

# Santa Rosa Junior College

## Program Resource Planning Process

### Business Administration 2014

#### 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.

### **Business Administration Associates of Science**

The Associate of Science in Business Administration differs only slightly from the AST. There is a requirement of BAD 10 and BAD 53 on the local degree. The AST has BAD 10 as an elective and BAD 53 is not listed on the AST.

### **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 (32.0 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 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.

#### **Client Service Certificate (27.0 units) - This program has been inactivated effective fall 2014**

The Client Services Specialist certificate program was originally created by request for the County of Sonoma. This certificate suitably prepares students for entry-level work in occupations that require knowledge of the technical and client service skills such as records verification and documentation; while at the same time classes in the human relations area would provide the necessary communications, soft-skills, and people skills that are so necessary in the workplace. The program emphasizes written and verbal presentation development as well as preparing students to master computer application software, different office equipment, and filing systems. Examples of specific job

titles that students are prepared for include: Eligibility Worker, Intake Worker, Personnel Specialist Trainee, Customer Service Representative, Contract Clerk, Records Clerk, Housing Assistant, and Claims Processor. Job opportunities exist in a variety of fields including public and private social/human services. However, over the past three years from 2009-2011 there have been a total of 5 certificate completers. Enrollment may be light due to overall reduction in County workers. If this trend continues, the certificate may be considered for elimination or consolidation.

### **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 Certificates**

- **Front Office Management Certificate (16 units)**
- **Wine Tasting Services Certificate (13 units)**

Front Office Management (16 unit certificate starting in Fall 2014):

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.

Wine Tasting Services (13 unit certificate starting in Fall 2014)

This Wine Tasting Services Certificate enables the student with a clear pathway for being hired for wine sales and hospitality services in the wine industry in California. This industry has explicitly requested this program to help hire more qualified and skilled workers. In addition to the skills and knowledge of working in a winery tasting room, the students will gain expertise in soft skills and customer service that can provide a pathway for promotion. Much of Sonoma County's tourism industry has to do with wine, wine tasting, and wine production. There are over 350+ winery tasting rooms in Sonoma County providing the bulk of hospitality workers in the County.

Note: The name of the Guest Service Agent Certificate was changed to Front Office Management and increased from 10 to 16 units. The courses for the proposed Concierge Certificate will be included in the Front Office Management Certificate and the Concierge

Certificate will not offered. The Wine Tasting Services Certificate has been increased from 8.5 units to 13 units with a plan to increase the units to 16 with a new Event Planning course. The additional courses (units) will enhance our certificates and will enable our students to receive financial aid (16 unit requirement). Both certificates are scheduled for Chancellor's approval and inclusion in the California Community Colleges Website and directory.

### **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.

### **Legal Secretary Certificates**

- **Legal Office Support Skills Certificate (14.5 units)**
- **Legal Secretary Certificate of Achievement (30 units)**

This program encompasses the integration of 21st Century workforce skills needed of all office professionals emphasizing communication, teamwork, project management, systems development, and problem-solving. Legal procedure courses are taught by professionals currently working in the legal field. Job titles may include law office receptionist, file clerk, legal secretary, word document processor, and law office assistant. A unique feature of the Legal Secretary 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.

### **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 (31.0 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.

### **Supervisory Management Certificate (28.5 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.

### **Tax Assistant Certificate (16.5 units) - Revisions in Progress**

The Tax Assistant Clerk Skills certificate program is **being revitalized to align with state examination requirements. The new certificate program will be designed to help students acquire the knowledge and skills necessary for the EA (Enrolled Agent) exam. We are expecting to have this revised certificate in place by Fall 2015/2016. This process will more adequately serve the students, provide more opportunities for employment and satisfy industry need.**

## 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 Administration Department is staffed by a classified AAll at 40 hours a week and student assistants working a combined 20 hours per week. Five 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 20 certificates. There are currently six 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 is developing a new Entrepreneurship Certificate and is updating the Hospitality certificate to reflect increased demand in these areas.

One of the biggest trends in the Business Office Support area has been an increase in Hispanic enrollment from 20.06% in 2010/2011 to the current levels of 33.47%.

Currently the department has two immediate full time faculty needs:

### **Business Transfer**

Over the last decade the Business Department lost five full time faculty business transfer instructors and have not replaced any 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 5 full-time faculty retirements without any 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.



## Business Office Support

The Business Office Support comprises approximately 40% of all course offerings in the Business Department. According to Sonoma County EDB Office Support is projected to be the second highest increase in employment over the next decade with a growth of nearly 3,000 jobs.

The Business Office Support area has no full time faculty member who has the expertise to lead us into the future or who can assess the SLOs and update the curriculum and certificates as needed. This field needs to partner more closely with industry to stay current and meet emerging trends in the labor market. Additionally there are new certifications, industry specific software and technologies such as cloud software applications, Oracle based ERP, CRM, ADP (payroll application), and other emerging Office Support platforms.

Our only current full time faculty member that teaches in this area works exclusively online or in Petaluma. He is currently in the process of transitioning from Business Office Support/Bookkeeping into Accounting and other Business Transfer courses.

This position is responsible for the coordination of one major and four certificate programs with over 55 completers this year, keeping the curriculum current and assessing SLOs on 20 courses, scheduling of 123 sections many that are lab/lecture or short term courses that need special attention to maximize efficiency of offerings.

## 2.1a Budget Needs

Due to the change in minimum wage from 7.00 to 9.00hr, 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.

Increase 2360 by \$1,600.00

Increase 2361 by \$1,800.00

## Business Administration - FY 2012-13

### 2.1 Fiscal Year Expenditures

#### Santa Rosa Campus

Expenditure Category	Unrestricted Funds	Change from 2011-12	Restricted Funds	Change from 2011-12	Total	Change from 2011-12
Faculty payroll	\$419,568.21	-28.21%	\$0.00	0.00%	\$419,568.21	-28.21%
Adjunct payroll	\$463,494.02	-4.67%	\$3,174.00	-81.45%	\$466,668.02	-7.28%
Classified payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
STNC payroll	\$3,464.76	0.00%	\$0.00	0.00%	\$3,464.76	0.00%
Student payroll	\$8,356.60	-2.57%	\$0.00	0.00%	\$8,356.60	-2.57%
Management payroll (and Dept Chairs)	\$57,550.33	-15.28%	\$0.00	0.00%	\$57,550.33	-15.28%
Benefits (3000's)	\$180,237.38	-21.00%	\$268.00	-80.99%	\$180,505.38	-21.37%
Supplies (4000's)	\$26,923.42	-13.75%	\$0.00	0.00%	\$26,923.42	-13.75%

Services (5000's)	\$1,627.74	81.72%	\$0.00	0.00%	\$1,627.74	81.72%
Equipment (6000's)	\$0.00	0.00%	\$1,414.95	0.00%	\$1,414.95	0.00%
<b>Total Expenditures</b>	<b>\$1,161,222.46</b>	<b>-17.49%</b>	<b>\$4,856.95</b>	<b>-73.78%</b>	<b>\$1,166,079.41</b>	<b>-18.22%</b>

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

Expenditure Category	Unrestricted Funds	Change from 2011-12	Restricted Funds	Change from 2011-12	Total	Change from 2011-12
Faculty payroll	\$92,232.00	-24.95%	\$0.00	0.00%	\$92,232.00	-24.95%
Adjunct payroll	\$109,008.24	23.64%	\$0.00	0.00%	\$109,008.24	23.64%
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)	\$36,423.59	-24.32%	\$0.00	0.00%	\$36,423.59	-24.32%
Supplies (4000's)	\$2,779.28	57.17%	\$0.00	0.00%	\$2,779.28	57.17%
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>\$240,443.11</b>	<b>-7.86%</b>	<b>\$0.00</b>	<b>0.00%</b>	<b>\$240,443.11</b>	<b>-7.86%</b>

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

Expenditure Category	Unrestricted Funds	Change from 2011-12	Restricted Funds	Change from 2011-12	Total	Change from 2011-12
Faculty payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Adjunct payroll	\$176,243.87	6.77%	\$0.00	0.00%	\$176,243.87	6.77%
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)	\$14,725.75	-11.20%	\$0.00	0.00%	\$14,725.75	-11.20%
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>\$190,969.62</b>	<b>5.13%</b>	<b>\$0.00</b>	<b>0.00%</b>	<b>\$190,969.62</b>	<b>5.13%</b>

### Expenditure Totals

Expenditure Category	Amount	Change from 2011-12	District Total	% of District Total
Total Expenditures	\$1,597,492.14	-14.51%	\$109,755,801.72	1.46%
Total Faculty Payroll	\$1,263,720.34	-13.67%	\$37,642,229.36	3.36%
Total Classified Payroll	\$0.00	0.00%	\$17,914,387.66	0.00%
Total Management Payroll	\$57,550.33	-15.28%	\$9,033,594.60	0.64%
Total Salary/Benefits Costs	\$1,564,746.75	-14.71%	\$83,300,149.56	1.88%
Total Non-Personnel Costs	\$32,745.39	-3.35%	\$13,951,537.78	0.23%

## 2.1b Budget Requests

Rank	RS	ACTV	Object	Location	SP	M	Amount	Brief Rationale
0001	76	0503	2361	ALL	08	02	\$1,800.00	Due to the change in minimum wage from 7.00 to 9.00hr, 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.
0002	76	0503	2360	ALL	08	02	\$1,600.00	Due to the change in minimum wage from 7.00 to 9.00hr, 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.

## 2.2a Current Classified Positions

Position	Hr/Wk	Mo/Yr	Job Duties
AA II	40	12	The Maggini Service center not only provides support to the Business Administration 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 5 fulltime faculty and 30+ 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 locations and including 4 advisory committees; coordinate all aspects of year-end certificate 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	22.5	10	<p>Chairperson duties as identified in the AFA contract.</p> <p>A less than complete list of responsibilities includes:</p> <ul style="list-style-type: none"> <li>Overseeing schedule development</li> <li>Hiring</li> <li>Staffing classes</li> <li>Managing and conducting evaluations</li> <li>Understanding and communicating policies and procedures</li> <li>Answering student questions</li> <li>Counseling students</li> <li>Representing the department to the dean</li> <li>Representing the dean to the department</li> <li>Overseeing the budget</li> <li>Supervising classified staff</li> <li>Preparing annual program review</li> <li>Manage curriculum development and the approval process</li> <li>Participate in cluster curriculum tech review</li> <li>Attend CRC meetings when needed</li> <li>Attend DCC/IC and DCC meetings</li> <li>Tracking absences and NOA forms</li> <li>Initiate and track schedule change forms</li> <li>Call and chair department meetings</li> <li>Answer questions from and communicate with adjunct faculty</li> <li>Forward important e-mails</li> <li>Organize and manage Department Flex activities</li> <li>Manage facilities use</li> <li>Act as mediator whenever needed.</li> <li>Maintain an environment of respectful communication</li> <li>Monitor enrollments</li> <li>Research instructional equipment costs</li> <li>Coordinate multiple course locations and venues</li> <li>Manage advisory committee(s) and meetings</li> </ul> <p>Coordinate a Certificate of Achievement Program</p>
Program Coordinator	0	0	Business Office Support Coordinator assigned 9% load in fall 2013 and 16% in spring 2014
Assistant Chair	0	0	Assigned load to help with advisory, PRPP and end

			of the year ceremony 20% load fall 2013 and 10 % load in spring 2014
Prpp coordinator	0	0	assigned 1% load in spring 2014 to coordinate the PRPP
Bus. Admin. for Transfer Major coordinator	0	0	Assigned 9 % load in fall 2013 and 7% load in spring 2014 to coordinate the transfer major
SLO coordinator	0	0	Assigned 6% load to coordinate SLO assessments

## 2.2c Current STNC/Student Worker Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Student Assistants	20	10	The Student Clerical Asst. is an essential support staff member to the AAIL, faculty and students. The BAD department is located on two floors, due to BAD/BOTmerge. 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 30+ adjunct instructors and 5 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 (20 hrs./wk total). The first floor of Maggini is also the entryway to the copier machine used by many departments not only in Maggini Hall, 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.

In addition to the duties stated below, the magnitude of this position has enlarged tremendously. The Administrative Assistant is now responsible for a significantly larger department after the complete merger of Business Administration and Business Office Technology. The workload has doubled, and in some cases tripled, in interacting with students and meeting the needs of the larger department. To understand the significance of the additional department workload, we have combined our department meetings, PRPP's, schedule of classes, and our certificate ceremony to name a few. The department has drastically increased its efforts in creating new courses and certificate programs to meet the needs of the business community and requires much more work on behalf of the Administrative Assistant. Creating new courses and certificates has also created a new strategy to extensively add additional advisory committees to address specific needs of the individual sectors of our business environment. Although this rationale has not captured all of the changes, it does represent a substantial increase in the workload of our Administrative Assistant.



## 2.3a Current Contract Faculty Positions

Position	Description
Business Management - Reduced workload 50%	Instructor in transfer curriculum and coordinator of Supervisory Management Certificate. Will be on Sabbatical in F2014 then goes to 1 semester a year in pre-retirement workload.
Business Marketing	Sales and Marketing anchor instructor and coordinator of the Entrepreneurship and Business Marketing certificate programs
Business Real Estate - 60% Pro Rata Adjunct	Anchor instructor in Real Estate and coordinator of the Real Estate certificate program with 60% permanent assignment
Business Accounting	Accounting instructor and coordinator of the Accounting programs
Business Hospitality	1st year of tenure track
Business Bookkeeping	Anchor instructor at the Petaluma Campus coordinating multiple certificates
Business Instructor	Instructor in transfer, business management and co-coordinator for Hospitality Certificate

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

Discipline	FTEF Reg	% Reg Load	FTEF Adj	% Adj Load	Description
Business Administration	1.9800	27.0000	5.3000	73.0000	
Business Bookkeeping	0.2700	21.0000	1.5000	79.0000	
Business General	0.4000	12.0000	2.9800	88.0000	Currently the majority of the classes in this discipline are taught by 27 adjunct instructors. All certificate coordination, SLO assessments, curriculum and student contact/counseling is done by PT faculty.
Business Management	0.2700	12.0000	1.9300	88.0000	
Business Marketing	0.7900	67.0000	0.4000	33.0000	
Business Office Technology	0.0000	0.0000	0.4700	100.0000	Currently all classes in this discipline are taught by 27 adjunct instructors. All certificate coordination, SLO assessments, curriculum and student contact/counseling is done by PT faculty.
Hospitality	0.4000	85.0000	0.0700	15.0000	***** increase percent
Human Resources	0.0000	0.0000	0.7000	100.0000	
Paralegal Studies	0.0000	0.0000	1.1400	100.0000	
Real Estate	0.6000	60.0000	0.4000	40.0000	

### 2.3c Faculty Within Retirement Range

There are currently 6 full-time contract faculty, one on tenure track, one on pre-retirement reduced workload starting fall 2015. Only two faculty members will be below the age of 55. At least one faculty member is expected to retire within the next 5 years.

Over the past 6 years we have had 7 full time faculty retirements, for a total of 15 contract faculty retirements in the last 10 years.

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

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

#### *Business Transfer Instructor*

The department has a pressing faculty staffing need for a full-time instructor qualified to teach business transfer courses, as well as, other core business certificate classes.

Over the last decade, the Business Department lost five full time faculty business transfer instructors and have not replaced any 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 5 full-time faculty retirements without any replacements in this specific area of expertise (accounting, law, and human relations management, global business, and supervisory 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.



Extracting information from data mining and the portal, the following statistics about productivity in the transfer courses that a full-time instructor would potentially be teaching are as follows:

**BAD1** productivity has steadily increased since fall 2006. The decline in productivity in fall 2005 through fall 2006 were due to overall decline in enrollments across the District in the departmental courses as a result of prior years' cuts in the schedule. In fall 2007, one section of Petaluma BAD1 enrolled 34 of 40 at first census and the second section 30 of 40 at first census. In spring 2008 total enrollments at first census in the single section was 38 and fall 2008 total enrollments in two sections were 66 at first census. In spring 2009, as of April 30th there are still 34 students enrolled from the original 45 maximum (40 seats plus 5 from the wait list that were added by the instructor) and first census numbers and productivity are not available from data mining. Spring productivity figures are higher than fall due to offering only one section of Financial accounting in spring while two are offered in the fall.

**BAD2** is currently offered only in the spring semester in the T/Th 5 to 7 p.m. time slot. Spring 2006 showed productivity of 9.5, spring 2007 was 13.50 and was 11.50 in spring 2008. While not data mining information is available for spring 2009, the portal shows 34 students still enrolled as of April 30th. The department has never had the opportunity to offer this class during the day or during the fall semester. An anchor faculty in Petaluma 100% could offer flexibility in scheduling day and evening sections of BAD1 and BAD2. Typically, day students who took BAD1 in the fall semester will enroll in online courses or register for the Santa Rosa day section of BAD 2 in the spring with only a handful typically taking the early evening Petaluma section. The District currently offers only one day section of BAD2 in both the fall and spring semesters with the other sections offered either online or in the evening. A total of three sections are offered in fall and four in spring with the fourth class being the Petaluma evening class.

**BAD10** productivity ranged from a high of 17.07 in fall 2004 to a low of 13.87 in fall 2006; the two most recent fall semesters of 2007 and 2008 were 14.40. Spring productivity has been lower than fall productivity ranging from a high of 13.87 in 2006 to a low of 11.20 in 2005. In fall 2007, first census had 27 enrolled, spring 2008 was 25 and fall 2008 was 36. While first census information is not available for spring 2009, enrollments as of April 30th are 35. Again this shows an increasing trend in enrollments.

**BAD18** productivity has ranged between 17.0 in fall 2005 to 15.5 in fall 2006 and 2007; in fall 2008 it was 16.5. The spring productivity is lower than fall ranging from a high of 13.5 in spring 2008 to a low of 7.5 in spring 2006. Only one section is offered per semester and it is always in the evening despite having transfer students who primarily take the BAD1, BAD2, BAD10, BAD52 and BAD53 during the day; this course is taken by many transfer students. In fall 2007, enrollments at first census were 31 of 40 seats, spring 2008 was 27, and fall 2008 it was 33 with a spike in productivity to 16.5. Spring 2009 shows 32 students of our 40 still enrolled as of April 30th.

**BAD52** productivity from fall 2006 through fall 2007 showed a decline in productivity; however, this was due to a scheduling conflict where this class was scheduled at the same time as the day section of BAD1 for these three semester which hurt enrollments in both courses. Better coordination of scheduling would avoid conflicts in the future and improve headcount and productivity. The two most recent semesters that information from data

mining is available shows an increase in both spring 2008 and fall 2008 productivity. Since spring 2006, spring enrollments have been equal to or stronger than fall enrollments. In spring 2009, two sections were offered; the T/Th day section was cancelled while the Monday evening sections shows enrollments of 28 as of April 30th.

**BAD53** productivity has increased in both spring 2008 and fall 2008. The highest productivity was in spring 2008 when a section was offered for the first time. This class should be paired with the accounting classes and if the accounting faculty member were to teach this course, enrollments would probably increase due to the accounting instructor marketing this course in the accounting sections. Fall 2007 enrolled 40 at first census in the two sections and fall 2008 enrolled 51 in the two sections with productivity increasing from 3.53 to 9.93. In spring 2009, enrollments as of April 30th are 24 of 30 seats in the Tuesday 2:30 section and 17 of 24 seats in the Wednesday 4:50 time slot.

Additionally, the efficiency, productivity, and average class size associated with the business transfer courses have been consistently strong over the past few years, as evidenced by the charts below. Furthermore, over 40% of the courses offered in the business area are transfer classes and overall the transfer courses represent approximately 25% of all courses offered in the Business Department. Finally, degrees awarded for transfer business students jumped to an impressive 100 recipients in 2013/2014. **The fall and spring semesters show enrollment efficiency over 100% with the exception of fall 2012 at 99.2% and fall 2013 at 94.7%. The sharp drop in fall 2013 was due to the District's attempt to grow enrollments by adding sections after several years of cuts in sections. Summer efficiency ranges from 84.3% in 2010 to a high of 88.4% in 2013. Average class size in fall and spring semesters have ranged from a high of 39.0 in fall 2011 to a low of 34.5 in fall 2013; the drop was caused by offering more sections to attempt to grow enrollments after years of cuts. Summer ranged from a low of 32.3 in 2010 to a high of 34.7 in 2013. Instructional productivity in fall and spring semesters ranged between 18 to 19 FTES/FTEF; summers ranged from a low of 14.67 in 2010 to a high of 17.51 in 2013 and productivity has seen steady growth in the summer.**

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

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

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Business Administration	84.3%	102.3%	103.6%	88.1%	107.3%	105.8%	87.4%	99.2%	103.5%	88.4%	94.7%	

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

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

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Business Administration	32.3	37.0	37.5	34.1	39.0	38.3	33.5	35.7	37.1	34.7	34.5	

**Instructional Productivity** The ratio of Full-Time Equivalent Students (FTES) to Full-Time Equivalent Faculty (FTEF)

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

Business Administration		X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	<b>FTES</b>	32.79	153.49	155.08	33.59	154.73	146.41	23.37	127.14	130.31	29.82	133.39	
	<b>FTEF</b>	2.24	8.50	8.11	1.98	7.85	7.64	1.43	7.05	6.97	1.70	7.27	
	<b>Ratio</b>	<b>14.67</b>	<b>18.07</b>	<b>19.12</b>	<b>16.99</b>	<b>19.71</b>	<b>19.17</b>	<b>16.36</b>	<b>18.02</b>	<b>18.70</b>	<b>17.51</b>	<b>18.34</b>	

Location	(All)
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Number of Sections offered

Count of Section				Semester			
Cluster	Department	Discipline	Course	2013_FA	2014 SP	Grand Total	
Business & Professional Studies	Business Administration	Business Administration		42	41	83	
		Business Management		26	27	53	
		Business Marketing		8	6	14	
		Hospitality		7	5	12	
		Human Resources		7	7	14	
		Paralegal Studies		6	5	11	
		Real Estate		6	5	11	
	Business Administration Total				102	96	198
	Business Office Technology	Business Bookkeeping		13	16	29	
		Business General		43	40	83	
		Business Office Technology		15	13	28	
	Business Office Technology Total				71	69	140
	Business & Professional Studies Total				173	165	338
Grand Total				173	165	338	

**Tally of Cert/Degrees Awarded**

Cert Code	TOP	Description	Prog Awd	2005 2006	2006 2007	2007 2008	2008 2009	2009 2010	2010 2011	2011 2012	2012 2013	2013 2014	2014 2015
2065	50500	Business Admin. for Transfer	S	0	0	0	0	0	0	0	55	100	4
1030	50100	Business Administration	A	2	8	23	23	56	53	84	42	29	1
	50500	Business Administration	A	0	0	0	0	0	0	0	6	9	0

## **Business Office Support Instructor/Program Coordinator**

- Beginning 2013-14, there will not be a regular faculty member coordinating the following programs. All of these programs provide skills for employment in Sonoma County. The job outlook for these occupations is promising per EDD.
  - Paralegal Studies Major
  - Administrative Office Professional Major
  - Office Assistant Certificate
  - Administrative Assistant Certificate
  - Legal Office Support Certificate
  - Legal Secretary Certificate
- The BOS Discipline area equals 35-40 percent of the courses and sections offered in the department.
- There are two separate advisory committees to coordinate: Business Office Support and Paralegal Studies.
- A regular faculty member needs to be available to be the Work Experience Internship instructor for the BOS programs. This is important so that the department gets direct feedback from employers and certificate completers during the internship.
- All courses in the Business General, Business Office Technology, and Paralegal Studies areas are taught by adjunct. All of the courses are required of certificates or majors. There are no standalone courses. Development of the schedule of classes for the BOS Discipline area is complex. Unlike some departments that teach predominantly full-semester, 3-unit lecture courses, the BOT Discipline has courses that are: lecture only, lecture + lab, full semester, 14-week, 8-week, 2-week, and combined lab. The schedule is even more complex because some courses are taught only once a semester and do not have multiple sections. So it is important that the course days and times do not conflict with other classes to allow students to complete programs in one or two semesters.

### 2.3e Faculty Staffing Requests

Rank	RS	ACTV	Location	SP	M	Discipline	SLO Assessment Rationale
0001	76	0503	ALL	02	01	Business Transfer	
0002	76	0503	ALL	02	01	Business Office Support	

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

1. **Replacement Student Chairs.** Rooms 2701, 2702, 2703, 2704, 2801, 2802 and 2805 are in need of new desk chairs. Total number of new chairs is approximately 165.
2. **Replacement desks and chairs** The remaining classrooms on the first floor (2706-2714) have 20-year-old tablet armchairs. Replacement with modern dorsal student desks would provide better working space for each student, and would not decrease the number of student desks in each classroom.
3. **Media-enhanced classroom upgrades.** Rooms 2701, 2702, 2707, and 2711 need upgrading and/or computers and projectors to SRJC regulation standards. The screens in Rooms 2801, 2802, and 2805 need to be moved to the side to allow the instructor to use the whiteboard or blackboard that is hidden behind the screen.
4. **The blackboards in Rooms** 2701, 2702, 2703, 2801, 2825 have been well used and should be replaced with whiteboards.
5. **Tablets** - Classroom tablets will allow students to work in groups on projects. Can be used in a variety of subjects. Secure cart will keep them from being lost.
6. **New Carpet** - Room 2802 is in need of new carpet.
7. **Automated Student Test Recording Devices** - Outfit Room 2701 with "clickers" to evaluate their functionality and performance.
8. **Front Desk Representative Certification from the American Hotel and Lodging Association Package.** This will require us purchasing a software package that includes the training components of the package to administer to our students.
9. **Hospitality, Wine Service, and Culinary Job Board** - To work with students and the hospitality industry to develop the hospitality job board offerings and success rate of students finding jobs.

## 2.4c Instructional Equipment Requests

Rank	RS	ACTV	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
0002	76	0503	Santa Rosa	04	01	White boards	5	\$1,500.00	\$7,500.00	G. Lord	2701, 2702, 2703,2825, 2801	G. Lord
0003	76	0503	Santa Rosa	02	01	Class room tablets with secure dock	10	\$662.00	\$6,620.00	G. Lord	2724	G. Lord
0004	76	0503	Santa Rosa	02	01	Media-enhanced classroom upgrades	4	\$10,000.00	\$40,000.00	G. Lord	2701, 2702,2707, 2711	G. Lord
0005	76	0503	Santa Rosa	01	01	Automated Student Test Recording Devices	50	\$40.00	\$2,000.00	G. Lord	2701	G. Lord
0007	76	0503	Santa Rosa	02	01	Front Desk Rep Certification Package	1	\$475.00	\$475.00	G. Lord		G. Lord
0011	76	0503	Santa Rosa	04	01	replacement desks and chairs	0	\$0.00	\$0.00	G. Lord	2706-2714	G. Lord
0012	76	0503	Santa Rosa	04	01	Classroom desk chairs	3	\$0.00	\$0.00	G. Lord	2801, 2802, 2805	G. Lord
0012	76	0503	Santa Rosa	04	01	Carpet	1	\$0.00	\$0.00	G. Lord	2802	G. Lord
0013	76	0503	Santa Rosa	01	01	Hospitality Job Board	1	\$0.00	\$0.00	G. Lord		G. Lord

## 2.4d Non-Instructional Equipment and Technology Requests

Rank	RS	ACTV	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
0001	76	0503	Santa Rosa	04	07	Replace aging desks/chairs in faculty offices	7	\$500.00	\$3,500.00	G. Lord	2720	G. Lord

## 2.4e Safety, Utility, and ADA Impacts

The tablet armchairs in Rooms 2703, 2704, 2707, 2708, and 2714 should be replaced. Desks and chairs in faculty offices should be ergonomic when replacing desks and chairs.



## 2.5a Minor Facilities Requests

Rank	RS	ACTV	Location	SP	M	Time Frame	Building	Room Number	Est. Cost	Description
0001	76	0503	Santa Rosa	04	01	Urgent	Maggini	2701,2702,2801,2802,2805	\$14,000.00	Rooms need new desks and chairs. This could be done for about \$14,000.00 per room
0002	76	0503	Santa Rosa	04	01	Urgent	Maggini	2701,2702,2703,2825,2801	\$7,500.00	White boards would enhance student learning
0003	76	0503	Santa Rosa	04	01	1 Year	Maggini	2701,2702,2707,2711	\$40,000.00	Upgrades of media enhancement in rooms

## 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 and whiteboards. (replacing chalkboards)

1. **Replacement Student Chairs.** Rooms 2701, 2702, 2703, 2704, 2801, 2802 and 2805 are in need of new desk chairs. Total number of new chairs is approximately 165.
2. **The blackboards in Rooms 2701, 2702, 2703, 2801, 2825** have been well used. Replacement with whiteboards would meet faculty needs.
3. **Media-enhanced classroom upgrades.** Rooms 2701, 2702, 2707, and 2711 need upgrading and/or computers and projectors to SRJC regulation standards. The screens in Rooms 2801, 2802, and 2805 need to be moved to the side to allow the instructor to use the whiteboard or blackboard that is hidden behind the screen.

## 3.1 Diversify Funding - Grants/Contracts

We received grant money through a grant that Culinary Arts created for our portion of the job board. This grant will expire at the end of Spring 2014 and we are requesting district funds to maintain and increase our participation in the job board.

## 3.2 Cultural Competency

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 Professional Development

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 Sustainable Practices

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		Hamm			Assess s14 or S15	
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	LeBaudo ur	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		Stadnik			will assess this semester	
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-	F11	2011/2012	SLO met	2017

			Facio				
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
<b>BMG 52</b>	<b>WRITTEN COMM IN ORGS</b>		Jane, Joy, Cheryl			SP14	
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
						new assess tool being developed	
BMG 63.1	MOTIVATION/EMPOWERMENT	1,2,3	Cheek	F10	2011/2012		2016
<b>BMG 63.4</b>	<b>MANAGERIAL LEADERSHIP</b>	Criteria Identified	Gayle	S14		needs assessing	
<b>*BMG 66.1</b>	<b>DECISIONS-ORGANIZATIONALS13</b>		Gayle				
<b>BMG 66.3</b>	<b>FINANCIAL BASICS</b>		Gayle	F14			
<b>BMG 66.4</b>	<b>PROJECT MANAGEMENT</b>		Gayle, John	F14			
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</b>	<b>TAXES AND SMALL</b>					Assess	

85.8	BUSINESS					next offering	
*BMG 85.10	SMALL BUSINESS ETHICS					Assess next offering	
*BMG 85.12	ENTREPRENEURSHIP					Assess next offering	
*BMG 85.13	STARTING AN E-BUSINESS					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	f13	2013/2014	SLO met	2019
<b>BMG 104</b>	<b>INNOVATION &amp; CREATIVITY</b>		Gayle, Roy			f14	
*BMG 105	ETHICS & SUSTAINABILITY					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	
<b>BOT 85.1</b>	<b>LEGAL PROFESSIONS</b>		Bev Hill, Kim T.	F14		Assess this semester	
*BOT 85.3	FAMILY LAW PROCEDURES					Assess next offering	
<b>BOT 85.4</b>	<b>CIVIL LITIGATION PROC</b>		Debra W. Kim T.	F14		Assess this semester	
<b>BOT 85.5</b>	<b>DISCOVERY PROCEDURES</b>		Kim T.	f14		Assess this semester	
*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 P 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		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		Yu	f14		Minor Change to best practices	2020
<b>HOSP 103</b>	<b>CUSTOMER RELATIONS</b>	4	Yu	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	Munson	S12	S12	SLO met	2018
<b>HR 64</b>	<b>HR SALARY ADMIN</b>		Lynn B.	F14		asses this semester	
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	2013/20 14	SLO met	2020
<b>PLS 53</b>	<b>CIV PROC: PLEADINGS</b>		Joni	f13			
<b>PLS 54</b>	<b>CIV PROC: DISCOVERY</b>		Maria M.	SP14			
<b>PLS 55</b>	<b>LEGAL ETHICS</b>		Joni	F13			
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, Lindenba um	S11	SP11	SLO met	2017
<b>PLS 64</b>	<b>THE AMERICAN JURY SYSTEM</b>	1	Hill, Boucher	S12	S12	SLO met	2018
*PLS 65	TECHNOLOGY IN LAW OFFICE					pre -2010	
<b>PLS 66</b>	<b>WILL,TRUST&amp; ESTATE PLAN</b>	1	Corlett, Boucher	F13	F13	SLO met	2019
<b>PLS</b>	<b>FAMILY LAW</b>	5	Winters,	F14	S14	SLO met	2020

67			Boucher				
RE 50	REAL ESTATE PRINCIPLES	1	Herndon	F10	F10		2016
RE 51	REAL ESTATE PRACTICE	1	Herndon, Michaels en	SU10	SU10		2016
RE 52	REAL ESTATE FINANCE	2	Herndon	F10	F10		2016
RE 53	RES REAL ESTATE APPRAIS	1	Borgognoni, Herndon	F10	F10		2016
*RE 54	COMM REAL EST APPR					pre -2010	
RE 55	LEGAL ASPECTS REAL ESTAT	1,2,3	Herndon, Field	S14	2013/2014		2020
RE 56	REAL ESTATE ECONOMICS	2	Lewis	F10	f10		2016
RE 57	PROPERTY MANAGEMENT CA	1,2,3	McNeill, Herndon	SP11	SP11		2017
RE 58	REAL ESTATE ESCROW	1,2,3	Barrett, Herndon	F10	F10		2016
*RE 59	ADV RESIDENTIAL APPRAIS					pre -2010	

	Course #	Course Description (Short)	Full Review date/reason
42	BAD 52	HUMAN RELATIONS	10/27/2008
1 Courses due in F 2014 for Full Review			
3	HR 60	HUMAN RESOURCE MGMT	2/9/2009
4	HR 61	HR EMPLOYMENT LAW	2/9/2009
5	HR 63	HR HIRING PROCESS	2/9/2009
6	HR 64	HR SALARY ADMIN	2/9/2009
7	HR 65	HR BENEFITS ADMIN	2/9/2009
8	HR 74	HR PAYROLL ADMIN	2/9/2009
9	BOT 85.7	LEGAL RESEARCH	2/23/2009
10	HR 66	HR CURRENT APPLICATIONS	2/23/2009
19	BGN 81	PRACTICAL BUSINESS MATH	4/6/2009
32	HR 62	HR RECORDS ADMIN	5/4/2009
33	RE 59	ADV RESIDENTIAL APPRAIS	5/4/2009
34	BBK 51	COMPUTER BBK & ACCT II	5/11/2009
12 Courses due in S 2015 for Full Review			
39	PLS 50	INTRO TO LAW	9/21/2009
40	PLS 51	LEGAL RESEARCH	9/21/2009
50	BMG 52	WRITTEN COMM IN ORGS	10/12/2009
52	PLS 60	LEGAL CALENDARING	10/19/2009
53	PLS 61	INTELLECTUAL PRPTY LAW	10/19/2009
54	PLS 62	TORTS	10/19/2009
56	BMK 57	INTRO PUBLIC RELATIONS	11/2/2009
57	BMK 59	CONSUMER BEHAVIOR	11/2/2009
58	BOT 85.4	CIVIL LITIGATION PROC	11/2/2009
59	BOT 85.5	DISCOVERY PROCEDURES	11/2/2009
10 Courses due in F 2015 for Full Review			
2	BAD 54	COMP APPL ACCOUNTING	2/1/2010
3	BAD 55	INTERMEDIATE ACCOUNTING	2/1/2010



4	BAD 57	COST ACCOUNTING	2/1/2010
5	BAD 59	FEDERAL INCOME TAX LAW	2/1/2010
19	BGN 101	TYPING	2/22/2010
20	BOT 85.1	LEGAL PROFESSIONS	2/22/2010
21	BOT 85.3	FAMILY LAW PROCEDURES	2/22/2010
22	BOT 85.6	LEGAL DOCUMENT PROCESS	2/22/2010
29	BMG 85.6	SMALL BUSINESS PROMOTION	3/8/2010
36	BOT 59.4	INT'L BUSINESS PRACTICES	3/29/2010
41	BGN 71	BUSINESS ENGLISH	4/19/2010
42	BMG 54	QUANT SKILLS - MATH	4/19/2010
43	BMK 60	RETAIL MERCHANDISING	4/19/2010
53	BMG 85.2	STARTING SMALL BUSINESS	5/3/2010
54	BMG 50	MANAGEMENT & SUPERVISION	5/10/2010
55	BMK 50	MARKETING	5/10/2010
<b>16 Courses due in S 2016 for Full Review</b>			
64	BAD 56	FUND ACCOUNTING	9/20/2010
65	BGN 301	TYPING, ESL	9/20/2010
66	BGN 303A	DOC PROCESSING 1 ESL	9/20/2010
67	BGN 303B	DOC PROCESSING, 2, ESL	9/20/2010
68	BOT 152	OFFICE SKLS 21ST CENTURY	9/20/2010
83	PLS 63	CONTRACTS	9/20/2010
86	BMK 54	ADVERTISING	9/27/2010
114	BGN 204	ELECTRONIC CALCULATOR	10/4/2010
115	BOT 59.1	APPLD OFFICE TECH SKILLS	10/4/2010
116	BOT 59.2	BUSINESS RECORDS SKILLS	10/4/2010
125	BBK 50	COMPUTER BBKG & ACCTG I	10/18/2010
132	BAD 18	LEGAL ENVIRONMENT OF BUS	11/1/2010
133	BGN 201	TYPING SELF-PACED	11/1/2010
142	BBK 53.2	QUICKBOOKS LEVEL 2	12/6/2010
143	BOT 59.2A	BUSINESS RECORDS, PART 1	12/6/2010
146	PLS 64	THE AMERICAN JURY SYSTEM	12/6/2010
<b>16 Courses due in F 2016 for Full Review</b>			
1	BAD 67	FINANCIAL PLANNING	1/24/2011
2	BMG 66.4	PROJECT MANAGEMENT	1/24/2011
8	BOT 154.13	JOB SEEKING SKILLS	1/31/2011
19	BOT 59.2B	BUSINESS RECORDS, PART 2	2/28/2011
24	BGN 102	TYPING-SKILL BUILDING	3/7/2011
25	BOT 154	OFFICE PROCEDURES	3/7/2011
29	BAD 64	COMPUTER TAX ACCOUNTING	3/28/2011
30	BBK 52.1	PAYROLL RECORD KEEPING	3/28/2011
31	BBK 53.1	QUICKBOOKS	3/28/2011
32	BMG 85.3	SMALL BUSINESS RECORDS	3/28/2011
33	BMG 85.8	TAXES AND SMALL BUSINESS	3/28/2011
34	BOT 174.3	ORGANIZE OFFICE FILES	3/28/2011
35	BOT 59.5	CREATING VIRTUAL OFFICE	3/28/2011
36	BOT 59.6	MARKETING VIRTUAL ASST	3/28/2011
39	BMG 85.5	SMALL BUSINESS PLAN	4/4/2011
40	BMG 78.127	BODY LANGUAGE	5/2/2011
41	BMG 85.12	ENTREPRENEURSHIP	5/2/2011
<b>17 Courses due in S 2017 for Full Review</b>			
45	BMG 85.10	SMALL BUSINESS ETHICS	9/12/2011
46	BMG 85.13	STARTING AN E-BUSINESS	9/12/2011
47	BAD 10	AMERICAN BUS-GLOBAL CONT	9/19/2011
48	BOT 154.10	CONFLICT MANAGEMENT	9/19/2011

49	BOT 154.11	ATTITUDE IN THE OFFICE	9/19/2011
50	BOT 154.12	DECISION MAKING	9/19/2011
51	BOT 154.7	COMMUNICATING W/ PEOPLE	9/19/2011
52	BOT 154.8	TEAM BUILDING	9/19/2011
53	BOT 154.9	STRESS MANAGEMENT	9/19/2011
64	RE 50	REAL ESTATE PRINCIPLES	9/19/2011
65	RE 51	REAL ESTATE PRACTICE	9/19/2011
66	RE 52	REAL ESTATE FINANCE	9/19/2011
67	RE 53	RES REAL ESTATE APPRAIS	9/19/2011
68	RE 54	COMM REAL EST APPR	9/19/2011
69	RE 55	LEGAL ASPECTS REAL ESTAT	9/19/2011
70	RE 56	REAL ESTATE ECONOMICS	9/19/2011
71	RE 57	PROPERTY MANAGEMENT CA	9/19/2011
72	RE 58	REAL ESTATE ESCROW	9/19/2011
77	BAD 98	INDEPENDENT STUDY	10/10/2011
80	PLS 65	TECHNOLOGY IN LAW OFFICE	11/14/2011
20 Courses due in F 2017 for Full Review			
2	BMG 67.4	CONFLICT MANAGEMENT	2/6/2012
9	BMG 85.1	PRE-BUS FUNDAMENTAL	4/2/2012
12	PLS 52	LEGAL WRITING	4/9/2012
13	PLS 53	CIV PROC: PLEADINGS	4/9/2012
14	PLS 54	CIV PROC: DISCOVERY	4/9/2012
15	PLS 55	LEGAL ETHICS	4/9/2012
16	PLS 66	WILL, TRUST & ESTATE PLAN	4/9/2012
17	PLS 67	FAMILY LAW	4/9/2012
8 Courses due in S 2018 for Full Review			
23	BMG 55	BUS MGMT ACCTG	10/15/2012
1 Courses due in F 2018 for Full Review			
2	BGN 203	SELF-PACED 10-KEY	3/25/2013
3	BOT 156	LEGAL OFFICE PROCEDURES	3/25/2013
4	HOSP 50	INTRO TOURISM SONOMA CO	3/25/2013
5	HOSP 63	INTRO TO HOTEL INDUSTRY	3/25/2013
6	BMG 100	ENT. BUSINESS PLAN	4/8/2013
7	BMG 103	COMM. FOR START-UPS	4/8/2013
8	BMG 104	INNOVATION & CREATIVITY	4/8/2013
9	BMG 105	ETHICS & SUSTAINABILITY	4/8/2013
10	BOT 770	BUSINESS SKILLS LAB	4/8/2013
12	BGN 110	EXPLORING BUS. CAREERS	4/23/2013
13	BGN 111	SOFT SKILLS FOR BUSINESS	4/23/2013
14	BGN 112	MARKETING YOUR SKILLS	4/23/2013
15	BGN 205	BASIC FILING	4/23/2013
16	HOSP 103	CUSTOMER RELATIONS	4/23/2013
18	BAD 1	FINANCIAL ACCOUNTING	5/13/2013
19	BAD 2	MANAGERIAL ACCOUNTING	5/13/2013
16 Courses due in S 2019 for Full Review			

#### 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: Guest Services Agent

Human Resources Administration Major

Human Resources Certificate

Legal Office Support Certificate

Legal Secretary Certificate

Office Assistant Certificate

Payroll Certificate

Paralegal Studies Major

Real Estate Major

Real Estate Certificate

Real Estate Sales Certificate

Retail Management Certificate

Tax Assistant Clerk

SLO assessment plan

Dept/Nbr	Course/program Title	Slo # assessed	Participating Faculty	Semester to be Initiated	Semester Completed
	Certificates/majors				
	Administrative Office Professional Major	2	Davis	f14	f14
	Business Administration Major	2	Croteau, Cheek	F14	f14
	Business Administration for Transfer Major	2	Croteau, Cheek	F14	F14
	Human Resources Major				
	Paralegal Studies Major	3,6	Boucher	F14	F14
	Real Estate Major	3,5	Herndon		
	Account Clerk Certificate	1,2,3,4,5,6	Withers, Redmon	f14	F14
	Accountant Assistant Certificate	1,2,5	Lord, Croteau	f14	F14
	Administrative Assistant Certificate	2	Davis	f14	F14
	Bookkeeper Certificate				
	Bookkeeper Assistant Certificate	1,2,3,5,6	Withers	F14	F14
	Business Marketing Certificate				
	Business: Entrepreneurship Certificate				
	Hospitality: Guest Services Agent Certificate	1,2,3	Yu	F14	F14
	Hospitality: Wine Tasting Service Certificate				
	Human Resources Administration Certificate				
	Legal Office Support Certificate				
	Legal Secretary Certificate				
	Office Assistant Certificate	2	Davis	F14	F14
	Payroll Certificate				
	Real Estate Certificate	3,5	Herndon	F14	F14
	Real Estate Sales Certificate	1	Herndon	F14	F14
	Retail Management Certificate				
	Business: Management Certificate				
	Tax Assistant Clerk Certificate				

## 4.1c Student Learning Outcomes Reporting

Type	Name	SLO Identified	SLOs on Web	Assessment Methodology Identified	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented
Course	*BAD 54 -Micro Comp App Acct'g	Spring 2010	Summer 2010	N/A	N/A	N/A	N/A
Course	*BAD 64 - Computer Tax Acct'g	Fall 2009	Fall 2010	N/A	N/A	N/A	N/A
Course	*BAD 67- Finance Plan & Invest	Fall 2009	Fall 2010	N/A	N/A	N/A	N/A
Course	*BMG 105 - Ethics, Responsibi	Fall 2010	Fall 2011	N/A	N/A	N/A	N/A
Course	*BMG 66.1 - Decision Making	Fall 2008	Fall 2009	N/A	N/A	N/A	N/A
Course	*BMG 78.127 - Body Language	Fall 2010	Fall 2011	N/A	N/A	N/A	N/A
Course	*BMG 85.1 - Pre-Bus. Fund	Fall 2010	Fall 2011	N/A	N/A	N/A	N/A
Course	*BMG 85.10 - Ethical Issues S	Fall 2010	Fall 2011	N/A	N/A	N/A	N/A
Course	*BMG 85.12 - Sm. Bus. Entrepre	Fall 2010	Fall 2011	N/A	N/A	N/A	N/A
Course	*BMG 85.13 - Starting an E-Bus	Fall 2010	Fall 2011	N/A	N/A	N/A	N/A
Course	*BMG 85.2 - Start Small Bus.	Spring 2010	Spring 2011	N/A	N/A	N/A	N/A
Course	*BMG 85.3 - Bus Record & Cash	Fall 2010	Fall 2011	N/A	N/A	N/A	N/A
Course	*BMG 85.5 - Business Plan	Fall 2010	Fall 2011	N/A	N/A	N/A	N/A
Course	*BMG 85.6 - Sm Bus Promo, Ads	Spring 2010	Summer 2011	N/A	N/A	N/A	N/A
Course	*BMG 85.8 - Tax & Sm. Bus	Fall 2010	Fall 2011	N/A	N/A	N/A	N/A
Course	*BOT 156 -Legal Ofc Procedures	Fall 2008	Fall 2009	N/A	N/A	N/A	N/A
Course	*BOT 85.3 -Family Law Procedur	Spring 2009	Fall 2010	N/A	N/A	N/A	N/A
Course	*BOT 85.6 - Legal Doc Process	Spring 2010	Fall 2010	N/A	N/A	N/A	N/A
Course	*HOSP 52 -World Class Cust Srv	Fall 2008	Fall 2009	N/A	N/A	N/A	N/A
Course	*HR 74 - HR Payroll Adminis	Spring 2009	Fall 2009	N/A	N/A	N/A	N/A
Course	*PLS 61 - Intellectual Prop	Spring 2010	Fall 2010	N/A	N/A	N/A	N/A
Course	*PLS 65 - Tech in Law Pract	Fall 2009	Fall 2010	N/A	N/A	N/A	N/A
Course	*RE 54 - Commerical RE Apprais	Spring 2005	Fall 2005	N/A	N/A	N/A	N/A
Course	*RE 59 - Adv. Residential Appr	Fall 2008	Spring 2009	N/A	N/A	N/A	N/A
Course	BAD 1 - Financial Accounting	Spring 2010	Summer 2010	Fall 2010	Fall 2011	Fall 2013	N/A
Course	BAD 10 - American Bus. Global	Spring 2009	Fall 2009	N/A	Fall 2013	Fall 2013	N/A
Course	BAD 18 - Legal Environment Bus	Spring 2011	Fall 2011	N/A	Fall 2014	Fall 2014	N/A
Course	BAD 2 - Managerial Accounting	Spring 2011	Fall 2011	N/A	Spring 2012	Fall 2013	Fall 2015
Course	BAD 52 - Human Relations	Spring 2009	Fall 2009	Fall 2010	Spring 2012	Spring 2012	N/A
Course	BAD 53 - Solve Bus. Prob.	Fall 2008	Fall 2009	Fall 2010	Spring 2013	Fall 2013	N/A
Course	BAD 55 - Intermed Accounting	Spring 2010	Summer 2010	Fall 2010	Spring 2011	Fall 2014	N/A
Course	BAD 56 - Fund Accounting	Spring 2009	Spring 2010	Fall 2010	N/A	N/A	N/A
Course	BAD 57 - Cost Accounting	Spring 2010	Summer 2010	N/A	Spring 2014	Spring 2014	N/A
Course	BAD 59 - Fed Income Tax Law	Spring 2010	Summer 2010	Fall 2010	Fall 2014	Fall 2014	N/A
Course	BAD 98- Independent Study BAD	Spring 2011	N/A	N/A	Fall 2014	Fall 2014	Spring 2015
Course	BBK 50 - Comp Bookkeeping 1	Fall 2010	Summer 2011	N/A	Spring 2012	Spring 2012	Fall 2012
Course	BBK 51 - Comp Bookkeeping 2	Spring 2009	Spring 2010	N/A	Spring 2013	Fall 2013	N/A
Course	BBK 52.1 - Payroll Record, Rpt	Fall 2010	Fall 2011	N/A	Spring 2014	N/A	N/A
Course	BBK 53.1 - Quickbooks 1	Fall 2010	Fall 2011	N/A	Fall 2013	Fall 2013	N/A
Course	BBK 53.2 Quickbooks 2	Fall 2010	Fall 2011	N/A	Spring 2013	Spring 2013	N/A
Course	BGN 101 - Typing	Fall 2009	Fall 2010	N/A	Fall 2011	Spring 2012	N/A

Course	BGN 102 - Typing Skill Build	Fall 2010	Fall 2011	N/A	Fall 2011	Spring 2012	N/A
Course	BGN 110 - Exploring Bus. Caree	Fall 2008	Spring 2009	N/A	Fall 2011	Fall 2011	N/A
Course	BGN 111 - Soft Skills for Bus.	Fall 2008	Spring 2009	N/A	Fall 2011	Fall 2011	N/A
Course	BGN 112 Marketing Your Skill	N/A	N/A	N/A	Fall 2011	Fall 2011	N/A
Course	BGN 201 - Typing Self-Paced	Fall 2010	Fall 2011	N/A	Spring 2012	Spring 2012	N/A
Course	BGN 203 - Self-Paced 10-Key	Fall 2010	Fall 2011	N/A	Spring 2012	Spring 2012	N/A
Course	BGN 204 - Electronic Calculato	Spring 2010	Spring 2011	N/A	Spring 2012	Spring 2012	N/A
Course	BGN 205 - Basic Filing	Spring 2010	Spring 2011	N/A	Spring 2012	Spring 2012	N/A
Course	BGN 71 - Bus. English Grammar	Fall 2010	Fall 2011	N/A	Spring 2010	Fall 2010	N/A
Course	BGN 81 - Practical Bus. Math	Fall 2008	Fall 2009	N/A	Fall 2011	Spring 2012	Spring 2014
Course	BMG 100 - Entrep. Bus. Plan	Fall 2010	Fall 2011	N/A	Fall 2013	Fall 2013	N/A
Course	BMG 103 - Comm. for Start-ups	Fall 2010	Fall 2011	N/A	Fall 2013	Fall 2013	N/A
Course	BMG 104 - Innovation, Creativ	Fall 2010	Fall 2011	N/A	Fall 2014	N/A	N/A
Course	BMG 50 - Intro Mgmt & Super	Spring 2010	Spring 2011	N/A	Spring 2014	Fall 2014	N/A
Course	BMG 52 - Written Comm in Orgs	Fall 2009	Spring 2010	N/A	Fall 2014	N/A	N/A
Course	BMG 53 - Oral Comm in Orgs	Spring 2008	Fall 2008	N/A	Fall 2013	Fall 2013	N/A
Course	BMG 54 - Quantative Skills	Spring 2010	Fall 2010	Fall 2010	Spring 2012	Spring 2012	Spring 2013
Course	BMG 55 - Bus. Mgmt Accounting	Spring 2010	Fall 2010	Fall 2010	Spring 2014	Spring 2014	N/A
Course	BMG 61 - Skills for Managers	Spring 2008	Fall 2008	N/A	Fall 2013	Fall 2013	N/A
Course	BMG 62.1 - 1 on 1 Mgmt Comm	Spring 2008	Fall 2008	N/A	Fall 2013	Fall 2013	N/A
Course	BMG 62.4 - Managing Workgroups	Spring 2008	Fall 2008	N/A	Spring 2014	Fall 2014	N/A
Course	BMG 63.1 - Motivation & Empowr	Spring 2008	Fall 2008	Fall 2010	Fall 2010	Fall 2012	Spring 2013
Course	BMG 63.4 - Managerial Leadersh	Spring 2008	Fall 2008	N/A	Spring 2014	N/A	N/A
Course	BMG 66.3 - Financial Basics	Fall 2008	Fall 2009	N/A	Fall 2014	N/A	N/A
Course	BMG 66.4 - Project Management	Fall 2010	Fall 2011	N/A	Fall 2014	N/A	N/A
Course	BMG 67.4 - Conflict Management	Fall 2008	Fall 2009	N/A	Spring 2014	Fall 2014	N/A
Course	BMK 50 - Marketing	Spring 2010	Spring 2011	N/A	Fall 2013	Fall 2013	N/A
Course	BMK 51 - Pniciples of Selling	Spring 2008	Fall 2008	N/A	Fall 2013	Fall 2013	N/A
Course	BMK 54 - Advertising	Spring 2010	Spring 2011	N/A	Spring 2014	Spring 2014	N/A
Course	BMK 57 - Intro to PR	Fall 2009	Summer 2010	N/A	Spring 2014	Spring 2014	N/A
Course	BMK 59 - Consumer Behavior	Fall 2009	Summer 2010	N/A	Spring 2013	Spring 2013	N/A
Course	BMK 60 - Retail Merch Mgmt	Spring 2010	Fall 2010	N/A	Fall 2014	Fall 2014	N/A
Course	BOT 154 - Off. Proced 21st Cen	Fall 2010	Fall 2011	N/A	Spring 2013	Fall 2013	N/A
Course	BOT 154.1 - Writing Strategies	Fall 2008	Fall 2009	N/A	Spring 2013	Fall 2013	N/A
Course	BOT 770 - Business Skills Lab	Spring 2009	Fall 2009	N/A	Fall 2013	Fall 2013	N/A
Course	BOT 85.1 - Legal Professions	Spring 2011	Summer 2011	N/A	Fall 2014	N/A	N/A
Course	BOT 85.4 - Civil Lit. Practic	Spring 2010	Fall 2010	N/A	Fall 2014	N/A	N/A
Course	BOT 85.5 - Discovery Practice	Spring 2010	Fall 2010	N/A	Fall 2014	N/A	N/A
Course	HOSP 103 - Customer Relations	Fall 2008	Fall 2009	N/A	Spring 2014	Spring 2014	N/A
Course	HOSP 50 - Intro Tourism So Co	Fall 2008	Fall 2009	N/A	Spring 2012	Spring 2012	N/A
Course	HOSP 51 - Intro Customer Srvc	Fall 2008	Fall 2009	N/A	Spring 2012	Spring 2012	N/A
Course	HOSP 53 - Customer Services	Fall 2008	Fall 2009	N/A	Fall 2014	Fall 2014	N/A
Course	HOSP 54 Cust. Relations HOSP	Fall 2008	Fall 2009	N/A	Fall 2014	Fall 2014	N/A
Course	HOSP 63 - Hotel Operations	Fall 2008	Fall 2009	N/A	Fall 2013	Fall 2013	N/A
Course	HOSP 80 - Intro to Hospitality	Fall 2008	Fall 2009	N/A	Fall 2014	Fall 2014	Spring 2015
Course	HR 60 - HR Administration	Spring 2009	Fall 2009	N/A	Spring 2014	Spring 2014	N/A
Course	HR 61 HR Law	Spring 2009	Fall 2009	N/A	Fall 2013	Fall 2013	N/A
Course	HR 62 - HR Record Administrati	Fall 2009	Spring 2010	N/A	Spring 2014	Spring 2014	N/A

Course	HR 63 - HR Hiring Process	Spring 2009	Fall 2009	Spring 2011	Spring 2012	Spring 2012	N/A
Course	HR 64 - HR Salary Administrati	Spring 2009	Fall 2009	N/A	Fall 2014	N/A	N/A
Course	HR 65 - Benefits Administratio	Spring 2009	Fall 2009	N/A	Spring 2014	Spring 2014	N/A
Course	HR 66 - HR Current Application	Spring 2009	Fall 2009	N/A	Spring 2014	Spring 2014	N/A
Course	PLS 50 - Intro to Law	Fall 2009	Spring 2010	N/A	Fall 2013	Fall 2013	N/A
Course	PLS 51 - Legal Research	Fall 2009	Spring 2010	N/A	Fall 2013	Fall 2013	N/A
Course	PLS 52 - Legal Writing	Spring 2011	Spring 2012	N/A	Spring 2014	Spring 2014	N/A
Course	PLS 53 - Civil Proce: Pleadin	Fall 2009	Fall 2010	N/A	Fall 2013	N/A	N/A
Course	PLS 54 - Civil Proce: Discove	Fall 2009	Fall 2010	N/A	Spring 2014	N/A	N/A
Course	PLS 55 - Legal Ethics	Fall 2010	Fall 2011	N/A	Fall 2013	N/A	N/A
Course	PLS 60 - Legal Calendaring	Spring 2010	Fall 2010	N/A	Spring 2012	Spring 2012	N/A
Course	PLS 62 - Torts	Spring 2010	Fall 2010	N/A	Spring 2014	Spring 2014	N/A
Course	PLS 63 - Contracts	Fall 2010	Spring 2011	N/A	Spring 2011	Spring 2011	N/A
Course	PLS 64 - American Jury System	Fall 2011	Summer 2011	N/A	Spring 2012	Spring 2012	N/A
Course	PLS 66 - Wills & Trusts	Fall 2009	Fall 2010	N/A	Fall 2013	Fall 2013	N/A
Course	PLS 67- Family Law	N/A	N/A	N/A	Fall 2014	Fall 2014	N/A
Course	RE 50 - Real Estate Principles	Spring 2006	Fall 2006	N/A	Fall 2010	Fall 2010	N/A
Course	RE 51 - Real Estate Practices	Fall 2004	Spring 2005	N/A	Summer 2010	Summer 2010	N/A
Course	RE 52 - Real Estate Finance	Spring 2005	Fall 2005	N/A	Fall 2010	Fall 2010	N/A
Course	RE 53 - Residential RE Apprais	Spring 2005	Fall 2005	N/A	Fall 2010	Fall 2010	N/A
Course	RE 55 - Legal Aspects of RE	Spring 2005	Fall 2005	N/A	Spring 2014	Spring 2014	N/A
Course	RE 56 - Real Estate Economics	Spring 2005	Fall 2005	Fall 2010	Fall 2010	Fall 2010	N/A
Course	RE 57 - Property Mgmt in CA	Spring 2005	Fall 2005	N/A	Spring 2011	Spring 2011	N/A
Course	RE 58 - Real Estate Escrow	Spring 2005	Fall 2005	N/A	Fall 2010	Fall 2010	N/A
Certificate/Major	Account Clerk Certificate	N/A	N/A	N/A	Fall 2014	Fall 2014	N/A
Certificate/Major	Accountant Asst. Certificate	Spring 2008	N/A	N/A	Fall 2014	Fall 2014	N/A
Certificate/Major	Administrative Asst. Certifica	Spring 2011	N/A	N/A	Fall 2014	Fall 2014	N/A
Certificate/Major	Administrative Ofc Prof	Spring 2011	N/A	N/A	Fall 2014	Fall 2014	N/A
Certificate/Major	Bookkeeper Asst. Certificate	N/A	N/A	N/A	Fall 2014	Fall 2014	N/A
Certificate/Major	Bookkeeper Certificate	N/A	N/A	N/A	N/A	N/A	N/A
Certificate/Major	Business Admin for Trans	Spring 2008	N/A	N/A	Fall 2014	Fall 2014	N/A
Certificate/Major	Business Admin major	Spring 2008	N/A	N/A	Fall 2014	Fall 2014	N/A
Certificate/Major	Business Marketing Cert	Spring 2008	N/A	N/A	N/A	N/A	N/A
Certificate/Major	Business Mgmt Certificate	Spring 2008	N/A	N/A	N/A	N/A	N/A
Certificate/Major	Business:Entrepreneurship Cert	Spring 2008	N/A	N/A	N/A	N/A	N/A
Certificate/Major	Hosp: Wine Tasting Services	Spring 2008	N/A	N/A	N/A	N/A	N/A
Certificate/Major	Hospitality: GSA	N/A	N/A	N/A	Fall 2014	Fall 2014	N/A
Certificate/Major	Human Resources	Spring 2008	N/A	N/A	N/A	N/A	N/A
Certificate/Major	Human Resources Certificate	Spring 2008	N/A	N/A	N/A	N/A	N/A
Certificate/Major	Legal Office Certificate	Spring 2011	N/A	N/A	N/A	N/A	N/A
Certificate/Major	Legal Secretary Certificate	Spring 2011	N/A	N/A	N/A	N/A	N/A
Certificate/Major	Office Asst. Certificate	Spring 2010	N/A	N/A	Fall 2014	Fall 2014	N/A
Certificate/Major	Paralegal Studies Major	Spring 2008	N/A	N/A	Fall 2014	Fall 2014	N/A
Certificate/Major	Payroll Certificate	N/A	N/A	N/A	N/A	N/A	N/A
Certificate/Major	Real Estate Certificate	Spring 2008	N/A	N/A	Fall 2014	Fall 2014	N/A
Certificate/Major	Real Estate Certificate Sales	Spring 2008	N/A	N/A	Fall 2014	Fall 2014	N/A
Certificate/Major	Real Estate Major	Spring 2008	N/A	N/A	Fall 2014	Fall 2014	N/A
Certificate/Major	Retail Management Cert	Spring 2008	N/A	N/A	N/A	N/A	N/A

Certificate/Major	Tax Asst. Clerk Certificate	N/A	N/A	N/A	N/A	N/A	N/A
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## 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
BGN 111 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
BMG 54 Quantitative Skills Analysis	X	X	X	X	X	X		X		X	X	X	X			X
BOT 154 Office Proc. for 21st Century	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)

### 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.

### **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 two 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**

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.

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

#### **Santa Rosa Campus**

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Business Administration	134	971	933	108	942	1109	204	975	976	249	935	
Business Bookkeeping	33	112	125	33	84	192	36	201	186	60	277	
Business	7	339	328	75	266	283	77	278	268	70	451	

<b>General</b>												
<b>Business Management</b>	0	492	402	0	470	564	60	529	553	40	336	
<b>Business Marketing</b>	0	245	234	0	247	246	0	269	231	0	173	
<b>Business Office Technology</b>	70	269	245	25	210	1284	126	429	1350	177	1279	
<b>Hospitality</b>	0	78	49	0	64	90	0	88	91	0	76	
<b>Human Resources</b>	15	143	131	0	137	216	0	200	194	0	242	
<b>Paralegal Studies</b>	0	105	101	31	150	171	33	150	125	27	169	
<b>Real Estate</b>	0	136	97	0	87	243	32	210	191	43	178	

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

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
<b>Business Administration</b>	0	287	239	0	260	254	0	230	234	0	272	
<b>Business Bookkeeping</b>	0	42	46	0	37	154	35	63	100	0	42	
<b>Business General</b>	6	65	59	0	49	192	0	157	94	0	198	
<b>Business Management</b>	0	73	21	0	33	20	0	57	15	0	25	
<b>Business Marketing</b>	0	0	0	0	0	0	0	0	0	0	0	
<b>Business Office Technology</b>	36	33	35	0	21	60	0	35	19	0	0	
<b>Hospitality</b>	0	0	0	0	0	0	0	0	0	0	0	
<b>Human Resources</b>	0	0	0	0	0	0	0	0	0	0	0	
<b>Paralegal Studies</b>	0	0	0	0	0	0	0	0	0	0	0	
<b>Real Estate</b>	0	0	0	0	0	0	0	0	0	0	0	

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

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
<b>Business Administration</b>	0	30	0	0	0	0	0	0	0	0	21	
<b>Business Bookkeeping</b>	0	0	0	0	0	0	0	0	0	0	0	
<b>Business General</b>	0	0	0	0	0	0	0	0	0	0	0	
<b>Business Management</b>	0	80	59	0	0	25	0	0	0	0	0	
<b>Business Marketing</b>	0	0	0	0	20	0	0	0	0	0	20	
<b>Business Office Technology</b>	0	0	0	0	0	0	0	0	0	0	0	
<b>Hospitality</b>	0	0	0	0	0	0	0	0	0	0	0	
<b>Human Resources</b>	0	0	0	0	0	0	0	24	0	0	0	
<b>Paralegal Studies</b>	0	0	0	0	0	0	0	0	0	0	0	
<b>Real Estate</b>	0	0	0	0	0	0	0	0	0	0	0	

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

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
<b>Business Administration</b>	134	1288	1172	108	1202	1363	204	1205	1210	249	1228	
<b>Business Bookkeeping</b>	33	154	171	33	121	346	71	264	286	60	319	
<b>Business General</b>	13	404	387	75	315	475	77	435	362	70	649	
<b>Business Management</b>	0	645	482	0	503	609	60	586	568	40	361	
<b>Business Marketing</b>	0	245	234	0	267	246	0	269	231	0	193	

Business Office Technology	106	302	280	25	231	1344	126	464	1369	177	1279	
Hospitality	0	78	49	0	64	90	0	88	91	0	76	
Human Resources	15	143	131	0	137	216	0	224	194	0	242	
Paralegal Studies	0	105	101	31	150	171	33	150	125	27	169	
Real Estate	0	136	97	0	87	243	32	210	191	43	178	

### **Business Administration:**

Fall semester numbers have ranged from a high of 975 in fall 2012 to a low of 935 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. Spring headcount peaked at 1,109 in spring 2012 but dropped to 976 in spring 2013 on the Santa Rosa campus; spring enrollments in Petaluma have been fairly steady ranging from 234 in spring 2013 to 254 from spring 2012. 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 Office Support:**

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 Hospitality:**

Headcount in this program during the fall semester was 76 in fall 2013. This is an increase from the enrollment of 64 in fall 2011, but a decrease from the 88 in fall 2012. This slight decrease in the fall is made up for in the spring semester headcount. Spring increased from 49 in spring 2011 to 91 in spring 2013.

### **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.

## 5.2a Enrollment Efficiency

Enrollment efficiency numbers indicate a consistent pattern over the last four years. The low efficiency rating for the Business Office Support courses represents flawed data. Actual inspection of the efficiency shows a much higher number, data includes courses that were never offered. Programs that consist of 3+ unit courses display a higher efficiency than the district as a whole.

### **Business Bookkeeping:**

Enrollment efficiency remains strong overall with an average of roughly 108%. The majority of courses and sections tend to fill quickly, including wait list. The one exception is the BBK 50 course (Computerized Bookkeeping and Accounting) in Petaluma, which was canceled during both the fall 2012 and 2013 semesters because of low enrollment. Traditionally, this course was offered on a late-start basis, and with a start time no earlier than 9:00 a.m., and completion no later than 2:30. This time slot appeals to our “core market” of students who are mothers of school aged children, and other returning adults who are re-careering.

### **Business Administration:**

With the exception of the summer session, enrollment efficiency has exceeded 100% in every fall and spring semester at the Santa Rosa campus; the efficiency decreased to 95.4% in fall 2013 which may be caused by increased schedule offerings. The Petaluma campus has demonstrated efficiency rates over 90% with the highest efficiency occurring in the 2011 and 2012 academic year when the rates were about 100%; the lowest efficiency occurred in fall 2012 at 90.4% but increased slightly to 92.7% in fall 2013.

### **Business Office Support:**

The overall efficiency of 87 percent is healthy; however, it may be lower than the actual percentage.

The BOT 28.1 percent data is seriously flawed. Upon investigation, it was discovered that 12 courses were listed but only 4 courses were offered. One section (BOT 156) limit was listed at 60 instead of 30 because of a cancelled section. The correct percentage is 75 percent. This percent did not include the BOT 770 open lab information.

The summer school percentages are also questionable for 2012 and 2013. It appears the 0.0 percent is included in the total percentages.

### **Business Hospitality:**

This discipline’s efficiency has improved sufficiently from a low of 62.2% in spring 2011 to 84.4% in fall 2013. In spring 2012 and 2013 efficiency was at 100% and 101.1% respectively. This shows an increased interest in this program as a result of the economy recovering and tourism being a key industry in Sonoma County’s rebounding economy. The curriculum has been revised and updated to keep the topics and content relevant. The program hasn’t been offered over the summer.

### **Business Human Resources:**

This discipline's efficiency increased significantly from its low in fall 2010 at 66.5% to a high of 100.8% in fall 2013. Again, the improved efficiency indicates greater interest in this program due to a strengthening economy. The curriculum has been revised and updated to keep the topics and content relevant.

### Business Real Estate:

The interest in real estate is increasing due to the improvement of the housing industry. Efficiency is mostly on par with District standards with just a few low blips that could be caused by faulty data due to the elimination of an online RE 50 class.

## Business Administration - FY 2012-13 (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	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
Business Administration	76.6%	106.8%	103.5%	74.3%	106.8%	107.6%	87.4%	101.6%	107.0%
Business Bookkeeping	110.0%	95.7%	104.2%	110.0%	104.6%	108.3%	120.0%	113.9%	104.4%
Business General	0.0%	78.1%	83.0%	78.8%	101.6%	106.2%	103.3%	101.0%	110.7%
Business Management	0.0%	77.9%	76.7%	0.0%	86.0%	80.0%	100.0%	90.0%	84.9%
Business Marketing	0.0%	114.0%	117.0%	0.0%	114.9%	136.7%	0.0%	107.6%	128.3%
Business Office Technology	79.7%	97.3%	99.5%	0.0%	85.9%	101.7%	31.7%	84.7%	103.3%
Hospitality	0.0%	82.1%	62.2%	0.0%	71.1%	100.0%	0.0%	97.8%	101.1%
Human Resources	53.3%	66.5%	69.0%	0.0%	72.1%	95.3%	0.0%	96.2%	86.4%
Paralegal Studies	0.0%	123.5%	87.8%	103.3%	100.0%	100.6%	110.0%	96.7%	89.6%
Real Estate	0.0%	64.8%	77.6%	0.0%	66.9%	101.3%	106.7%	97.7%	95.5%
<b>ALL Disciplines</b>	<b>78.3%</b>	<b>90.7%</b>	<b>91.1%</b>	<b>82.5%</b>	<b>95.3%</b>	<b>100.8%</b>	<b>67.3%</b>	<b>97.5%</b>	<b>100.2%</b>

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

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
Business Administration	0.0%	96.7%	95.3%	0.0%	100.8%	98.4%	0.0%	90.4%	91.5%
Business Bookkeeping	0.0%	70.0%	85.0%	0.0%	75.0%	88.9%	116.7%	72.2%	85.8%
Business General	0.0%	50.8%	45.0%	0.0%	43.3%	110.0%	0.0%	86.7%	90.0%
Business Management	0.0%	57.9%	70.0%	0.0%	52.3%	66.7%	0.0%	66.7%	50.0%
Business Marketing	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Business Office Technology	0.0%	3.8%	70.0%	0.0%	70.0%	66.7%	0.0%	58.3%	30.0%
Hospitality	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%
Paralegal Studies	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%
<b>ALL Disciplines</b>	<b>0.0%</b>	<b>43.0%</b>	<b>78.9%</b>	<b>0.0%</b>	<b>79.4%</b>	<b>93.1%</b>	<b>116.7%</b>	<b>81.0%</b>	<b>81.2%</b>

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

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
Business Administration	92.4%	91.7%	114.5%	99.4%	118.0%	0.0%	0.0%	0.0%	0.0%
Business Bookkeeping	111.7%	101.7%	98.9%	90.0%	105.3%	13.3%	0.0%	0.0%	16.0%
Business General	123.3%	114.0%	112.0%	90.0%	120.7%	0.0%	0.0%	0.0%	0.0%
Business Management	72.2%	91.0%	73.7%	85.0%	80.0%	100.0%	0.0%	0.0%	0.0%
Business Marketing	48.6%	71.4%	77.1%	54.3%	57.1%	0.0%	0.0%	0.0%	0.0%
Business Office Technology	78.8%	101.7%	101.0%	90.0%	107.1%	0.0%	90.0%	0.0%	106.7%
Hospitality	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Human Resources	0.0%	108.3%	98.3%	0.0%	86.7%	0.0%	0.0%	80.0%	0.0%

Paralegal Studies	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Real Estate	110.0%	92.3%	87.5%	120.0%	88.5%	0.0%	0.0%	0.0%	0.0%
<b>ALL Disciplines</b>	<b>87.6%</b>	<b>97.5%</b>	<b>95.5%</b>	<b>91.7%</b>	<b>101.4%</b>	<b>67.5%</b>	<b>90.0%</b>	<b>80.0%</b>	<b>80.0%</b>

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

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
Business Administration	84.3%	102.3%	103.6%	88.1%	107.3%	105.8%	87.4%	99.2%	103.5%
Business Bookkeeping	111.1%	94.4%	98.3%	96.7%	99.0%	95.2%	118.3%	100.0%	90.8%
Business General	123.3%	81.4%	82.7%	81.8%	96.7%	107.7%	103.3%	95.7%	105.1%
Business Management	72.2%	78.8%	75.5%	85.0%	82.0%	80.1%	100.0%	87.0%	83.4%
Business Marketing	48.6%	108.0%	111.1%	54.3%	106.8%	136.7%	0.0%	107.6%	128.3%
Business Office Technology	78.9%	48.3%	98.2%	90.0%	94.6%	93.6%	36.2%	81.4%	93.3%
Hospitality	0.0%	82.1%	62.2%	0.0%	71.1%	100.0%	0.0%	97.8%	101.1%
Human Resources	53.3%	75.6%	75.8%	0.0%	75.6%	95.3%	0.0%	94.2%	86.4%
Paralegal Studies	0.0%	123.5%	87.8%	103.3%	100.0%	100.6%	110.0%	96.7%	89.6%
Real Estate	110.0%	75.3%	82.4%	120.0%	77.7%	101.3%	106.7%	97.7%	95.5%
<b>ALL Disciplines</b>	<b>84.8%</b>	<b>82.4%</b>	<b>91.0%</b>	<b>88.6%</b>	<b>95.0%</b>	<b>99.1%</b>	<b>69.8%</b>	<b>94.7%</b>	<b>96.9%</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 2012-13 (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	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
Business Administration	26.8	37.6	36.4	26.0	37.8	38.8	33.5	36.3	38.
Business Bookkeeping	33.0	28.0	31.3	33.0	30.3	32.5	36.0	34.2	31.
Business General	0.0	26.6	25.8	31.5	25.4	25.7	31.0	28.0	26.
Business Management	0.0	24.3	23.4	0.0	27.0	25.0	30.0	27.5	26.
Business Marketing	0.0	35.0	39.0	0.0	35.3	41.0	0.0	33.6	38.
Business Office Technology	25.5	30.6	29.9	0.0	27.0	30.5	28.5	26.0	31.
Hospitality	0.0	26.0	17.0	0.0	21.3	30.0	0.0	29.3	30.
Human Resources	16.0	23.8	23.0	0.0	27.4	32.0	0.0	33.7	29.
Paralegal Studies	0.0	35.0	25.3	31.0	30.0	31.2	33.0	29.0	28.
Real Estate	0.0	27.2	32.3	0.0	29.0	40.5	32.0	42.0	38.
<b>ALL Disciplines</b>	<b>26.0</b>	<b>30.2</b>	<b>29.6</b>	<b>28.9</b>	<b>30.8</b>	<b>32.5</b>	<b>31.6</b>	<b>31.6</b>	<b>32.</b>

## Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
Business Administration	0.0	36.3	35.1	0.0	37.4	36.3	0.0	33.6	33.
Business Bookkeeping	0.0	21.0	17.0	0.0	22.5	22.9	35.0	21.7	20.
Business General	0.0	20.3	18.0	0.0	13.0	33.0	0.0	26.0	27.
Business Management	0.0	21.0	21.0	0.0	17.0	20.0	0.0	20.0	15.
Business Marketing	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.
Business Office Technology	0.0	10.0	21.0	0.0	21.0	20.0	0.0	17.5	9.
Hospitality	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.
Paralegal Studies	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.
<b>ALL Disciplines</b>	<b>0.0</b>	<b>26.2</b>	<b>26.2</b>	<b>0.0</b>	<b>26.7</b>	<b>28.7</b>	<b>35.0</b>	<b>26.2</b>	<b>25.</b>

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

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
Business Administration	39.3	35.2	45.8	42.3	47.2	0.0	0.0	0.0	0.
Business Bookkeeping	33.5	30.5	29.7	27.0	31.6	1.0	0.0	0.0	1.
Business General	37.0	34.2	33.6	27.0	36.2	0.0	0.0	0.0	0.
Business Management	21.7	27.3	22.1	25.5	24.0	25.0	0.0	0.0	0.
Business Marketing	17.0	25.0	27.0	19.0	20.0	0.0	0.0	0.0	0.
Business Office Technology	23.6	30.5	30.3	27.0	32.1	0.0	27.0	0.0	32.
Hospitality	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.
Human Resources	0.0	32.5	29.5	0.0	26.0	0.0	0.0	24.0	0.
Paralegal Studies	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.
Real Estate	38.5	40.0	35.0	36.0	38.3	0.0	0.0	0.0	0.
<b>ALL Disciplines</b>	<b>29.0</b>	<b>31.5</b>	<b>30.7</b>	<b>30.5</b>	<b>33.3</b>	<b>9.0</b>	<b>27.0</b>	<b>24.0</b>	<b>13.</b>

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

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
Business Administration	32.3	37.0	37.5	34.1	39.0	38.3	33.5	35.7	37.
Business Bookkeeping	33.3	28.1	27.2	29.0	29.4	23.8	35.5	30.0	21.
Business General	37.0	27.6	26.6	30.0	26.3	28.1	31.0	27.3	26.
Business Management	21.7	24.8	22.9	25.5	25.5	24.8	30.0	26.5	26.
Business Marketing	17.0	33.8	37.3	19.0	33.4	41.0	0.0	33.6	38.
Business Office Technology	24.0	28.1	29.5	27.0	29.0	28.1	28.2	24.9	28.
Hospitality	0.0	26.0	17.0	0.0	21.3	30.0	0.0	29.3	30.
Human Resources	16.0	26.0	24.6	0.0	27.0	32.0	0.0	32.3	29.
Paralegal Studies	0.0	35.0	25.3	31.0	30.0	31.2	33.0	29.0	28.
Real Estate	38.5	32.0	33.7	36.0	33.7	40.5	32.0	42.0	38.
<b>ALL Disciplines</b>	<b>28.1</b>	<b>30.1</b>	<b>29.5</b>	<b>30.0</b>	<b>31.0</b>	<b>31.3</b>	<b>31.6</b>	<b>30.7</b>	<b>30.</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.

### 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		X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
	FTES	13.52	101.28	103.48	12.89	99.74	120.23	23.37	102.97	105.02
	FTEF	1.21	5.48	5.49	0.95	5.23	6.22	1.43	5.64	5.55
	Ratio	11.20	18.49	18.85	13.59	19.07	19.33	16.36	18.27	18.92

Business Bookkeeping		X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
	FTES	2.73	13.00	13.84	2.73	9.64	17.45	3.00	17.20	15.00
	FTEF	0.13	0.87	0.83	0.13	0.63	1.21	0.13	1.14	1.10
	Ratio	20.60	14.95	16.76	20.60	15.42	14.46	22.63	15.03	13.64

Business General		X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
	FTES	0.00	26.13	25.39	4.98	18.50	19.57	5.62	21.23	21.96





Human Resources		X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
	FTES	0.00	2.43	2.38	0.00	1.72	0.00	0.00	2.40	0.00
	FTEF	0.00	0.17	0.17	0.00	0.17	0.00	0.00	0.20	0.00
	Ratio	0.00	14.74	14.44	0.00	10.40	0.00	0.00	12.00	0.00

Paralegal Studies		X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
	FTES	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
	Ratio	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Real Estate		X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
	FTES	7.70	12.00	10.50	3.60	11.50	0.00	0.00	0.00	0.00
	FTEF	0.41	0.60	0.60	0.21	0.60	0.00	0.00	0.00	0.00
	Ratio	18.72	20.00	17.50	17.50	19.17	0.00	0.00	0.00	0.00

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

Business Administration		X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
	FTES	32.79	153.49	155.08	33.59	154.73	146.41	23.37	127.14	130.31
	FTEF	2.24	8.50	8.11	1.98	7.85	7.64	1.43	7.05	6.97
	Ratio	14.67	18.07	19.12	16.99	19.71	19.17	16.36	18.02	18.70

Business Bookkeeping		X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
	FTES	6.08	28.74	29.79	5.43	22.54	28.46	4.75	22.22	23.30
	FTEF	0.40	2.18	2.25	0.40	1.80	2.22	0.27	1.66	1.84
	Ratio	15.28	13.20	13.24	13.65	12.53	12.82	17.91	13.38	12.67

Business General		X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
	FTES	3.70	48.66	46.90	7.68	39.88	34.85	5.62	35.78	28.86
	FTEF	0.20	3.38	3.02	0.51	2.72	2.58	0.33	2.55	1.93
	Ratio	18.50	14.40	15.53	14.91	14.65	13.53	16.88	14.01	14.94

Business Management		X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
	FTES	3.04	40.69	34.49	2.67	32.79	33.91	3.00	31.85	31.15
	FTEF	0.28	3.54	3.11	0.21	2.65	2.72	0.20	2.61	2.56
	Ratio	10.91	11.50	11.10	12.73	12.38	12.45	14.85	12.19	12.16

Business Marketing		X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
	FTES	1.70	24.64	23.96	1.90	24.32	21.54	0.00	24.29	19.87
	FTEF	0.20	1.41	1.21	0.20	1.39	0.99	0.00	1.39	0.99
	Ratio	8.58	17.53	19.87	9.59	17.44	21.67	0.00	17.42	19.98

Business Office Technology		X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
	FTES	9.24	26.47	24.10	5.19	24.69	21.13	3.22	21.93	21.64
	FTEF	0.99	1.93	1.45	0.38	1.79	1.37	0.28	1.92	1.37
	Ratio	9.31	13.75	16.63	13.57	13.79	15.47	11.51	11.43	15.77

Hospitality		X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
	FTES	0.00	2.75	1.67	0.00	2.19	3.09	0.00	3.02	3.12
	FTEF	0.00	0.20	0.20	0.00	0.20	0.20	0.00	0.20	0.20
	Ratio	0.00	13.47	8.26	0.00	10.87	15.43	0.00	14.94	15.60

Human Resources		X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
	FTES	0.48	10.17	8.63	0.00	9.23	9.95	0.00	10.53	8.41
	FTEF	0.07	0.76	0.77	0.00	0.70	0.63	0.00	0.70	0.63
	Ratio	7.21	13.32	11.28	0.00	13.26	15.72	0.00	15.12	13.29

Paralegal Studies		X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
	FTES	0.00	8.70	10.10	1.06	14.06	15.09	1.13	14.02	12.07
	FTEF	0.00	0.47	0.80	0.07	0.94	0.95	0.07	0.94	0.80
	Ratio	0.00	18.64	12.63	15.50	15.00	15.94	16.50	14.96	15.08

Real Estate		X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
	FTEF	7.70	25.60	20.20	3.60	20.20	24.30	3.20	21.00	19.10
	FTEF	0.41	1.60	1.20	0.21	1.20	1.20	0.21	1.00	1.00
	Ratio	18.72	16.00	16.83	17.50	16.83	20.25	15.56	21.00	19.10

## 5.4 Curriculum Currency

There are currently 110 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.

28	BOT 154.6	PRESENTATION ESSENTIALS	9/8/2008	2014	Approved inactivation
31	BOT 165.3	EFFECTIVE EMAIL	9/15/2008	2014	Approved inactivation
42	BAD 52	HUMAN RELATIONS	10/27/2008	2014	
43	BAD 53	BUS PROB/SPRDSHEETS	10/27/2008	2014	Updated
4 Courses due in F 2014 for Full Review					
3	HR 60	HUMAN RESOURCE MGMT	2/9/2009	2015	
4	HR 61	HR EMPLOYMENT LAW	2/9/2009	2015	
5	HR 63	HR HIRING PROCESS	2/9/2009	2015	
6	HR 64	HR SALARY ADMIN	2/9/2009	2015	
7	HR 65	HR BENEFITS ADMIN	2/9/2009	2015	
8	HR 74	HR PAYROLL ADMIN	2/9/2009	2015	
9	BOT 85.7	LEGAL RESEARCH	2/23/2009	2015	
10	HR 66	HR CURRENT APPLICATIONS	2/23/2009	2015	
19	BGN 81	PRACTICAL BUSINESS MATH	4/6/2009	2015	
32	HR 62	HR RECORDS ADMIN	5/4/2009	2015	
33	RE 59	ADV RESIDENTIAL APPRAIS	5/4/2009	2015	
34	BBK 51	COMPUTER BBK & ACCT II	5/11/2009	2015	
12 Courses due in S 2015 for Full Review					
39	PLS 50	INTRO TO LAW	9/21/2009	2015	
40	PLS 51	LEGAL RESEARCH	9/21/2009	2015	
50	BMG 52	WRITTEN COMM IN ORGS	10/12/2009	2015	
52	PLS 60	LEGAL CALENDARING	10/19/2009	2015	
53	PLS 61	INTELLECTUAL PRPTY LAW	10/19/2009	2015	
54	PLS 62	TORTS	10/19/2009	2015	
56	BMK 57	INTRO PUBLIC RELATIONS	11/2/2009	2015	
57	BMK 59	CONSUMER BEHAVIOR	11/2/2009	2015	
58	BOT 85.4	CIVIL LITIGATION PROC	11/2/2009	2015	
59	BOT 85.5	DISCOVERY PROCEDURES	11/2/2009	2015	
10 Courses due in F 2015 for Full Review					
2	BAD 54	COMP APPL ACCOUNTING	2/1/2010	2016	

3	BAD 55	INTERMEDIATE ACCOUNTING	2/1/2010	2016
4	BAD 57	COST ACCOUNTING	2/1/2010	2016
5	BAD 59	FEDERAL INCOME TAX LAW	2/1/2010	2016
19	BGN 101	TYPING	2/22/2010	2016
20	BOT 85.1	LEGAL PROFESSIONS	2/22/2010	2016
21	BOT 85.3	FAMILY LAW PROCEDURES	2/22/2010	2016
22	BOT 85.6	LEGAL DOCUMENT PROCESS	2/22/2010	2016
29	BMG 85.6	SMALL BUSINESS PROMOTION	3/8/2010	2016
36	BOT 59.4	INT'L BUSINESS PRACTICES	3/29/2010	2016
41	BGN 71	BUSINESS ENGLISH	4/19/2010	2016
42	BMG 54	QUANT SKILLS - MATH	4/19/2010	2016
43	BMK 60	RETAIL MERCHANDISING	4/19/2010	2016
53	BMG 85.2	STARTING SMALL BUSINESS	5/3/2010	2016
54	BMG 50	MANAGEMENT & SUPERVISION	5/10/2010	2016
55	BMK 50	MARKETING	5/10/2010	2016
<b>16 Courses due in S 2016 for Full Review</b>				
64	BAD 56	FUND ACCOUNTING	9/20/2010	2016
65	BGN 301	TYPING, ESL	9/20/2010	2016
66	BGN 303A	DOC PROCESSING 1 ESL	9/20/2010	2016
67	BGN 303B	DOC PROCESSING, 2, ESL	9/20/2010	2016
68	BOT 152	OFFICE SKLS 21ST CENTURY	9/20/2010	2016
83	PLS 63	CONTRACTS	9/20/2010	2016
86	BMK 54	ADVERTISING	9/27/2010	2016
114	BGN 204	ELECTRONIC CALCULATOR	10/4/2010	2016
115	BOT 59.1	APPLD OFFICE TECH SKILLS	10/4/2010	2016
116	BOT 59.2	BUSINESS RECORDS SKILLS	10/4/2010	2016
125	BBK 50	COMPUTER BBKG & ACCTG I	10/18/2010	2016
132	BAD 18	LEGAL ENVIRONMENT OF BUS	11/1/2010	2016
133	BGN 201	TYPING SELF-PACED	11/1/2010	2016
142	BBK 53.2	QUICKBOOKS LEVEL 2	12/6/2010	2016
143	BOT 59.2A	BUSINESS RECORDS, PART 1	12/6/2010	2016
146	PLS 64	THE AMERICAN JURY SYSTEM	12/6/2010	2016
<b>16 Courses due in F 2016 for Full Review</b>				
1	BAD 67	FINANCIAL PLANNING	1/24/2011	2017
2	BMG 66.4	PROJECT MANAGEMENT	1/24/2011	2017
8	BOT 154.13	JOB SEEKING SKILLS	1/31/2011	2017
19	BOT 59.2B	BUSINESS RECORDS, PART 2	2/28/2011	2017
24	BGN 102	TYPING-SKILL BUILDING	3/7/2011	2017
25	BOT 154	OFFICE PROCEDURES	3/7/2011	2017
29	BAD 64	COMPUTER TAX ACCOUNTING	3/28/2011	2017
30	BBK 52.1	PAYROLL RECORD KEEPING	3/28/2011	2017
31	BBK 53.1	QUICKBOOKS	3/28/2011	2017
32	BMG 85.3	SMALL BUSINESS RECORDS	3/28/2011	2017
33	BMG 85.8	TAXES AND SMALL BUSINESS	3/28/2011	2017
34	BOT 174.3	ORGANIZE OFFICE FILES	3/28/2011	2017
35	BOT 59.5	CREATING VIRTUAL OFFICE	3/28/2011	2017
36	BOT 59.6	MARKETING VIRTUAL ASST	3/28/2011	2017



39	BMG 85.5	SMALL BUSINESS PLAN	4/4/2011	2017
40	BMG 78.127	BODY LANGUAGE	5/2/2011	2017
41	BMG 85.12	ENTREPRENEURSHIP	5/2/2011	2017
<b>17 Courses due in S 2017 for Full Review</b>				
45	BMG 85.10	SMALL BUSINESS ETHICS	9/12/2011	2017
46	BMG 85.13	STARTING AN E-BUSINESS	9/12/2011	2017
47	BAD 10	AMERICAN BUS-GLOBAL CONT	9/19/2011	2017
48	BOT 154.10	CONFLICT MANAGEMENT	9/19/2011	2017
49	BOT 154.11	ATTITUDE IN THE OFFICE	9/19/2011	2017
50	BOT 154.12	DECISION MAKING	9/19/2011	2017
51	BOT 154.7	COMMUNICATING W/ PEOPLE	9/19/2011	2017
52	BOT 154.8	TEAM BUILDING	9/19/2011	2017
53	BOT 154.9	STRESS MANAGEMENT	9/19/2011	2017
64	RE 50	REAL ESTATE PRINCIPLES	9/19/2011	2017
65	RE 51	REAL ESTATE PRACTICE	9/19/2011	2017
66	RE 52	REAL ESTATE FINANCE	9/19/2011	2017
67	RE 53	RES REAL ESTATE APPRAIS	9/19/2011	2017
68	RE 54	COMM REAL EST APPR	9/19/2011	2017
69	RE 55	LEGAL ASPECTS REAL ESTAT	9/19/2011	2017
70	RE 56	REAL ESTATE ECONOMICS	9/19/2011	2017
71	RE 57	PROPERTY MANAGEMENT CA	9/19/2011	2017
72	RE 58	REAL ESTATE ESCROW	9/19/2011	2017
77	BAD 98	INDEPENDENT STUDY	10/10/2011	2017
80	PLS 65	TECHNOLOGY IN LAW OFFICE	11/14/2011	2017
<b>20 Courses due in F 2017 for Full Review</b>				
2	BMG 67.4	CONFLICT MANAGEMENT	2/6/2012	2018
9	BMG 85.1	PRE-BUS FUNDAMENTAL	4/2/2012	2018
12	PLS 52	LEGAL WRITING	4/9/2012	2018
13	PLS 53	CIV PROC: PLEADINGS	4/9/2012	2018
14	PLS 54	CIV PROC: DISCOVERY	4/9/2012	2018
15	PLS 55	LEGAL ETHICS	4/9/2012	2018
16	PLS 66	WILL, TRUST & ESTATE PLAN	4/9/2012	2018
17	PLS 67	FAMILY LAW	4/9/2012	2018
<b>8 Courses due in S 2018 for Full Review</b>				
23	BMG 55	BUS MGMT ACCTG	10/15/2012	2018
<b>1 Courses due in F 2018 for Full Review</b>				
2	BGN 203	SELF-PACED 10-KEY	3/25/2013	2019
3	BOT 156	LEGAL OFFICE PROCEDURES	3/25/2013	2019
4	HOSP 50	INTRO TOURISM SONOMA CO	3/25/2013	2019
5	HOSP 63	INTRO TO HOTEL INDUSTRY	3/25/2013	2019
6	BMG 100	ENT. BUSINESS PLAN	4/8/2013	2019
7	BMG 103	COMM. FOR START-UPS	4/8/2013	2019
8	BMG 104	INNOVATION & CREATIVITY	4/8/2013	2019
9	BMG 105	ETHICS & SUSTAINABILITY	4/8/2013	2019
10	BOT 770	BUSINESS SKILLS LAB	4/8/2013	2019
12	BGN 110	EXPLORING BUS. CAREERS	4/23/2013	2019
13	BGN 111	SOFT SKILLS FOR BUSINESS	4/23/2013	2019
14	BGN 112	MARKETING YOUR SKILLS	4/23/2013	2019
15	BGN 205	BASIC FILING	4/23/2013	2019

16	HOSP 103	CUSTOMER RELATIONS	4/23/2013	2019
18	BAD 1	FINANCIAL ACCOUNTING	5/13/2013	2019
19	BAD 2	MANAGERIAL ACCOUNTING	5/13/2013	2019
16 Courses due in S 2019 for Full Review				

## 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	Certificate Descriptio	P	199 6	199 7	199 8	199 9	200 0	200 1	200 2	200 3	200 4	200 5	200 6	200 7	200 8	200 9	201 0	201 1	201 2	Dis c
05	311	Account	E	2	2	1	1	2	2	1	6	1	0	0	0	0	0	0	0	0	
05	327	Account	E	0	0	0	0	0	0	1	8	1	2	1	2	2	1	1	2	5	
05	304	Accountant	T	1	8	7	1	8	1	1	4	1	1	1	1	3	1	2	1	1	
05	305	Administrat	T	6	6	2	5	0	2	0	4	1	1	1	6	4	3	5	5	5	
1203.	313	Administrat	L	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
05	325	Administrat	E	0	0	0	0	0	0	5	4	5	4	2	6	2	3	3	4	3	F1
05	325	Administrat	L	0	0	0	0	0	0	1	0	0	1	2	1	3	2	3	2	4	F1
05	311	Bookkeeper	T	1	3	8	1	2	1	2	4	2	4	4	6	5	2	6	9	5	
05	311	Bookkeeper	L	6	3	2	3	2	2	7	1	4	2	8	3	1	8	1	1	5	
05	312	Business:	L	0	6	8	6	7	1	1	6	3	1	6	6	6	8	9	6	1	
05	305	Business:	L	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
2104.	310	Client	L	3	3	5	3	5	1	2	4	1	1	2	1	1	0	3	3	1	F1
13	314	Hospitality	L	0	1	3	3	2	2	3	3	1	2	0	5	1	3	5	4	4	F1
05	314	Human	E	2	2	3	3	4	5	4	3	2	2	2	2	3	2	1	8	5	
05	332	Human	L	0	0	0	0	0	0	0	0	0	0	0	0	0	3	3	1	1	
0514	319	Legal Office	T	0	0	0	0	2	3	0	2	4	0	0	0	0	0	0	0	0	
0514	321	Legal Office	E	0	0	0	0	0	1	0	3	3	7	4	5	4	4	3	7	8	
0514	322	Legal	T	0	0	0	0	0	0	0	0	0	4	1	3	1	2	0	3	3	
0514	304	Legal	T	0	1	2	1	1	1	0	0	0	0	0	0	0	2	2	0	0	
05	311	Office	E	1	0	0	0	0	2	0	4	2	6	9	8	4	3	9	1	9	
05	322	Office	E	0	0	0	0	1	2	3	3	0	0	1	1	0	0	0	0	0	
05	306	Payroll	E	0	0	0	2	1	5	2	1	3	2	3	3	1	4	3	5	3	
05	306	Real Estate	L	1	2	2	2	1	6	8	4	1	2	1	9	5	6	1	1	1	
0509	301	Retail	L	0	2	0	2	1	0	1	1	0	1	0	0	1	0	1	0	0	
0509	312	Sales and	L	8	6	8	6	7	1	1	6	3	1	6	6	6	8	9	6	0	
0506	300	Small	L	3	5	1	3	1	3	2	0	3	7	4	2	4	8	2	1	3	
0506	301	Supervisory	L	9	6	4	9	9	1	1	2	1	1	4	9	6	3	3	5	1	

05	314	Tax	E	0	5	5	4	0	5	3	3	6	5	3	3	0	8	1	0	1	
1230	320	Vocational	T	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	

## 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 continue to be offered, but will be ladderized with a new certificate Supervisory Skills (12.5 units). This approach will offer 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 of 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:**



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>61.9%</b>	<b>76.8%</b>	<b>75.3%</b>	<b>0.0%</b>	<b>82.5%</b>	<b>73.9%</b>	<b>85.7%</b>	<b>70.7%</b>	<b>79.5%</b>	<b>0.0%</b>	<b>75.4%</b>	

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

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Business Administration	62.1%	62.7%	55.4%	69.5%	65.8%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	
Business Bookkeeping	71.2%	67.2%	68.0%	67.3%	68.8%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	
Business General	63.9%	58.0%	63.7%	52.0%	59.8%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	
Business Management	39.1%	52.3%	59.6%	43.1%	53.5%	92.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Business Marketing	70.6%	50.0%	72.0%	42.1%	73.7%	0.0%	0.0%	0.0%	0.0%	0.0%	70.0%	
Business Office Technology	63.4%	74.5%	68.5%	63.9%	78.6%	0.0%	65.4%	0.0%	76.9%	82.1%	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%	54.0%	61.0%	0.0%	80.4%	0.0%	0.0%	76.0%	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	65.8%	50.9%	65.7%	75.0%	58.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
<b>ALL Disciplines</b>	<b>61.8%</b>	<b>61.0%</b>	<b>63.1%</b>	<b>63.4%</b>	<b>66.3%</b>	<b>92.6%</b>	<b>65.4%</b>	<b>76.0%</b>	<b>78.3%</b>	<b>82.1%</b>	<b>82.2%</b>	

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

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Business Administration	72.3%	71.1%	71.5%	75.6%	74.4%	76.6%	81.2%	75.0%	78.5%	80.7%	76.4%	
Business Bookkeeping	71.1%	69.2%	67.5%	69.0%	69.0%	68.8%	80.3%	68.8%	73.0%	71.9%	72.2%	
Business General	67.3%	65.1%	70.4%	62.0%	70.0%	71.9%	79.7%	70.2%	71.1%	85.7%	76.0%	
Business Management	39.1%	67.6%	71.3%	43.1%	73.7%	75.4%	61.3%	71.7%	74.2%	23.7%	71.6%	
Business Marketing	70.6%	81.6%	88.7%	42.1%	84.4%	86.1%	0.0%	79.2%	85.2%	0.0%	74.9%	
Business Office Technology	66.6%	74.4%	77.1%	68.5%	81.1%	84.8%	76.9%	78.0%	80.4%	79.2%	85.7%	
Hospitality	0.0%	85.5%	87.8%	0.0%	77.8%	87.1%	0.0%	77.3%	78.2%	0.0%	82.7%	
Human Resources	73.7%	73.6%	75.5%	0.0%	84.5%	89.7%	0.0%	80.4%	87.1%	0.0%	86.4%	
Paralegal Studies	0.0%	81.2%	73.7%	100.0%	80.3%	83.8%	77.4%	76.7%	79.8%	100.0%	74.0%	
Real Estate	65.8%	62.9%	68.4%	75.0%	62.4%	70.7%	83.9%	70.3%	73.8%	65.1%	69.1%	
<b>ALL Disciplines</b>	<b>67.1%</b>	<b>70.7%</b>	<b>73.0%</b>	<b>69.4%</b>	<b>74.9%</b>	<b>77.4%</b>	<b>78.0%</b>	<b>74.3%</b>	<b>77.6%</b>	<b>76.3%</b>	<b>76.0%</b>	

**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.



<b>ALL Disciplines</b>	<b>57.6%</b>	<b>57.9%</b>	<b>59.8%</b>	<b>59.3%</b>	<b>61.6%</b>	<b>81.5%</b>	<b>61.5%</b>	<b>76.0%</b>	<b>76.8%</b>	<b>75.0%</b>	<b>82.2%</b>	
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**ALL Locations** (Combined totals from ALL locations in the District)

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Business Administration	67.0%	65.5%	67.0%	70.5%	68.6%	70.0%	72.8%	70.5%	74.0%	75.0%	70.4%	
Business Bookkeeping	69.1%	67.5%	65.2%	69.0%	67.3%	67.1%	78.9%	64.3%	68.6%	70.2%	69.1%	
Business General	67.3%	61.4%	65.8%	58.0%	66.3%	68.4%	77.2%	64.7%	64.7%	82.9%	72.3%	
Business Management	39.1%	66.7%	69.6%	43.1%	72.1%	73.9%	61.3%	69.7%	73.4%	23.7%	70.2%	
Business Marketing	70.6%	75.3%	86.8%	42.1%	79.8%	84.9%	0.0%	75.8%	83.0%	0.0%	72.3%	
Business Office Technology	62.8%	71.9%	73.4%	65.8%	78.7%	81.6%	72.5%	76.6%	78.2%	76.0%	82.7%	
Hospitality	0.0%	82.9%	87.8%	0.0%	77.8%	87.1%	0.0%	76.1%	75.9%	0.0%	77.3%	
Human Resources	73.7%	72.2%	73.0%	0.0%	82.4%	88.8%	0.0%	80.0%	86.6%	0.0%	84.7%	
Paralegal Studies	0.0%	76.2%	69.7%	100.0%	74.1%	77.8%	74.2%	71.3%	76.6%	100.0%	72.2%	
Real Estate	64.4%	60.2%	66.8%	75.0%	60.4%	68.1%	83.9%	69.3%	71.2%	62.8%	67.4%	
<b>ALL Disciplines</b>	<b>63.9%</b>	<b>67.2%</b>	<b>69.6%</b>	<b>66.5%</b>	<b>71.1%</b>	<b>73.7%</b>	<b>73.5%</b>	<b>71.0%</b>	<b>74.2%</b>	<b>72.7%</b>	<b>72.1%</b>	

**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 2012-13 (plus current FY Summer and Fall)**

**5.6c Grade Point Average** The average GPA in each Discipline (UnitsTotal / GradePoints).

**Santa Rosa Campus**

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Business Administration	2.89	2.35	2.67	2.79	2.54	2.48	2.57	2.54	2.67	2.71	2.51	
Business Bookkeeping	1.74	2.41	2.43	2.50	2.90	2.44	1.94	2.84	2.44	2.17	2.90	
Business General	3.29	2.30	2.28	2.22	2.47	2.57	2.43	2.15	2.27	2.90	2.57	
Business Management	0.00	2.89	2.71	0.00	2.70	2.74	2.79	2.70	2.77	1.57	2.79	



Business Marketing	0.00	2.88	3.33	0.00	2.98	3.26	0.00	2.96	2.98	0.00	2.88	
Business Office Technology	2.44	3.02	2.97	3.82	3.43	3.22	2.47	3.01	3.17	2.54	3.48	
Hospitality	0.00	3.13	3.13	0.00	2.91	3.29	0.00	3.03	2.71	0.00	3.28	
Human Resources	3.47	2.65	2.53	0.00	2.74	3.01	0.00	2.99	2.74	0.00	2.93	
Paralegal Studies	0.00	2.44	2.74	3.27	2.82	3.04	2.96	2.99	2.93	3.67	2.75	
Real Estate	0.00	2.35	2.73	0.00	2.53	2.42	3.07	2.61	2.52	2.76	2.46	
<b>ALL Disciplines</b>	<b>2.73</b>	<b>2.55</b>	<b>2.72</b>	<b>2.74</b>	<b>2.70</b>	<b>2.68</b>	<b>2.58</b>	<b>2.67</b>	<b>2.70</b>	<b>2.67</b>	<b>2.67</b>	

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

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Business Administration	0.00	2.86	2.76	0.00	2.89	2.85	0.00	2.98	3.07	0.00	2.93	
Business Bookkeeping	0.00	2.41	2.29	0.00	2.40	2.50	3.21	2.40	2.66	0.00	2.08	
Business General	2.00	2.64	2.34	0.00	2.30	1.91	0.00	2.57	1.92	0.00	2.54	
Business Management	0.00	2.97	2.65	0.00	3.69	2.60	0.00	2.26	2.85	0.00	2.33	
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	1.98	2.79	2.77	0.00	2.78	2.68	0.00	3.32	3.41	0.00	0.00	
Hospitality	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
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>1.99</b>	<b>2.81</b>	<b>2.65</b>	<b>0.00</b>	<b>2.84</b>	<b>2.50</b>	<b>3.21</b>	<b>2.78</b>	<b>2.81</b>	<b>0.00</b>	<b>2.76</b>	

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

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Business Administration	2.21	2.44	2.27	2.20	1.99	0.00	0.00	0.00	0.00	0.00	3.71	
Business Bookkeeping	2.25	2.60	2.60	2.32	2.54	2.00	0.00	0.00	2.25	0.00	0.00	
Business General	2.26	2.10	2.10	2.00	2.00	0.00	0.00	0.00	0.00	0.00	2.67	
Business Management	1.55	1.98	2.40	1.75	1.82	3.38	0.00	0.00	0.00	0.00	0.00	
Business Marketing	2.60	2.25	2.52	2.46	3.06	0.00	0.00	0.00	0.00	0.00	3.06	
Business Office Technology	2.13	2.50	2.64	1.90	2.73	0.00	2.00	0.00	2.54	2.31	0.00	
Hospitality	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Human Resources	0.00	2.64	2.40	0.00	3.19	0.00	0.00	2.32	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	1.90	2.16	2.69	3.26	1.99	0.00	0.00	0.00	0.00	0.00	0.00	
<b>ALL Disciplines</b>	<b>2.13</b>	<b>2.30</b>	<b>2.39</b>	<b>2.24</b>	<b>2.17</b>	<b>3.27</b>	<b>2.00</b>	<b>2.32</b>	<b>2.46</b>	<b>2.31</b>	<b>3.22</b>	

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

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Business Administration	2.53	2.47	2.62	2.45	2.50	2.55	2.57	2.62	2.75	2.71	2.61	
Business Bookkeeping	2.08	2.50	2.48	2.39	2.64	2.46	2.55	2.76	2.51	2.17	2.82	
Business General	2.29	2.26	2.21	2.14	2.25	2.28	2.43	2.32	2.18	2.90	2.56	
Business Management	1.55	2.69	2.61	1.75	2.61	2.79	2.79	2.66	2.77	1.57	2.78	
Business Marketing	2.60	2.84	3.25	2.46	2.99	3.26	0.00	2.96	2.98	0.00	2.90	
Business Office Technology	2.22	2.85	2.88	2.23	3.16	3.13	2.40	3.05	3.15	2.51	3.48	
Hospitality	0.00	3.13	3.13	0.00	2.91	3.29	0.00	3.03	2.71	0.00	3.28	
Human Resources	3.47	2.65	2.50	0.00	2.83	3.01	0.00	2.85	2.74	0.00	2.93	
Paralegal Studies	0.00	2.44	2.74	3.27	2.82	3.04	2.96	2.99	2.93	3.67	2.75	
Real Estate	1.90	2.27	2.71	3.26	2.22	2.42	3.07	2.61	2.52	2.76	2.46	
<b>ALL Disciplines</b>	<b>2.32</b>	<b>2.53</b>	<b>2.63</b>	<b>2.43</b>	<b>2.59</b>	<b>2.66</b>	<b>2.60</b>	<b>2.68</b>	<b>2.71</b>	<b>2.67</b>	<b>2.69</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)

**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	2010-11	Percent	2011-12	Percent	2012-13	Percent	20
	White	1391	55.3%	1535	59.8%	1317	58.6%	
	Asian	177	7.0%	165	6.4%	140	6.2%	
	Black	62	2.5%	59	2.3%	54	2.4%	
	Hispanic	410	16.3%	350	13.6%	383	17.1%	
	Native American	28	1.1%	33	1.3%	20	0.9%	
	Pacific Islander	10	0.4%	14	0.5%	7	0.3%	
	Filipino	27	1.1%	32	1.2%	22	1.0%	
	Other Non-White	0	0.0%	0	0.0%	0	0.0%	
	Decline to state	411	16.3%	381	14.8%	303	13.5%	
	<b>ALL Ethnicities</b>	<b>2516</b>	<b>100.0%</b>	<b>2569</b>	<b>100.0%</b>	<b>2246</b>	<b>100.0%</b>	

<b>Business Bookkeeping</b>	<b>Ethnicity</b>	<b>2010-11</b>	<b>Percent</b>	<b>2011-12</b>	<b>Percent</b>	<b>2012-13</b>	<b>Percent</b>	<b>2013-14</b>
	White	384	58.1%	402	67.0%	326	60.0%	
	Asian	41	6.2%	30	5.0%	25	4.6%	
	Black	14	2.1%	14	2.3%	6	1.1%	
	Hispanic	88	13.3%	76	12.7%	103	19.0%	
	Native American	8	1.2%	5	0.8%	8	1.5%	
	Pacific Islander	1	0.2%	2	0.3%	2	0.4%	
	Filipino	9	1.4%	1	0.2%	7	1.3%	
	Other Non-White	0	0.0%	0	0.0%	0	0.0%	
	Decline to state	116	17.5%	70	11.7%	66	12.2%	
	<b>ALL Ethnicities</b>	<b>661</b>	<b>100.0%</b>	<b>600</b>	<b>100.0%</b>	<b>543</b>	<b>100.0%</b>	

<b>Business General</b>	<b>Ethnicity</b>	<b>2010-11</b>	<b>Percent</b>	<b>2011-12</b>	<b>Percent</b>	<b>2012-13</b>	<b>Percent</b>	<b>2013-14</b>
	White	435	42.2%	543	56.6%	405	50.8%	
	Asian	59	5.7%	42	4.4%	29	3.6%	
	Black	34	3.3%	26	2.7%	32	4.0%	
	Hispanic	315	30.6%	195	20.3%	191	23.9%	
	Native American	12	1.2%	15	1.6%	8	1.0%	
	Pacific Islander	9	0.9%	1	0.1%	3	0.4%	
	Filipino	6	0.6%	12	1.3%	6	0.8%	
	Other Non-White	0	0.0%	0	0.0%	0	0.0%	
	Decline to state	161	15.6%	125	13.0%	124	15.5%	
	<b>ALL Ethnicities</b>	<b>1031</b>	<b>100.0%</b>	<b>959</b>	<b>100.0%</b>	<b>798</b>	<b>100.0%</b>	

<b>Business Management</b>	<b>Ethnicity</b>	<b>2010-11</b>	<b>Percent</b>	<b>2011-12</b>	<b>Percent</b>	<b>2012-13</b>	<b>Percent</b>	<b>2013-14</b>
	White	834	61.1%	771	65.7%	626	58.0%	
	Asian	55	4.0%	33	2.8%	35	3.2%	
	Black	44	3.2%	40	3.4%	27	2.5%	
	Hispanic	168	12.3%	126	10.7%	203	18.8%	
	Native American	22	1.6%	21	1.8%	19	1.8%	
	Pacific Islander	3	0.2%	5	0.4%	3	0.3%	
	Filipino	4	0.3%	10	0.9%	7	0.6%	
	Other Non-White	0	0.0%	0	0.0%	0	0.0%	
	Decline to state	235	17.2%	167	14.2%	160	14.8%	
	<b>ALL Ethnicities</b>	<b>1365</b>	<b>100.0%</b>	<b>1173</b>	<b>100.0%</b>	<b>1080</b>	<b>100.0%</b>	

<b>Business Marketing</b>	<b>Ethnicity</b>	<b>2010-11</b>	<b>Percent</b>	<b>2011-12</b>	<b>Percent</b>	<b>2012-13</b>	<b>Percent</b>	<b>2013-14</b>
	White	299	59.8%	295	60.6%	276	61.5%	
	Asian	21	4.2%	8	1.6%	15	3.3%	
	Black	19	3.8%	29	6.0%	13	2.9%	
	Hispanic	54	10.8%	72	14.8%	80	17.8%	
	Native American	3	0.6%	5	1.0%	1	0.2%	
	Pacific Islander	3	0.6%	0	0.0%	0	0.0%	
	Filipino	7	1.4%	5	1.0%	6	1.3%	
	Other Non-White	0	0.0%	0	0.0%	0	0.0%	
	Decline to state	94	18.8%	73	15.0%	58	12.9%	
	<b>ALL Ethnicities</b>	<b>500</b>	<b>100.0%</b>	<b>487</b>	<b>100.0%</b>	<b>449</b>	<b>100.0%</b>	

<b>Business Office Technology</b>	<b>Ethnicity</b>	<b>2010-11</b>	<b>Percent</b>	<b>2011-12</b>	<b>Percent</b>	<b>2012-13</b>	<b>Percent</b>	<b>2013-14</b>
	White	708	58.3%	875	46.5%	896	44.0%	
	Asian	44	3.6%	91	4.8%	99	4.9%	
	Black	30	2.5%	86	4.6%	96	4.7%	
	Hispanic	198	16.3%	544	28.9%	622	30.5%	
	Native American	13	1.1%	15	0.8%	19	0.9%	
	Pacific Islander	7	0.6%	8	0.4%	10	0.5%	
	Filipino	16	1.3%	28	1.5%	16	0.8%	
	Other Non-White	0	0.0%	0	0.0%	0	0.0%	
	Decline to state	199	16.4%	233	12.4%	279	13.7%	
	<b>ALL Ethnicities</b>	<b>1215</b>	<b>100.0%</b>	<b>1880</b>	<b>100.0%</b>	<b>2037</b>	<b>100.0%</b>	

<b>Hospitality</b>	<b>Ethnicity</b>	<b>2010-11</b>	<b>Percent</b>	<b>2011-12</b>	<b>Percent</b>	<b>2012-13</b>	<b>Percent</b>	<b>2013-14</b>
	White	79	68.7%	83	60.6%	93	58.9%	
	Asian	2	1.7%	3	2.2%	3	1.9%	
	Black	4	3.5%	10	7.3%	1	0.6%	
	Hispanic	9	7.8%	12	8.8%	30	19.0%	
	Native American	2	1.7%	0	0.0%	3	1.9%	
	Pacific Islander	0	0.0%	3	2.2%	4	2.5%	

	Filipino	0	0.0%	1	0.7%	3	1.9%	
	Other Non-White	0	0.0%	0	0.0%	0	0.0%	
	Decline to state	19	16.5%	25	18.2%	21	13.3%	
	<b>ALL Ethnicities</b>	<b>115</b>	<b>100.0%</b>	<b>137</b>	<b>100.0%</b>	<b>158</b>	<b>100.0%</b>	

Human Resources	Ethnicity	2010-11	Percent	2011-12	Percent	2012-13	Percent	2013-14
	White	186	50.8%	188	49.9%	175	44.6%	200
	Asian	21	5.7%	21	5.6%	18	4.6%	20
	Black	9	2.5%	7	1.9%	30	7.7%	20
	Hispanic	72	19.7%	67	17.8%	112	28.6%	20
	Native American	8	2.2%	17	4.5%	14	3.6%	20
	Pacific Islander	6	1.6%	0	0.0%	2	0.5%	20
	Filipino	6	1.6%	0	0.0%	5	1.3%	20
	Other Non-White	0	0.0%	0	0.0%	0	0.0%	20
	Decline to state	58	15.8%	77	20.4%	36	9.2%	20
	<b>ALL Ethnicities</b>	<b>366</b>	<b>100.0%</b>	<b>377</b>	<b>100.0%</b>	<b>392</b>	<b>100.0%</b>	

Paralegal Studies	Ethnicity	2010-11	Percent	2011-12	Percent	2012-13	Percent	2013-14
	White	113	66.9%	207	67.2%	172	68.0%	200
	Asian	2	1.2%	4	1.3%	6	2.4%	20
	Black	2	1.2%	6	1.9%	12	4.7%	20
	Hispanic	18	10.7%	43	14.0%	19	7.5%	20
	Native American	1	0.6%	3	1.0%	3	1.2%	20
	Pacific Islander	0	0.0%	0	0.0%	0	0.0%	20
	Filipino	5	3.0%	2	0.6%	0	0.0%	20
	Other Non-White	0	0.0%	0	0.0%	0	0.0%	20
	Decline to state	28	16.6%	43	14.0%	41	16.2%	20
	<b>ALL Ethnicities</b>	<b>169</b>	<b>100.0%</b>	<b>308</b>	<b>100.0%</b>	<b>253</b>	<b>100.0%</b>	

Real Estate	Ethnicity	2010-11	Percent	2011-12	Percent	2012-13	Percent	2013-14
	White	280	66.8%	254	64.5%	246	66.5%	200
	Asian	14	3.3%	16	4.1%	20	5.4%	20
	Black	10	2.4%	16	4.1%	6	1.6%	20
	Hispanic	20	4.8%	33	8.4%	37	10.0%	20
	Native American	5	1.2%	5	1.3%	0	0.0%	20
	Pacific Islander	0	0.0%	0	0.0%	1	0.3%	20
	Filipino	3	0.7%	5	1.3%	9	2.4%	20
	Other Non-White	0	0.0%	0	0.0%	0	0.0%	20
	Decline to state	87	20.8%	65	16.5%	51	13.8%	20
	<b>ALL Ethnicities</b>	<b>419</b>	<b>100.0%</b>	<b>394</b>	<b>100.0%</b>	<b>370</b>	<b>100.0%</b>	

### 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.

# Santa Rosa Junior College - Program Unit Review

Business Administration - FY 2012-13 (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	2010-11	Percent	2011-12	Percent	2012-13	Percent	2012-14
	Male	1238	49.2%	1239	48.2%	1070	47.6%	
	Female	1236	49.1%	1297	50.5%	1147	51.1%	
	Unknown	42	1.7%	33	1.3%	29	1.3%	
	<b>ALL Genders</b>	<b>2516</b>	<b>100.0%</b>	<b>2569</b>	<b>100.0%</b>	<b>2246</b>	<b>100.0%</b>	

Business Bookkeeping	Gender	2010-11	Percent	2011-12	Percent	2012-13	Percent	2012-14
	Male	150	22.7%	111	18.5%	110	20.3%	
	Female	494	74.7%	474	79.0%	422	77.7%	
	Unknown	17	2.6%	15	2.5%	11	2.0%	
	<b>ALL Genders</b>	<b>661</b>	<b>100.0%</b>	<b>600</b>	<b>100.0%</b>	<b>543</b>	<b>100.0%</b>	

Business General	Gender	2010-11	Percent	2011-12	Percent	2012-13	Percent	2012-14
	Male	249	24.2%	249	26.0%	200	25.1%	
	Female	769	74.6%	701	73.1%	596	74.7%	
	Unknown	13	1.3%	9	0.9%	2	0.3%	
	<b>ALL Genders</b>	<b>1031</b>	<b>100.0%</b>	<b>959</b>	<b>100.0%</b>	<b>798</b>	<b>100.0%</b>	

Business Management	Gender	2010-11	Percent	2011-12	Percent	2012-13	Percent	2012-14
	Male	530	38.8%	377	32.1%	401	37.1%	
	Female	793	58.1%	768	65.5%	665	61.6%	
	Unknown	42	3.1%	28	2.4%	14	1.3%	
	<b>ALL Genders</b>	<b>1365</b>	<b>100.0%</b>	<b>1173</b>	<b>100.0%</b>	<b>1080</b>	<b>100.0%</b>	

Business Marketing	Gender	2010-11	Percent	2011-12	Percent	2012-13	Percent	2012-14
	Male	291	58.2%	254	52.2%	216	48.1%	
	Female	204	40.8%	231	47.4%	224	49.9%	
	Unknown	5	1.0%	2	0.4%	9	2.0%	
	<b>ALL Genders</b>	<b>500</b>	<b>100.0%</b>	<b>487</b>	<b>100.0%</b>	<b>449</b>	<b>100.0%</b>	

Business Office Technology	Gender	2010-11	Percent	2011-12	Percent	2012-13	Percent	2012-14
	Male	246	20.2%	534	28.4%	671	32.9%	
	Female	947	77.9%	1318	70.1%	1337	65.6%	
	Unknown	22	1.8%	28	1.5%	29	1.4%	
	<b>ALL Genders</b>	<b>1215</b>	<b>100.0%</b>	<b>1880</b>	<b>100.0%</b>	<b>2037</b>	<b>100.0%</b>	

Hospitality	Gender	2010-11	Percent	2011-12	Percent	2012-13	Percent	2012-14
	Male	39	33.9%	47	34.3%	32	20.3%	
	Female	75	65.2%	87	63.5%	126	79.7%	
	Unknown	1	0.9%	3	2.2%	0	0.0%	
	<b>ALL Genders</b>	<b>115</b>	<b>100.0%</b>	<b>137</b>	<b>100.0%</b>	<b>158</b>	<b>100.0%</b>	

Human Resources	Gender	2010-11	Percent	2011-12	Percent	2012-13	Percent	2012-14
	Male	71	19.4%	64	17.0%	61	15.6%	
	Female	289	79.0%	306	81.2%	329	83.9%	
	Unknown	6	1.6%	7	1.9%	2	0.5%	
	<b>ALL Genders</b>	<b>366</b>	<b>100.0%</b>	<b>377</b>	<b>100.0%</b>	<b>392</b>	<b>100.0%</b>	

Paralegal Studies	Gender	2010-11	Percent	2011-12	Percent	2012-13	Percent	2012-14
	Male	30	17.8%	59	19.2%	49	19.4%	
	Female	139	82.2%	249	80.8%	204	80.6%	
	Unknown	0	0.0%	0	0.0%	0	0.0%	
	<b>ALL Genders</b>	<b>169</b>	<b>100.0%</b>	<b>308</b>	<b>100.0%</b>	<b>253</b>	<b>100.0%</b>	

Real Estate	Gender	2010-11	Percent	2011-12	Percent	2012-13	Percent	2013-14
	Male	211	50.4%	196	49.7%	169	45.7%	201
	Female	191	45.6%	188	47.7%	188	50.8%	201
	Unknown	17	4.1%	10	2.5%	13	3.5%	10
	<b>ALL Genders</b>	<b>419</b>	<b>100.0%</b>	<b>394</b>	<b>100.0%</b>	<b>370</b>	<b>100.0%</b>	<b>412</b>

### 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.

## Santa Rosa Junior College - Program Unit Review

Business Administration - FY 2012-13 (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	2010-11	Percent	2011-12	Percent	2012-13	Percent	2013-14
	0 thru 18	220	8.8%	201	7.8%	167	7.5%	
	19 and 20	599	23.8%	631	24.6%	672	30.0%	
	21 thru 25	764	30.4%	814	31.8%	730	32.6%	
	26 thru 30	319	12.7%	334	13.0%	238	10.6%	
	31 thru 35	163	6.5%	184	7.2%	126	5.6%	
	36 thru 40	151	6.0%	110	4.3%	78	3.5%	
	41 thru 45	112	4.5%	116	4.5%	79	3.5%	
	46 thru 50	84	3.3%	74	2.9%	66	2.9%	
	51 thru 60	101	4.0%	97	3.8%	83	3.7%	
	61 plus	3	0.1%	8	0.3%	7	0.3%	
	<b>ALL Ages</b>	<b>2513</b>	<b>100.0%</b>	<b>2561</b>	<b>100.0%</b>	<b>2239</b>	<b>100.0%</b>	

Business Bookkeeping	Age Range	2010-11	Percent	2011-12	Percent	2012-13	Percent	2013-14
	0 thru 18	17	2.6%	13	2.2%	22	4.2%	
	19 and 20	43	6.6%	30	5.2%	29	5.5%	
	21 thru 25	100	15.4%	100	17.2%	77	14.6%	
	26 thru 30	106	16.3%	102	17.6%	88	16.7%	
	31 thru 35	54	8.3%	63	10.8%	68	12.9%	
	36 thru 40	72	11.1%	46	7.9%	47	8.9%	
	41 thru 45	66	10.2%	64	11.0%	43	8.1%	
	46 thru 50	84	12.9%	71	12.2%	53	10.0%	
	51 thru 60	107	16.5%	92	15.8%	101	19.1%	
	61 plus	12	1.8%	19	3.3%	15	2.8%	
	<b>ALL Ages</b>	<b>649</b>	<b>100.0%</b>	<b>581</b>	<b>100.0%</b>	<b>528</b>	<b>100.0%</b>	

Business General	Age Range	2010-11	Percent	2011-12	Percent	2012-13	Percent	2013-14
	0 thru 18	52	5.1%	45	4.7%	47	6.0%	
	19 and 20	129	12.6%	131	13.7%	112	14.3%	
	21 thru 25	210	20.5%	219	23.0%	192	24.6%	
	26 thru 30	175	17.1%	141	14.8%	120	15.3%	
	31 thru 35	93	9.1%	94	9.9%	82	10.5%	
	36 thru 40	109	10.6%	76	8.0%	41	5.2%	
	41 thru 45	112	10.9%	76	8.0%	47	6.0%	
	46 thru 50	64	6.2%	64	6.7%	78	10.0%	
	51 thru 60	81	7.9%	107	11.2%	63	8.1%	
	61 plus	6	0.6%	6	0.6%	16	2.0%	
	<b>ALL Ages</b>	<b>1025</b>	<b>100.0%</b>	<b>953</b>	<b>100.0%</b>	<b>782</b>	<b>100.0%</b>	

Business Management	Age Range	2010-11	Percent	2011-12	Percent	2012-13	Percent	2013-14
	0 thru 18	34	2.5%	53	4.6%	56	5.3%	
	19 and 20	125	9.3%	127	11.0%	114	10.8%	
	21 thru 25	328	24.4%	266	23.1%	253	23.9%	
	26 thru 30	186	13.8%	189	16.4%	175	16.5%	
	31 thru 35	149	11.1%	120	10.4%	101	9.5%	
	36 thru 40	129	9.6%	80	6.9%	90	8.5%	
	41 thru 45	133	9.9%	88	7.6%	82	7.7%	
	46 thru 50	141	10.5%	115	10.0%	77	7.3%	
	51 thru 60	119	8.9%	115	10.0%	111	10.5%	
	61 plus	21	1.6%	20	1.7%	21	2.0%	
	<b>ALL Ages</b>	<b>1344</b>	<b>100.0%</b>	<b>1153</b>	<b>100.0%</b>	<b>1059</b>	<b>100.0%</b>	

Business Marketing	Age Range	2010-11	Percent	2011-12	Percent	2012-13	Percent	2013-14
	0 thru 18	65	13.0%	55	11.3%	49	11.2%	
	19 and 20	131	26.2%	175	36.1%	160	36.5%	
	21 thru 25	191	38.2%	171	35.3%	131	29.9%	
	26 thru 30	45	9.0%	31	6.4%	34	7.8%	
	31 thru 35	19	3.8%	12	2.5%	14	3.2%	
	36 thru 40	18	3.6%	14	2.9%	9	2.1%	
	41 thru 45	13	2.6%	4	0.8%	20	4.6%	
	46 thru 50	12	2.4%	12	2.5%	6	1.4%	
	51 thru 60	6	1.2%	11	2.3%	15	3.4%	

	61 plus	0	0.0%	2	0.4%	11	2.5%	
	<b>ALL Ages</b>	<b>500</b>	<b>100.0%</b>	<b>485</b>	<b>100.0%</b>	<b>438</b>	<b>100.0%</b>	

<b>Business Office Technology</b>	<b>Age Range</b>	<b>2010-11</b>	<b>Percent</b>	<b>2011-12</b>	<b>Percent</b>	<b>2012-13</b>	<b>Percent</b>	<b>2013-14</b>
	0 thru 18	32	2.7%	103	5.6%	117	5.9%	
	19 and 20	138	11.5%	241	13.1%	304	15.3%	
	21 thru 25	228	18.9%	426	23.1%	508	25.5%	
	26 thru 30	182	15.1%	284	15.4%	244	12.3%	
	31 thru 35	120	10.0%	162	8.8%	198	9.9%	
	36 thru 40	123	10.2%	172	9.3%	146	7.3%	
	41 thru 45	174	14.5%	158	8.6%	152	7.6%	
	46 thru 50	96	8.0%	130	7.1%	128	6.4%	
	51 thru 60	111	9.2%	167	9.1%	193	9.7%	
	61 plus	11	0.9%	37	2.0%	47	2.4%	
	<b>ALL Ages</b>	<b>1204</b>	<b>100.0%</b>	<b>1843</b>	<b>100.0%</b>	<b>1990</b>	<b>100.0%</b>	

<b>Hospitality</b>	<b>Age Range</b>	<b>2010-11</b>	<b>Percent</b>	<b>2011-12</b>	<b>Percent</b>	<b>2012-13</b>	<b>Percent</b>	<b>2013-14</b>
	0 thru 18	16	13.9%	13	9.8%	20	13.1%	
	19 and 20	24	20.9%	22	16.5%	34	22.2%	
	21 thru 25	36	31.3%	30	22.6%	43	28.1%	
	26 thru 30	8	7.0%	14	10.5%	14	9.2%	
	31 thru 35	8	7.0%	9	6.8%	15	9.8%	
	36 thru 40	5	4.3%	10	7.5%	5	3.3%	
	41 thru 45	4	3.5%	8	6.0%	5	3.3%	
	46 thru 50	8	7.0%	6	4.5%	9	5.9%	
	51 thru 60	6	5.2%	21	15.8%	8	5.2%	
	61 plus	0	0.0%	4	3.0%	5	3.3%	
	<b>ALL Ages</b>	<b>115</b>	<b>100.0%</b>	<b>133</b>	<b>100.0%</b>	<b>153</b>	<b>100.0%</b>	

<b>Human Resources</b>	<b>Age Range</b>	<b>2010-11</b>	<b>Percent</b>	<b>2011-12</b>	<b>Percent</b>	<b>2012-13</b>	<b>Percent</b>	<b>2013-14</b>
	0 thru 18	12	3.3%	4	1.1%	1	0.3%	
	19 and 20	13	3.6%	26	7.0%	28	7.2%	
	21 thru 25	76	20.9%	68	18.2%	81	20.7%	
	26 thru 30	49	13.5%	67	17.9%	72	18.4%	
	31 thru 35	64	17.6%	62	16.6%	68	17.4%	
	36 thru 40	43	11.8%	37	9.9%	27	6.9%	
	41 thru 45	25	6.9%	23	6.1%	34	8.7%	
	46 thru 50	29	8.0%	39	10.4%	39	10.0%	
	51 thru 60	52	14.3%	48	12.8%	41	10.5%	
	61 plus	3	0.8%	3	0.8%	1	0.3%	
	<b>ALL Ages</b>	<b>363</b>	<b>100.0%</b>	<b>374</b>	<b>100.0%</b>	<b>391</b>	<b>100.0%</b>	

<b>Paralegal Studies</b>	<b>Age Range</b>	<b>2010-11</b>	<b>Percent</b>	<b>2011-12</b>	<b>Percent</b>	<b>2012-13</b>	<b>Percent</b>	<b>2013-14</b>
	0 thru 18	1	0.6%	7	2.3%	5	2.0%	
	19 and 20	18	10.9%	10	3.3%	11	4.4%	
	21 thru 25	28	17.0%	67	22.0%	27	10.8%	
	26 thru 30	16	9.7%	41	13.4%	49	19.7%	
	31 thru 35	13	7.9%	33	10.8%	35	14.1%	
	36 thru 40	23	13.9%	55	18.0%	59	23.7%	
	41 thru 45	18	10.9%	26	8.5%	23	9.2%	
	46 thru 50	20	12.1%	27	8.9%	21	8.4%	
	51 thru 60	28	17.0%	39	12.8%	19	7.6%	
	61 plus	4	2.4%	3	1.0%	4	1.6%	
	<b>ALL Ages</b>	<b>165</b>	<b>100.0%</b>	<b>305</b>	<b>100.0%</b>	<b>249</b>	<b>100.0%</b>	

<b>Real Estate</b>	<b>Age Range</b>	<b>2010-11</b>	<b>Percent</b>	<b>2011-12</b>	<b>Percent</b>	<b>2012-13</b>	<b>Percent</b>	<b>2013-14</b>
	0 thru 18	15	3.6%	10	2.6%	10	2.8%	
	19 and 20	37	9.0%	37	9.4%	28	7.7%	
	21 thru 25	94	22.9%	99	25.3%	99	27.3%	
	26 thru 30	57	13.9%	69	17.6%	46	12.7%	
	31 thru 35	52	12.7%	47	12.0%	53	14.6%	
	36 thru 40	27	6.6%	29	7.4%	32	8.8%	
	41 thru 45	44	10.7%	33	8.4%	33	9.1%	
	46 thru 50	39	9.5%	37	9.4%	22	6.1%	
	51 thru 60	46	11.2%	31	7.9%	40	11.0%	
	61 plus	8	1.9%	2	0.5%	7	1.9%	



	ALL Ages	411	100.0%	392	100.0%	363	100.0%
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## 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 |

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

-----  
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)

-----  
Lower-Division Business Core (units count in major)

-----  
BUS 211 Business Statistics (4)|MATH 15 Elementary Statistics (4)  
OR | OR

MATH 165 Elementary Applied (4)|MATH 15 Elementary Statistics (4)  
Statistics |

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

-----  
BUS 230A Financial Accounting (4)|BAD 1 Financial Accounting (4)

-----  
BUS 230B Managerial Accounting (4)|BAD 2 Managerial Accounting (4)  
-----

Articulation Agreement by Major

Effective During the 09-10 Academic Year

To: CSU Sacramento

| From: Santa Rosa Junior College

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.

-----  
**ACCY 1 ACCOUNTING FUNDAMENTALS (3)|BAD 1 Financial Accounting (4)**  
-----

**ACCY 2 MANAGERIAL ACCOUNTING (3)|BAD 2 Managerial Accounting (4)**  
-----

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)  
-----

B. COMPUTER LITERACY:  
(See Comment #1)

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

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

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

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

MIS 15 INTRO. TO BUSINESS (3)|CIS 16B Advanced Programming (4)  
PROGRAMMING | Concepts with Visual  
| Basic

(VB.net) | OR  
 | CS 19.11B Advanced Visual Basic (3)  
 |  
 | (MIS 15 is required for students who  
 | are admitted to the MIS Concentration  
 | beginning Fall 04)

**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>.

**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**

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.

DS 110	Mathematical Analysis for (3)		MATH 16	Introduction to (4)
	Business		Mathematical Analysis	
			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

---

Core Courses (lower division):

---

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

---

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

---

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

---

**ACCT 100 & Introduction to Financial (3) | BAD 1 & Financial Accounting (4)**  
**Accounting | BAD 2 Managerial Accounting (4)**  
**ACCT 101 Introduction to (3) |**  
**Managerial Accounting |**

---

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.

---

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

---

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.

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

**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

PREREQUISITES

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.

**Courses that satisfy** | **BAD 10 American Business in its (3)**  
**this requirement:** | **Global Context**

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

**Courses that satisfy this** | **MATH 1A Calculus, First Course (5)**  
**requirement:** | **MATH 8A Brief Calculus 1 (3)**

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

**Courses that satisfy** | **ECON 1A & Principles of (3)**  
**this requirement:** | **Macroeconomics**  
| **ECON 1B Principles of (3)**  
| **Microeconomics**

Statistics: One course.

**Courses that satisfy** | **MATH 15 Elementary Statistics (4)**  
**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](#)

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

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

**Industries Employing This Occupation (click on Industry Title to View Employers List)**

[Top](#)

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

## 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
		2008	2018	Numerical [1]	Percent	New Jobs [2]	Replacement Needs [3]	Total Jobs [4]	Median Hourly [5]	Median Annual [5]	
23-0000	Legal Occupations	730	850	120	16.4	14	12	26	\$41.88	\$87,117	
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
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**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 Tr Level
		2008	2018	Numerical [1]	Percent	New Jobs [2]	Replace-ment Needs [3]	Total Jobs [4]	Median Hourly [5]	Median An [5]	
<b>43-0000</b>	<b>Office and Administrative Support Occupations</b>	<b>30,440</b>	<b>31,500</b>	<b>1,060</b>	<b>3.5</b>	<b>204</b>	<b>611</b>	<b>815</b>	<b>\$17.10</b>	<b>\$35,566</b>	
43-3011	Bill and Account Collectors	460	540	80	17.4	8	9	17	\$18.20	\$37,853	
43-3021	Billing and Posting Clerks and Machine Operators	580	640	60	10.3	6	9	15	\$18.86	\$39,240	
43-3031	Bookkeeping, Accounting, and Auditing Clerks	3,130	3,320	190	6.1	18	38	56	\$20.01	\$41,615	
43-4051	Customer Service Representatives	1,820	2,070	250	13.7	25	57	82	\$17.69	\$36,807	
43-4171	Receptionists and Information Clerks	1,100	1,190	90	8.2	9	30	39	\$14.12	\$29,360	
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	
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	

**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 Replacements [1]	Total [2]	Median Hourly [3]	Median Annual [3]	Edu Tr Lev
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,	1,550	1,600	50	3.2	5	11	16	\$23.04	\$47,934	11

Except Payroll  
and  
Timekeeping

## 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]	Educ and Train Level
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	5
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]	Educational Training Level
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	Net Replacements	Total	Median Hourly	Median Annual	Educational Training Level
41-9021	Real Estate Brokers	1,330	1,320	-10	-0.8	0	21	21	\$66.02	\$137,325	8
41-9022	Real Estate Sales Agents	1,350	1,350	0	0.0	0	22	22	\$22.91	\$47,658	7
23-2093	Title Examiners, Abstractors, and Searchers	400	370	-30	-7.5	0	7	7	\$25.54	\$53,140	10
13-2021	Appraisers and Assessors of Real Estate	640	680	40	6.3	4	13	17	\$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		Education Level
		2006	2016	Numerical	Percent	New Jobs	Net Replacements [1]	Total [2]	Median Hourly [3]	Median Annual [3]	
27-1026	Merchandise Displayers and Window Trimmers	840	930	90	10.7	9	22	31	\$13.72	\$28,539	
41-2000	Retail Sales Workers	55,320	58,230	2,910	5.3	291	2,035	2,326	N/A	N/A	
41-2011	Cashiers	19,090	18,630	-460	-2.4	0	908	908	\$10.99	\$22,842	
41-2021	Counter and Rental Clerks	3,410	3,650	240	7.0	24	130	154	\$11.84	\$24,614	
41-2022	Parts Salespersons	720	640	-80	-11.1	0	8	8	\$17.02	\$35,397	
41-2031	Retail Salespersons	32,030	35,250	3,220	10.1	322	986	1,308	\$11.79	\$24,503	
41-3011	Advertising Sales Agents	1,910	2,240	330	17.3	33	34	67	\$26.14	\$54,381	
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	
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	

### 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		Education Level
		2006	2016	Numerical	Percent	New Jobs	Net Replacements [1]	Total [2]	Median Hourly [3]	Median Annual [3]	
11-2000	Advertising, Marketing,	9,140	10,080	940	10.3	94	204	298	N/A	N/A	

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

### 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]	
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	\$90,86
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	\$55,08
11-3071	Transportation, Storage, and Distribution Managers	700	760	60	8.6	6		21	27	\$43.38	\$90,24
11-9199	Managers, All Other	11,120	12,620	1,500	13.5	150		221	371	\$54.87	\$114,1

### 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]

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	\$90,86
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	\$55,08
11-3071	Transportation, Storage, and Distribution Managers	700	760	60	8.6	6		21	27	\$43.38	\$90,24
11-9199	Managers, All Other	11,120	12,620	1,500	13.5	150		221	371	\$54.87	\$114,12

### 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]	Educ and Train Level
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

## 6.2a Program/Unit Conclusions

Location	Focus Areas & Questions
ALL	Working with the Agriculture/Natural Resources Department, Culinary Arts Department and representatives of the hospitality industry, we have developed three new hospitality certificates in Guest Service Agent, Concierge, and Wine Tasting Service. There is still work to be done on creating other certificates and courses needed by our hospitality industry.
ALL	Evaluate and reconfigure the Supervisory Management Program and courses to ensure it's relevance and value to our local industry partners.
ALL	Rewrite the BMG 54 course to comply with Fall '09 AA math requirement. The department will pursue a business statistics course for our students.
ALL	Retail Management Program and major. The certificate program is WAFC certified, and the department is working on a retail management major.

## 6.2b PRPP Editor Feedback - Optional

Please refer to the Dean II, Business and Professional Studies PRPP.

### 6.3a Annual Unit Plan

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0001	ALL	00	00	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