will change both the number and the completion rate for certificates. First, the Small Business Management certificate (29.5 units) has been replaced by the Entrepreneurship Certificate (12 units). There should be more completers for this certificate as it requires fewer units and will gain momentum as additional classes and sections are offered. Also, the Supervisory Management program is in the process of being recreated into two certificates. The original Supervisory Management certificate (29 units) will continued to be offered, but will be ladderred with a new certificate Supervisory Skills (12.5 units). This approach will offers students a skills based certificate that they can earn before they complete the full certificate. The Supervisory Skills certificate should also address the “job out” phenomenon, where students find employment before they complete a long certificate program. Finally, a number students will be receiving their Retail Management certificates in Spring 2014. This is a relatively new program for SRJC and is sponsored by the Western Association of Food Chains (WAFC). This certificate is targeted to individuals desiring management roles in retail (food chain) settings. This certificate should generate several completers per semester.

## 5.6 Student Success

Retention figures for all locations combined range from a low of 69% to a high of 85% with an average of just under 75%. The disciplines with the lowest retention are also those with the highest percentage of online courses.

**Business:**

Retention has ranged between 74 and 76 percent in both fall and spring semesters with slightly higher retention in the summer sessions on the Santa Rosa campus with slightly higher retention of typically over 80% at the Petaluma campus. The department stopped offering off campus courses in fall 2011 due to budget cuts but retention was lower typically in the mid 60% range.

**Business Office Support:**

The Business Department's retention from all disciplines in all locations of 76.0 percent meets or exceeds the District's total of 73.52 percent.

**Business Hospitality:**

The retention rate for this program was 77.8% for fall 2011 and 77.3% for fall 2012. In fall 2013 the retention rate increased to 82.7%. The spring 2011 retention rate was 87.8% and decreased to 78.2% in spring 2013. This high retention rate is due to the fact that many students are employed in the hospitality industry or are looking to be employed in the industry.

**Business Human Resources:**

Retention in this program is very high as many of the students are employed in HR positions or are looking to be employed in those positions and for the most recent three academic years, retention has exceeded 80% up to almost 90%.

**Business Real Estate:**

Numbers have been steadily growing until F 2013 when we had to cut a well enrolled online section. Face to face classes cannot hold as many students. Reintroducing the online section could improve these numbers.

**Business:**

Successful course completions are slightly lower than retention by about 6% each semester in Santa Rosa while Petaluma had slightly higher successful completions along with the higher retention and about 5% lower than the retention rates.

**Business Office Support:**

The Business Department's successful course completion from all disciplines in all locations of 72.9 percent meets or exceeds the District's total of 69.23 percent.

**Business Hospitality:**

Successful course completions are slightly lower than retention with a completion rate of 77.3% in fall 2013, a difference of 5.4%. Many students already work in the hospitality industry and only take a few courses and don't finish the program due to work commitments or because they find jobs before completing the certificate.

**Business Human Resources:**

Successful course completions are almost the same as the retention percentages showing that almost all students pass the program's classes.

**Business :**

Grade point averages at the Santa Rosa campus range from 2.4 to 2.7 while on average the Petaluma classes have averages about 0.4 higher than Santa Rosa for a range of 2.8 to 3.1. Since many of these classes articulate with the universities including accounting and law classes, it is normal that the GPA would be a C+/B- range.

**Business Office Support:**

The Business Department's successful course completion from all disciplines in all locations of 72.9 percent meets or exceeds the District's total of 69.23 percent.

**Business Hospitality**

Grade point averages for the hospitality program have ranged from 2.91 in fall 2011 to 3.28 in fall 2013. This shows almost all students pass the program's classes and are in a position to transfer on to 4 year programs.

### Business Human Resources:

Grade point average has increased since its low of about 2.50 in spring 2011 to 2.93 in fall 2013; the higher GPA agrees with the high success rate of the program's students.

Business Administration - FY 2016-17 (plus current FY Summer and Fall)

**5.6a Retention** The percentage of students receiving a grade of A,B,C,D,CR, or I in each Discipline (duplicated headcount).

## Santa Rosa Campus

Discipline	X2014	F2014	S2015	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Business Administration	77.9%	71.9%	79.4%	80.7%	77.1%	73.4%	85.2%	80.0%	78.5%	83.8%	76.2%	
Business Bookkeeping	75.4%	69.4%	69.2%	72.8%	64.8%	75.1%	81.0%	62.4%	75.1%	77.7%	73.0%	
Business General	69.5%	75.1%	73.6%	62.9%	77.2%	79.1%	74.3%	78.3%	74.9%	76.1%	81.0%	
Business Management	42.2%	76.9%	69.3%	54.5%	76.9%	73.2%	48.6%	76.4%	81.6%	72.2%	74.6%	
Business Marketing	0.0%	86.2%	83.7%	0.0%	88.0%	88.1%	0.0%	72.3%	85.6%	0.0%	90.1%	
Business Office Technology	100.0%	88.1%	84.2%	100.0%	75.0%	91.7%	100.0%	82.2%	66.1%	100.0%	96.9%	
Hospitality	0.0%	81.6%	82.8%	0.0%	65.7%	56.4%	0.0%	66.7%	65.0%	0.0%	66.7%	
Human Resources	0.0%	82.5%	85.6%	0.0%	83.1%	85.3%	0.0%	89.5%	90.7%	86.0%	82.5%	
Paralegal Studies	85.2%	84.4%	79.0%	0.0%	79.0%	78.9%	76.9%	79.9%	73.6%	0.0%	87.8%	
Real Estate	66.7%	71.8%	79.8%	73.3%	65.6%	68.7%	80.6%	65.0%	66.0%	80.7%	69.0%	
<b>ALL Disciplines</b>	<b>73.0%</b>	<b>76.0%</b>	<b>77.5%</b>	<b>73.6%</b>	<b>76.1%</b>	<b>76.4%</b>	<b>78.4%</b>	<b>76.7%</b>	<b>77.2%</b>	<b>80.7%</b>	<b>77.6%</b>	

**Petaluma Campus** (Includes Rohnert Park and Sonoma)[illegible]

<b>ALL Disciplines</b>	<b>75.3%</b>	<b>73.6%</b>	<b>73.6%</b>	<b>73.1%</b>	<b>72.8%</b>	<b>76.2%</b>	<b>63.6%</b>	<b>68.4%</b>	<b>60.9%</b>	<b>52.9%</b>	<b>73.1%</b>	
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#### Other Locations (Includes the PSTC, Windsor, and other locations)

<b>Discipline</b>	<b>X2014</b>	<b>F2014</b>	<b>S2015</b>	<b>X2015</b>	<b>F2015</b>	<b>S2016</b>	<b>X2016</b>	<b>F2016</b>	<b>S2017</b>	<b>X2017</b>	<b>F2017</b>	<b>S2018</b>
Business Administration	0.0%	0.0%	0.0%	0.0%	66.7%	0.0%	0.0%	41.2%	0.0%	0.0%	0.0%	
Business Bookkeeping	0.0%	0.0%	42.3%	0.0%	0.0%	66.7%	0.0%	45.5%	100.0%	0.0%	0.0%	
Business General	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	84.2%	0.0%	
Business Management	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Business Marketing	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Business Office Technology	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Hospitality	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	80.4%	88.7%	0.0%	95.0%	
Human Resources	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Paralegal Studies	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Real Estate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
<b>ALL Disciplines</b>	<b>0.0%</b>	<b>0.0%</b>	<b>42.3%</b>	<b>0.0%</b>	<b>66.7%</b>	<b>94.2%</b>	<b>0.0%</b>	<b>63.5%</b>	<b>89.4%</b>	<b>84.2%</b>	<b>95.0%</b>	

#### ALL Locations (Combined totals from ALL locations in the District)

<b>Discipline</b>	<b>X2014</b>	<b>F2014</b>	<b>S2015</b>	<b>X2015</b>	<b>F2015</b>	<b>S2016</b>	<b>X2016</b>	<b>F2016</b>	<b>S2017</b>	<b>X2017</b>	<b>F2017</b>	<b>S2018</b>
Business Administration	76.6%	72.5%	78.3%	79.2%	76.5%	74.2%	82.5%	78.3%	76.6%	81.1%	76.0%	
Business Bookkeeping	75.4%	69.2%	67.0%	72.8%	64.7%	73.8%	81.0%	59.9%	73.9%	77.7%	71.9%	
Business General	73.0%	74.6%	74.1%	62.9%	75.9%	77.9%	74.3%	76.3%	73.2%	77.6%	79.3%	
Business Management	42.2%	76.6%	69.3%	54.5%	76.9%	73.2%	48.6%	76.4%	81.6%	72.2%	74.6%	
Business Marketing	0.0%	86.2%	83.7%	0.0%	88.0%	88.1%	0.0%	72.3%	85.6%	0.0%	90.1%	
Business Office Technology	100.0%	88.1%	84.2%	100.0%	75.0%	91.7%	100.0%	82.2%	66.1%	100.0%	96.9%	
Hospitality	0.0%	81.6%	82.8%	0.0%	65.7%	82.3%	0.0%	71.2%	74.1%	0.0%	85.2%	
Human Resources	0.0%	82.5%	85.6%	0.0%	83.1%	85.3%	0.0%	89.5%	90.7%	86.0%	82.5%	
Paralegal Studies	85.2%	84.4%	79.0%	0.0%	79.0%	78.9%	76.9%	79.9%	73.6%	0.0%	87.8%	
Real Estate	66.7%	71.8%	79.8%	73.3%	65.6%	68.7%	80.6%	65.0%	66.0%	80.7%	69.0%	
<b>ALL Disciplines</b>	<b>73.4%</b>	<b>75.7%</b>	<b>76.8%</b>	<b>73.5%</b>	<b>75.7%</b>	<b>77.0%</b>	<b>77.5%</b>	<b>75.6%</b>	<b>76.4%</b>	<b>79.7%</b>	<b>78.0%</b>	



Business Administration - FY 2016-17 (plus current FY Summer and Fall)

## Santa Rosa Campus

**Petaluma Campus** (Includes Rohnert Park and Sonoma)**Other Locations** (Includes the PSTC, Windsor, and other locations)[illegible]

Business Marketing	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Business Office Technology	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Hospitality	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	80.4%	85.5%	0.0%	94.3%	
Human Resources	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Paralegal Studies	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Real Estate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
<b>ALL Disciplines</b>	<b>0.0%</b>	<b>0.0%</b>	<b>38.5%</b>	<b>0.0%</b>	<b>66.7%</b>	<b>92.8%</b>	<b>0.0%</b>	<b>63.5%</b>	<b>86.4%</b>	<b>84.2%</b>	<b>94.3%</b>	

#### **ALL Locations** (Combined totals from ALL locations in the District)

<b>Discipline</b>	<b>X2014</b>	<b>F2014</b>	<b>S2015</b>	<b>X2015</b>	<b>F2015</b>	<b>S2016</b>	<b>X2016</b>	<b>F2016</b>	<b>S2017</b>	<b>X2017</b>	<b>F2017</b>	<b>S2018</b>
Business Administration	72.5%	68.7%	73.2%	76.3%	72.4%	71.8%	78.1%	73.6%	72.6%	78.8%	72.3%	
Business Bookkeeping	73.8%	65.1%	63.8%	69.1%	60.5%	70.1%	79.7%	57.4%	71.1%	76.0%	68.1%	
Business General	70.0%	71.6%	70.9%	58.4%	73.3%	76.6%	71.7%	74.7%	71.2%	75.7%	76.0%	
Business Management	42.2%	74.1%	67.1%	54.5%	75.9%	72.1%	47.3%	74.0%	79.3%	70.9%	73.8%	
Business Marketing	0.0%	83.1%	78.1%	0.0%	83.1%	85.6%	0.0%	70.3%	80.2%	0.0%	88.3%	
Business Office Technology	100.0%	86.1%	83.2%	100.0%	75.0%	90.2%	100.0%	82.2%	63.9%	100.0%	96.9%	
Hospitality	0.0%	80.6%	80.8%	0.0%	64.8%	81.8%	0.0%	69.8%	71.6%	0.0%	84.7%	
Human Resources	0.0%	81.4%	84.4%	0.0%	77.9%	84.2%	0.0%	87.3%	89.9%	83.7%	82.1%	
Paralegal Studies	81.5%	82.6%	74.6%	0.0%	76.0%	72.5%	61.5%	77.8%	71.3%	0.0%	82.6%	
Real Estate	64.6%	67.9%	73.2%	73.3%	64.8%	67.8%	78.6%	63.7%	65.6%	78.5%	64.6%	
<b>ALL Disciplines</b>	<b>70.2%</b>	<b>72.6%</b>	<b>72.8%</b>	<b>71.1%</b>	<b>72.4%</b>	<b>74.9%</b>	<b>74.2%</b>	<b>72.7%</b>	<b>73.5%</b>	<b>77.7%</b>	<b>75.1%</b>	

Business Administration - FY 2016-17 (plus current FY Summer and Fall)

## Santa Rosa Campus

**Petaluma Campus** (Includes Rohnert Park and Sonoma)**Other Locations** (Includes the PSTC, Windsor, and other locations)[illegible]

Business Marketing	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Business Office Technology	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Hospitality	0.00	0.00	0.00	0.00	0.00	3.50	0.00	2.55	3.43	0.00	3.29	
Human Resources	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Paralegal Studies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Real Estate	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
<b>ALL Disciplines</b>	<b>0.00</b>	<b>0.00</b>	<b>1.94</b>	<b>0.00</b>	<b>1.80</b>	<b>3.11</b>	<b>0.00</b>	<b>2.08</b>	<b>3.31</b>	<b>3.50</b>	<b>3.29</b>	

**ALL Locations** (Combined totals from ALL locations in the District)

Discipline	X2014	F2014	S2015	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Business Administration	2.59	2.61	2.69	2.72	2.68	2.58	2.77	2.78	2.78	2.79	2.65	
Business Bookkeeping	2.45	2.55	2.43	2.57	2.35	2.64	2.82	2.34	2.82	2.92	2.76	
Business General	2.13	2.63	2.62	2.10	2.72	2.89	2.45	3.06	2.71	2.77	2.98	
Business Management	2.12	2.98	2.91	2.54	3.05	2.86	2.03	2.82	3.03	3.03	3.33	
Business Marketing	0.00	3.17	3.08	0.00	3.11	3.22	0.00	2.85	3.16	0.00	3.18	
Business Office Technology	4.00	3.51	3.34	4.00	3.58	3.36	4.00	3.03	3.26	4.00	3.91	
Hospitality	0.00	3.00	2.75	0.00	2.73	2.83	0.00	2.41	2.90	0.00	2.88	
Human Resources	0.00	2.79	2.96	0.00	2.94	2.97	0.00	3.03	3.00	3.24	3.19	
Paralegal Studies	2.68	2.90	2.82	0.00	2.71	2.86	2.60	3.02	2.93	0.00	2.92	
Real Estate	2.61	2.42	2.70	2.45	2.30	2.44	2.57	2.19	2.44	2.74	2.24	
<b>ALL Disciplines</b>	<b>2.54</b>	<b>2.72</b>	<b>2.73</b>	<b>2.60</b>	<b>2.72</b>	<b>2.71</b>	<b>2.69</b>	<b>2.76</b>	<b>2.82</b>	<b>2.82</b>	<b>2.78</b>	

## **5.7 Student Access**

### **Business:**

This discipline has almost 9% less white students and slightly higher Hispanic students than the District. The percentage of Hispanic students in the discipline has increased from 14.1% in 2011-2012 to 26.8% in 2012-2013; in that same year, 5.9% of students are Asian, 2.9% are black, and 3.8% are other non-white. Even though the percentage of Asian students decreased in the most recent years due to an increase of 303 Hispanic students which caused an increase from 17.1% to 26.8%.

### **Business Office Support:**

As expected, the predominant ethnic groups served are white and Hispanic. White was the majority category in all except the BOT discipline where Hispanic was the greater percentage. The overall average of the 10 disciplines was 81.5 percent.

### **Hospitality:**

This program has 2.4% more white students at 58.3% than the average for Business Administration at 55.9% in 2013-2014. There are 18.7% students who are Hispanic. However, the number of Native Americans, Pacific Islanders, Filipinos, and Other non-whites is greater than the Business Administration department. In 2013-2014 there were 18.7% Hispanics, 2.2% Native Americans, 1.4% Pacific Islanders, 1.4% Filipinos, and 5.0% Other Non-White.

### **Human Resources:**

This discipline has a 29.3% Hispanic population exceeding the percentage for the District and the region and has higher percentages of Asian and black students as well; white students decreased to 48.0% which is far below the percentage for the District and region. The number of Hispanic students doubled from 2011-2012 when enrollment was 60 to 112 from page 2012-2013.

### **Real Estate:**

Program has a growing Hispanic population. This could be a direct result of how disproportionately this growth was negatively affected by the housing crises.

Business Administration - FY 2012-13 (plus current FY Summer and Fall)

**Business Office Support:**

Of the 10 disciplines, only one area—Marketing—was male dominant. One discipline—Business Administration—was evenly divided. The other eight disciplines were female dominant with most by a large margin.

**Business Hospitality:**

In 2013-2014 the number of males was 19.3% and the number of females was 80.7%.

**Business Real Estate:**

While the data does not show it, faculty are seeing more females in these classes than in the past. Data shows a very even male to female ratio.

5.7c Student Served – by Age

Business Administration (primarily transfer area)

19 – 25- 60%

Bookkeeping

21 – 35- 48%

46 – 60- 24.6% (re-careering)

General		
19 – 30-	55.7%	
Management		
21 – 35-	51.6%	
Marketing		
16 – 25-	74%	
Office Technology		
19 – 35-	63.5%	
Hospitality		
19 – 30-	54.4%	
51 – 60-	11.2%	
Human Resources		
21 – 35-	52.4%	
Paralegal Studies		
21 – 45-	80%	
Real Estate		
21 – 40-	64.5	

#### **Real Estate:**

The young Millennials are the major age group served. This is both people looking for a career and those that wish to be more informed home buyers.

## Business Administration - FY 2016-17 (plus current FY Summer and Fall)

**5.7a Students Served - by Ethnicity** The number of students in each Discipline at first census broken down by ethnicity (duplicated headcount).

**ALL Locations** (Combined totals from ALL locations in the District)

Business Administration	Ethnicity	2014-15	Percent	2015-16	Percent	2016-17	Percent	2017-18	Percent
	White	1349	57.3%	1388	52.1%	1257	51.2%	1215	44.3%
	Asian	115	4.9%	179	6.7%	148	6.0%	196	7.1%
	Black	73	3.1%	56	2.1%	53	2.2%	81	3.0%
	Hispanic	653	27.7%	831	31.2%	729	29.7%	922	33.6%
	Native American	13	0.6%	7	0.3%	12	0.5%	16	0.6%
	Pacific Islander	6	0.3%	6	0.2%	6	0.2%	5	0.2%
	Filipino	24	1.0%	33	1.2%	40	1.6%	34	1.2%
	Other Non-White	102	4.3%	130	4.9%	111	4.5%	137	5.0%
	Decline to state	21	0.9%	34	1.3%	97	4.0%	136	5.0%
	<b>ALL Ethnicities</b>	<b>2356</b>	<b>100.0%</b>	<b>2664</b>	<b>100.0%</b>	<b>2453</b>	<b>100.0%</b>	<b>2742</b>	<b>100.0%</b>

Business Bookkeeping	Ethnicity	2014-15	Percent	2015-16	Percent	2016-17	Percent	2017-18	Percent
	White	398	65.4%	336	57.5%	333	55.5%	421	59.0%
	Asian	26	4.3%	34	5.8%	35	5.8%	17	2.4%
	Black	17	2.8%	18	3.1%	15	2.5%	8	1.1%
	Hispanic	129	21.2%	158	27.1%	149	24.8%	185	25.9%
	Native American	8	1.3%	7	1.2%	5	0.8%	9	1.3%
	Pacific Islander	1	0.2%	0	0.0%	0	0.0%	3	0.4%
	Filipino	3	0.5%	10	1.7%	9	1.5%	15	2.1%
	Other Non-White	21	3.4%	18	3.1%	21	3.5%	25	3.5%
	Decline to state	6	1.0%	3	0.5%	33	5.5%	30	4.2%
	<b>ALL Ethnicities</b>	<b>609</b>	<b>100.0%</b>	<b>584</b>	<b>100.0%</b>	<b>600</b>	<b>100.0%</b>	<b>713</b>	<b>100.0%</b>

Business General	Ethnicity	2014-15	Percent	2015-16	Percent	2016-17	Percent	2017-18	Percent
	White	612	54.4%	553	49.6%	416	47.0%	474	52.3%
	Asian	32	2.8%	48	4.3%	42	4.7%	19	2.1%
	Black	36	3.2%	33	3.0%	15	1.7%	22	2.4%
	Hispanic	334	29.7%	407	36.5%	327	36.9%	300	33.1%
	Native American	26	2.3%	15	1.3%	7	0.8%	7	0.8%
	Pacific Islander	4	0.4%	2	0.2%	3	0.3%	2	0.2%
	Filipino	13	1.2%	11	1.0%	8	0.9%	22	2.4%
	Other Non-White	56	5.0%	43	3.9%	42	4.7%	25	2.8%
	Decline to state	13	1.2%	3	0.3%	26	2.9%	36	4.0%
	<b>ALL Ethnicities</b>	<b>1126</b>	<b>100.0%</b>	<b>1115</b>	<b>100.0%</b>	<b>886</b>	<b>100.0%</b>	<b>907</b>	<b>100.0%</b>



Business Management	Ethnicity	2014-15	Percent	2015-16	Percent	2016-17	Percent	2017-18	Percent
	White	324	60.0%	310	59.0%	249	49.0%	281	49.1%
	Asian	7	1.3%	26	5.0%	26	5.1%	21	3.7%
	Black	32	5.9%	19	3.6%	16	3.1%	10	1.7%
	Hispanic	116	21.5%	128	24.4%	144	28.3%	201	35.1%
	Native American	7	1.3%	4	0.8%	2	0.4%	2	0.3%
	Pacific Islander	0	0.0%	1	0.2%	7	1.4%	3	0.5%
	Filipino	1	0.2%	6	1.1%	5	1.0%	6	1.0%
	Other Non-White	32	5.9%	31	5.9%	23	4.5%	24	4.2%
	Decline to state	21	3.9%	0	0.0%	36	7.1%	24	4.2%
	<b>ALL Ethnicities</b>	<b>540</b>	<b>100.0%</b>	<b>525</b>	<b>100.0%</b>	<b>508</b>	<b>100.0%</b>	<b>572</b>	<b>100.0%</b>

Business Marketing	Ethnicity	2014-15	Percent	2015-16	Percent	2016-17	Percent	2017-18	Percent
	White	240	55.8%	236	55.8%	160	51.0%	135	43.7%
	Asian	12	2.8%	28	6.6%	15	4.8%	16	5.2%
	Black	11	2.6%	8	1.9%	10	3.2%	10	3.2%
	Hispanic	117	27.2%	96	22.7%	101	32.2%	111	35.9%
	Native American	0	0.0%	3	0.7%	0	0.0%	0	0.0%
	Pacific Islander	3	0.7%	2	0.5%	2	0.6%	2	0.6%
	Filipino	8	1.9%	2	0.5%	4	1.3%	7	2.3%
	Other Non-White	31	7.2%	39	9.2%	11	3.5%	19	6.1%
	Decline to state	8	1.9%	9	2.1%	11	3.5%	9	2.9%
	<b>ALL Ethnicities</b>	<b>430</b>	<b>100.0%</b>	<b>423</b>	<b>100.0%</b>	<b>314</b>	<b>100.0%</b>	<b>309</b>	<b>100.0%</b>

Business Office Technology	Ethnicity	2014-15	Percent	2015-16	Percent	2016-17	Percent	2017-18	Percent
	White	1082	43.2%	893	40.6%	415	39.8%	224	40.7%
	Asian	105	4.2%	121	5.5%	61	5.8%	31	5.6%
	Black	120	4.8%	96	4.4%	32	3.1%	23	4.2%
	Hispanic	1009	40.3%	917	41.7%	432	41.4%	220	39.9%
	Native American	20	0.8%	19	0.9%	7	0.7%	1	0.2%
	Pacific Islander	10	0.4%	6	0.3%	0	0.0%	1	0.2%
	Filipino	19	0.8%	19	0.9%	13	1.2%	6	1.1%
	Other Non-White	121	4.8%	108	4.9%	46	4.4%	15	2.7%
	Decline to state	17	0.7%	19	0.9%	37	3.5%	30	5.4%
	<b>ALL Ethnicities</b>	<b>2503</b>	<b>100.0%</b>	<b>2198</b>	<b>100.0%</b>	<b>1043</b>	<b>100.0%</b>	<b>551</b>	<b>100.0%</b>

Hospitality	Ethnicity	2014-15	Percent	2015-16	Percent	2016-17	Percent	2017-18	Percent
	White	98	53.0%	122	45.7%	133	50.2%	148	48.4%
	Asian	5	2.7%	8	3.0%	14	5.3%	13	4.2%
	Black	3	1.6%	5	1.9%	5	1.9%	6	2.0%
	Hispanic	59	31.9%	91	34.1%	85	32.1%	106	34.6%
	Native American	2	1.1%	2	0.7%	3	1.1%	3	1.0%
	Pacific Islander	1	0.5%	7	2.6%	0	0.0%	3	1.0%
	Filipino	6	3.2%	4	1.5%	2	0.8%	5	1.6%

	Other Non-White	11	5.9%	23	8.6%	16	6.0%	17	5.6%
	Decline to state	0	0.0%	5	1.9%	7	2.6%	5	1.6%
	<b>ALL Ethnicities</b>	<b>185</b>	<b>100.0%</b>	<b>267</b>	<b>100.0%</b>	<b>265</b>	<b>100.0%</b>	<b>306</b>	<b>100.0%</b>

Human Resources	Ethnicity	2014-15	Percent	2015-16	Percent	2016-17	Percent	2017-18	Percent
	White	177	55.8%	241	58.6%	221	47.2%	276	50.1%
	Asian	9	2.8%	5	1.2%	5	1.1%	21	3.8%
	Black	15	4.7%	17	4.1%	8	1.7%	5	0.9%
	Hispanic	94	29.7%	127	30.9%	154	32.9%	205	37.2%
	Native American	7	2.2%	1	0.2%	0	0.0%	0	0.0%
	Pacific Islander	2	0.6%	0	0.0%	6	1.3%	0	0.0%
	Filipino	2	0.6%	13	3.2%	2	0.4%	3	0.5%
	Other Non-White	7	2.2%	7	1.7%	52	11.1%	15	2.7%
	Decline to state	4	1.3%	0	0.0%	20	4.3%	26	4.7%
	<b>ALL Ethnicities</b>	<b>317</b>	<b>100.0%</b>	<b>411</b>	<b>100.0%</b>	<b>468</b>	<b>100.0%</b>	<b>551</b>	<b>100.0%</b>

Paralegal Studies	Ethnicity	2014-15	Percent	2015-16	Percent	2016-17	Percent	2017-18	Percent
	White	204	67.5%	139	57.7%	137	56.6%	128	53.1%
	Asian	3	1.0%	13	5.4%	3	1.2%	7	2.9%
	Black	11	3.6%	14	5.8%	9	3.7%	7	2.9%
	Hispanic	65	21.5%	53	22.0%	65	26.9%	80	33.2%
	Native American	1	0.3%	0	0.0%	0	0.0%	0	0.0%
	Pacific Islander	0	0.0%	0	0.0%	0	0.0%	1	0.4%
	Filipino	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Other Non-White	18	6.0%	22	9.1%	20	8.3%	8	3.3%
	Decline to state	0	0.0%	0	0.0%	8	3.3%	10	4.1%
	<b>ALL Ethnicities</b>	<b>302</b>	<b>100.0%</b>	<b>241</b>	<b>100.0%</b>	<b>242</b>	<b>100.0%</b>	<b>241</b>	<b>100.0%</b>

Real Estate	Ethnicity	2014-15	Percent	2015-16	Percent	2016-17	Percent	2017-18	Percent
	White	284	68.8%	324	62.3%	254	55.2%	305	53.5%
	Asian	14	3.4%	22	4.2%	19	4.1%	24	4.2%
	Black	7	1.7%	12	2.3%	20	4.3%	12	2.1%
	Hispanic	84	20.3%	108	20.8%	114	24.8%	151	26.5%
	Native American	5	1.2%	1	0.2%	3	0.7%	4	0.7%
	Pacific Islander	3	0.7%	3	0.6%	1	0.2%	2	0.4%
	Filipino	0	0.0%	4	0.8%	2	0.4%	1	0.2%
	Other Non-White	15	3.6%	29	5.6%	23	5.0%	34	6.0%
	Decline to state	1	0.2%	17	3.3%	24	5.2%	37	6.5%
	<b>ALL Ethnicities</b>	<b>413</b>	<b>100.0%</b>	<b>520</b>	<b>100.0%</b>	<b>460</b>	<b>100.0%</b>	<b>570</b>	<b>100.0%</b>

# Santa Rosa Junior College - Program Unit Review

## Business Administration - FY 2016-17 (plus current FY Summer and Fall)

**5.7b Students Served - by Gender** The number of students in each Discipline at first census broken down by gender (duplicated headcount).

### ALL Locations (Combined totals from ALL locations in the District)

Business Administration	Gender	2014-15	Percent	2015-16	Percent	2016-17	Percent	2017-18	Percent
	Male	1218	51.7%	1369	51.4%	1287	52.5%	1487	54.2%
	Female	1135	48.2%	1263	47.4%	1134	46.2%	1203	43.9%
	Unknown	3	0.1%	32	1.2%	32	1.3%	52	1.9%
	<b>ALL Genders</b>	<b>2356</b>	<b>100.0%</b>	<b>2664</b>	<b>100.0%</b>	<b>2453</b>	<b>100.0%</b>	<b>2742</b>	<b>100.0%</b>

Business Bookkeeping	Gender	2014-15	Percent	2015-16	Percent	2016-17	Percent	2017-18	Percent
	Male	125	20.5%	106	18.2%	129	21.5%	133	18.7%
	Female	482	79.1%	472	80.8%	448	74.7%	569	79.8%
	Unknown	2	0.3%	6	1.0%	23	3.8%	11	1.5%
	<b>ALL Genders</b>	<b>609</b>	<b>100.0%</b>	<b>584</b>	<b>100.0%</b>	<b>600</b>	<b>100.0%</b>	<b>713</b>	<b>100.0%</b>

Business General	Gender	2014-15	Percent	2015-16	Percent	2016-17	Percent	2017-18	Percent
	Male	255	22.6%	235	21.1%	224	25.3%	207	22.8%
	Female	871	77.4%	870	78.0%	651	73.5%	687	75.7%
	Unknown	0	0.0%	10	0.9%	11	1.2%	13	1.4%
	<b>ALL Genders</b>	<b>1126</b>	<b>100.0%</b>	<b>1115</b>	<b>100.0%</b>	<b>886</b>	<b>100.0%</b>	<b>907</b>	<b>100.0%</b>

Business Management	Gender	2014-15	Percent	2015-16	Percent	2016-17	Percent	2017-18	Percent
	Male	189	35.0%	220	41.9%	206	40.6%	203	35.5%
	Female	348	64.4%	303	57.7%	296	58.3%	359	62.8%
	Unknown	3	0.6%	2	0.4%	6	1.2%	10	1.7%
	<b>ALL Genders</b>	<b>540</b>	<b>100.0%</b>	<b>525</b>	<b>100.0%</b>	<b>508</b>	<b>100.0%</b>	<b>572</b>	<b>100.0%</b>

Business Marketing	Gender	2014-15	Percent	2015-16	Percent	2016-17	Percent	2017-18	Percent
	Male	264	61.4%	244	57.7%	171	54.5%	167	54.0%
	Female	166	38.6%	173	40.9%	132	42.0%	137	44.3%
	Unknown	0	0.0%	6	1.4%	11	3.5%	5	1.6%
	<b>ALL Genders</b>	<b>430</b>	<b>100.0%</b>	<b>423</b>	<b>100.0%</b>	<b>314</b>	<b>100.0%</b>	<b>309</b>	<b>100.0%</b>

Business Office Technology	Gender	2014-15	Percent	2015-16	Percent	2016-17	Percent	2017-18	Percent
	Male	962	38.4%	781	35.5%	371	35.6%	201	36.5%
	Female	1538	61.4%	1387	63.1%	645	61.8%	342	62.1%

	Unknown	3	0.1%	30	1.4%	27	2.6%	8	1.5%
	<b>ALL Genders</b>	<b>2503</b>	<b>100.0%</b>	<b>2198</b>	<b>100.0%</b>	<b>1043</b>	<b>100.0%</b>	<b>551</b>	<b>100.0%</b>

Hospitality	Gender	2014-15	Percent	2015-16	Percent	2016-17	Percent	2017-18	Percent
	Male	48	25.9%	109	40.8%	101	38.1%	134	43.8%
	Female	137	74.1%	146	54.7%	162	61.1%	169	55.2%
	Unknown	0	0.0%	12	4.5%	2	0.8%	3	1.0%
	<b>ALL Genders</b>	<b>185</b>	<b>100.0%</b>	<b>267</b>	<b>100.0%</b>	<b>265</b>	<b>100.0%</b>	<b>306</b>	<b>100.0%</b>

Human Resources	Gender	2014-15	Percent	2015-16	Percent	2016-17	Percent	2017-18	Percent
	Male	42	13.2%	51	12.4%	56	12.0%	65	11.8%
	Female	267	84.2%	350	85.2%	399	85.3%	472	85.7%
	Unknown	8	2.5%	10	2.4%	13	2.8%	14	2.5%
	<b>ALL Genders</b>	<b>317</b>	<b>100.0%</b>	<b>411</b>	<b>100.0%</b>	<b>468</b>	<b>100.0%</b>	<b>551</b>	<b>100.0%</b>

Paralegal Studies	Gender	2014-15	Percent	2015-16	Percent	2016-17	Percent	2017-18	Percent
	Male	66	21.9%	47	19.5%	45	18.6%	41	17.0%
	Female	236	78.1%	192	79.7%	192	79.3%	192	79.7%
	Unknown	0	0.0%	2	0.8%	5	2.1%	8	3.3%
	<b>ALL Genders</b>	<b>302</b>	<b>100.0%</b>	<b>241</b>	<b>100.0%</b>	<b>242</b>	<b>100.0%</b>	<b>241</b>	<b>100.0%</b>

Real Estate	Gender	2014-15	Percent	2015-16	Percent	2016-17	Percent	2017-18	Percent
	Male	210	50.8%	205	39.4%	198	43.0%	245	43.0%
	Female	200	48.4%	304	58.5%	253	55.0%	313	54.9%
	Unknown	3	0.7%	11	2.1%	9	2.0%	12	2.1%
	<b>ALL Genders</b>	<b>413</b>	<b>100.0%</b>	<b>520</b>	<b>100.0%</b>	<b>460</b>	<b>100.0%</b>	<b>570</b>	<b>100.0%</b>

# Santa Rosa Junior College - Program Unit Review

## Business Administration - FY 2016-17 (plus current FY Summer and Fall)

**5.7c Students Served - by Age** The number of students in each Discipline at first census broken down by age (duplicated headcount).

**ALL Locations** (Combined totals from ALL locations in the District)

Business Administration	Age Range	2014-15	Percent	2015-16	Percent	2016-17	Percent	2017-18	Percent
	0 thru 18	215	9.1%	263	9.9%	258	10.5%	243	8.9%
	19 and 20	669	28.4%	743	27.9%	770	31.4%	887	32.3%
	21 thru 25	789	33.5%	829	31.1%	755	30.8%	825	30.1%
	26 thru 30	260	11.0%	334	12.5%	252	10.3%	291	10.6%
	31 thru 35	135	5.7%	163	6.1%	144	5.9%	175	6.4%
	36 thru 40	88	3.7%	91	3.4%	101	4.1%	122	4.4%
	41 thru 45	55	2.3%	80	3.0%	50	2.0%	74	2.7%
	46 thru 50	60	2.5%	79	3.0%	63	2.6%	60	2.2%
	51 thru 60	76	3.2%	71	2.7%	49	2.0%	57	2.1%
	61 plus	9	0.4%	11	0.4%	11	0.4%	8	0.3%
	<b>ALL Ages</b>	<b>2356</b>	<b>100.0%</b>	<b>2664</b>	<b>100.0%</b>	<b>2453</b>	<b>100.0%</b>	<b>2742</b>	<b>100.0%</b>

Business Bookkeeping	Age Range	2014-15	Percent	2015-16	Percent	2016-17	Percent	2017-18	Percent
	0 thru 18	15	2.5%	12	2.1%	23	3.8%	16	2.2%
	19 and 20	21	3.4%	30	5.1%	32	5.3%	28	3.9%
	21 thru 25	112	18.4%	103	17.6%	105	17.5%	134	18.8%
	26 thru 30	104	17.1%	97	16.6%	83	13.8%	166	23.3%
	31 thru 35	84	13.8%	70	12.0%	82	13.7%	86	12.1%
	36 thru 40	42	6.9%	50	8.6%	53	8.8%	70	9.8%
	41 thru 45	66	10.8%	55	9.4%	63	10.5%	54	7.6%
	46 thru 50	53	8.7%	54	9.2%	59	9.8%	61	8.6%
	51 thru 60	98	16.1%	90	15.4%	76	12.7%	76	10.7%
	61 plus	14	2.3%	23	3.9%	24	4.0%	22	3.1%
	<b>ALL Ages</b>	<b>609</b>	<b>100.0%</b>	<b>584</b>	<b>100.0%</b>	<b>600</b>	<b>100.0%</b>	<b>713</b>	<b>100.0%</b>

Business General	Age Range	2014-15	Percent	2015-16	Percent	2016-17	Percent	2017-18	Percent
	0 thru 18	56	5.0%	68	6.1%	43	4.9%	41	4.5%
	19 and 20	113	10.0%	127	11.4%	89	10.0%	63	6.9%
	21 thru 25	285	25.3%	319	28.6%	221	24.9%	199	21.9%
	26 thru 30	184	16.3%	160	14.3%	167	18.8%	214	23.6%
	31 thru 35	117	10.4%	104	9.3%	100	11.3%	103	11.4%
	36 thru 40	75	6.7%	83	7.4%	56	6.3%	75	8.3%
	41 thru 45	86	7.6%	71	6.4%	51	5.8%	83	9.2%

	46 thru 50	85	7.5%	72	6.5%	70	7.9%	54	6.0%
	51 thru 60	115	10.2%	96	8.6%	78	8.8%	71	7.8%
	61 plus	10	0.9%	15	1.3%	11	1.2%	4	0.4%
	<b>ALL Ages</b>	<b>1126</b>	<b>100.0%</b>	<b>1115</b>	<b>100.0%</b>	<b>886</b>	<b>100.0%</b>	<b>907</b>	<b>100.0%</b>

<b>Business Management</b>	<b>Age Range</b>	<b>2014-15</b>	<b>Percent</b>	<b>2015-16</b>	<b>Percent</b>	<b>2016-17</b>	<b>Percent</b>	<b>2017-18</b>	<b>Percent</b>
	0 thru 18	16	3.0%	18	3.4%	18	3.5%	9	1.6%
	19 and 20	63	11.7%	54	10.3%	60	11.8%	68	11.9%
	21 thru 25	121	22.4%	159	30.3%	142	28.0%	141	24.7%
	26 thru 30	96	17.8%	95	18.1%	91	17.9%	89	15.6%
	31 thru 35	76	14.1%	46	8.8%	59	11.6%	69	12.1%
	36 thru 40	38	7.0%	30	5.7%	32	6.3%	41	7.2%
	41 thru 45	36	6.7%	43	8.2%	44	8.7%	60	10.5%
	46 thru 50	37	6.9%	33	6.3%	33	6.5%	39	6.8%
	51 thru 60	45	8.3%	36	6.9%	22	4.3%	47	8.2%
	61 plus	12	2.2%	11	2.1%	7	1.4%	9	1.6%
	<b>ALL Ages</b>	<b>540</b>	<b>100.0%</b>	<b>525</b>	<b>100.0%</b>	<b>508</b>	<b>100.0%</b>	<b>572</b>	<b>100.0%</b>

<b>Business Marketing</b>	<b>Age Range</b>	<b>2014-15</b>	<b>Percent</b>	<b>2015-16</b>	<b>Percent</b>	<b>2016-17</b>	<b>Percent</b>	<b>2017-18</b>	<b>Percent</b>
	0 thru 18	40	9.3%	44	10.4%	38	12.1%	49	15.9%
	19 and 20	139	32.3%	126	29.8%	88	28.0%	93	30.1%
	21 thru 25	140	32.6%	162	38.3%	101	32.2%	90	29.1%
	26 thru 30	50	11.6%	41	9.7%	35	11.1%	25	8.1%
	31 thru 35	27	6.3%	14	3.3%	12	3.8%	12	3.9%
	36 thru 40	7	1.6%	3	0.7%	10	3.2%	6	1.9%
	41 thru 45	6	1.4%	13	3.1%	8	2.5%	10	3.2%
	46 thru 50	7	1.6%	7	1.7%	4	1.3%	11	3.6%
	51 thru 60	12	2.8%	11	2.6%	16	5.1%	9	2.9%
	61 plus	2	0.5%	2	0.5%	2	0.6%	4	1.3%
	<b>ALL Ages</b>	<b>430</b>	<b>100.0%</b>	<b>423</b>	<b>100.0%</b>	<b>314</b>	<b>100.0%</b>	<b>309</b>	<b>100.0%</b>

<b>Business Office Technology</b>	<b>Age Range</b>	<b>2014-15</b>	<b>Percent</b>	<b>2015-16</b>	<b>Percent</b>	<b>2016-17</b>	<b>Percent</b>	<b>2017-18</b>	<b>Percent</b>
	0 thru 18	135	5.4%	150	6.8%	62	5.9%	35	6.4%
	19 and 20	329	13.1%	303	13.8%	167	16.0%	83	15.1%
	21 thru 25	671	26.8%	523	23.8%	243	23.3%	122	22.1%
	26 thru 30	348	13.9%	320	14.6%	161	15.4%	93	16.9%
	31 thru 35	228	9.1%	200	9.1%	85	8.1%	52	9.4%
	36 thru 40	162	6.5%	133	6.1%	64	6.1%	49	8.9%
	41 thru 45	150	6.0%	150	6.8%	66	6.3%	40	7.3%
	46 thru 50	149	6.0%	121	5.5%	67	6.4%	29	5.3%
	51 thru 60	230	9.2%	213	9.7%	82	7.9%	29	5.3%
	61 plus	101	4.0%	85	3.9%	46	4.4%	19	3.4%
	<b>ALL Ages</b>	<b>2503</b>	<b>100.0%</b>	<b>2198</b>	<b>100.0%</b>	<b>1043</b>	<b>100.0%</b>	<b>551</b>	<b>100.0%</b>

Hospitality	Age Range	2014-15	Percent	2015-16	Percent	2016-17	Percent	2017-18	Percent
	0 thru 18	18	9.7%	126	47.2%	68	25.7%	121	39.5%
	19 and 20	36	19.5%	37	13.9%	57	21.5%	45	14.7%
	21 thru 25	48	25.9%	48	18.0%	65	24.5%	55	18.0%
	26 thru 30	25	13.5%	13	4.9%	19	7.2%	27	8.8%
	31 thru 35	10	5.4%	6	2.2%	4	1.5%	9	2.9%
	36 thru 40	5	2.7%	11	4.1%	7	2.6%	15	4.9%
	41 thru 45	11	5.9%	12	4.5%	8	3.0%	9	2.9%
	46 thru 50	13	7.0%	3	1.1%	8	3.0%	11	3.6%
	51 thru 60	12	6.5%	8	3.0%	15	5.7%	12	3.9%
	61 plus	7	3.8%	3	1.1%	14	5.3%	2	0.7%
	<b>ALL Ages</b>	<b>185</b>	<b>100.0%</b>	<b>267</b>	<b>100.0%</b>	<b>265</b>	<b>100.0%</b>	<b>306</b>	<b>100.0%</b>

Human Resources	Age Range	2014-15	Percent	2015-16	Percent	2016-17	Percent	2017-18	Percent
	0 thru 18	0	0.0%	0	0.0%	3	0.6%	0	0.0%
	19 and 20	8	2.5%	8	1.9%	33	7.1%	10	1.8%
	21 thru 25	70	22.1%	46	11.2%	56	12.0%	164	29.8%
	26 thru 30	65	20.5%	105	25.5%	105	22.4%	89	16.2%
	31 thru 35	34	10.7%	81	19.7%	41	8.8%	76	13.8%
	36 thru 40	25	7.9%	41	10.0%	75	16.0%	62	11.3%
	41 thru 45	45	14.2%	49	11.9%	65	13.9%	41	7.4%
	46 thru 50	41	12.9%	49	11.9%	39	8.3%	53	9.6%
	51 thru 60	27	8.5%	31	7.5%	44	9.4%	53	9.6%
	61 plus	2	0.6%	1	0.2%	7	1.5%	3	0.5%
	<b>ALL Ages</b>	<b>317</b>	<b>100.0%</b>	<b>411</b>	<b>100.0%</b>	<b>468</b>	<b>100.0%</b>	<b>551</b>	<b>100.0%</b>

Paralegal Studies	Age Range	2014-15	Percent	2015-16	Percent	2016-17	Percent	2017-18	Percent
	0 thru 18	5	1.7%	3	1.2%	11	4.5%	9	3.7%
	19 and 20	9	3.0%	25	10.4%	21	8.7%	27	11.2%
	21 thru 25	66	21.9%	46	19.1%	43	17.8%	68	28.2%
	26 thru 30	54	17.9%	43	17.8%	32	13.2%	36	14.9%
	31 thru 35	50	16.6%	40	16.6%	38	15.7%	18	7.5%
	36 thru 40	47	15.6%	31	12.9%	11	4.5%	21	8.7%
	41 thru 45	10	3.3%	9	3.7%	29	12.0%	24	10.0%
	46 thru 50	19	6.3%	14	5.8%	17	7.0%	11	4.6%
	51 thru 60	25	8.3%	25	10.4%	33	13.6%	20	8.3%
	61 plus	17	5.6%	5	2.1%	7	2.9%	7	2.9%
	<b>ALL Ages</b>	<b>302</b>	<b>100.0%</b>	<b>241</b>	<b>100.0%</b>	<b>242</b>	<b>100.0%</b>	<b>241</b>	<b>100.0%</b>

Real Estate	Age Range	2014-15	Percent	2015-16	Percent	2016-17	Percent	2017-18	Percent
	0 thru 18	17	4.1%	17	3.3%	14	3.0%	32	5.6%
	19 and 20	43	10.4%	47	9.0%	50	10.9%	44	7.7%

	21 thru 25	107	25.9%	126	24.2%	83	18.0%	137	24.0%
	26 thru 30	71	17.2%	80	15.4%	108	23.5%	115	20.2%
	31 thru 35	32	7.7%	71	13.7%	48	10.4%	59	10.4%
	36 thru 40	32	7.7%	47	9.0%	37	8.0%	45	7.9%
	41 thru 45	12	2.9%	26	5.0%	43	9.3%	44	7.7%
	46 thru 50	39	9.4%	36	6.9%	30	6.5%	24	4.2%
	51 thru 60	50	12.1%	54	10.4%	32	7.0%	60	10.5%
	61 plus	10	2.4%	16	3.1%	15	3.3%	10	1.8%
	<b>ALL Ages</b>	<b>413</b>	<b>100.0%</b>	<b>520</b>	<b>100.0%</b>	<b>460</b>	<b>100.0%</b>	<b>570</b>	<b>100.0%</b>

## 5.8 Curriculum Offered Within Reasonable Time Frame

All lower division courses required for university transfer or an AA in Business Administration are offered each semester at both the Santa Rosa and Petaluma campuses.

In Santa Rosa, these courses are offered in multiple day sections, evening sections, online, and a rotation of Friday, Saturday, and hybrid sections.

A student seeking a certificate can complete all program requirements and electives in either one or two years depending on the certificate. For the larger unit programs, such as Real Estate and Accounting, some advanced courses are in a predictable rotation pattern.

All foundation certificate courses are offered each semester during the day and/or evening in Santa Rosa. Fewer are offered in Petaluma. Advanced courses are currently being offered in rotation due to budget considerations.



## 5.9a Curriculum Responsiveness

The Business Department has fully complied with the State requirement that every general education course that transfers to a CSU or UC campus must include objectives (content) related to gender, global perspectives, and American cultural diversity.

The Business Department has advisory committees for four discipline areas since the focus of those areas are different. Each of these advisory committees meets at least once a semester, and major curriculum changes are submitted to the committee for review and approval. More FT faculty are needed to increase the diversity and breadth of the advisory committee membership. More outreach is needed.

**Business Advisory Committee** focuses on the areas of accounting, human resources, management, marketing, and real estate. The committee is composed of industry representatives and major employment partners from certificate areas as well as the Business and Economics department chair from Sonoma State University.

**Business Office Support Advisory Committee** focuses on the office professional staff which includes administrative assistants, bookkeepers, and legal secretaries. Members of this committee include representatives from temporary employment agencies, members of the legal secretary profession, bookkeepers, virtual assistants, and former students. Committee members volunteer to conduct mock interviews for students in the certificate programs, assist on the BOT scholarship committee, and be speakers in classes.

**Paralegal Studies Advisory Committee** focuses on the paralegal professional. The department plans to apply for American Bar Association approval after the major has been in existence a few years and there are graduates of the program. ABA approval requires a separate advisory committee for the program. This committee is comprised of paralegals, attorneys, and judges, with at least 15 of the members attending each meeting. This academic year the committee created a strategic plan to assist the department in accomplishing its goals and is setting up subcommittees to implement those goals.

**Hospitality Advisory Committee** focuses on the hospitality industry that generates 16,910 jobs and translates into \$1.47 billion dollars being spent in Sonoma County annually. The committee is composed of representatives and major employment partners of our hotel industry, wineries, tourism organizations, government agencies, and other venues of hospitality

**Vision Statement**

To be recognized as the premier hospitality program among California Community Colleges and a school of choice for individuals preparing for careers in the hospitality industry. Focusing on the needs of its students, our program strives to serve the academic requirements of the hospitality industry through outstanding faculty, pertinent curriculum that integrates theory, practice and personal growth, a supportive culture, and preparing our students for industry management and leadership by providing a quality hospitality education and ongoing professional development.

**Mission Statement**

To provide future hospitality industry leaders with the practical training, educational and cultural awareness skills necessary to succeed in today's global economy. Our curriculum is designed to reflect the latest industry trends, topics, and hospitality training needs of the industry. The program supports the development of the workforce and economic growth of the local hospitality industry through preparing well-rounded graduates for immediate employment in Sonoma County and internationally.

**Strategic Plan for Hospitality (Fall 2014 – Spring 2016)**

- To design a 3-unit Event Planning course with the Agriculture/Natural Resources Department and the Culinary Arts Department to be included in the Wine Tasting Certificate.
- To increase the Wine Tasting Services Certificate to 16-units for approval by the Chancellor's office.
- To work with the California State University (CSU) system to create an AS-T Hospitality Degree.
- To researching the feasibility of creating a Bachelor of Applied Science (BAS) in Hospitality Management.
- To create an interdisciplinary Hospitality Web page that would encompass hospitality offerings in Business, Agriculture/Natural Resources and Culinary Arts.
- To create an outreach program for providing our students with scholarships and internships.

**Real Estate:**

Curriculum is kept current with CALBRE, Nationwide Mortgage Lending Service and California Bureau of Real Estate Appraisers licensure standards. Classes are directed both to entry level into the Real Estate Field, Skill building for those in the industry and for consumers awareness.

**5.9b Alignment with High Schools (Tech-Prep ONLY)**

Most high schools have either eliminated their business classes or have reduced their offerings significantly over the last two decades. So at this time the best high school preparation would be for the students to become proficient in English and math. The one exception is in the bookkeeping area since many high schools are teaching a bookkeeping/accounting class. Work continues with two high schools in the county regarding articulation of their bookkeeping courses and credit by exam tests are administered at the local high schools.

**5.10 Alignment with Transfer Institutions (Transfer Majors ONLY)**

The department offers all lower division requirements for transfer in Business Administration at all CSU and UC campuses offering the BS in the major.

BAD courses typically required for transfer:

BAD 1 - Financial Accounting

BAD 2 - Managerial Accounting

BAD 10 - American Business in its Global Context (UC)

BAD 18 - Legal Environment of Business

BAD 53 - Solving Business Problems with Spreadsheets (recommended at some

CSU campuses)

Below are articulation agreements from several of the most common transfer destinations of SRJC Business Administration students:

**Articulation Agreement by Major**

**Effective During the 09-10 Academic Year**

**To: Sonoma State | From: Santa Rosa Junior College**

Articulation Agreement by Major

Effective during the 09-10 Academic Year

====Business Administration - B.S.====

All pre-business majors must demonstrate | Not a course requirement.

practical computer proficiency prior to |

enrolling in BUS 211. Computer |

proficiency is demonstrated by successful |

completion of the Practical Computer |

Competency Requirement (PCCR) Exam. |

Questions about this requirement can be |

directed to the SSU Business Department |

at (707) 664.2377 |

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ECON 204 Introduction to (4) | ECON 1A Principles of (3)  
Macroeconomics | Macroeconomics  
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ECON 205 Introduction to (4) | ECON 1B Principles of (3)  
Microeconomics | Microeconomics  
-----

MATH 131	Intro to Finite Math	(3)		MATH 9	Finite Mathematics	(3)
OR				OR		
MATH 161	Differential & Integral	(4)		MATH 16	Introduction to	(4)
Calc I				Mathematical Analysis		
				OR		
				MATH 1A	Calculus, First Course	(5)
				OR		
				MATH 8A	Brief Calculus 1	(3)

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Lower-Division Business Core (units count in major)

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BUS 211	Business Statistics	(4)		MATH 15	Elementary Statistics	(4)
OR				OR		
MATH 165	Elementary Applied	(4)		MATH 15	Elementary Statistics	(4)
Statistics						

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BUS 225	Legal Environment of	(4)		BAD 18	The Legal Environment of	(3)
Business				Business		

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BUS 230A	Financial Accounting	(4)		BAD 1	Financial Accounting	(4)
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BUS 230B	Managerial Accounting	(4)		BAD 2	Managerial Accounting	(4)
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### Articulation Agreement by Major

Effective During the 09-10 Academic Year

To: CSU Sacramento		From: Santa Rosa Junior College
08-10 General Catalog	Semester	09-10 General Catalog Semester

Articulation Agreement by Major

Effective during the 09-10 Academic Year

====Business Administration====

A. PRE- MAJOR CORE PREPARATION:

A minimum of a "C-" grade is required in each of the "pre-major" courses, and an overall GPA of 2.00. Please see "Comments" section for additional information.

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**ACCY 1 ACCOUNTING FUNDAMENTALS (3)|BAD 1 Financial Accounting (4)**  
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**ACCY 2 MANAGERIAL ACCOUNTING (3)|BAD 2 Managerial Accounting (4)**  
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ECON 1A INTRO MACROECONOMIC ANALY (3)|ECON 1A Principles of (3)  
Macroeconomics

ECON 1B INTRO MICROECONOMIC ANALY (3)|ECON 1B Principles of (3)  
Microeconomics

MATH 24 MODERN BUSINESS MATH (3)|MATH 16 Introduction to (4)  
| Mathematical Analysis  
| OR  
| MATH 1A Calculus, First Course (5)  
| OR  
MATH 8A Brief Calculus 1 (3)

STAT 1 INTRO TO STATISTICS (3)|MATH 15 Elementary Statistics (4)  
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B. COMPUTER LITERACY:

(See Comment #1)

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MIS 1 OPERATING SYSTEMS AND (1)|CIS 5 Computer Literacy (3)  
ELECTRONIC COMMUNICATION

MIS 2 SPREADSHEETS (1)|CIS 5 Computer Literacy (3)

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MIS 3 WORD PROC+PRES GRAPHICS (1)|BOT 73.12A & Microsoft Word, (1.5)

| Core  
| CS 62.11A Microsoft (1.5)  
| PowerPoint for the  
| Office  
| Professional

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#### C. REQUIRED FOR MIS AND AIS CONCENTRATIONS ONLY:

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MIS 15 INTRO. TO BUSINESS (3)|CIS 16B Advanced Programming (4)

PROGRAMMING | Concepts with Visual

| Basic

| OR

(VB.net) | CS 19.11B Advanced Visual Basic (3)

|  
| (MIS 15 is required for students who  
| are admitted to the MIS Concentration  
| beginning Fall 04)

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#### COMMENTS:

1. All Business Majors will be required to demonstrate computer literacy and competency prior to enrolling in upper-division courses. The computer literacy requirement may be satisfied by 1) Completing MIS 1, 2, and 3, or equivalent coursework; or 2) Passing the MIS Challenge Exams. Refer to [www.cba.csus.edu](http://www.cba.csus.edu) for information about the MIS 1,2,3 Challenge Exams.
2. Before being admitted to the major, transfer students must supply an unofficial copy of their transcripts to the Undergraduate Business Advising

Center (UBAC) in the College of Business Administration.

3. Lower-division courses used to satisfy Business computer literacy, pre-major or minor requirements (including Economics and Mathematics courses) must have been completed within seven years of the date of admission to the Business Administration Major. A full explanation of the Academic Policies and Procedures for the College of Business at CSU, Sacramento is available on the World Wide Web at <http://www.cba.csus.edu/ubac>.

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**Articulation Agreement by Major**  
**Effective During the 09-10 Academic Year**

**To: San Francisco State                      | From: Santa Rosa Junior College**  
**09-10 General Catalog                      Semester |                      Semester**

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In addition to the following, students are advised to complete their GE Oral Communication, First Year Written Composition, and Second Year Written Composition courses as prerequisites to core courses.

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DS 110	Mathematical Analysis for Business	(3)		MATH 16	Introduction to Mathematical Analysis	(4)
				OR		
				MATH 1A	Calculus, First Course	(5)
				OR		
				MATH 8A	Brief Calculus 1	(3)
	OR			OR		
MATH 110	Business Calculus	(3)		MATH 8A	Brief Calculus 1	(3)



| OR  
| MATH 1A Calculus, First Course (5)  
| OR  
| MATH 16 Introduction to (4)  
| Mathematical Analysis

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ECON 100 Intro. to Macroeconomic (3) | ECON 1A Principles of (3)  
Analysis | Macroeconomics

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#### Important Tip for Transfers:

Before advancing to upper division business courses, business majors and hospitality management majors will be required to demonstrate proficiency in the use of information systems in a business environment. The requirement may be met either by

1. passing the ISYS 263 Waiver Exam at SFSU. See the SFSU Testing Center web site at <http://www.sfsu.edu/~testing/>, or
2. taking ISYS 263 or its equivalent listed below:

ISYS 263 Introduction to (3) | CS 84.21 Management Information (3)  
Information Systems | Systems

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#### Core Courses (lower division):

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ECON 101 Intro. to Microeconomic (3) | ECON 1B Principles of (3)  
Analysis | Microeconomics

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**ACCT 100 Introduction to Financial (3) | BAD 1 Financial Accounting (4)**  
**Accounting |**

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**ACCT 101 Introduction to (3)|BAD 2 Managerial Accounting (4)**  
**Managerial Accounting |**

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**ACCT 100 & Introduction to Financial (3)|BAD 1 & Financial Accounting (4)**  
**Accounting |BAD 2 Managerial Accounting (4)**

**ACCT 101 Introduction to (3)|**  
**Managerial Accounting |**

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**DS 212 Business Statistics I (3)|MATH 15 Elementary Statistics (4)**

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A few lower division courses are included in the emphases. The following are among the lower division choices and electives.

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**COMM 250 Argumentation and (4)|SPCH 3A Introduction to (3)**  
**Advocacy | Argumentation**

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No more than six units of core courses may be graded on a CR/NC basis and applied toward graduation at SFSU (except in cases of credit by examination). Students must earn a C- or better in core business courses being used as prerequisites for other core business courses. Students who received grades of D+, D, or D- before spring 2005 will be given an exception to this rule for any such courses.

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Concentrations include Accounting, Corporate Finance, Decision Sciences, Electronic Commerce Systems, Entrepreneurial/Small Business Management, Financial Services, Information Systems, International Business, Management, and Marketing.

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## Articulation Agreement by Major

Effective During the 09-10 Academic Year

To: UC Berkeley | From: Santa Rosa Junior College

09-11 General Catalog Semester | Semester

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### PREREQUISITES

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Business: One general business course. Students attending schools where such a course is not available must take an appropriate course at a different California community college.

		<b>BAD 10 American Business in its (3)</b>
<b>Courses that satisfy</b>		<b>Global Context</b>
<b>this requirement:</b>		

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Math (Calculus): One semester (or two quarters) of calculus is required.

Courses that satisfy this		<b>MATH 1A Calculus, First Course (5)</b>
requirement:		<b>MATH 8A Brief Calculus 1 (3)</b>

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Economics: Courses in Macro and Micro Economics. All of the following courses are required:

		<b>ECON 1A &amp; Principles of (3)</b>
Courses that satisfy		<b>Macroeconomics</b>
this requirement:		<b>ECON 1B Principles of (3)</b>
		<b>Microeconomics</b>

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Statistics: One course.

Courses that satisfy		<b>MATH 15 Elementary Statistics (4)</b>
this requirement:		

## **5.11a Labor Market Demand (Occupational Programs ONLY)**

The Business Administration Department is comprised of 10 course discipline designations, 5 majors, and 22 certificate programs. The first set of statistics in this section provides information on the Most Job Openings and Fastest Growing Occupations in Sonoma County the disciplines within the Business Administration Department. Below that are statistics for the projections of employment in the San Francisco Bay Area.

The additional labor market information provided in this section has been organized by major program areas:

1. Accounting
2. Office and Administrative Support Workers
3. Receptionists and Information Clerks
4. Legal Support Workers
5. Hospitality
6. Occupations in Demand chart and projections
7. Human Resources
8. Real Estate Certificate
9. Retail Merchandising Management
10. Sales and Marketing
11. Small Business Management
12. Supervisory Management
13. Tax Assistant

### **Bookkeeping, Accounting, and Auditing Clerks (SOC Code : 43-3031) in California**

Compute, classify, and record numerical data to keep financial records complete. Perform any combination of routine calculating, posting, and verifying duties to obtain primary financial data for use in maintaining accounting records. May also check the accuracy of figures, calculations, and postings pertaining to business transactions recorded by other workers.

Employers usually expect an employee in this occupation to be able to do the job after Moderate-term on-the-job training (1-12 months) .  
View a [Career Video](#) for this occupation from America's Career InfoNet (requires [Windows Media Player](#))

Occupational Wages [Top](#)

Area	Year	Period	Hourly Mean	Hourly by Percentile		
				25th	Median	75th
California	2013	1st Qtr	\$20.18	\$15.55	\$19.43	\$24.06

[View Wages for All Areas](#) [About Wages](#)

Occupational Projections of Employment (also called "Outlook" or "Demand") [Top](#)

Area	Estimated Year-Projected Year	Employment		Employment Change		Annual Avg Openings
		Estimated	Projected	Number	Percent	
California	2010 - 2020	197,800	225,800	28,000	14.2	4,980

[View Projections for All Areas](#) [About Projections](#)

Job Openings from JobCentral National Labor Exchange [Top](#)

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Industries Employing This Occupation (click on Industry Title to View Employers List) [Top](#)

<a href="#">Accounting and Bookkeeping Services</a>	25,004	5.9%
<a href="#">Management of Companies and Enterprises</a>	962	3.8%
<a href="#">Elementary and Secondary Schools</a>	17,387	2.8%
<a href="#">Employment Services</a>	6,726	2.5%

Depository Credit Intermediation	9,858	2.2%
Building Equipment Contractors	31,458	1.7%
Activities Related to Real Estate	7,140	1.7%
Electronic Markets and Agents/Brokers	2,646	1.4%
Residential Building Construction	25,033	1.4%
Accommodation	11,611	1.3%
Management & Technical Consulting Svc	30,054	1.3%
Office Administrative Services	2,164	1.3%
Legal Services	58,471	1.2%
Religious Organizations	25,931	1.2%
Building Finishing Contractors	19,690	1.2%
Grocery Product Merchant Wholesalers	5,486	1.1%
Grocery Stores	16,111	1.1%
Architectural and Engineering Services	22,876	1.1%
Automobile Dealers	8,609	1.1%
Computer Systems Design and Rel Services	10,046	1.1%
General Medical and Surgical Hospitals	1,675	1.0%
Insurance Agencies, Brokerages & Support	30,110	1.0%
Offices of Physicians	63,218	1.0%
Colleges and Universities	2,317	1.0%

## Office and Administrative Support Workers, All Other\* (SOC Code : 43-9799) in California

This OES occupation is a combination of data collected for the 2010 SOC occupations 43-3099 Financial Clerks, All Other, 43-9199 Office and Administrative Support Workers, All Other and the 2000 SOC occupation 43-9199 Office and Administrative Support Workers, All Other. \* Occupation titles followed by \* have the same title, but not necessarily the same content as 2010 SOC occupations.

Employers usually expect an employee in this occupation to be able to do the job after Moderate-term on-the-job training (1-12 months) .

### Occupational Wages [Top](#)

Wages for this occupation in California are not available.

[View Wages for All Areas](#) [About Wages](#)

## Occupational Projections of Employment (also called "Outlook" or "Demand") [Top](#)

Area	Estimated Year-Projected Year	Employment		Employment Change		Annual Avg Openings
		Estimated	Projected	Number	Percent	
California	2010 - 2020	80,400	93,000	12,600	15.7	2,960

[View Projections for All Areas](#) [About Projections](#)

## Job Openings from JobCentral National Labor Exchange [Top](#)

## Industries Employing This Occupation (click on Industry Title to View Employers List) [Top](#)

<a href="#">Colleges and Universities</a>	2,317	20.5%
<a href="#">Elementary and Secondary Schools</a>	17,387	18.8%
<a href="#">Employment Services</a>	6,726	11.1%
<a href="#">Motion Picture and Video Industries</a>	6,604	6.9%
<a href="#">Junior Colleges</a>	206	6.1%
<a href="#">Management of Companies and Enterprises</a>	962	1.0%
<a href="#">Office Administrative Services</a>	2,164	1.0%
<a href="#">Services to Buildings and Dwellings</a>	29,826	1.0%

## Receptionists and Information Clerks (SOC Code : 43-4171) in California

Answer inquiries and obtain information for general public, customers, visitors, and other interested parties. Provide information regarding activities conducted at establishment; location of departments, offices, and employees within organization. Exclude "Switchboard Operators, Including Answering Service" (43-2011).

Employers usually expect an employee in this occupation to be able to do the job after Short-term on-the-job training .

View a [Career Video](#) for this occupation from America's Career InfoNet (requires [Windows Media Player](#))

## Occupational Wages [Top](#)

Area	Year	Period	Hourly Mean	Hourly by Percentile		
				25th	Median	75th
California	2013	1st Qtr	\$14.33	\$10.94	\$13.73	\$17.08

[View Wages for All Areas](#) [About Wages](#)

## Occupational Projections of Employment (also called "Outlook" or "Demand") [Top](#)

Area	Estimated Year-Projected Year	Employment		Employment Change		Annual Avg Openings
		Estimated	Projected	Number	Percent	
California	2010 - 2020	100,100	118,100	18,000	18.0	4,840

[View Projections for All Areas](#) [About Projections](#)

## Industries Employing This Occupation (click on Industry Title to View Employers List) [Top](#)

<a href="#">Offices of Physicians</a>	63,218	7.3%
<a href="#">Employment Services</a>	6,726	6.6%
<a href="#">Legal Services</a>	58,471	4.3%
<a href="#">Other Professional &amp; Technical Services</a>	24,304	3.9%
<a href="#">General Medical and Surgical Hospitals</a>	1,675	3.4%
<a href="#">Offices of Real Estate Agents &amp; Brokers</a>	41,936	3.4%
<a href="#">Offices of Dentists</a>	27,065	3.3%
<a href="#">Automobile Dealers</a>	8,609	2.0%
<a href="#">Elementary and Secondary Schools</a>	17,387	1.8%
<a href="#">Religious Organizations</a>	25,931	1.7%
<a href="#">Activities Related to Real Estate</a>	7,140	1.7%
<a href="#">Accounting and Bookkeeping Services</a>	25,004	1.6%
<a href="#">Insurance Agencies, Brokerages &amp; Support</a>	30,110	1.6%
<a href="#">Community Care Facility for the Elderly</a>	5,424	1.6%
<a href="#">Colleges and Universities</a>	2,317	1.3%



Offices of Other Health Practitioners	47,263	1.3%
Building Equipment Contractors	31,458	1.3%
Outpatient Care Centers	7,547	1.3%
Office Administrative Services	2,164	1.3%
Management of Companies and Enterprises	962	1.2%
Individual and Family Services	22,273	1.2%
Professional and Similar Organizations	8,452	1.2%
Management & Technical Consulting Svc	30,054	1.2%
Architectural and Engineering Services	22,876	1.1%
Computer Systems Design and Rel Services	10,046	1.0%

## Legal Support Workers, All Other (SOC Code : 23-2099) in California

All legal support workers not listed separately.

Employers are usually looking for candidates with a Bachelor's degree .

### Occupational Wages [Top](#)

Area	Year	Period	Hourly Mean	Hourly by Percentile		
				25th	Median	75th
California	2013	1st Qtr	\$28.62	\$21.06	\$27.21	\$34.17

[View Wages for All Areas](#) [About Wages](#)

### Occupational Projections of Employment (also called "Outlook" or "Demand") [Top](#)

Area	Estimated Year-Projected Year	Employment		Employment Change		Annual Avg Openings
		Estimated	Projected	Number	Percent	
California	2010 - 2020	7,200	7,600	400	5.6	150

[View Projections for All Areas](#) [About Projections](#)

## Industries Employing This Occupation (click on Industry Title to View Employers List) [Top](#)

<a href="#">Legal Services</a>	58,471	23.5%
<a href="#">Management of Companies and Enterprises</a>	962	4.6%
<a href="#">Scientific Research and Development Svc</a>	6,170	1.2%
<a href="#">Management &amp; Technical Consulting Svc</a>	30,054	1.0%
<a href="#">Other Professional &amp; Technical Services</a>	24,304	1.0%

### State of Hospitality in Sonoma County

Annual Tourism Report 2013 for Sonoma County

Published by the Economic Development Board

#### Key findings:

- Industry Employment - With 16,910 jobs generated by tourist destination spending, Sonoma County ranks first against comparable counties - Napa had 11,350 tourism jobs and Santa Barbara had 16,300 tourism jobs in 2011. Sonoma County's 2011 job figures show a 2.6% increase from 2010, up from a year-over increase of 1.4% from 2009 to 2010
- In 2012, Sonoma County's year-over average daily rate (ADR) for lodging increased 1.3% when adjusted for inflation. This follows a 3.9% increase in 2011, further suggesting that travel is returning to Sonoma County.
- Sonoma County's Transient Occupancy Tax (TOT) receipts totaled \$23.9 million in 2012 after adjusting for inflation. This is the highest level of TOT receipts that Sonoma County has ever received.
- Destination spending is the total amount spent by visitors in

Sonoma County. This indicator includes all spending for accommodations, wine activities, retail, and other tourism related purchases. The most recent figures show that Sonoma County's destination spending was up 8.47% from \$1.36 billion in 2010 to \$1.47 billion in 2011

- Sonoma County Visitors spending - With a total visitor spending equal to \$1.47 billion, the majority of the money is spent by visitors who stay at hotels or motels (\$726.6 million) and on food and beverage services (\$396.9 million).

#### Salary Information for Front Office Management:

The average salary for a Hotel, Motel, and Resort Desk Clerk is \$20,430/year according to [www.hospitalitymanagementschools.org](http://www.hospitalitymanagementschools.org). An entry level front desk agent for a major hotel chain starts at a range from \$17-\$22/hour at companies such as the Fairmont, Marriott, Hilton, and Starwood from information listed on [Glassdoor.com](http://Glassdoor.com). This is well above California's current minimum wage of \$8.00/hour. Graduates of our certificate program are well positioned to advance rapidly in their careers and become supervisors and/or assistant managers in 1-3 years and receive salaries from \$35,000-\$40,000/year. The nature of the hospitality industry is to work your way up from the bottom and most General Managers start off as dishwashers, servers, front desk clerks, or bellman before advancing into management. Our graduates will have an advantage over high school graduates in getting promoted in hotels as they build a solid foundation for a lifelong and rewarding career in the hospitality industry.

#### Salary Information for Wine Tasting Services:

According to the 2012 study performed by the Wine Road Association in Sonoma County, they polled all of their industry members about salary information for their tasting room staff. The results were hourly salaries started anywhere from \$12-\$16 an hour with 63.64% of wineries polled starting at the \$14 range. It was mentioned that the certificate completers would enter the workforce at a higher rate above the \$12 entry level. It should also be noted that the majority of wineries have bonus compensation plans on sales and wine club signups on top of hourly salaries.

### **Occupations in Demand**

These data files provide a list of "occupations with the most job openings" and "fastest growing" occupations by area. "Occupations with the Most Job Openings" is a list of jobs with the largest number of expected job openings from new jobs and to replace workers leaving an occupation. "Fastest Growing Occupations" is the list of jobs with the largest percent change. (Source: <http://www.labormarketinfo.edd.ca.gov>)

**2008-2018 Occupations with the Most Job  
Openings  
Santa Rosa-Petaluma Metropolitan Statistical  
Area  
(Sonoma County)**

SOC Code	Occupational Title	Total Job Openings [1]	2010-1st Quarter Wages	
			Median Hourly [2]	Median Annual [2]
43-9061	Office Clerks, General	920	\$13.83	\$28,763
43-4051	Customer Service Representatives	820	\$17.69	\$36,807
43-6011	Executive Secretaries and Administrative Assistants	600	\$21.74	\$45,235
43-3031	Bookkeeping, Accounting, and Auditing Clerks	560	\$20.01	\$41,615
43-4171	Receptionists and Information Clerks	390	\$14.12	\$29,360
43-1011	First-Line Supervisors/Managers of Office and Administrative Support Workers	550	\$25.18	\$52,363
41-1011	First-Line Supervisors/Managers of Retail Sales Workers	650	\$17.93	\$37,304
11-1021	General and Operations Managers	1,030	\$46.81	\$97,369

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

<b>2008-2018 Fastest Growing Occupations Santa Rosa-Petaluma Metropolitan Statistical Area (Sonoma County)</b>				
SOC Code	Occupational Title	Annual Average Employment	Percent Change	2010-1st Quarter Wages

		2008	2018		Median Hourly [1]	Median Annual [1]
43-6012	Legal Secretaries	200	250	25.0	\$22.76	\$47,343
13-1111	Management Analysts	700	860	22.9	\$37.32	\$77,620
19-3021	Market Research Analysts	240	290	20.8	\$27.05	\$56,261
21-1093	Social and Human Service Assistants	450	540	20.0	\$15.56	\$32,353
43-3011	Bill and Account Collectors	460	540	17.4	\$18.20	\$37,853

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

<b>2008-2018 Occupational Employment Projections Santa Rosa-Petaluma Metropolitan Statistical Area (Sonoma County)</b>											
SOC Code	Occupational Title	Annual Average Employment		Employment Change		Average Annual Job Openings			2010-1st Quarter Wages		Education and Training Levels [7]
		2008	2018	Numerical [1]	Percent	New Jobs [2]	Replace-ment Needs [3]	Total Jobs [4]	Median Hourly [5]	Median Annual [5]	
<b>23-0000</b>	<b>Legal Occupations</b>	<b>730</b>	<b>850</b>	<b>120</b>	<b>16.4</b>	<b>14</b>	<b>12</b>	<b>26</b>	<b>\$41.88</b>	<b>\$87,117</b>	
43-6012	Legal Secretaries	200	250	50	25.0	4	3	7	\$22.76	\$47,343	7
23-2000	Legal Support Workers	310	370	60	19.4	8	4	12	N/A	N/A	
23-2011	Paralegals and Legal Assistants	150	200	50	33.3	5	2	7	\$26.47	\$55,059	6

**San Francisco-San Mateo-Redwood City****Metro Div****Projected Employment**

Code	Occupation	Est Yr - Proj Yr	Projected Employment
110000	Management Occupations	2008 - 2018	94,310
112000	Advertising, Marketing, Promotions, Public Relations, and Sa	2008 - 2018	12,330
112011	Advertising and Promotions Managers	2008 - 2018	730
112021	Marketing Managers	2008 - 2018	4,760
112022	Sales Managers	2008 - 2018	5,660
113011	Administrative Services Managers	2008 - 2018	2,230
113031	Financial Managers	2008 - 2018	8,720
113049	Human Resources Managers, All Other	2008 - 2018	1,120
119141	Property, Real Estate, and Community Association Managers	2008 - 2018	4,450
119199	Managers, All Other	2008 - 2018	12,100
130000	Business and Financial Operations Occupations	2008 - 2018	91,680
131079	Human Resources, Training, and Labor Relations Specialists,	2008 - 2018	2,670
132011	Accountants and Auditors	2008 - 2018	17,180
132051	Financial Analysts	2008 - 2018	5,860
132061	Financial Examiners	2008 - 2018	910
132082	Tax Preparers	2008 - 2018	440
193021	Market Research Analysts	2008 - 2018	6,290
230000	Legal Occupations	2008 - 2018	21,180
232000	Legal Support Workers	2008 - 2018	6,450
232011	Paralegals and Legal Assistants	2008 - 2018	4,080
232099	Legal Support Workers, All Other	2008 - 2018	1,290
410000	Sales and Related Occupations	2008 - 2018	116,510
411011	First-Line Supervisors/Managers of Retail Sales Workers	2008 - 2018	10,320
412000	Retail Sales Workers	2008 - 2018	60,530
412031	Retail Salespersons	2008 - 2018	34,280

413011 Advertising Sales Agents	2008 - 2018	2,020
419021 Real Estate Brokers	2008 - 2018	630
419022 Real Estate Sales Agents	2008 - 2018	2,910
419099 Sales and Related Workers, All Other	2008 - 2018	2,350
430000 Office and Administrative Support Occupations	2008 - 2018	169,040
431000 Supervisors, Office and Administrative Support Workers	2008 - 2018	12,130
431011 First-Line Supervisors/Managers of Office and Administrative	2008 - 2018	12,130
433000 Financial Clerks	2008 - 2018	25,770
433011 Bill and Account Collectors	2008 - 2018	1,570
433031 Bookkeeping, Accounting, and Auditing Clerks	2008 - 2018	14,330
433061 Procurement Clerks	2008 - 2018	520
434000 Information and Record Clerks	2008 - 2018	39,120
434051 Customer Service Representatives	2008 - 2018	12,250
434081 Hotel, Motel, and Resort Desk Clerks	2008 - 2018	2,560
434161 Human Resources Assistants, Except Payroll and Timekeeping	2008 - 2018	1,460
434171 Receptionists and Information Clerks	2008 - 2018	8,070
434199 Information and Record Clerks, All Other	2008 - 2018	1,930
436000 Secretaries and Administrative Assistants	2008 - 2018	34,710
436011 Executive Secretaries and Administrative Assistants	2008 - 2018	20,720
436012 Legal Secretaries	2008 - 2018	3,620
436014 Secretaries, Except Legal, Medical, and Executive	2008 - 2018	5,400
439061 Office Clerks, General	2008 - 2018	20,870
439199 Office and Administrative Support Workers, All Other	2008 - 2018	2,340

**2008-2018 Occupational  
Employment Projections in the  
Office Administration Area  
Santa Rosa-Petaluma Metropolitan  
Statistical Area  
(Sonoma County)**

SOC Code	Occupational Title	Annual Average Employment		Employment Change		Average Annual Job Openings			2010-1st Quarter Wages		Education and Training Levels [7]
		2008	2018	Numerical [1]	Percent	New Jobs [2]	Replace-ment Needs [3]	Total Jobs [4]	Median Hourly [5]	Median Annual [5]	
43-0000	Office and Administrative Support Occupations	30,440	31,500	1,060	3.5	204	611	815	\$17.10	\$35,566	
43-3011	Bill and Account Collectors	460	540	80	17.4	8	9	17	\$18.20	\$37,853	11
43-3021	Billing and Posting Clerks and Machine Operators	580	640	60	10.3	6	9	15	\$18.86	\$39,240	10
43-3031	Bookkeeping, Accounting, and Auditing Clerks	3,130	3,320	190	6.1	18	38	56	\$20.01	\$41,615	10
43-4051	Customer Service Representatives	1,820	2,070	250	13.7	25	57	82	\$17.69	\$36,807	10
43-4171	Receptionists and Information Clerks	1,100	1,190	90	8.2	9	30	39	\$14.12	\$29,360	11
43-6000	Secretaries and Administrative Assistants	5,810	6,350	540	9.3	58	78	136	N/A	N/A	
43-6011	Executive Secretaries and Administrative Assistants	2,660	2,900	240	9.0	24	36	60	\$21.74	\$45,235	10
43-9000	Other Office and Administrative Support Workers	5,780	5,860	80	1.4	36	89	125	N/A	N/A	



43-9061	Office Clerks, General	4,070	4,430	360	8.8	36	56	92	\$13.83	\$28,763	11
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**2006-2016 Occupational  
Employment  
Projections  
San Francisco-San  
Mateo-Redwood City  
Metropolitan Division  
(Marin, San Francisco,  
and San Mateo  
Counties)**

SOC Code	Occupational Title Human Resources	Annual Average Employment		Employment Change		Average Annual Job Openings			Wages and Training		
		2006	2016	Numerical	Percent	New Jobs	Net Replace- ments [1]	Total [2]	Median Hourly [3]	Median Annual [3]	Education and Training Levels [6]
11-3041	Compensation and Benefits Managers	430	480	50	11.6	5	8	13	\$52.28	\$108,754	4
11-3042	Training and Development Managers	290	330	40	13.8	4	6	10	\$58.48	\$121,635	4
11-3049	Human Resources Managers, All Other	870	970	100	11.5	10	16	26	\$61.47	\$127,871	4
13-1041	Compliance Officers, Except Agriculture, Construction, Health and Safety, and Transportation	2,540	2,610	70	2.8	7	30	37	\$33.60	\$69,894	9

13-1071	Employment, Recruitment, and Placement Specialists	2,070	2,240	170	8.2	17	45	62	\$31.45	\$65,423	5
13-1072	Compensation, Benefits, and Job Analysis Specialists	1,560	1,740	180	11.5	18	34	52	\$30.79	\$64,038	5
13-1073	Training and Development Specialists	1,620	1,780	160	9.9	16	35	51	\$35.17	\$73,145	5
13-1079	Human Resources, Training, and Labor Relations Specialists, All Other	2,430	2,700	270	11.1	27	52	79	\$38.82	\$80,735	5
43-3051	Payroll and Timekeeping Clerks	1,050	1,020	-30	-2.9	0	27	27	\$22.94	\$47,709	10
43-3061	Procurement Clerks	350	340	-10	-2.9	0	7	7	\$23.05	\$47,954	11
43-4161	Human Resources Assistants, Except Payroll and Timekeeping	1,550	1,600	50	3.2	5	11	16	\$23.04	\$47,934	11

### **Human Resources**

Using the 2006 to 2016 Occupational Employment Projections for Santa Rosa-Petaluma Metropolitan Statistical Area and the 2006 to 2016 Occupational Employment Projections for San Francisco-San Mateo-Redwood City Metropolitan Division, job titles were assessed for the human resource field.

Positions in management include Compensation and Benefits Managers, Human Resource Managers, and Training and Development Managers. Since many of our students already have a Bachelor's Degree, they would usually meet the minimum qualifications required for these positions. Some of our students have a Master's Degree and some have a JD/Law Degree; these students would definitely be qualified for any of these upper management positions.

Human resource administration positions in business and financial operations include Compliance Officers, Employment Specialists, Recruitment Specialists, Placement Specialists, Compensation Specialists, Benefits Specialists, Job Analysis Specialists, Training and Development Specialists, Human Resources Specialists, Training Specialists, Labor Relations Specialists, and Safety Officers. The Human Resource Certificate Program or the Human Resource Associate of Arts Degree prepares students for these positions.

#### Accountant Assistant Certificate

The Accountant Assistant Certificate is designed for students who are currently employed in accounting to enhance existing skills, and for those students who wish to enter the field of accounting without a four-year degree.

SOC Code	Occupational Title	Annual Average Employment		Employment Change		Average Annual Job Openings			Wages and Training		
		2006	2016	Numerical	Percent	New Jobs	Net Replacements [1]	Total [2]	Median Hourly [3]	Median Annual [3]	Education and Training Levels [6]
13-1199	Business Operations Specialists, All Other	14,660	16,920	2,260	15.4	226	157	383	\$34.58	\$71,945	5
13-2000	Financial Specialists	32,130	35,550	3,420	10.6	342	515	857	N/A	N/A	
13-2011	Accountants and Auditors	13,980	15,890	1,910	13.7	191	246	437	\$34.87	\$72,540	5
13-2031	Budget Analysts	880	970	90	10.2	9	20	29	\$39.28	\$81,709	5
13-2041	Credit Analysts	710	650	-60	-8.5	0	27	27	\$40.75	\$84,745	5
13-2051	Financial Analysts	4,160	5,020	860	20.7	86	24	110	\$45.82	\$95,308	5

### Hospitality Certificate

The Hospitality Certificate provides an opportunity to gain broad knowledge and skills in the hospitality industry that enable students to gain employment and advancement within the industry. The hospitality certificate is also the foundation for those interested in furthering their education in the hospitality field.

SOC Code	Occupational Title	Annual Average Employment		Employment Change		Average Annual Job Openings			Wages and Training		
		2006	2016	Numerical	Percent	New Jobs	Net Replacements [1]	Total [2]	Median Hourly [3]	Median Annual [3]	Education and Training Levels [6]
11-9051	Food Service Managers	4,730	5,230	500	10.6	50	112	162	\$25.37	\$52,777	8
11-9081	Lodging Managers	1,170	1,290	120	10.3	12	26	38	\$18.93	\$39,383	8
41-3041	Travel Agents	2,040	1,690	-350	-17.2	0	14	14	\$13.73	\$28,553	7
39-6012	Concierges	300	290	-10	-3.3	0	4	4	\$17.00	\$35,352	10
39-6021	Tour Guides and Escorts	370	370	0	0.0	0	15	15	\$14.65	\$30,485	10
39-6022	Travel Guides	270	230	-40	-14.8	0	11	11	\$13.26	\$27,574	10
13-1121	Meeting and Convention Planners	750	820	70	9.3	7	15	22	\$24.68	\$51,321	5
43-4081	Hotel, Motel, and Resort Desk Clerks	2,210	2,460	250	11.3	25	90	115	\$14.06	\$29,234	11
43-4181	Reservation and Transportation Ticket Agents and Travel Clerks	2,940	2,790	-150	-5.1	0	65	65	\$15.44	\$32,106	11

### Real Estate Certificate

The Real Estate Sales Certificate and the Real Estate Certificate offers those interested in real estate the opportunity to complete the necessary education requirements as defined by the California Bureau of Real Estate. The series of courses satisfy the educational requirements for obtaining the State Real Estate Broker and Salesperson Licenses

SOC Code	Occupational Title	Annual Average Employment		Employment Change		Average Annual Job Openings			Wages and Training		
		2006	2016	Numerical	Percent	New Jobs	Net Replacements [1]	Total [2]	Median Hourly [3]	Median Annual [3]	Education and Training Levels [6]
41-9021	Real Estate Brokers	1,330	1,320	-10	-0.8	0		21	\$66.02	\$137,325	8
41-9022	Real Estate Sales Agents	1,350	1,350	0	0.0	0		22	\$22.91	\$47,658	7
23-2093	Title Examiners, Abstractors, and Searchers	400	370	-30	-7.5	0		7	\$25.54	\$53,140	10
13-2021	Appraisers and Assessors of Real Estate	640	680	40	6.3	4		13	\$41.36	\$86,027	7

#### Retail Merchandising Management Certificate

The Retail Merchandising Management Certificate prepares individuals to become merchandising managers in retail operations. Retail merchandising management involves the buying of merchandise and its subsequent sale from the retailing firm to its customers.

SOC Code	Occupational Title	Annual Average Employment		Employment Change		Average Annual Job Openings			Wages and Training		
		2006	2016	Numerical	Percent	New Jobs	Net Replacements [1]	Total [2]	Median Hourly [3]	Median Annual [3]	Education and Training Levels [6]
27-1026	Merchandise Displayers and Window Trimmers	840	930	90	10.7	9		22	\$13.72	\$28,539	10
41-2000	Retail Sales Workers	55,320	58,230	2,910	5.3	291		2,035	N/A	N/A	
41-2011	Cashiers	19,090	18,630	-460	-2.4	0		908	\$10.99	\$22,842	11
41-2021	Counter and Rental Clerks	3,410	3,650	240	7.0	24		130	\$11.84	\$24,614	11

41-2022	Parts Salespersons	720	640	-80	-11.1	0	8	8	\$17.02	\$35,397	10
41-2031	Retail Salespersons	32,030	35,250	3,220	10.1	322	986	1,308	\$11.79	\$24,503	11
41-3011	Advertising Sales Agents	1,910	2,240	330	17.3	33	34	67	\$26.14	\$54,381	10
41-4000	Sales Representatives, Wholesale and Manufacturing	10,180	11,360	1,180	11.6	118	225	343	N/A	N/A	
41-4011	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	3,470	3,980	510	14.7	51	77	128	\$38.72	\$80,524	10
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	6,710	7,390	680	10.1	68	148	216	\$27.67	\$57,561	10

### Sales and Marketing Certificate

The Sales and Marketing Certificate prepares students for employment opportunities in sales, public relations, retailing, advertising, product management, distribution management, and direct marketing. Marketing skills are essential for all managers -- across all industries.

SOC Code	Occupational Title	Annual Average Employment		Employment Change		Average Annual Job Openings			Wages and Training		
		2006	2016	Numerical	Percent	New Jobs	Net Replacements [1]	Total [2]	Median Hourly [3]	Median Annual [3]	Education and Training Levels [6]
11-2000	Advertising, Marketing, Promotions,	9,140	10,080	940	10.3	94	204	298	N/A	N/A	

	Public Relations, and Sales Managers											
11-2011	Advertising and Promotions Managers	680	700	20	2.9	2		15	17	\$47.69	\$99,195	4
11-2021	Marketing Managers	3,410	3,830	420	12.3	42		76	118	>\$70.00	>\$145,600	4
11-2022	Sales Managers	4,160	4,510	350	8.4	35		92	127	\$62.95	\$130,948	4
11-2031	Public Relations Managers	900	1,030	130	14.4	13		21	34	\$56.07	\$116,630	4

### Small Business Management Certificate

The Small Business Management Certificate is designed to give the student immediate business skills. Students have the opportunity to complete many of the preparatory steps for starting a business, and gain experience dealing with actual business situations with small business owners.

SOC Code	Occupational Title	Annual Average Employment		Employment Change		Average Annual Job Openings			Wages and Training		
		2006	2016	Numerical	Percent	New Jobs	Net Replacements [1]	Total [2]	Median Hourly [3]	Median Annual [3]	Education and Training Levels [6]
11-9000	Other Management Occupations	38,070	42,150	4,080	10.7	408		727 1,135	N/A	N/A	
13-1000	Business Operations Specialists	43,630	48,420	4,790	11.0	479		715 1,194	N/A	N/A	
13-1111	Management Analysts	9,990	11,110	1,120	11.2	112		171 283	\$43.68	\$90,867	4
43-1000	Supervisors, Office and Administrative Support Workers	12,520	12,260	-260	-2.1	0		258 258	N/A	N/A	
43-1011	First-Line Supervisors/Managers of Office and Administrative Support Workers	12,520	12,260	-260	-2.1	0		258 258	\$26.49	\$55,086	8

11-3071	Transportation, Storage, and Distribution Managers	700	760	60	8.6	6	21	27	\$43.38	\$90,242	8
11-9199	Managers, All Other	11,120	12,620	1,500	13.5	150	221	371	\$54.87	\$114,128	8

### Supervisory Management Certificate

Supervisory Management Certificate is designed for students who are or will be working in a supervisory capacity. The coursework provides students with a broad foundation of information related to current supervisory issues, as well as the ability to practice with "hands-on" experiences.

SOC Code	Occupational Title	Annual Average Employment		Employment Change		Average Annual Job Openings			Wages and Training		
		2006	2016	Numerical	Percent	New Jobs	Net Replacements [1]	Total [2]	Median Hourly [3]	Median Annual [3]	Education and Training Levels [6]
11-9000	Other Management Occupations	38,070	42,150	4,080	10.7	408	727	1,135	N/A	N/A	
13-1000	Business Operations Specialists	43,630	48,420	4,790	11.0	479	715	1,194	N/A	N/A	
13-1111	Management Analysts	9,990	11,110	1,120	11.2	112	171	283	\$43.68	\$90,867	4
43-1000	Supervisors, Office and Administrative Support Workers	12,520	12,260	-260	-2.1	0	258	258	N/A	N/A	
43-1011	First-Line Supervisors/Managers of Office and Administrative Support Workers	12,520	12,260	-260	-2.1	0	258	258	\$26.49	\$55,086	8
11-3071	Transportation, Storage, and Distribution Managers	700	760	60	8.6	6	21	27	\$43.38	\$90,242	8
11-9199	Managers, All Other	11,120	12,620	1,500	13.5	150	221	371	\$54.87	\$114,128	8

### Tax Assistant Certificate

The Tax Assistant Clerk Skills Certificate is designed to help students obtain adequate knowledge of taxes in order to work with an accountant in a



computerized tax environment. The program gives students an understanding of the evolution of taxation concepts and the tax system employed in the United States.

SOC Code	Occupational Title	Annual Average Employment		Employment Change		Average Annual Job Openings			Wages and Training		
		2006	2016	Numerical	Percent	New Jobs	Net Replacements [1]	Total [2]	Median Hourly [3]	Median Annual [3]	Education and Training Levels [6]
13-1199	Business Operations Specialists, All Other	14,660	16,920	2,260	15.4	226	157	383	\$34.58	\$71,945	5
13-2000	Financial Specialists	32,130	35,550	3,420	10.6	342	515	857	N/A	N/A	
13-2011	Accountants and Auditors	13,980	15,890	1,910	13.7	191	246	437	\$34.87	\$72,540	5
13-2031	Budget Analysts	880	970	90	10.2	9	20	29	\$39.28	\$81,709	5
13-2041	Credit Analysts	710	650	-60	-8.5	0	27	27	\$40.75	\$84,745	5
13-2051	Financial Analysts	4,160	5,020	860	20.7	86	24	110	\$45.82	\$95,308	5

## 5.11b Academic Standards

Through regular Department meetings, face-to-face meetings, and email discussions, faculty regularly discuss all aspects of Academic Standards as they apply to courses in the Department. These discussions have resulted in course revisions, SLO'S, assessment standards, grading standards etc. These discussions have also been important in determining certificate and degree revisions and expansion.



## **6.1 Progress and Accomplishments Since Last Program/Unit Review**

Rank	Location	SP	M	Goal	Objective	Time Frame	Progress to Date
0000	ALL	00	00	Transfer Major	Convert BMG 52 to C-ID compliance and add to the AST		
0001	ALL	01	01	Hospitality - program goals/objects	-Developed TM Curriculum, amjor approved -develop Hotel Simulation Game -Increase enrollments with marketing efforts. -non-credit Hospitality course approved in CRC		
0001	ALL	01	01	Management Program	-new program coordinator -Create new advisory committee -Reevaluate all managements certificates - Develop BMG55 for online delivery		
0001	ALL	01	01	Bookkeeping	-Evaluate BBK 50 - maybe 4 units and/or eliminate lab -Evaluate BBK 51 for possible discontinuance, maybe overlap with BAD 1 -Explore alternatives to Quickbooks		
0001	ALL	01	01	Banking Program	-Explore viability of a banking certificate (not teller training)		
0001	ALL	01	01	Marketing/EP	-Resize of marketing certificate -Integration of ethics, social and digital media into program -Market program to increase enrollment -Follow recommendations of advisory committee		
0001	ALL	01	01	Accounting and Tax	-Develop BAD 55, BAD 57 and BAD 59 for online delivery -EA curriculum developed BAD 56 offered online -BAD 1 and BAD 2 converted from Moodle to Canvas	2016-2017	
0001	ALL	01	01	Paralegal Studies	-Increase enrollment through advertizing -Create online courses for Legal Professions and Legal Writing		

Rank	Location	SP	M	Goal	Objective	Time Frame	Progress to Date
0001	ALL	01	01	Legal Secretary/Legal Office Support	-Bring to advisory committee for possible discontinuance, add a legal focus to the AA certificate/major		
0001	ALL	01	01	Human Resources	- Move HR 61 to online -Explore putting HR 63 & 64 online		
0001	ALL	01	01	Real Estate	-Add RE 53, RE 55, RE 56, and RE 57 to canvas - Strengthen the RE adjunct pool		
0001	Santa Rosa	01	01	BOT Program	Develop BOT 154, BGN 11, and BGN 110 for online delivery		
0099	ALL	02	01	Develop job board that directly links job opportunities to classroom skills and content within the Business Department.	<ul style="list-style-type: none"> <li>- Help students understand the connection between their course content and their work prospects.</li> <li>- Connect local businesses to SRJC.</li> <li>- Develop motivation and work-prospect goals in students.</li> <li>- Increase student incentive to engage in their academic communities.</li> <li>- Help local business support burgeoning professionals.</li> </ul>	2013-2014	CTEA Funding \$45,000.00

## 6.2b PRPP Editor Feedback - Optional

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**6.3a Annual Unit Plan**

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0000	ALL	00	00	Transfer Major	Convert BMG 52 to C-ID compliance and add to the AST		
0001	ALL	01	01	Hospitality - program goals/objects	-develop Hotel Simulation Game for online class -Increase enrollments with marketing efforts. -Research non-credit Hospitality Program with a focus on ESL bridge to hospitality.		
0001	ALL	01	01	Management Program	-Identify new program coordinator -Create new advisory committee -Reevaluate all managements certificates -Develop BMG55 for online delivery		
0001	ALL	01	01	Bookkeeping	-Evaluate BBK 50 - maybe 4 units and/or eliminate lab -Evaluate BBK 51 for possible discontinuance, maybe overlap with BAD 1 -Explore alternatives to Quickbooks		
0001	ALL	01	01	Banking Program	-Explore viability of a banking certificate (not teller training)		
0001	ALL	01	01	Marketing/EP	-Resize of marketing certificate -Integration of ethics, social and digital media into program -Market program to increase enrollment -Follow recommendations of advisory committee		
0001	ALL	01	01	Accounting and Tax	-Develop BAD 55, BAD 56 and BAD57 for online delivery -Develop EA curriculum -Convert BAD 1 and BAD 2 from Moodle to Canvas	2016-2017	
0001	ALL	01	01	Paralegal Studies	-Increase enrollment through advertizing -Create online courses for Legal Professions and Legal Writing		



Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0001	ALL	01	01	Legal Secretary/Legal Office Support	-Bring to advisory committee for possible discontinuance, add a legal focus to the AA certificate/major		
0001	ALL	01	01	Human Resources	- Move HR 61 to online -Explore putting HR 63 & 64 online		
0001	ALL	01	01	Real Estate	-Add RE 53, RE 55, RE 56, and RE 57 to canvas - Strengthen the RE adjunct pool		
0099	ALL	02	01	Develop job board that directly links job opportunities to classroom skills and content within the Business Department.	- Help students understand the connection between their course content and their work prospects.  - Connect local businesses to SRJC.  - Develop motivation and work-prospect goals in students.  - Increase student incentive to engage in their academic communities.  - Help local business support burgeoning professionals.	2013-2014	CTEA Funding \$45,000.00