

Santa Rosa Junior College

Program Resource Planning Process

Business 2024

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 2.0

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 Assistant

The Administrative Assistant 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.

Hospitality Management Associates of Science for Transfer

The Associate in Science for Transfer in Hospitality Management is designed to provide a clear pathway to a CSU major and baccalaureate programs in Hospitality Management. The Hospitality Management major also offers a comprehensive educational approach to a career in the hospitality industry. The curriculum is designed to prepare students with both management theories and occupational job skills required to enter any segment of the industry. Students take classes specific to the industry including introduction to hospitality, introduction to the hotel industry, and hospitality law.

Business: 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.

Business: 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 (17.0 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 Assistant Certificate (16.0 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.

Bookkeeping Discipline

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

Bookkeeper Certificate of Achievement (24.5 units)

Account Clerk and Payroll Skills Certificate (16.0 units)

The certificates may be completed in one to three semesters. The certificates and courses are offered so that students may begin with the smaller programs and then progress through to the longer one, 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 includes an elective 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, and keyboarding. 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 Clerk and Payroll, through Bookkeeper, all the way to CPA.

During the 2018/2019 year four bookkeeping related certificates were streamlined and realigned to two more focused certificates. These certificates coincide with other certificates, such as Administrative Assistant, Office Assistant, and others. This is expected to continue the synergistic effect of both increasing enrollments in required courses, and allowing students to earn certificates in more than one sub-discipline. One hundred percent of courses level SLOs within the BBK discipline have been assessed. All Course Outlines of Record (COR) are current.

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 (12.0 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 Management: Meeting and Event Planning Certificate (16.5 unit):

The Hospitality Management: Meeting and Event Planning Certificate offers students the opportunity to expand their skills and knowledge in a growing industry that includes meeting, wedding, and conference planning, in addition to hosting and organizing various special events.

Hospitality Management Certificate (16.0 unit):

The Hospitality Management certificate of achievement provides a solid base of world-class customer service training, supervisory skills and industry-specific topics. The classes are tailored to meet the needs of enrolled students while teaching the latest trends in the hospitality industry. In addition to the skills and knowledge of working in a hotel, this program provides the student with the expertise to guide tourists to the many tourist attractions including restaurants, wineries, historical sites, arts, culture, events and activities of Sonoma County.

Human Resource Administration Certificate (26.5 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 Sales Certificate (9.0 units)**Real Estate Certificate (18.0 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.

Business: Banking and Lending (22.5 units)

The Business Banking and Lending certificate launched effective spring 2019 after several years of development at the request and with guidance by industry professionals. The Certificate of Achievement qualifies students for employment as Loan Processor, Loan Analyst, Credit Analyst, Loan Underwriter, Commercial Servicing Specialist, Commercial Operations Specialist, and related occupations in both the consumer and commercial banking and lending fields. The certificate also serves as a pathway to employment as a loan officer, with additional education/training and work experience.

Business: Enrolled Agent (12.0 units)

The Business: Enrolled Agent (Tax) Certificate of Achievement is designed to provide students

with a solid base of knowledge and skills to allow them to work in the field of taxation. The classes are tailored to meet the exam requirements to be licensed as an Enrolled Agent. In addition to the specific knowledge and skills needed to understand and apply the tax code to different entities, students will also gain an understanding about the responsibilities of an Enrolled Agent.

Business: Management (12.0 units)

The Business Management Certificate of Achievement 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 topics such as human resource management, mediation of conflict, and interviewing. Students learn to work with peers, through such classes as Effective Decision-Making, Managing Workgroups, and Managerial Leadership. Having completed the coursework, students are prepared for a range of issues dealing with managing people and building teams within an organization.

Paralegal Studies (34.0 units)

The Santa Rosa Junior College Paralegal Studies Certificate is a program for students seeking employment in the legal field and in business. The curriculum blends an understanding of legal theory and practical skills, based on actual paralegal job responsibilities. Classes are taught by practicing attorneys and paralegals primarily online in either synchronous or asynchronous formats.

The guiding principles of the program are two-fold: to offer a curriculum that teaches the practical applications of legal theory and to advance the paralegal profession by offering a rigorous course of study that develops resourceful legal problem solvers. By completing this program, students will have met the educational requirements for paralegals as stated in the California Business and Professions Code, commencing with section 6450.

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 7:00 a.m. to 3:30 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 14 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 11 sub-disciplines currently offering a total of 15 certificates. There are currently 6 majors in the department. Four 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), and the Office of Real Estate Appraisers (OREA). The department has developed a new Hospitality, Event, and Tourism Management certificate and is updating classes in the marketing program to reflect current trends in industry.

Business Transfer

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 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.

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 16.00/hr, 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 District 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 had to give up the FWS student. This resulted in FWS funding being removed.

2.1b Budget Requests

Rank	Location	SP	M	Amount	Brief Rationale
0001	ALL	03	03	\$7,000.00	Funding removed and needs to be restored/augmented. Due to construction issues we were unable to have adequate student support and all FWS funding was swept.
0002	ALL	03	02	\$5,400.00	Due to the change in minimum wage from 7.00 to 17.00hr, 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 schedule development, 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+ associates 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 faculty; set up and take minutes at department meetings and advisory committees; communicate with students regarding class/instructor issues and assist students with proper paperwork and process to ensure successful completion. Provide support to the BCD Cluster to include facilitating cluster tech. Heavy communications daily with various full-time and associate faculty via email, phone, and in person.

2.2b Current Management/Confidential Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Dean, Business and Career Development	10.00	12.00	General oversight of department including tenure review, faculty evaluations, Cluster Tech, and regular consultations with Dept. Chair and Dept. Administrative Assistant.

2.2c Current STNC/Student Worker Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Student Assistants	8.00	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. This practice is no longer effective as our FWS funds were removed.

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 (8 hrs./wk total). The first floor of Maggini is also the entryway to the copy machine used by faculty and staff from many departments. 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 and faculty needs are met.

The Administrative Assistant is responsible for a large CE and Transfer department. The AA is responsible for support of PRPPs, two advisory committees, scheduling, completion ceremony, curriculum support to include finding comps, tracking of and assisting faculty with SLO assessments, and facilitating cluster tech.

2.2e Classified, STNC, Management Staffing Requests

Rank	Location	SP	M	Current Title	Proposed Title	Type
0001	ALL	08	00	none		Unknown

2.3a Current Contract Faculty Positions

Position	Description
Business Marketing	Marketing anchor instructor and coordinator business marketing certificate programs; currently serving as chairperson with reassign time.
Business Real Estate - 60%	Real estate instructor and coordinator of real estate certificate and major; 60% contract 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. Anchor for Petaluma
Business CTE Instructor	Business Office and business transfer courses. Coordinates business office technology certificate and major.
Business Transfer Instructor	Business law and business transfer courses. Coordinates the Banking and Lending program.
Business Generalist	1 tenure track faculty member

2.3b Full-Time and Part-Time Ratios

Discipline	FTEF Reg	% Reg Load	FTEF Adj	% Adj Load	Description
Business Administration	3.4100	45.0000	4.1500	55.0000	Currently the majority of the classes in this discipline are taught by associate instructors. The TMC is being coordinated by a tenure track faculty.
Business Bookkeeping	0.0000	0.0000	1.4300	100.0000	Currently all the classes in this discipline are taught by associate instructors.
Business General	0.2000	13.0000	1.3200	87.0000	Currently the majority classes in this discipline are taught by associate instructors. Full-time faculty member coordinates the certificate, SLO assessments, and curriculum for this area.
Business Management	0.8000	57.0000	0.6000	43.0000	Currently the majority of the classes in this discipline are taught by contract instructors. All certificate coordination, SLO assessments, curriculum and student contact/counseling is done by contract faculty.
Business Marketing	0.4000	31.0000	0.9100	70.0000	Majority of classes in this discipline are taught by full-time contract faculty as either contract or overload. The certificate program is coordinated by a full time faculty.
Entrepreneurship	0.1000	17.0000	0.5000	83.0000	New and fast growing displine coordinated and taught primarily by adjunct faculty.
Hospitality	0.2000	35.0000	0.1700	95.0000	Majority of classes in this discipline are taught by full-time contract faculty as either contract or overload and the certificate program is coordinated by a full time faculty.
Human Resources	0.0000	0.0000	0.6000	100.0000	Currently all the classes in this discipline are taught by 3 adjunct instructors. All certificate coordination, SLO assessments, curriculum, and student contact/counseling is done by associate faculty.
Paralegal Studies	0.0000	0.0000	1.0000	100.0000	The majority of the classes in this discipline are taught by associate faculty and the certificate program is coordinated by an associate faculty.
Real Estate	0.6000	30.0000	1.4000	70.0000	Majority of classes in this discipline are taught by a part time contract faculty as either contract or overload and the certificate and major are coordinated by a part time contract faculty.

2.3c Faculty Within Retirement Range

There are currently seven(7) full-time contract faculty. Three (3) existing faculty members will be above the age of 55.

There have been nine (9) contract faculty retirements in the last fifteen (15) years.

The department has replaced only five (5) full time faculty in the last fifteen(15) years.

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

2.3e Faculty Staffing Requests

Rank	Location	SP	M	Discipline	SLO Assessment Rationale
0001	ALL	00	00		

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. Speaker upgrades - 2701. Currently there is just one set of speakers at the front of the classroom and students in the back cannot hear well. These speakers are used to access current videos and other multi-media audio clips to enhance instruction

3. 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.

4. Screen - 2701. This tool is needed to enhance visual instruction and allow teachers to have more than one screen to display examples and relevant topics during instructions (presentation slides, chapter outline, practice problems)

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
0002	Santa Rosa	01	01	Screen in front of classroom - 2701	1	\$2,701.00	\$2,701.00	G. Lord	2701	R. Gattinella / G. Lord
0003	Santa Rosa	01	01	Speakers	1	\$500.00	\$500.00	R. Gattinella	2801, 2701	R. Gattinella
0004	Santa Rosa	01	01	Replacement Chairs and desks	160	\$800.00	\$128,000.00	G. Lord	2707, 2708, 2714,2802	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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2.4f Instructional/Non-Instructional Software Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
0001	ALL	02	01	Stock market investment software for BAD 10-\$6000	1	\$6,000.00	\$6,000.00	Steve Fichera		
0001	ALL	01	01	IELMS Software for HR - \$1,000	1	\$1,000.00	\$1,000.00	Elenore Webster		
0001	ALL	00	00	Lexis Nexis Software	0	\$1,500.00	\$0.00	Steve Fichera		

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.

3.1 Academic Quality

We received grant money through CE (Career Education), SWP(Strong Workforce Program), and the Foundation for various projects including curriculum development, faculty training, and program revisions.

3.2 Student Success and Support

The Business department adheres to and closely follows the Human Resource Department's policies and practices in attracting a diverse and qualified employment pool.

3.3 Responsiveness to Our Community

The department supports the classified staff by providing release time for training. Most of our programs have an advisory committee with community members helping us keep our curriculum current and responsive.

Faculty members are encouraged to continue professional development.

3.4 Campus Climate and Culture

Maggini Service Center's Administrative Assistant II is the area safety coordinator for the first floor of Maggini. She dedicates herself to creating and maintaining an environment that achieves the highest levels of safety, OSHA approved work conditions, and a pleasant experience for all peoples -- with or without disabilities.

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 has an established rotation plan that will ensure all course SLOs are assessed on a regular cycle. There are over 100 courses, with less than 25% ever taught by full-time faculty. Adjuncts are offered compensation to assess course SLOs.

SLO Assessment results are discussed at department meetings, and with faculty who teach in the various programs to ensure implementation of best practices.

4.1b Program Student Learning Outcomes Assessment

All courses and programs in the department are in the process of being reviewed and updated through the curriculum process. All course and programs have SLOs, which are reviewed as part of the SLO assessment process and while updating the course outlines.

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.

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 Proce: Pleadin	Fall 2013	Spring 2015	N/A
Course	PLS 54 - Civil Proce: 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
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 154 Office Tech and Procedures	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 Business Communication		X	X	X	X	X		X	X	X	X	X	X	X		X
BMG 53 Oral Communication		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)

When constructing the schedules for each semester, the department carefully considers the most current information regarding:

- enrollment trends
- industry data
- economic outlook reports

The department also carefully considers the following current information regarding:

- students needs
- delivery modes: day/night/location/online/face-to-face demand

Santa Rosa Junior College - Program Unit Review
Business Administration - FY 2022-23 (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	X2020	F2020	S2021	X2021	F2021	S2022	X2022	F2022	S2023	X2023	F2023
Business Administration	269	916	918	201	867	768	188	878	867	260	713
Business Bookkeeping	38	200	266	55	238	222	60	193	271	58	196
Business General	49	417	452	0	291	318	0	338	301	0	231
Business Management	0	153	189	0	115	166	0	118	124	0	152
Business Marketing	0	209	215	0	189	169	0	139	165	0	193
Business Office Technology	2	3	23	3	3	1	1	0	3	1	1
Hospitality	0	18	0	0	0	20	0	23	0	0	42
Human Resources	44	184	243	30	180	194	29	165	242	22	170
Paralegal Studies	4	154	170	23	161	148	19	159	126	18	157
Real Estate	148	274	290	127	288	358	142	384	314	126	329
ALL Disciplines	554	2528	2766	439	2332	2364	439	2397	2413	485	2184

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2020	F2020	S2021	X2021	F2021	S2022	X2022	F2022	S2023	X2023	F2023
Business Administration	0	183	168	59	148	242	63	156	128	62	219
Business Bookkeeping	0	0	0	0	0	0	0	0	0	0	0
Business General	0	0	0	0	30	0	0	0	0	0	0
Business Management	0	0	0	0	0	20	0	0	27	23	0
Business Marketing	0	28	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	91	68	0	54	22	0	55	24	0	49
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	21	0	22
ALL Disciplines	0	302	236	59	232	284	63	211	200	85	290

Other Locations (Includes the PSTC, Windsor, and other locations)[illegible]

Discipline	X2020	F2020	S2021	X2021	F2021	S2022	X2022	F2022	S2023	X2023	F2023
Business Administration	269	1099	1086	260	1015	1010	251	1034	995	322	
Business Bookkeeping	38	200	266	55	238	222	60	193	271	58	
Business General	49	417	452	0	321	318	0	338	301	0	
Business Management	0	153	189	0	115	186	0	118	151	23	
Business Marketing	0	237	215	0	189	169	0	139	165	0	
Business Office Technology	2	3	23	3	3	1	1	0	3	1	
Hospitality	0	109	68	0	54	42	0	78	24	10	
Human Resources	44	184	243	30	180	194	29	165	242	22	
Paralegal Studies	4	154	170	23	161	148	19	159	126	18	
Real Estate	148	274	290	127	288	358	142	384	335	126	
ALL Disciplines	554	2830	3002	498	2564	2648	502	2608	2613	580	2

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 Business Department consistently maintains enrollment efficiencies above 85% on the Santa Rosa campus. Programs such as Paralegal have gained efficiency by being offered in a fully online format.

Petaluma efficiencies can dip below 80% for certain classes. The department is committed to strategies that will address this and increase Petaluma enrollments.

Santa Rosa Junior College - Program Unit Review
Business Administration - FY 2022-23 (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	X2020	F2020	S2021	X2021	F2021	S2022	X2022	F2022	S2023	X2023	F2023
Business Administration	99.3%	89.3%	86.5%	80.4%	90.3%	89.0%	85.5%	88.7%	80.7%	83.9%	79.2%
Business Bookkeeping	126.7%	111.1%	113.2%	91.7%	99.2%	94.5%	100.0%	91.9%	88.9%	96.7%	81.7%
Business General	89.1%	87.1%	102.9%	0.0%	94.8%	88.6%	0.0%	92.3%	85.5%	0.0%	71.3%
Business Management	0.0%	90.0%	105.0%	0.0%	85.2%	81.0%	0.0%	107.3%	82.7%	0.0%	92.1%
Business Marketing	0.0%	97.2%	102.4%	0.0%	90.0%	80.5%	0.0%	77.2%	78.6%	0.0%	80.4%
Business Office Technology	0.0%	0.0%	76.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hospitality	0.0%	60.0%	0.0%	0.0%	0.0%	40.0%	0.0%	52.2%	0.0%	0.0%	72.4%
Human Resources	107.5%	105.0%	103.4%	75.0%	99.5%	97.0%	93.3%	95.1%	103.0%	73.3%	91.4%
Paralegal Studies	0.0%	73.3%	84.0%	73.3%	89.4%	74.0%	63.3%	88.3%	68.1%	60.0%	87.2%
Real Estate	134.5%	114.2%	103.6%	115.5%	129.7%	113.3%	101.4%	103.2%	96.9%	90.0%	101.2%
ALL Disciplines	108.1%	92.7%	96.3%	88.8%	95.7%	90.2%	91.0%	91.6%	85.0%	84.9%	83.8%

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2020	F2020	S2021	X2021	F2021	S2022	X2022	F2022	S2023	X2023	F2023
Business Administration	0.0%	96.3%	88.4%	84.3%	82.2%	96.8%	90.0%	86.7%	91.4%	103.3%	75.5%
Business Bookkeeping	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Business General	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Business Management	0.0%	0.0%	0.0%	0.0%	0.0%	80.0%	0.0%	0.0%	108.0%	92.0%	0.0%
Business Marketing	0.0%	93.3%	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%	65.0%	68.0%	0.0%	40.0%	73.3%	0.0%	55.0%	80.0%	0.0%	75.4%
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%	60.0%	0.0%	73.3%
ALL Disciplines	0.0%	83.9%	81.4%	84.3%	67.2%	93.1%	90.0%	75.4%	87.0%	100.0%	75.3%

Other Locations (Includes the PSTC, Windsor, and other locations)[illegible]

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

Discipline	X2020	F2020	S2021	X2021	F2021	S2022	X2022	F2022	S2023	X2023	F2023
Business Administration	99.3%	90.4%	86.8%	81.3%	89.0%	90.7%	86.6%	88.4%	81.9%	87.0%	78.3%
Business Bookkeeping	126.7%	111.1%	113.2%	91.7%	99.2%	94.5%	100.0%	91.9%	88.9%	96.7%	81.7%
Business General	89.1%	87.1%	102.9%	0.0%	95.3%	88.6%	0.0%	92.3%	85.5%	0.0%	71.3%
Business Management	0.0%	90.0%	105.0%	0.0%	85.2%	80.9%	0.0%	107.3%	86.3%	92.0%	92.1%
Business Marketing	0.0%	96.7%	102.4%	0.0%	90.0%	80.5%	0.0%	77.2%	78.6%	0.0%	80.4%
Business Office Technology	0.0%	0.0%	76.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hospitality	0.0%	64.1%	68.0%	0.0%	38.6%	60.0%	0.0%	54.5%	80.0%	50.0%	74.0%
Human Resources	107.5%	105.0%	103.4%	75.0%	99.5%	97.0%	93.3%	95.1%	103.0%	73.3%	91.4%
Paralegal Studies	0.0%	73.3%	84.0%	73.3%	89.4%	74.0%	63.3%	88.3%	68.1%	60.0%	87.2%
Real Estate	134.5%	114.2%	103.6%	115.5%	129.7%	113.3%	101.4%	103.2%	93.3%	90.0%	98.9%
ALL Disciplines	108.1%	91.7%	94.9%	88.2%	91.9%	90.5%	90.9%	90.0%	85.1%	85.8%	82.7%

5.2b Average Class Size

A majority of the department's courses have a 25 - 35 limit because of the pedagogical requirements of the content. For the last few years, a majority of our classes have been offered fully online in either a synchronous or asynchronous format. We are in the process of transitioning back to on the ground courses, which is being met with mixed results from students.

The overall average class size of over 27 students is well above the required 22 students needed for each section.

Santa Rosa Junior College - Program Unit Review
Business Administration - FY 2022-23 (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	X2020	F2020	S2021	X2021	F2021	S2022	X2022	F2022	S2023	X2023	F2023
Business Administration	38.3	35.2	34.0	28.7	36.1	34.9	31.3	32.5	29.9	28.9	28.5
Business Bookkeeping	38.0	33.3	33.3	27.5	29.8	27.8	30.0	27.6	27.1	29.0	24.5
Business General	24.5	26.1	30.1	0.0	28.4	25.7	0.0	27.7	24.8	0.0	21.4
Business Management	0.0	25.5	31.5	0.0	23.0	23.7	0.0	29.5	24.8	0.0	25.3
Business Marketing	0.0	29.9	30.7	0.0	27.0	24.1	0.0	23.2	23.6	0.0	24.1
Business Office Technology	0.0	0.0	19.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hospitality	0.0	18.0	0.0	0.0	0.0	8.0	0.0	12.0	0.0	0.0	21.0
Human Resources	43.0	31.5	34.7	30.0	30.3	32.3	28.0	29.0	34.6	22.0	28.2
Paralegal Studies	0.0	22.0	24.0	22.0	26.8	21.1	19.0	26.5	21.0	18.0	26.2
Real Estate	49.3	45.7	41.4	42.3	48.0	35.8	35.5	34.9	31.4	31.5	36.6
ALL Disciplines	39.0	31.3	32.5	31.1	32.3	29.4	31.2	29.9	28.1	28.5	27.2

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2020	F2020	S2021	X2021	F2021	S2022	X2022	F2022	S2023	X2023	F2023
Business Administration	0.0	36.6	33.6	29.5	29.6	34.6	31.5	31.2	32.0	31.0	27.4
Business Bookkeeping	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Business General	0.0	0.0	0.0	0.0	30.0	0.0	0.0	0.0	0.0	0.0	0.0
Business Management	0.0	0.0	0.0	0.0	0.0	20.0	0.0	0.0	27.0	23.0	0.0
Business Marketing	0.0	28.0	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	22.8	22.7	0.0	13.5	22.0	0.0	18.3	24.0	0.0	24.5
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	21.0	0.0	22.0
ALL Disciplines	0.0	30.2	29.5	29.5	23.2	31.6	31.5	26.4	28.6	28.3	26.4

Other Locations (Includes the PSTC, Windsor, and other locations)[illegible]

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

Discipline	X2020	F2020	S2021	X2021	F2021	S2022	X2022	F2022	S2023	X2023	F2023
Business Administration	38.3	35.4	33.9	28.9	35.0	34.8	31.4	32.3	30.2	29.3	28.2
Business Bookkeeping	38.0	33.3	33.3	27.5	29.8	27.8	30.0	27.6	27.1	29.0	24.5
Business General	24.5	26.1	30.1	0.0	28.6	25.7	0.0	27.7	24.8	0.0	21.4
Business Management	0.0	25.5	31.5	0.0	23.0	23.3	0.0	29.5	25.2	23.0	25.3
Business Marketing	0.0	29.6	30.7	0.0	27.0	24.1	0.0	23.2	23.6	0.0	24.1
Business Office Technology	0.0	0.0	19.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hospitality	0.0	21.8	22.7	0.0	10.8	15.0	0.0	16.8	24.0	10.0	22.8
Human Resources	43.0	31.5	34.7	30.0	30.3	32.3	28.0	29.0	34.6	22.0	28.2
Paralegal Studies	0.0	22.0	24.0	22.0	26.8	21.1	19.0	26.5	21.0	18.0	26.2
Real Estate	49.3	45.7	41.4	42.3	48.0	35.8	35.5	34.9	30.5	31.5	35.1
ALL Disciplines	39.0	31.2	32.2	30.9	30.8	29.6	31.3	29.6	28.1	27.6	27.1

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.

We have a blend of program productivity ratios and seek to achieve efficiencies throughout all programs. The department has implented programs to improve productivity across all areas that do not achieve acceptable ratios.

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Business Administration - FY 2022-23 (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		X2020	F2020	S2021	X2021	F2021	S2022	X2022	F2022	S2023	X2023	F2023	S2024
	FTES	29.38	99.07	99.51	21.00	92.88	87.88	20.10	95.19	96.13	28.05	82.61	
	FTEF	1.59	6.34	6.15	1.53	5.25	5.11	1.32	5.64	6.23	1.94	6.39	
	Ratio	18.50	15.63	16.17	13.76	17.69	17.21	15.23	16.88	15.42	14.48	12.93	

Business Bookkeeping		X2020	F2020	S2021	X2021	F2021	S2022	X2022	F2022	S2023	X2023	F2023	S2024
	FTES	5.07	19.30	28.00	5.85	24.01	23.50	6.52	19.73	28.83	6.20	19.79	
	FTEF	0.25	1.03	1.53	0.39	1.43	1.53	0.39	1.28	1.93	0.39	1.43	
	Ratio	20.49	18.71	18.26	14.90	16.81	15.33	16.60	15.38	14.96	15.80	13.85	

Business General		X2020	F2020	S2021	X2021	F2021	S2022	X2022	F2022	S2023	X2023	F2023	S2024
	FTES	4.90	32.70	33.72	0.00	20.23	20.48	0.00	22.88	21.22	0.00	14.37	
	FTEF	0.41	2.99	3.47	0.00	1.78	1.68	0.00	1.67	1.68	0.00	1.37	
	Ratio	11.91	10.94	9.71	0.00	11.37	12.23	0.00	13.67	12.66	0.00	10.46	

Business Management		X2020	F2020	S2021	X2021	F2021	S2022	X2022	F2022	S2023	X2023	F2023	S2024
	FTES	0.00	11.68	13.37	0.00	8.67	11.43	0.00	8.27	9.20	0.00	12.93	
	FTEF	0.00	1.27	0.87	0.00	0.86	0.97	0.00	0.57	0.77	0.00	1.40	
	Ratio	0.00	9.20	15.38	0.00	10.03	11.82	0.00	14.58	11.99	0.00	9.22	

Business Marketing		X2020	F2020	S2021	X2021	F2021	S2022	X2022	F2022	S2023	X2023	F2023	S2024
	FTES	0.00	17.41	17.24	0.00	15.78	13.72	0.00	12.99	13.73	0.00	15.80	
	FTEF	0.00	1.09	1.10	0.00	1.09	1.10	0.00	0.99	1.10	0.00	1.31	
	Ratio	0.00	15.98	15.67	0.00	14.41	12.47	0.00	13.08	12.48	0.00	12.09	

Business Office Technology		X2020	F2020	S2021	X2021	F2021	S2022	X2022	F2022	S2023	X2023	F2023	S2024
	FTES	0.17	0.27	2.23	0.20	0.20	0.10	0.10	0.00	0.23	0.10	0.10	
	FTEF	0.00	0.00	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	Ratio	0.00	0.00	11.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	

Hospitality		X2020	F2020	S2021	X2021	F2021	S2022	X2022	F2022	S2023	X2023	F2023	S2024
	FTES	0.00	0.60	0.00	0.00	0.00	0.40	0.00	0.41	0.00	0.00	1.88	
	FTEF	0.00	0.07	0.00	0.00	0.00	0.10	0.00	0.07	0.00	0.00	0.17	
	Ratio	0.00	9.00	0.00	0.00	0.00	3.94	0.00	6.17	0.00	0.00	11.18	

	FIES	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		X2020	F2020	S2021	X2021	F2021	S2022	X2022	F2022	S2023	X2023	F2023	S
	FIES	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		X2020	F2020	S2021	X2021	F2021	S2022	X2022	F2022	S2023	X2023	F2023	S
	FIES	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	

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

Business Administration		X2020	F2020	S2021	X2021	F2021	S2022	X2022	F2022	S2023	X2023	F2023	S
	FIES	29.38	118.43	116.05	26.90	109.60	107.58	26.40	112.19	106.28	32.75	102.09	
	FTEF	1.59	7.48	7.12	1.94	6.39	6.41	1.73	6.67	6.84	2.25	7.76	
	Ratio	18.50	15.84	16.30	13.89	17.16	16.77	15.25	16.81	15.55	14.58	13.15	

Business Bookkeeping		X2020	F2020	S2021	X2021	F2021	S2022	X2022	F2022	S2023	X2023	F2023	S
	FIES	5.07	19.30	28.00	5.85	24.01	23.50	6.52	19.73	28.83	6.20	19.79	
	FTEF	0.25	1.03	1.53	0.39	1.43	1.53	0.39	1.28	1.93	0.39	1.43	
	Ratio	20.49	18.71	18.26	14.90	16.81	15.33	16.60	15.38	14.96	15.80	13.85	

Business General		X2020	F2020	S2021	X2021	F2021	S2022	X2022	F2022	S2023	X2023	F2023	S
	FIES	4.90	32.70	33.72	0.00	23.23	20.48	0.00	22.88	21.22	0.00	14.37	
	FTEF	0.41	2.99	3.47	0.00	1.98	1.68	0.00	1.67	1.68	0.00	1.37	
	Ratio	11.91	10.94	9.71	0.00	11.73	12.23	0.00	13.67	12.66	0.00	10.46	

Business Management		X2020	F2020	S2021	X2021	F2021	S2022	X2022	F2022	S2023	X2023	F2023	S
	FIES	0.00	11.68	13.37	0.00	8.67	13.43	0.00	8.27	11.90	2.30	12.93	
	FTEF	0.00	1.27	0.87	0.00	0.86	1.17	0.00	0.57	0.97	0.21	1.40	
	Ratio	0.00	9.20	15.38	0.00	10.03	11.51	0.00	14.58	12.31	11.18	9.22	

Business Marketing		X2020	F2020	S2021	X2021	F2021	S2022	X2022	F2022	S2023	X2023	F2023	S
	FIES	0.00	20.21	17.24	0.00	15.78	13.72	0.00	12.99	13.73	0.00	15.80	
	FTEF	0.00	1.29	1.10	0.00	1.09	1.10	0.00	0.99	1.10	0.00	1.31	
	Ratio	0.00	15.67	15.67	0.00	14.41	12.47	0.00	13.08	12.48	0.00	12.09	

Business Office Technology		X2020	F2020	S2021	X2021	F2021	S2022	X2022	F2022	S2023	X2023	F2023	S
	FIES	0.17	0.27	0.23	0.20	0.20	0.10	0.10	0.00	0.23	0.10	0.10	

Human Resources		X2020	F2020	S2021	X2021	F2021	S2022	X2022	F2022	S2023	X2023	F2023	S
	FIES	2.25	9.45	11.62	1.50	9.08	9.83	1.03	8.42	11.27	0.73	8.62	
	FTEF	0.10	0.59	0.67	0.10	0.59	0.60	0.07	0.60	0.67	0.07	0.60	
	Ratio	21.88	15.93	17.41	14.58	15.45	16.38	15.50	14.14	16.89	11.00	14.32	

Paralegal Studies		X2020	F2020	S2021	X2021	F2021	S2022	X2022	F2022	S2023	X2023	F2023	S
	FIES	0.27	13.17	14.85	0.83	13.40	12.95	0.63	13.17	12.60	0.60	12.63	
	FTEF	0.00	1.20	1.20	0.07	1.00	1.20	0.07	1.00	1.20	0.07	1.00	
	Ratio	0.00	10.95	12.37	12.63	13.37	10.77	9.60	13.18	10.50	9.09	12.64	

Real Estate		X2020	F2020	S2021	X2021	F2021	S2022	X2022	F2022	S2023	X2023	F2023	S
	FIES	14.80	27.40	29.00	12.70	28.80	35.80	14.20	38.40	33.50	12.60	35.10	
	FTEF	0.62	1.20	1.40	0.62	1.20	2.00	0.82	2.20	2.20	0.82	2.00	
	Ratio	23.98	22.85	20.72	20.58	24.02	17.92	17.26	17.44	15.23	15.31	17.52	

5.4 Curriculum Currency

There are currently 100+ active courses in the Business Department. All curriculum is current.

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. The listing of certificate programs

offered by the department is updated as changes are made. Information is kept 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.

Description	Prog Type	Units	2014 2015	2015 2016	2016 2017	2017 2018	2018 2019	2019 2020	2020 2021	2021 2022	2022 2023	2023 2024
Business Administration (AS-T)	AS-T	26	95	132	153	167	172	168	159	142	89	56
Business Administration 2.0 (AS-T)	AS-T	27	0	0	0	0	0	0	0	0	35	67
Business: Real Estate	AA-O	25	5	4	4	3	3	6	10	15	15	8
Business: Real Estate	Cert	24	2	3	2	2	4	3	13	6	9	7
Business: Real Estate Sales	Cert	9	23	39	20	44	34	40	29	24	40	20
Business: Human Resource Administration	AA-O	27.5	11	8	17	10	7	19	19	19	24	13
Business: Human Resource Administration	Cert	26.5	15	15	14	18	13	20	21	14	14	11
Paralegal Studies	AA-O	38	17	10	14	8	12	2	10	7	11	19
Administrative Assistant	AS-O	18.5	1	5	7	11	9	11	4	10	13	11
Administrative Assistant	Cert	43	9	11	7	10	2	7	4	17	13	9

Hospitality Management (AS-T)	AS-T	18	0	0	0	0	0	0	3	4	2	2
Hospitality: Management	Cert	16	1	6	8	10	6	12	6	3	2	2
Business: Entrepreneurship	Cert	12	5	19	12	7	11	14	9	7	2	10
Business: Accountant Assistant	Cert	30.5	8	7	11	6	2	15	8	2	11	7
Business: Bookkeeper	Cert	36	9	11	2	5	11	27	28	32	23	17
Business: Account Clerk and Payroll	Cert	16	17	7	11	14	21	20	19	33	26	18
Business: Marketing	Cert	12	9	8	5	9	25	25	18	15	12	23
Business: Enrolled Agent (Tax)	Cert	12	0	0	0	0	0	0	2	2	0	0
Business: Banking and Lending	Cert	22.5	0	0	0	0	0	1	3	2	2	3

Inactive

Business Administration	AA-T	25.5	25	24	14	5	3	0	2	1	1	2
Business Management/Supervisory Management	Cert	29	7	1	5	6	7	2	2	2	1	0
Retail Management	Cert	31	1	0	1	0	0	0	0	0	0	0
Business: Payroll	Cert	12.5	7	10	9	10	9	14	5	0	0	0

Client Services Specialist	Cert	27	3	0	0	0	0	0	0	0	0	0
Office Assistant	Cert	16	15	24	13	20	18	10	7	3	0	0
Business: Bookkeeper Assistant	Cert	22.5	8	9	4	7	9	2	1	0	1	0
Human Resource Administration	Cert	17	0	1	0	0	0	0	0	0	0	0
Tax Assistant Clerk	Cert	16.5	1	2	0	0	0	0	0	0	0	0
Hospitality	Cert	28	1	0	0	0	0	0	0	0	0	0
Legal Office Support	Cert	16	2	1	4	3	1	0	0	0	0	0
Legal Secretary	Cert	46.5	2	2	2	0	1	1	0	0	0	0
Virtual Assistant: Administrative Assistant	Cert	17.5	1	0	0	0	0	0	0	0	0	0
Virtual Assistant: Bookkeeping	Cert	17.5	1	0	0	0	0	0	0	0	0	0
Virtual Assistant: Promotional/Marketing	Cert	17.5	1	0	0	0	0	0	0	0	0	0
Hospitality: Wine Tasting Service	Cert	8.5	7	1	1	4	1	0	0	1	0	0
Hospitality: Guest Services Agent	Cert	10	9	4	2	2	0	0	0	0	0	0

5.6 Student Success

Retention figures for all locations combined range from a low of 66.0% to a high of 87.0%. The disciplines with the lowest retention are also those with the highest percentage of online courses.

Successful course completions are slightly lower than retention by about 3% each semester in Santa Rosa while Petaluma had slightly lower successful completions along with the lower retention rates.

Grade point averages from 2.72 to 3.08, there is no significant difference between Petaluma and Santa Rosa campus averages.. 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.

Santa Rosa Junior College - Program Unit Review
Business Administration - FY 2022-23 (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	X2020	F2020	S2021	X2021	F2021	S2022	X2022	F2022	S2023	X2023	F2023
Business Administration	86.8%	76.9%	77.2%	0.0%	77.9%	73.5%	73.6%	72.5%	77.6%	82.5%	75.3%
Business Bookkeeping	84.2%	68.0%	82.5%	0.0%	73.1%	75.0%	84.5%	67.4%	62.2%	61.8%	66.1%
Business General	66.7%	74.9%	79.0%	0.0%	77.6%	71.4%	0.0%	73.0%	71.0%	0.0%	75.6%
Business Management	0.0%	76.3%	61.7%	0.0%	70.1%	70.8%	0.0%	58.6%	68.6%	0.0%	66.0%
Business Marketing	0.0%	78.5%	77.6%	0.0%	77.7%	70.1%	0.0%	63.3%	77.7%	0.0%	81.8%
Business Office Technology	100.0%	66.7%	75.0%	0.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%
Hospitality	0.0%	68.8%	0.0%	0.0%	0.0%	88.9%	0.0%	91.7%	0.0%	0.0%	64.1%
Human Resources	87.5%	91.1%	89.8%	0.0%	80.0%	85.9%	82.1%	87.1%	84.8%	76.5%	80.6%
Paralegal Studies	100.0%	75.8%	81.6%	0.0%	79.5%	87.9%	100.0%	79.3%	84.2%	88.9%	87.0%
Real Estate	76.5%	69.2%	70.0%	0.0%	65.4%	75.8%	80.6%	71.5%	69.8%	76.3%	70.3%
ALL Disciplines	82.2%	76.1%	77.8%	0.0%	75.8%	75.3%	79.2%	72.5%	74.6%	78.5%	74.7%

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2020	F2020	S2021	X2021	F2021	S2022	X2022	F2022	S2023	X2023	F2023
Business Administration	0.0%	56.2%	64.1%	0.0%	67.1%	73.7%	78.6%	72.4%	81.9%	83.6%	73.7%
Business Bookkeeping	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Business General	0.0%	0.0%	0.0%	0.0%	80.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Business Management	0.0%	0.0%	0.0%	0.0%	0.0%	80.0%	0.0%	0.0%	76.9%	95.5%	0.0%
Business Marketing	0.0%	75.0%	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%	81.3%	75.9%	0.0%	88.2%	68.4%	0.0%	73.1%	73.9%	0.0%	72.3%
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%	65.0%	0.0%	63.6%
ALL Disciplines	0.0%	65.5%	67.1%	0.0%	73.8%	73.8%	78.6%	72.5%	78.6%	86.7%	72.7%

Other Locations (Includes the PSTC, Windsor, and other locations)[illegible]

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

Discipline	X2020	F2020	S2021	X2021	F2021	S2022	X2022	F2022	S2023	X2023	F2023
Business Administration	86.8%	73.5%	75.3%	0.0%	76.4%	73.6%	74.8%	72.5%	78.2%	82.7%	74.9%
Business Bookkeeping	84.2%	68.0%	82.5%	0.0%	73.1%	75.0%	84.5%	67.4%	62.2%	61.8%	66.1%
Business General	66.7%	74.9%	79.0%	0.0%	77.8%	71.4%	0.0%	73.0%	71.0%	0.0%	75.6%
Business Management	0.0%	76.3%	61.7%	0.0%	70.1%	71.8%	0.0%	58.6%	70.1%	95.5%	66.0%
Business Marketing	0.0%	78.1%	77.6%	0.0%	77.7%	70.1%	0.0%	63.3%	77.7%	0.0%	81.8%
Business Office Technology	100.0%	66.7%	75.0%	0.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%
Hospitality	0.0%	79.4%	75.9%	0.0%	88.2%	78.4%	0.0%	78.9%	73.9%	88.9%	68.6%
Human Resources	87.5%	91.1%	89.8%	0.0%	80.0%	85.9%	82.1%	87.1%	84.8%	76.5%	80.6%
Paralegal Studies	100.0%	75.8%	81.6%	0.0%	79.5%	87.9%	100.0%	79.3%	84.2%	88.9%	87.0%
Real Estate	76.5%	69.2%	70.0%	0.0%	65.4%	75.8%	80.6%	71.5%	69.5%	76.3%	69.8%
ALL Disciplines	82.2%	74.9%	77.0%	0.0%	75.6%	75.2%	79.1%	72.5%	75.0%	79.9%	74.5%

5.7 Student Access

Business offers a diversity of program offerings. Students are encouraged to explore differing aspects of business to find the program of study that is the best fit.

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 hybrid sections. For the last several years, courses have been primarily offered online, in both synchronous and asynchronous formats due to COVID issues. We are transitioning back to pre-pandemic course rotations.

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. This pattern was not achieved during COVID, the department is transitioning back to this practice.

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 recently combined our nine discipline specific advisory committees into two committees. Paralegal Studies, due to the very specific nature of the program has its own advisory committee. The other eight former committees merged into one. This allows for more synergy due to the overlapping nature of the various disciplines. There are currently twenty one advisory members on this committee, one is a current associate professor. The Paralegal Advisory will meet once a semester, curriculum and program currency are reviewed. The Business Advisory will meet once a year, curriculum and program currency will be reviewed by the members. Both committees are doing active outreach to the community to insure diversity of membership.

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 Hospitality area. Work continues with two high schools in the county regarding articulation of their Hospitality 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
- HOSP 80 - Intro to Hospitality

- BAD 53 - Solving Business Problems with Spreadsheets (recommended at some CSU campuses)
- BMG 55 - Financial Analysis (satisfies Financial prereq for MBA program at SSU)

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

Effective during the 2021-2022 Academic Year

To: Sonoma State University

2021-2022 General Catalog, Semester

From: Santa Rosa Junior College

2021-2022 General Catalog, Semester

Computer Competency Requirement ← BAD 53 - Introduction to Solving Business Problems with Spreadsheets (1.50)

BUS 225 - LegalEnvironment of Business (4.00) ← BAD 18 - TheLegalEnvironment of Business (3.00)

BUS 230A - Financial Accounting (4.00) ← BAD 1 - Financial Accounting (4.00)

BUS 230B - Managerial Accounting (4.00) ← BAD 2 - Managerial Accounting (4.00)

Effective during the 2021-2022 Academic Year

To: San Jose State University

2021-2022 General Catalog, Semester

From: Santa Rosa Junior College

2021-2022 General Catalog, Semester

HSPM 1 - Introduction to Hospitality Management (3.00) ← HOSP 80 - Introduction to Hospitality (3.00)

BUS1 21 - Managerial Accounting (3.00) ← BAD 2 - Managerial Accounting (4.00)

BUS1 20 - Financial Accounting (3.00) ← BAD 1 - Financial Accounting (4.00)

BUS3 80 - LegalEnvironment of Business (3.00) ← BAD 18 - TheLegalEnvironment of Business (3.00)

Effective during the 2021-2022 Academic Year

To: University of California, Irvine

2021-2022 General Catalog, Quarter

From: Santa Rosa Junior College

2021-2022 General Catalog, Semester

MGMT 30A - Principles of Accounting I (4.00) ← BAD 1 - Financial Accounting (4.00)

MGMT 30B - Principles of Accounting II (4.00) ← BAD 2 - Managerial Accounting (4.00)

MGMT 1 - Introduction to Business and Management (4.00) ← BAD 10 - American Business in its Global Context (3.00)

5.11a Labor Market Demand (Occupational Programs ONLY)

The Business Administration Department is comprised of 11 course discipline designations, 6 majors, and 12 certificate programs. Below are the statistic from the EDD regarding annual job growth in industries that our majors and certificates feed into.

2021-2023 Occupational Employment Projections California Statewide														
SOC Level ^[1]	SOC Code ^[2]	Occupational Title ^[3]	Second Quarter Estimated Employment 2021 ^{[4][5]}	Second Quarter Projected Employment 2023	Numeric Change 2021-2023 ^[6]	Percentage Change 2021-2023	Exits ^[7]	Transfers ^[8]	Total Job Openings ^[9]	Median Hourly Wage ^[10]	Median Annual Wages ^[10]	Entry Level Education ^{[11][12]}	Work Experience ^{[11][12]}	On-the-Job Training ^{[11][12]}
3	11-2000	Advertising, Marketing, Promotions, Public Relations, and Sales Managers	132,600	140,800	8,200	6.2%	5,570	17,170	30,940	\$0.00	\$0	N/A	N/A	N/A
4	11-2011	Advertising and Promotions Managers	2,300	2,600	300	13.0%	90	370	760	\$69.50	\$144,551	Bachelor's degree	<5 years	None

4	11-2022 Sales Managers	75,500	79,500	4,000	5.3%	3,100	9,770	16,870	\$66.54	\$138,392	Bachelor's degree	<5 years	None
4	11-3061 Purchasing Managers	7,600	8,000	400	5.3%	340	840	1,580	\$68.15	\$141,759	Bachelor's degree	≥5 years	None
3	11-9000 Other Management Occupations	524,100	559,900	35,800	6.8%	34,920	53,220	123,940	\$0.00	\$0	N/A	N/A	N/A
4	11-9081 Lodging Managers	4,700	5,900	1,200	25.5%	410	740	2,350	\$31.10	\$64,695	High school diploma or equivalent	<5 years	None
3	13-1000 Business Operations Specialists	822,600	871,200	48,600	5.9%	44,740	99,330	192,670	\$0.00	\$0	N/A	N/A	N/A
4	13-1020 Buyers and Purchasing Agents*	45,500	46,700	1,200	2.6%	3,130	5,910	10,240	\$34.92	\$72,634	Bachelor's degree	None	Moderate-term on-the-job training
4	13-1071 Human Resources Specialists	77,900	83,100	5,200	6.7%	4,360	10,700	20,260	\$35.39	\$73,605	Bachelor's degree	None	None
4	13-1161 Market Research Analysts and Marketing Specialists	100,500	109,800	9,300	9.3%	4,990	15,370	29,660	\$35.79	\$74,445	Bachelor's degree	None	None
4	13-2011 Accountants and Auditors	161,000	169,300	8,300	5.2%	9,210	19,570	37,080	\$38.42	\$79,926	Bachelor's degree	None	None
4	13-2031 Budget Analysts	5,700	6,000	300	5.3%	280	610	1,190	\$43.43	\$90,323	Bachelor's degree	None	None
4	13-2041 Credit Analysts	7,300	7,300	0	0.0%	250	980	1,230	\$40.04	\$83,284	Bachelor's degree	None	None
4	13-2072 Loan Officers	36,000	36,400	400	1.1%	1,550	3,940	5,890	\$30.93	\$64,321	Bachelor's degree	<5 years	Moderate-term on-the-job training
4	13-2081 Tax Examiners and Collectors, and Revenue Agents	8,800	8,900	100	1.1%	690	790	1,580	\$31.09	\$64,665	Bachelor's degree	None	Moderate-term on-the-job training
4	13-2082 Tax Preparers	9,900	10,300	400	4.0%	1,110	1,110	2,620	\$26.13	\$54,370	High school diploma or	None	Moderate-term on-the-job training

												equivalen t		
3	23-2000	Legal Support Workers	48,700	50,900	2,200	4.5%	3,780	6,480	12,460	\$0.00	\$0	N/A	N/A	N/A
4	23-2011	Paralegals and Legal Assistants	34,900	36,800	1,900	5.4%	2,780	4,840	9,520	\$30.18	\$62,768	Associate's degree	None	None
4	23-2099	Legal Support Workers, All Other	9,300	9,600	300	3.2%	680	1,110	2,090	\$26.99	\$56,136	Associate's degree	None	None
2	41-0000	Sales and Related Occupations	1,591,500	1,653,600	62,100	3.9%	169,990	257,390	489,480	\$18.07	\$37,577	N/A	N/A	N/A
3	41-1000	Supervisors of Sales Workers	172,500	176,100	3,600	2.1%	11,890	23,480	38,970	\$0.00	\$0	N/A	N/A	N/A
3	41-3000	Sales Representatives, Services	245,300	256,400	11,100	4.5%	13,330	38,070	62,500	\$0.00	\$0	N/A	N/A	N/A
4	41-3011	Advertising Sales Agents	10,700	11,400	700	6.5%	670	2,050	3,420	\$30.25	\$62,927	High school diploma or equivalent	None	Moderate-term on-the-job training
4	41-3091	Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	124,000	132,400	8,400	6.8%	6,440	22,550	37,390	\$31.99	\$66,531	High school diploma or equivalent	None	Moderate-term on-the-job training
3	41-4000	Sales Representatives, Wholesale and Manufacturing	184,000	191,700	7,700	4.2%	11,110	25,390	44,200	\$0.00	\$0	N/A	N/A	N/A
4	41-4011	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	41,400	43,400	2,000	4.8%	2,510	5,730	10,240	\$53.39	\$111,039	Bachelor's degree	None	Moderate-term on-the-job training
4	41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	142,600	148,300	5,700	4.0%	8,600	19,660	33,960	\$32.63	\$67,862	High school diploma or equivalent	None	Moderate-term on-the-job training
3	41-9000	Other Sales and Related Workers	134,500	141,500	7,000	5.2%	15,050	18,260	40,310	\$0.00	\$0	N/A	N/A	N/A

4	41-9021 Real Estate Brokers	18,400	19,600	1,200	6.5%	1,580	1,670	4,450	\$32.25	\$67,080	High school diploma or equivalent	<5 years	None
4	41-9022 Real Estate Sales Agents	26,300	27,800	1,500	5.7%	2,250	2,380	6,130	\$30.74	\$63,942	High school diploma or equivalent	None	Moderate-term on-the-job training
4	41-9099 Sales and Related Workers, All Other	34,000	35,900	1,900	5.6%	3,180	5,720	10,800	\$20.77	\$43,209	High school diploma or equivalent	None	None
2	43-0000 Office and Administrative Support Occupations	2,087,400	2,157,600	70,200	3.4%	201,980	258,600	530,780	\$21.61	\$44,956	N/A	N/A	N/A
3	43-1000 Supervisors of Office and Administrative Support Workers	166,900	173,200	6,300	3.8%	12,620	20,790	39,710	\$0.00	\$0	N/A	N/A	N/A
3	43-3000 Financial Clerks	322,200	330,200	8,000	2.5%	33,120	36,540	77,660	\$0.00	\$0	N/A	N/A	N/A
4	43-3011 Bill and Account Collectors	18,400	18,400	0	0.0%	1,350	2,610	3,960	\$22.71	\$47,238	High school diploma or equivalent	None	Moderate-term on-the-job training
4	43-3021 Billing and Posting Clerks	48,200	49,800	1,600	3.3%	4,020	6,010	11,630	\$21.89	\$45,549	High school diploma or equivalent	None	Moderate-term on-the-job training
4	43-3031 Bookkeeping, Accounting, and Auditing Clerks	183,400	190,000	6,600	3.6%	21,880	19,070	47,550	\$24.07	\$50,073	Some college, no degree	None	Moderate-term on-

Table 1. Median Annual Wage and Annual Payroll by Detailed Occupation, Sex, Race, and Hispanic or Latino Ethnicity, 2019														
Detailed Occupation		2019 Median Annual Wage				2019 Annual Payroll				2019 Median Annual Wage		2019 Annual Payroll		the-job training
NAICS Code	Occupation Name	Male	Female	All	% Change	Male	Female	All	Hourly Wage	Annual Payroll	Education	Experience	Training	
43-3051	Payroll and Timekeeping Clerks	19,500	19,800	300	1.5%	1,860	2,150	4,310	\$26.98	\$56,113	High school diploma or equivalent	None	Moderate-term on-the-job training	
43-3099	Financial Clerks, All Other	4,200	4,400	200	4.8%	290	600	1,090	\$24.00	\$49,930	High school diploma or equivalent	None	Short-term on-the-job training	
43-4011	Brokerage Clerks	3,900	3,800	-100	-2.6%	320	510	730	\$29.33	\$60,995	High school diploma or equivalent	None	Moderate-term on-the-job training	
43-4021	Correspondence Clerks	1,700	1,700	0	0.0%	150	220	370	\$19.91	\$41,414	High school diploma or equivalent	None	Short-term on-the-job training	
43-4071	File Clerks	12,400	12,600	200	1.6%	1,350	1,550	3,100	\$17.66	\$36,726	High school diploma or equivalent	None	Short-term on-the-job training	
43-4081	Hotel, Motel, and Resort Desk Clerks	20,900	26,200	5,300	25.4%	2,730	4,990	13,020	\$15.20	\$31,618	High school diploma or equivalent	None	Short-term on-the-job training	

4	43-4131	Loan Interviewers and Clerks	18,900	19,000	100	0.5%	1,090	2,220	3,410	\$22.74	\$47,300	High school diploma or equivalent	None	Short-term on-the-job training
4	43-4141	New Accounts Clerks	3,100	3,000	-100	-3.2%	190	380	470	\$0.00	\$0	High school diploma or equivalent	None	Moderate-term on-the-job training
4	43-4151	Order Clerks	28,200	28,300	100	0.4%	2,400	3,540	6,040	\$19.17	\$39,868	Some college, no degree	None	Short-term on-the-job training
4	43-4161	Human Resources Assistants, Except Payroll and Timekeeping	12,400	12,900	500	4.0%	970	1,540	3,010	\$22.84	\$47,504	Associate's degree	None	None
3	43-6000	Secretaries and Administrative Assistants	403,900	416,500	12,600	3.1%	41,750	45,820	100,170	\$0.00	\$0	N/A	N/A	N/A
4	43-6012	Legal Secretaries	25,800	25,400	-400	-1.6%	2,610	2,860	5,070	\$29.04	\$60,401	High school diploma or equivalent	None	Moderate-term on-the-job training
4	43-6014	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	212,600	219,700	7,100	3.3%	21,990	24,140	53,230	\$22.02	\$45,805	High school diploma or equivalent	None	Short-term on-the-job training
3	43-9000	Other Office and Administrative Support Workers	430,400	444,700	14,300	3.3%	44,960	52,920	112,180	\$0.00	\$0	N/A	N/A	N/A
4	43-9022	Word Processors and Typists	7,800	7,500	-300	-3.8%	920	830	1,450	\$22.48	\$46,757	High school diploma or	None	Short-term on-the-job training

4	43-9051 Mail Clerks and Mail Machine Operators, Except Postal Service	4,800	4,900	100	2.1%	490	610	1,200	\$16.52	\$34,372	equivalen t High school diploma or equivalen t	None	Short-term on-the-job training
4	43-9061 Office Clerks, General	319,900	331,600	11,700	3.7%	35,560	38,640	85,900	\$19.08	\$39,684	High school diploma or equivalen t	None	Short-term on-the-job training
4	43-9199 Office and Administrative Support Workers, All Other	42,600	44,900	2,300	5.4%	3,610	6,050	11,960	\$18.32	\$38,098	High school diploma or equivalen t	None	Short-term on-the-job training

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
0001	ALL	01	01	Hospitality - program goals/objects	-Create resource for Hospitality Scholarships and 4 year transfer programs	2024	Scholarship created. Meeting and Event Planning Certificate Created. Free OERI textbooks interegrated into HOSP80.
0002	ALL	01	01	Management Program	New Management program effective Fall 2024	2024	Done program in effect
0004	ALL	01	01	Marketing/EP	- Update BMK 51 Sales to Cloud Sales class - Done - Revitalize BMK54 Advertising, possibly intragrating it into the Digital Tools class.		BMK Sales class has been updated
0005	ALL	01	01	Paralegal Studies	Created Paralegal Certificate	2024	Completed and approved
0007	ALL	01	01	Real Estate	Added three new classes - RE 61, 62, and 58	2024	Done - courses being offered
0008	ALL	01	01	Accounting	- Develop Accounting Degree	2025	Program developed, should be ready to submit to Curriculum office by end of spring 2024

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	01	01	Banking and Lending	- Increase enrollment through advertising		
0004	ALL	01	01	Marketing/EP	- Revitalize BMK54 Advertising, possibly intragrating it into the Digital Tools class.		
0005	ALL	01	01	Paralegal Studies	-Increase enrollment through advertising		
0007	ALL	01	01	Real Estate	Continue to refresh adjunct pool.		
0008	ALL	01	01	Accounting	- Develop Accounting Degree		