

Santa Rosa Junior College

Program Resource Planning Process

Business Administration 2015

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.

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 2015):

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

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 five majors in the department. Three of the majors are intended to be in conjunction with industry certification. Enrollments are currently limited due to reduced class offerings; however there is significant demand for transfer curriculum as well as skill based classes. There are more transfers to Sonoma State University from Business Administration than any other discipline. The department is compliant with industry requirements from the State Department of Real Estate (DRE), the Office of Real Estate Appraisers (OREA), and is in the process of cataloging the data and maintaining the requirements to apply for certification from the American Bar Association (ABA) for the Paralegal program once the program has program completers and qualifies for the application. The department 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 an immediate full time faculty need:

Business - CTE (Career Technical Education) faculty

The CTE disciplines, (BBK, BGN, BOT, HOSP, PLS, and RE) comprise approximately 53% 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. EDD reports that Real Estate will have 18.3% growth over the next 7 years, and Concierge job openings will increase by 26.1%.

The CTE discipline area need a full-time faculty member with the expertise to lead us into the future, who can assess the SLOs, and update the curriculum and certificates as needed. CTE 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 platforms.

Business Administration CTE areas currently have three majors and twelve certificate programs, the majority of which are coordinated by adjunct faculty. There have been almost 500 completers over the last 3 years. A full-time faculty will be crucial in keeping curriculum current and assessing SLOs on 46 courses, scheduling 193 sections, many of which need lab time or are short term courses that need special attention to maximize efficiency of offerings.

2.1a Budget Needs

Student workers - 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. Since Student Employment funds are more versatile, augmenting that fund would be preferred.

Increase 2360 by \$1,600.00

Increase 2361 by \$3,400.00

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.

Santa Rosa Junior College - Program Unit Review

Business Administration - FY 2013-14

2.1 Fiscal Year Expenditures

Santa Rosa Campus

Expenditure Category	Unrestricted Funds	Change from 2012-13	Restricted Funds	Change from 2012-13	Total	Change from 2012-13
Faculty payroll	\$447,348.75	6.62%	\$0.00	0.00%	\$447,348.75	6.62%
Adjunct payroll	\$580,969.23	25.35%	\$0.00	-100.00%	\$580,969.23	24.49%
Classified payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
STNC payroll	\$0.00	-100.00%	\$0.00	0.00%	\$0.00	-100.00%
Student payroll	\$9,256.40	10.77%	\$0.00	0.00%	\$9,256.40	10.77%
Management payroll (and Dept Chairs)	\$43,453.45	-24.49%	\$0.00	0.00%	\$43,453.45	-24.49%
Benefits (3000's)	\$178,143.86	-1.16%	\$0.00	-100.00%	\$178,143.86	-1.31%
Supplies (4000's)	\$28,878.79	7.26%	\$0.00	0.00%	\$28,878.79	7.26%
Services (5000's)	\$2,022.43	24.25%	\$0.00	0.00%	\$2,022.43	24.25%
Equipment (6000's)	\$0.00	0.00%	\$0.00	-100.00%	\$0.00	-100.00%
Total Expenditures	\$1,290,072.91	11.10%	\$0.00	-100.00%	\$1,290,072.91	10.63%

Petaluma Campus (Includes Rohnert Park and Sonoma)

Expenditure Category	Unrestricted Funds	Change from 2012-13	Restricted Funds	Change from 2012-13	Total	Change from 2012-13
Faculty payroll	\$100,029.00	8.45%	\$0.00	0.00%	\$100,029.00	8.45%
Adjunct payroll	\$105,361.24	-3.35%	\$0.00	0.00%	\$105,361.24	-3.35%

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)	\$36,240.65	-0.50%	\$0.00	0.00%	\$36,240.65	-0.50%
Supplies (4000's)	\$2,956.28	6.37%	\$0.00	0.00%	\$2,956.28	6.37%
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%
Total Expenditures	\$244,587.17	1.72%	\$0.00	0.00%	\$244,587.17	1.72%

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

Expenditure Category	Unrestricted Funds	Change from 2012-13	Restricted Funds	Change from 2012-13	Total	Change from 2012-13
Faculty payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Adjunct payroll	\$176,523.77	0.16%	\$0.00	0.00%	\$176,523.77	0.16%
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)	\$11,769.34	-20.08%	\$0.00	0.00%	\$11,769.34	-20.08%
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%
Total Expenditures	\$188,293.11	-1.40%	\$0.00	0.00%	\$188,293.11	-1.40%

Expenditure Totals

Expenditure Category	Amount	Change from 2012-13	District Total	% of District Total
Total Expenditures	\$1,722,953.19	7.85%	\$120,253,860.49	1.43%
Total Faculty Payroll	\$1,410,231.99	11.59%	\$43,245,546.66	3.26%
Total Classified Payroll	\$0.00	0.00%	\$19,181,736.44	0.00%
Total Management Payroll	\$43,453.45	-24.49%	\$8,511,170.13	0.51%
Total Salary/Benefits Costs	\$1,689,095.69	7.95%	\$90,311,305.65	1.87%
Total Non-Personnel Costs	\$33,857.50	3.40%	\$15,816,837.66	0.21%

2.1b Budget Requests

Rank	Location	SP	M	Amount	Brief Rationale
0001	ALL	08	02	\$3,400.00	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	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.
0003	ALL	01	02	\$10,000.00	To work with students and the hospitality industry to develop the hospitality job board offerings and success rate of students finding jobs.

2.2a Current Classified Positions

Position	Hr/Wk	Mo/Yr	Job Duties
AA II	40.00	12.00	The Maggini Service center not only provides support to the Business 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 50+ 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.
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2.2b Current Management/Confidential Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Department Chair	22.50	10.00	Chairperson duties as identified in the AFA contract. A less than complete list of responsibilities includes: Overseeing schedule development Hiring Staffing classes Managing and conducting evaluations Understanding and communicating policies and procedures Answering student questions Counseling students Representing the department to the dean Representing the dean to the department Overseeing the budget Supervising classified staff Preparing annual program review Manage curriculum development and the approval process Participate in cluster curriculum tech review Attend CRC meetings when needed Attend DCC/IC and DCC meetings Tracking absences and NOA forms Initiate and track schedule change forms Call and chair department meetings Answer questions from and communicate with adjunct faculty Forward important e-mails Organize and manage Department Flex activities Manage facilities use Act as mediator whenever needed. Maintain an environment of respectful communication Monitor enrollments Research instructional equipment costs Coordinate multiple course locations and venues Manage advisory committee(s) and meetings Coordinate a Certificate of Achievement Program
Program Coordinator	0.00	0.00	Business Office Support Coordinator assigned 9% load in fall 2013 and 16% in spring 2014
Assistant Chair	0.00	0.00	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	0.00	0.00	assigned 1% load in spring 2014 to coordinate the PRPP
Bus. Admin. for Transfer Major coordinator	0.00	0.00	Assigned 9 % load in fall 2013 and 7% load in spring 2014 to coordinate the transfer major
SLO coordinator	0.00	0.00	Assigned 6% load to coordinate SLO assessments

2.2c Current STNC/Student Worker Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Student Assistants	20.00	10.00	The Student Clerical Asst. is an essential support staff member to the AAII, faculty and students. The

			BAD department is located on two floors. The Student assists AAI 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 AAI 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.
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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 AAI, 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.

The Administrative Assistant is now responsible for a large CTE department. The workload continues to increase, including the addition of 6 Advisory Committees, bringing the total to 10. The AA is also responsible for support to the Swedish student program, PRPPs, scheduling, 3 certificate ceremonies, curriculum support to include finding comps, tracking of and assisting faculty with SLO assessments.

Santa Rosa Junior College - Program Unit Review

Business Administration - FY 2013-14

2.2 Fiscal Year Employee Data and Calculations

Employee Head Counts

Employee Category	Count	Change from 2012-13	District Total	% of District Total
Contract Faculty	7	-12.50%	277	2.53%
Adjunct Faculty	50	-5.66%	1351	3.70%
Classified Staff	0	0.00%	490	0.00%
STNC Workers	0	-100.00%	458	0.00%
Student Workers	5	66.67%	610	0.82%
Mgmt/Admin/Dept Chair	3	-25.00%	144	2.08%

Employee FTE Totals

FTE Category	FTE	Change from 2012-13	District Total	% of District Total
FTE-F - Faculty	26.3456	-3.46%	679.6236	3.88%
FTE-CF - Contract Faculty	6.6000	-13.16%	274.8500	2.40%
FTE-AF - Adjunct Faculty	19.7456	0.28%	404.7736	4.88%
FTE-C - Classified	0.0000	0.00%	407.3756	0.00%
FTE-ST - STNC	0.0000	-100.00%	63.8460	0.00%
FTE-SS - Support Staff	1.0736	3.91%	647.5458	0.17%

FTE-SW - Student Workers	1.0736	10.60%	176.3242	0.61%
FTE-M - Management	1.1400	-1.72%	114.8000	0.99%
FTE-DC - Department Chairs	0.0000	0.00%	50.0000	0.00%

Student Data

Data Element	Value	Change from 2012-13	District Total	% of District Total
FTES-CR - Credit	683.0158	4.19%	16276.6188	4.20%
FTES-NC - Non-Credit	33.2952	85.19%	2028.0819	1.64%
FTES - combined	716.3110	6.35%	18304.7007	3.91%
Students Enrolled/Served	9184	-2.41%	30000	30.61%

Calculations

Data Element	Value	Change from 2012-13	District Total	% of District Total
FTE-S : FTE-F	27.1890	10.16%	26.9336	100.95%
FTE-AF : FTE-CF	2.9918	15.48%	1.4727	203.15%
FTE-F : FTE-SS	24.5405	-7.09%	1.0495	>1000%
FTE-F : FTE-M	23.1102	-1.77%	5.9201	390.37%
FTE-SS : FTE-M	0.9417	5.73%	5.6406	16.70%
FTE-ST : FTE-C	0.0000	0.00%	0.1567	0.00%
Average Faculty Salary per FTE-F	\$53,528.11	15.59%	\$63,631.61	84.12%
Average Classified Salary per FTE-C	\$0.00	0.00%	\$47,086.12	0.00%
Average Management Salary per FTE-M	\$38,117.06	-23.17%	\$74,139.11	51.41%
Salary/Benefit costs as a % of total budget	98.03%	0.09%	75.10%	130.54%
Non-Personnel \$ as a % of total budget	1.97%	-4.13%	13.15%	14.94%
Restricted Funds as a % of total budget	0.00%	-100.00%	11.75%	0.00%
Total Unit Cost per FTE-F	\$65,398.05	11.72%	\$176,941.86	36.96%
Total Unit Cost per FTE-C	\$0.00	0.00%	\$295,191.61	0.00%
Total Unit Cost per FTE-M	\$1,511,362.45	9.75%	\$1,047,507.50	144.28%
Total Unit Cost per FTE-S	\$2,405.31	1.42%	\$6,569.56	36.61%
Total Unit Cost per student served/enrolled	\$187.60	10.52%	\$4,008.46	4.68%

Santa Rosa Junior College - Program Unit Review

Business Administration - FY 2013-14

2.2a Classified Positions Employees paid from a Classified OBJECT code

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

Santa Rosa Junior College - Program Unit Review

Business Administration - FY 2013-14

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

Name Last	First	Position	Hours	FTE
Cheek	Richard	Faculty	0.00	0.1600
Fritschen	John	Faculty	0.00	0.3000
Lord	Gina	Faculty	0.00	0.6800
Totals			0.00	1.1400

Santa Rosa Junior College - Program Unit Review

Business Administration - FY 2013-14

2.2c STNC Workers Employees paid from an STNC OBJECT code

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

Santa Rosa Junior College - Program Unit Review

Business Administration - FY 2013-14

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

Name Last	First	Position	Hours	FTE
Boschen	Elizabeth		281.00	0.2702
Munneke	Joseph		103.00	0.0990
Reihl	Victoria		30.00	0.0288
Taylor	Sarah		527.00	0.5067
Wright	Brenda		175.50	0.1688
Totals			1116.50	1.0736

2.2e Classified, STNC, Management Staffing Requests

Rank	Location	SP	M	Current Title	Proposed Title	Type
0001	Santa Rosa	08	07	none	Administrative Assistant I - 50%	Classified

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	3rd year 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.
Business Instructor	New 1st year faculty

2.3b Full-Time and Part-Time Ratios

Discipline	FTEF Reg	% Reg Load	FTEF Adj	% Adj Load	Description
Business Administration	2.0100	28.0000	5.2500	72.0000	
Business Bookkeeping	0.1700	9.0000	1.7800	91.0000	
Business General	0.4000	11.0000	3.4900	89.0000	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	0.2000	11.0000	1.6000	89.0000	
Business Marketing	0.9900	71.0000	0.4000	29.0000	
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	0.6000	90.0000	0.0700	10.0000	
Human Resources	0.0000	0.0000	0.5600	100.0000	
Paralegal Studies	0.0000	0.0000	1.0000	100.0000	
Real Estate	0.6000	60.0000	0.4000	40.0000	Load classed as FT, is a pro-rata faculty member, not a full-time contract faculty members.

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 two full time faculty in the last 10 years.

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

Faculty Staff Narrative - Business Department (Position 1)

Position – Career Technical Education Instructor

Fall 2015

Position Requesting: Career Technical Education Instructor

The Business Administration Department is putting forth a proposal for a full-time faculty position in the area of Career Technical Education (CTE).

The CTE disciplines, (Bookkeeping, Office Technology, Hospitality, Paralegal, Entrepreneurship, Human Resource Management, and Real Estate) comprise approximately 53% 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. EDD reports that Real Estate will have 18.3% growth over the next 7 years, and Concierge job openings will increase by 26.1%.

The CTE discipline area need a full-time faculty member with the expertise to lead us into the future, who can assess the SLOs, and update the curriculum and certificates as needed. CTE 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 platforms.

The mission of a Career and Technical Education Instructor will be to design, implement, and coordinate programs that educate and empower students to be successful citizens, workers, and leaders in a global economy. CTE classes and programs are created to contribute to the broad educational achievement of

students, including basic skills, as well as, their ability to work independently and as part of a team, think creatively and solve problems, and utilize technology in the thinking and problem-solving process.

CTE instructor will be responsible for the following:

1. Maintain current curriculum. Propose and develop new classes and programs as needed.
2. Maintain close working relationships with community, state agencies and area businesses in order to provide training consistent with labor market needs.
3. Establish and coordinate advisory committee(s) as needed.
3. Continuously appraise and evaluate the total business sectors in order to achieve the established goals for providing the opportunity for people to prepare for gainful employment.
4. Maintains current knowledge of pertinent rules and regulations affecting career and technical certifications.
5. Advise and assist in obtaining funds for career and technical education programs

Career and Technical Education Instructor area(s) of special expertise will include one or more of the following:

- Office Administration
- Entrepreneurship
- Human Resource Management
- Paralegal

Business Administration CTE areas currently have three majors and twelve certificate programs, the majority of which are coordinated by adjunct faculty. There have been almost 500 completers over the last 3 years. A full-time faculty will be crucial in keeping curriculum current and assessing SLOs on 46 courses, scheduling 193 sections, many of which need lab time or are short term courses that need special attention to maximize efficiency of offerings. Unfortunately, over the past 5-10 years, the Business Department has seen 7 full-time faculty retirements with only two replacements.

Current Contract Faculty

Currently, the Business Department has seven full-time faculty of which one is on the tenure track year 3, another on tenure track year 1, one who is currently on sabbatical and another faculty that is on reduced load for the next four years until he retires.

Adjunct Faculty

There are over fifty adjunct instructors in the Business Department. The Business Department continues to struggle finding and retaining adjunct faculty to teach in many areas including Office Administration, Entrepreneurship and Human Resource Management

Currently, over 75% of the courses in Business Administration Department are taught by adjuncts and we are continuously updating our adjunct faculty pools and finding it increasing difficult to recruit specific areas including those mentioned above.

Instructional (courses) Needs

Office Administration

This area currently has no full-time faculty that are solely devoted to these areas of growth. In the past, we have had numerous full-time instructors and coordinators, but due to retirements, we now have none. This is a large area in our department and desperately needs the focus and support of the full-time faculty member to oversee the classes and programs and develop new offerings!

Department background information:

- Approximately 53% of all course offerings in the Business Administration Department are CTE courses. (BBK, BGN, BOT, HOSP, PLS, and RE)
- FTES over the past seven semesters ranged from 117.57 to 148.03 / per semester
- FTEF over the past seven semesters has ranged from 7.20 to 9.12 / per semester
- There are three CTE majors and twelve CTE certificates currently offered
- Over the last three years, 456 CTE certificates and degrees have been awarded
- CTE offers 46 classes totaling 193 sections a year with an average class size of 34.7 (manually calculated as the data is flawed in data mine)

Projected growth is high according to the Labor Bureau and the Economic Development Board, specifically in the areas of Enterprise Resource Planning, Payroll, Project and Cloud-based Management. Additionally, the following areas are expected to grow accordingly:

- Office Clerk 9.2%
- Receptionist 11.2%
- Secretaries/Executive Secretaries 17.5%
- Payroll Clerks 17%
- Bookkeepers 14.5%
- Law clerks/Paralegal 11.1%

This is an area in business that needs “modernization” and we do not have any qualified full-time faculty member to coordinate these efforts, develop new classes and programs to meet workplace demands.

Entrepreneurship

According to the Economic Development Board, 2016 will be "The Year of the Entrepreneur" in Sonoma County! Entrepreneurship has been widely covered as a growth area in Sonoma County, California, the U.S., and the world. Currently, 12.3% of the U.S. population are starting or running a new business. This represents a 60% increase from 2010 to present. (Babson University Report)

Over 2/3 of all jobs in the United States are in small businesses.

84% of all businesses in Sonoma County have 9 employees or less. (Sonoma County Economic Development Board)

The growth of alternative funding for entrepreneurs is surpassing traditional sources of start-up capital and include global leaders Kickstarter, Indy Go Go and others.

Entrepreneurship has moved beyond an arcane topic among business professionals and students. It has now become prime-time entertainment with hit TV shows like “Shark Tank” and “The Apprentice” leading the ratings.

According to the Global Entrepreneurship Monitor (GEM), women, minorities, and millennials are well represented in the area of entrepreneurship. Nearly 50 % of early stage entrepreneurs are women and nearly 50% are in the 18-35 age group. In Sonoma County, over 8% of all businesses (more than 4,000) are Latino-owned (Sonoma County Economic Development Board).

Latino-owned businesses are increasing at a rate of over 8% per year – twice the growth rate for all businesses.

Major top universities have developed successful and high profile Entrepreneurship Programs including Stanford, Wharton School of Business, and Babson.

Local Bay Area two-year schools have also embraced the study of Entrepreneurship with dedicated programs including Chabot, West Valley, Skyline, College of Alameda, Las Positas, Napa Valley, and Cabrillo.

While the greater Bay Area is a recognized center for tech start-ups and entrepreneurship, Sonoma County has become a hub for globally-recognized entrepreneurs in the areas of food, wine, bio-dynamic agriculture, alternative beverages, and other healthy business ventures.

Groundbreaking entrepreneurs have started and are growing their unique start-ups here in Sonoma County, including Amy’s Kitchen, La Tortilla Factory, Guayaki, Traditional Medicinals, Revive, Cowgirl Creamery, Sonic.net, numerous wine ventures, travel-oriented firms, hospitality based start-ups, and other creative companies.

Internal Key Points:

SRJC Entrepreneurship Program (EP) launched in Fall 2014. Classes are now running at 100% efficiency.

The SRJC EP was designed by Business Instructor Roy Gattinella, himself an entrepreneur who has co-founded two successful businesses here in Sonoma County.

Adjunct faculty search for the SRJC EP has attracted PhD-level talent, including Helder Sebastiao from Sonoma State.

On-campus entrepreneurship events (INOV8 SRJC) have been held three times and have attracted standing-room crowds to Newman Auditorium and the Bertolini Student Center.

SRJC EP has successfully partnered with i-Hub North Bay Incubator, North Bay Innovation Week, and Sonoma State.

Local press coverage about the SRJC EP has appeared in the Santa Rosa Press Democrat, the Petaluma Argus Courier, and the Healdsburg Tribune.

SRJC International Program Students are attracted to the SRJC EP – both as visitors (Denmark, Sweden) and as full-time registered students from all over the world.

The SRJC EP courses are being completely taught by adjuncts and instructors from other areas of the SRJC Business Department. There are no full-time instructors dedicated to the program.

Human Resource Management

Human Resource Management is another potential area of growth in our department and needs full-time faculty to take it to the next level. Currently, we offer classes that lead to a major in Human Resource Management and this program has been extremely stable. However, the coordination of classes, advisory committee, outreach etc., is being handled solely by an adjunct faculty, and we cannot expect this individual to put in the time and effort to expand and grow our Human Resource Program. According to the Economic Development Board, the following areas of in Human Resource Management are expected to grow accordingly:

- Human Resource Manager 20%
- Human Resource Assistant 187%
- Human Resource Specialist 15.3%
- Human Resource Interviewers 11.6%

This CTE position meets college-wide goals, focuses on student learning by providing career and technical education, and will further serve the needs of our community. Without this position, we lack the support needed to expand CTE which includes: student counseling, community outreach, schedule development, coordination of advisory committees, creation of new courses and programs, and collaboration with other departments to expand interdisciplinary certificates. Adjunct simply cannot be asked to take on these full-time related tasks and we are missing opportunities to grow and meet workplace needs without a full-time faculty devoted specifically to this area!

Business Administration - Full time Petaluma faculty CTE (Position 2)

2.3e Faculty Staffing Requests

Rank	Location	SP	M	Discipline	SLO Assessment Rationale
0001	ALL	02	01	Business - CTE	No full time contract faculty member responsible for 46 course level, 3 majors, and 12 certificates, totaling 180+ SLOs that need to be assessed on an ongoing basis.
0002	ALL	02	01	Business - Human Resources	
0003	ALL	02	01	Business - Paralegal Studies	

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

1. **Replacement Student Chairs.** Rooms 2802, 2803 and 2806, 2811 and 2812 are in need of new chairs. Total number of new chairs is approximately 160.
2. **Replacement desks and chairs** The classrooms on the first floor (2705-2714) have 20-year-old tablet armchairs. Replacement with modern dorsal student desks or tables and chairs would provide better working space for each student, and would not decrease the number of student desks in each classroom.
3. **Media-enhanced classroom upgrades.** Rooms 2704, 2707, 2708, 2802, 2803, 2805 and 2825 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, as well as upgrading the computer/projectors.
4. **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.
5. **New Carpet** - Rooms 2802, 2803, 2806, 2811, 2812 and 2825 are in need of new carpet, as are all the office areas
6. **Side white boards** - would facilitate a full class being broken into small groups who would then have a gathering point and resource to work out and provide solutions, list responses, and in general, work collaboratively on projects. They could then easily present their work to instructor and the class as a whole.

2.4c Instructional Equipment and Software Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
0001	Santa Rosa	02	01	Class room tablets with secure dock	10	\$662.00	\$6,620.00	G. Lord	2724	G. Lord
0002	Santa Rosa	02	01	Media-enhanced classroom upgrades	3	\$10,000.00	\$30,000.00	G. Lord	2704, 2707, 2708	G. Lord
0003	Santa Rosa	02	01	Media-enhanced classroom upgrades	5	\$10,000.00	\$50,000.00	G. Lord	2802,2803,2805,2806,2825	G. Lord
0004	Santa Rosa	01	01	replacement desks and chairs	100	\$800.00	\$80,000.00	G. Lord	2707, 2708, 2714	G. Lord
0005	Santa Rosa	04	01	Classroom/lab chairs	160	\$350.00	\$56,000.00	G. Lord	2802, 2803, 2806, 2811, 2812	G. Lord
0006	Santa Rosa	04	01	Carpet - commercial grade	6	\$15,000.00	\$90,000.00	G. Lord	2802, 2803, 2806, 2811, 2812,, 2825	G. Lord
0007	Santa Rosa	01	01	White Board stations	8	\$85.00	\$680.00	G. Lord	2801	G. Lord
0025	Santa Rosa	02	01	window coverings	20	\$300.00	\$6,000.00	G. Lord	2724	G. Lord
0026	ALL	00	00	Signage	15	\$300.00	\$4,500.00			

2.4d Non-Instructional Equipment, Software, and Technology Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
0001	Santa Rosa	04	07	Replace aging desks/chairs in faculty offices	7	\$700.00	\$4,900.00	G. Lord	2720	G. Lord

2.5a Minor Facilities Requests

Rank	Location	SP	M	Time Frame	Building	Room Number	Est. Cost	Description
0001	Santa Rosa	04	07	Urgent	Maggini	1st and 2nd floor Maggini	\$50,000.00	Replace worn carpets in offices and common areas

2.5b Analysis of Existing Facilities

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

3.1 Develop Financial Resources

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

3.2 Serve our Diverse Communities

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

3.3 Cultivate a Healthy Organization

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

Faculty members are encouraged to continue professional development.

3.4 Safety and Emergency Preparedness

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

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

3.5 Establish a Culture of Sustainability

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

The classrooms and some offices have been equipped with energy saving devices. We have been working to reduce our reliance on paper and will continue to do so as the IT communication systems progress. Paper recycling has been successfully instituted for several years

4.1a Course Student Learning Outcomes Assessment

SLO Assessments

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

All Real Estate course SLO's have been completed and submitted. RE54 Commercial Real Estate appraisal and RE59 Advanced Real Estate Appraisal is to be deactivated until such time that both the industry and Real Estate program can demonstrate a need.

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

Dept/Nbr	Course Title	Slo # assessed	Participating Faculty	Semester to be Initiated	Semester Completed	
BAD 1	FINANCIAL ACCOUNTING	1,2,3,4	Lord	F13	F13	
BAD 2	MANAGERIAL ACCOUNTING	1,2,3,4,5	Lord, Croteau	F13	F13	
BAD 10	AMERICAN BUS-GLOBAL CONT	1,2,3,4	MacPherson	F13	F13	
BAD 18	LEGAL ENVIRONMENT OF BUS	2	Mansi	F14	F14	
BAD 52	HUMAN RELATIONS	1	Cheek, Fritschen, Phipps	S12	2011/2012	
BAD 53	BUS PROB/SPRDSHEETS	1	Sudduth	S13	2011/2012	
*BAD 54	COMP APPL ACCOUNTING		--			N
BAD 55	INTERMEDIATE ACCOUNTING	1,2,3	Bean, Lord	S11	F2014	
BAD 56	FUND ACCOUNTING	1,2,3	Hamm	f14	f14	
BAD 57	COST ACCOUNTING	1,2,3	Bean, C	S14	S14	
BAD 59	FEDERAL INCOME TAX LAW	1,2,3	Hindley	F14	f14	Mino met
*BAD 64	COMPUTER TAX ACCOUNTING		Blenker, Becnel			
*BAD 67	FINANCIAL PLANNING		--			N
BAD 98	INDEPENDENT STUDY	1	LeBaudour	F14	F14	
BBK 50	COMPUTER BBKG & ACCTG I	2	Stadnik, Davis, Black, Withers	F11	2011/2012	
BBK 51	COMPUTER BBK & ACCT II	1	Withers	S13	S13	
BBK 52.1	PAYROLL RECORD KEEPING	1,2,3,4,5	Stadnik	F14	F14	Slo
BBK 53.1	QUICKBOOKS	1	Davis, Withers	F13	F13	fol
BBK 53.2	QUICKBOOKS LEVEL 2	3	Withers	S13	S13	fol

BGN 71	BUSINESS ENGLISH	2	Jaderstrom, Saragina, Bennett	S10	2010/2011	n
BGN 81	PRACTICAL BUSINESS MATH	1	Withers, Sorensen, Stadnik	F11	2011/2012	rep
BGN 101	TYPING	2	Boyett, Redmon	F11	2011/2012	
BGN 102	TYPING-SKILL BUILDING	3	Boyett, Redmon	F11	2011/2012	
BGN 110	EXPLORING BUS. CAREERS	1,2	Saragina	F11	2011/2012	
BGN 111	SOFT SKILLS FOR BUSINESS	1,3	Saragina, Davis	F11	2011/2012	
BGN 112	MARKETING YOUR SKILLS	4	Saragina	F11	2011/2012	
BGN 201	TYPING SELF-PACED	3	Withers, Darling-Facio	F11	2011/2012	
BGN 203	SELF-PACED 10-KEY	1	Redmon, Boyett, Withers	S12	2011/2012	
BGN 204	ELECTRONIC CALCULATOR	1	Redmon, Boyett	S12	2011/2012	
BGN 205	BASIC FILING	2	Redmon, Boyett	F11	2011/2012	
BMG 50	MANAGEMENT & SUPERVISION	1,2	Yu	SP14	SP14	
BMG 52	WRITTEN COMM IN ORGS	1 2 3 4	Braynard Barr	F14	F14	
BMG 53	ORAL COMM IN ORGS	1,2	Phipps	F13	F13	
BMG 54	QUANT SKILLS - MATH	2	Suduth	S12	2011/2012	Rec
BMG 55	BUS MGMT ACCTG	1,2,3	Goldstone	S14	S14	
BMG 61	SKILLS FOR MANAGERS	1	Cheek	F13	2013/2014	
BMG 62.1	ONE-ON-ONE MGMT COMM	1,2	Phipps	F13	F13	
BMG 62.4	MANAGING WORKGROUPS	1,2,3	Phipps	S14	2013/2014	
BMG 63.1	MOTIVATION/EMPOWERMENT	1,2,3	Cheek	F10	2011/2012	new
BMG 63.4	MANAGERIAL LEADERSHIP	1 2 3	Goldstone	F13	F13	n
*BMG 66.1	DECISIONS-ORGANIZATIONALS	S13	Gayle			
BMG 66.3	FINANCIAL BASICS	1 2	Goldstone	F14	F14	
BMG 66.4	PROJECT MANAGEMENT	2	Fritschen	F14	F14	
BMG 67.4	CONFLICT MANAGEMENT	1,2,3	Phipps		S14	
*BMG 78.127	BODY LANGUAGE					Ass
*BMG 85.1	PRE-BUS FUNDAMENTAL					Ass
*BMG 85.2	STARTING SMALL BUSINESS					Ass
*BMG 85.3	SMALL BUSINESS RECORDS					Ass
*BMG 85.5	SMALL BUSINESS PLAN					Ass
*BMG 85.6	SMALL BUSINESS PROMOTION					Ass
*BMG 85.8	TAXES AND SMALL BUSINESS					Ass
*BMG 85.10	SMALL BUSINESS ETHICS					Ass
*BMG 85.12	ENTREPRENEURSHIP					Ass
*BMG 85.13	STARTING AN E-BUSINESS					Ass
BMG 100	ENT. BUSINESS PLAN	1,2,3	Goldstone	F13	2013/2014	
BMG 103	COMM. FOR START-UPS	1,2,3	Goldstone/siedel	f14	f14	
BMG 104	INNOVATION & CREATIVITY	1 2 3	Siedel	F14	F14	
*BMG 105	ETHICS & SUSTAINABILITY					
BMK 50	MARKETING	1,2,3,4	Gattinella	F13	F13	rev
BMK 51	PRINCIPLES OF SELLING	1,2,3,4	Fritschen	f13	F13	
BMK 54	ADVERTISING	1,2,3,4	Gattinella	S14	S14	rev
BMK 57	INTRO PUBLIC RELATIONS	1,2,3	Gattinella	S14	S14	rev
BMK 59	CONSUMER BEHAVIOR	1,2,3	Gattinella	s13	S13	rev
BMK 60	RETAIL MERCHANDISING	1,2	Beeson	F14	F14	
BOT 85.1	LEGAL PROFESSIONS		Tucker	F14	F14	
*BOT 85.3	FAMILY LAW PROCEDURES					Ass
BOT 85.4	CIVIL LITIGATION PROC		Tucker	F14	F14	
BOT 85.5	DISCOVERY PROCEDURES		Tucker	f14	f14	
*BOT 85.6	LEGAL DOCUMENT PROCESS					

BOT 154	OFFICE PROCEDURES	2	Redmon	S13	S13	
BOT 154.1	WRITING STRATEGIES	1	Braynard Barr	S13	S13	
*BOT 156	*LEGAL OFFICE PROCEDURES					
BOT 770	BUSINESS SKILLS LAB	1	Davis, Chesbro	SP14	SP14	
HOSP 50	INTRO TOURISM SONOMA CO	2	Cheek	s12	2011/2012	
HOSP 51	CUSTOMER SERVICE	2	Cheek	S12	2011/2012	
*HOSP 52	CUST RELATIONS FOR HOSP					Ass
HOSP 53	Customer Service	1,2,3,4	Yu	f14	f14	
HOSP 54	Customer relations for Hosp	1,2,3,4	Yu	f14	f14	
HOSP 63	INTRO TO HOTEL INDUSTRY	1,2,3,4	Yu	f13	F13	
HOSP 80	INTRO TO Hotel Industry	1,2,3	Yu	f14		Min
HOSP 103	CUSTOMER RELATIONS	4	Al	s14	s14	
HR 60	HUMAN RESOURCE MGMT	1,2,3	Webster	S14	S14	
HR 61	HR EMPLOYMENT LAW	1, 2	Webster, Stadnik	F13	F13	
HR 62	HR RECORDS ADMIN	1,2	Webster, Stadnik	S14	S14	
HR 63	HR HIRING PROCESS	1,2	Bender	F14	F14	
HR 64	HR SALARY ADMIN	1,2	Bender	F14	F14	
HR 65	HR BENEFITS ADMIN	1,2	Webster, Stadnik	S14	S14	
HR 66	HR CURRENT APPLICATIONS	1,2	Webster, Stadnik	S14	S14	
*HR 74	HR PAYROLL ADMIN					
PLS 50	INTRO TO LAW	2	Boucher	F13	F13	
PLS 51	LEGAL RESEARCH	1	Boucher	F13	F13	
PLS 52	LEGAL WRITING	3	Boucher	S14	2013/2014	
PLS 53	CIV PROC: PLEADINGS		Joni	f13	S15	
PLS 54	CIV PROC: DISCOVERY		Maria M.	SP14	S15	
PLS 55	LEGAL ETHICS		Joni	F13	S15	
PLS 60	LEGAL CALENDARING	1,2	Boucher	SP12	SP12	
*PLS 61	*INTELLECTUAL PRPTY LAW					
PLS 62	TORTS	1	Boucher, Rickett	S14	S14	
PLS 63	CONTRACTS	1	Boucher, Lindenbaum	S11	SP11	
PLS 64	THE AMERICAN JURY SYSTEM	1	Hill, Boucher	S12	S12	
PLS 65	TECHNOLOGY IN LAW OFFICE		young			
PLS 66	WILL, TRUST & ESTATE PLAN	1	Corlett, Boucher	F13	F13	
PLS 67	FAMILY LAW	5	Winters, Boucher	F14	S14	
RE 50	REAL ESTATE PRINCIPLES	1	Herndon	F10	F10	
RE 51	REAL ESTATE PRACTICE	1	Herndon, Michaelsen	SU10	SU10	
RE 52	REAL ESTATE FINANCE	2	Herndon	F10	F10	
RE 53	RES REAL ESTATE APPRAIS	1	Borgognoni, Herndon	F10	F10	
*RE 54	COMM REAL EST APPR					
RE 55	LEGAL ASPECTS REAL ESTAT	1,2,3	Herndon, Field	S14	2013/2014	
RE 56	REAL ESTATE ECONOMICS	2	Lewis	F10	f10	
RE 57	PROPERTY MANAGEMENT CA	1,2,3	McNeill, Herndon	SP11	SP11	
RE 58	REAL ESTATE ESCROW	1,2,3	Barrett, Herndon	F10	F10	
*RE 59	ADV RESIDENTIAL APPRAIS					

#	Course #	Course Description (Short)	Ver.	Full Review date/reason	Responsible
25	Courses due in 2015-2016 for Full Review				

2	BAD 54	COMP APPL ACCOUNTING	3	2/1/2010	Lord
3	BAD 55	INTERMEDIATE ACCOUNTING	3	2/1/2010	Lord
4	BAD 57	COST ACCOUNTING	3	2/1/2010	Lord
5	BAD 59	FEDERAL INCOME TAX LAW	5	2/1/2010	Lord
6	BGN 71	BUSINESS ENGLISH	5	4/19/2010	Redmon/Davis
7	BGN 101	TYPING	3	2/22/2010	Redmon/Davis
8	BMG 50	MANAGEMENT & SUPERVISION	2	5/10/2010	Fritschen
9	BMG 52	WRITTEN COMM IN ORGS	4	10/12/2009	Jane/Peg/John
10	BMG 54	QUANT SKILLS - MATH	3	4/19/2010	Done
11	BMG 85.2	STARTING SMALL BUSINESS	4	5/3/2010	Gattinella
12	BMG 85.6	SMALL BUSINESS PROMOTION	4	3/8/2010	Gattinella
13	BMK 50	MARKETING	2	5/10/2010	Gattinella
14	BMK 57	INTRO PUBLIC RELATIONS	2	11/2/2009	Gattinella
15	BMK 59	CONSUMER BEHAVIOR	2	11/2/2009	Gattinella
16	BMK 60	RETAIL MERCHANDISING	3	4/19/2010	Gattinella
17	BOT 85.1	LEGAL PROFESSIONS	5	2/22/2010	Boucher
18	BOT 85.3	FAMILY LAW PROCEDURES	3	2/22/2010	Boucher
19	BOT 85.4	CIVIL LITIGATION PROC	1	11/2/2009	Boucher
20	BOT 85.5	DISCOVERY PROCEDURES	1	11/2/2009	Boucher
21	BOT 85.6	LEGAL DOCUMENT PROCESS	3	2/22/2010	Boucher
52	PLS 50	INTRO TO LAW	1	9/21/2009	Boucher
53	PLS 51	LEGAL RESEARCH	1	9/21/2009	Boucher
54	PLS 60	LEGAL CALENDARING	1	10/19/2009	Boucher
55	PLS 61	INTELLECTUAL PRPTY LAW	1	10/19/2009	Boucher
56	PLS 62	TORTS	1	10/19/2009	Boucher

4.1b Program Student Learning Outcomes Assessment

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

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

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

Account Clerk Certificate

Accountant Assistant Certificate

Administrative Assistant Certificate

Administrative Office Professional Major

Bookkeeper Certificate

Bookkeeper Assistant Certificate

Business Administration Major

Business Administration For Transfer Major

Business Marketing Certificate

Entrepreneurship Certificate

Hospitality: Wine Tasting Services

Hospitality: 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	Program Title	Slo # assessed	Participating Faculty	Semester to be Initiated	Semester Completed	
	Account Clerk Certificate	1,2,3,4,5,6	Withers, Redmon	f14	F14	adju
	Accountant Assistant Certificate	1,2,5	Lord, Croteau	f14	F14	SLO c
	Administrative Assistant Certificate	2	Davis	f14	F14	
	Bookkeeper Certificate	1,2,3,4,5,6	Withers	S15	S15	
	Bookkeeper Assistant Certificate	1,2,3,5,6	Withers	F14	F14	
	Business Marketing Certificate	1,2,3,4	Lord, Gattinella	S15	S15	
	Business: Entrepreneurship Certificate	1, 2	Gattinella	S15	S15	
	Business: Management Certificate	1,2,3,4	Fritschen	F14	F14	
	Hospitality: Guest Services Agent Certificate	1,2,3	Yu	F14	F14	
	Hospitality: Wine Tasting Service Certificate	1,3,4	Davis	F14	F14	
	Human Resources Administration Certificate	1 2 3 4	Webster, Cheek	f14	F14	
	Legal Office Support Certificate	1 2 3 5	Boucher	S15	S15	
	Legal Secretary Certificate	2 3 4 5	Boucher	S15	S15	
	Office Assistant Certificate	2	Davis	F14	F14	
	Payroll Certificate	1,2,3,4	Withers, Stadnik	S15	S15	
	Real Estate Certificate	3,5	Herndon	F14	F14	
	Real Estate Sales Certificate	1	Herndon	F14	F14	
	Retail Management Certificate	1 2 3	Fritschen	S15	S15	
	Tax Assistant Clerk Certificate	1, 3	Lord	S15	S15	S

4.1c Student Learning Outcomes Reporting

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

Course	BAD 56 - Fund Accounting	Fall 2014	Fall 2014	N/A
Course	BAD 57 - Cost Accounting	Spring 2014	Spring 2014	N/A
Course	BAD 59 - Fed Income Tax Law	Fall 2014	Fall 2014	N/A
Course	BAD 98- Independent Study BAD	Fall 2014	Fall 2014	Spring 2015
Course	BBK 50 - Comp Bookkeeping 1	Spring 2012	Spring 2012	Fall 2012
Course	BBK 51 - Comp Bookkeeping 2	Spring 2013	Fall 2013	N/A
Course	BBK 52.1 - Payroll Record, Rpt	Fall 2014	Fall 2014	N/A
Course	BBK 53.1 - Quickbooks 1	Fall 2013	Fall 2013	N/A
Course	BBK 53.2 Quickbooks 2	Spring 2013	Spring 2013	N/A
Course	BGN 101 - Typing	Fall 2011	Spring 2012	N/A
Course	BGN 102 - Typing Skill Build	Fall 2011	Spring 2012	N/A
Course	BGN 110 - Exploring Bus. Caree	Fall 2011	Fall 2011	N/A
Course	BGN 111 - Soft Skills for Bus.	Fall 2011	Fall 2011	N/A
Course	BGN 112 Marketing Your Skill	Fall 2011	Fall 2011	N/A
Course	BGN 201 - Typing Self-Paced	Spring 2012	Spring 2012	N/A
Course	BGN 203 - Self-Paced 10-Key	Spring 2012	Spring 2012	N/A
Course	BGN 204 - Electronic Calculato	Spring 2012	Spring 2012	N/A
Course	BGN 205 - Basic Filing	Spring 2012	Spring 2012	N/A
Course	BGN 71 - Bus. English Grammar	Spring 2010	Fall 2010	N/A
Course	BGN 81 - Practical Bus. Math	Fall 2011	Spring 2012	Spring 2014
Course	BMG 100 - Entrep. Bus. Plan	Fall 2013	Fall 2013	N/A
Course	BMG 103 - Comm. for Start-ups	Fall 2013	Fall 2013	N/A
Course	BMG 104 - Innovation, Creativ	Fall 2014	Fall 2014	N/A
Course	BMG 50 - Intro Mgmt & Super	Spring 2014	Fall 2014	N/A
Course	BMG 52 - Written Comm in Orgs	Fall 2014	Fall 2014	N/A
Course	BMG 53 - Oral Comm in Orgs	Fall 2013	Fall 2013	N/A
Course	BMG 54 - Quantative Skills	Spring 2012	Spring 2012	Spring 2013
Course	BMG 55 - Bus. Mgmt Accounting	Spring 2014	Spring 2014	N/A
Course	BMG 61 - Skills for Managers	Fall 2013	Fall 2013	N/A
Course	BMG 62.1 - 1 on 1 Mgmt Comm	Fall 2013	Fall 2013	N/A
Course	BMG 62.4 - Managing Workgroups	Spring 2014	Fall 2014	N/A
Course	BMG 63.1 - Motivation & Empowr	Fall 2010	Fall 2012	Spring 2013
Course	BMG 63.4 - Managerial Leadersh	Spring 2014	Fall 2014	N/A
Course	BMG 66.3 - Financial Basics	Fall 2014	Fall 2014	N/A
Course	BMG 66.4 - Project Management	Fall 2014	Fall 2014	N/A
Course	BMG 67.4 - Conflict Management	Spring 2014	Fall 2014	N/A
Course	BMK 50 - Marketing	Fall 2013	Fall 2013	N/A
Course	BMK 51 - Pniciples of Selling	Fall 2013	Fall 2013	N/A
Course	BMK 54 - Advertising	Spring 2014	Spring 2014	N/A
Course	BMK 57 - Intro to PR	Spring 2014	Spring 2014	N/A
Course	BMK 59 - Consumer Behavior	Spring 2013	Spring 2013	N/A
Course	BMK 60 - Retail Merch Mgmt	Fall 2014	Fall 2014	N/A
Course	BOT 154 - Off. Proced 21st Cen	Spring 2013	Fall 2013	N/A
Course	BOT 154.1 - Writing Strategies	Spring 2013	Fall 2013	N/A
Course	BOT 770 - Business Skills Lab	Fall 2013	Fall 2013	N/A
Course	BOT 85.1 - Legal Professions	Fall 2014	Fall 2014	N/A
Course	BOT 85.4 - Civil Lit. Practic	Fall 2014	Fall 2014	N/A
Course	BOT 85.5 - Discovery Practice	Fall 2014	Fall 2014	N/A
Course	HOSP 103 - Customer Relations	Spring 2014	Spring 2014	N/A
Course	HOSP 50 - Intro Tourism So Co	Spring 2012	Spring 2012	N/A
Course	HOSP 51 - Intro Customer Srvs	Spring 2012	Spring 2012	N/A
Course	HOSP 53 - Customer Services	Fall 2014	Fall 2014	N/A
Course	HOSP 54 Cust. Relations HOSP	Fall 2014	Fall 2014	N/A
Course	HOSP 63 - Hotel Operations	Fall 2013	Fall 2013	N/A
Course	HOSP 80 - Intro to Hospitality	Fall 2014	Fall 2014	Spring 2015
Course	HR 60 - HR Administration	Spring 2014	Spring 2014	N/A
Course	HR 61 HR Law	Fall 2013	Fall 2013	N/A
Course	HR 62 - HR Record Administrati	Spring 2014	Spring 2014	N/A
Course	HR 63 - HR Hiring Process	Spring 2012	Spring 2012	N/A
Course	HR 64 - HR Salary Administrati	Fall 2014	Fall 2014	N/A
Course	HR 65 - Benefits Administratio	Spring 2014	Spring 2014	N/A
Course	HR 66 - HR Current Application	Spring 2014	Spring 2014	N/A
Course	PLS 50 - Intro to Law	Fall 2013	Fall 2013	N/A
Course	PLS 51 - Legal Research	Fall 2013	Fall 2013	N/A
Course	PLS 52 - Legal Writing	Spring 2014	Spring 2014	N/A
Course	PLS 53 - Civil Proced: Pleadin	Fall 2013	Spring 2015	N/A
Course	PLS 54 - Civil Proced. Discove	Spring 2014	Spring 2015	N/A
Course	PLS 55 - Legal Ethics	Fall 2013	Spring 2015	N/A
Course	PLS 60 - Legal Calendaring	Spring 2012	Spring 2012	N/A
Course	PLS 62 - Torts	Spring 2014	Spring 2014	N/A
Course	PLS 63 - Contracts	Spring 2011	Spring 2011	N/A
Course	PLS 64 - American Jury System	Spring 2012	Spring 2012	N/A
Course	PLS 66 - Wills & Trusts	Fall 2013	Fall 2013	N/A
Course	PLS 67- Family Law	Fall 2014	Fall 2014	N/A

Course	RE 50 - Real Estate Principles	Fall 2010	Fall 2010	N/A
Course	RE 51 - Real Estate Practices	Summer 2010	Summer 2010	N/A
Course	RE 52 - Real Estate Finance	Fall 2010	Fall 2010	N/A
Course	RE 53 - Residential RE Apprais	Fall 2010	Fall 2010	N/A
Course	RE 55 - Legal Aspects of RE	Spring 2014	Spring 2014	N/A
Course	RE 56 - Real Estate Economics	Fall 2010	Fall 2010	N/A
Course	RE 57 - Property Mgmt in CA	Spring 2011	Spring 2011	N/A
Course	RE 58 - Real Estate Escrow	Fall 2010	Fall 2010	N/A
Certificate/Major	Account Clerk Certificate	Fall 2014	Fall 2014	N/A
Certificate/Major	Accountant Asst. Certificate	Fall 2014	Fall 2014	N/A
Certificate/Major	Administrative Asst. Certifica	Fall 2014	Fall 2014	N/A
Certificate/Major	Administrative Ofc Prof	Fall 2014	Fall 2014	N/A
Certificate/Major	Bookkeeper Asst. Certificate	Fall 2014	Fall 2014	N/A
Certificate/Major	Bookkeeper Certificate	Spring 2015	Spring 2015	N/A
Certificate/Major	Business Admin for Trans	Fall 2014	Fall 2014	N/A
Certificate/Major	Business Admin major	Fall 2014	Fall 2014	N/A
Certificate/Major	Business Marketing Cert	Spring 2015	Spring 2015	N/A
Certificate/Major	Business Mgmt Certificate	Fall 2014	Fall 2014	N/A
Certificate/Major	Business:Entrepreneurship Cert	Spring 2015	Spring 2015	N/A
Certificate/Major	Hosp: Wine Tasting Services	Fall 2014	Fall 2014	N/A
Certificate/Major	Hospitality: GSA	Fall 2014	Fall 2014	N/A
Certificate/Major	Human Resources	Fall 2014	Fall 2014	N/A
Certificate/Major	Human Resources Certificate	Fall 2014	Fall 2014	N/A
Certificate/Major	Legal Office Certificate	Spring 2015	Spring 2015	N/A
Certificate/Major	Legal Secretary Certificate	Spring 2015	Spring 2015	N/A
Certificate/Major	Office Asst. Certificate	Fall 2014	Fall 2014	N/A
Certificate/Major	Paralegal Studies Major	Fall 2014	Fall 2014	N/A
Certificate/Major	Payroll Certificate	Spring 2015	Spring 2015	N/A
Certificate/Major	Real Estate Certificate	Fall 2014	Fall 2014	N/A
Certificate/Major	Real Estate Certificate Sales	Fall 2014	Fall 2014	N/A
Certificate/Major	Real Estate Major	Fall 2014	Fall 2014	N/A
Certificate/Major	Retail Management Cert	Spring 2015	Spring 2015	N/A
Certificate/Major	Tax Asst. Clerk Certificate	Spring 2015	Spring 2015	N/A

4.2a Key Courses or Services that address Institutional Outcomes

[illegible]

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)

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

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

Business Bookkeeping

Approximately 75% of all courses in the Bookkeeping discipline are taught by adjunct instructors, and the sole remaining contract faculty member is already of retirement age. Coincidentally, this same contract faculty member is also the only remaining full-time instructor in the Business Office Support discipline (formerly the BOT Department). The District may wish to consider hiring at least one additional contract faculty within the Business Office Support discipline in order to more closely comply with state mandated full-time versus part-time instructional ratios.

Business Administration

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

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

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

Business Management

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

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

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

Business Marketing

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

Business Office Support

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

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

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

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

Business Hospitality

The hospitality program is offering two certificates in 2014-2015. The certificate courses will be offered during the week in the evening and online. There are five specific hospitality

courses and other certificate courses offered in Agriculture/Natural Resources Department and the Culinary Arts Department. All three departments work together to create a student friendly class schedule.

Business Human Resources

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

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

Business Paralegal Studies

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

Business Real Estate

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

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

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

Santa Rosa Campus

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Business Administration	108	942	1109	204	975	976	249	934	984
Business Bookkeeping	33	84	192	36	201	186	60	277	222
Business General	75	266	283	77	278	268	70	451	507
Business Management	0	470	564	60	529	553	40	335	318
Business Marketing	0	247	246	0	269	231	0	173	204
Business Office Technology	25	210	1284	126	429	1350	177	1278	637

Hospitality	0	64	90	0	88	91	0	76	73
Human Resources	0	137	216	0	200	194	0	242	184
Paralegal Studies	31	150	171	33	150	125	27	168	143
Real Estate	0	87	243	32	210	191	43	178	212
ALL Disciplines	272	2657	4398	568	3329	4165	666	4112	3470

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Business Administration	0	260	254	0	230	234	0	272	250
Business Bookkeeping	0	37	154	35	63	100	0	42	90
Business General	0	49	192	0	157	94	0	196	130
Business Management	0	33	20	0	57	15	0	25	12
Business Marketing	0	0	0	0	0	0	0	0	0
Business Office Technology	0	21	60	0	35	19	0	0	0
Hospitality	0	0	0	0	0	0	0	0	0
Human Resources	0	0	0	0	0	0	0	0	0
Paralegal Studies	0	0	0	0	0	0	0	0	0
Real Estate	0	0	0	0	0	0	0	0	0
ALL Disciplines	0	400	680	35	542	462	0	535	488

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

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Business Administration	169	236	0	0	0	0	0	21	33
Business Bookkeeping	54	158	2	0	0	4	0	0	5
Business General	27	181	0	0	0	0	0	4	0
Business Management	51	144	25	0	0	0	0	0	25
Business Marketing	19	20	0	0	0	0	0	20	0
Business Office Technology	162	225	0	27	0	64	28	0	0
Hospitality	0	0	0	0	0	0	0	0	0
Human Resources	0	52	0	0	24	0	0	0	0
Paralegal Studies	0	0	0	0	0	0	0	0	0
Real Estate	36	115	0	0	0	0	0	0	0
ALL Disciplines	518	1131	27	27	24	68	28	45	63

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

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Business Administration	277	1438	1363	204	1205	1210	249	1227	1270
Business Bookkeeping	87	279	348	71	264	290	60	319	317
Business General	102	496	475	77	435	362	70	651	633
Business Management	51	647	609	60	586	568	40	360	355
Business Marketing	19	267	246	0	269	231	0	193	204
Business Office Technology	187	456	1344	153	464	1433	205	1278	630
Hospitality	0	64	90	0	88	91	0	76	73
Human Resources	0	189	216	0	224	194	0	242	184
Paralegal Studies	31	150	171	33	150	125	27	168	143
Real Estate	36	202	243	32	210	191	43	178	212
ALL Disciplines	790	4188	5105	630	3895	4695	694	4692	4025

5.2a Enrollment Efficiency

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

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

Santa Rosa Junior College - Program Unit Review

Business Administration - FY 2013-14 (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	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Business Administration	74.3%	106.8%	107.6%	87.4%	101.6%	107.0%	88.4%	95.3%	100.0%
Business Bookkeeping	110.0%	104.6%	108.3%	120.0%	113.9%	104.4%	100.0%	104.5%	92.5%
Business General	78.8%	101.6%	106.2%	103.3%	101.0%	110.7%	86.7%	96.0%	96.2%
Business Management	0.0%	86.0%	80.0%	100.0%	90.0%	84.9%	66.7%	82.9%	78.5%
Business Marketing	0.0%	114.9%	136.7%	0.0%	107.6%	128.3%	0.0%	91.1%	113.3%
Business Office Technology	0.0%	85.9%	101.7%	31.7%	84.7%	103.3%	41.5%	28.1%	91.1%
Hospitality	0.0%	71.1%	100.0%	0.0%	97.8%	101.1%	0.0%	84.4%	78.9%
Human Resources	0.0%	72.1%	95.3%	0.0%	96.2%	86.4%	0.0%	100.8%	79.6%
Paralegal Studies	103.3%	100.0%	100.6%	110.0%	96.7%	89.6%	90.0%	90.0%	87.1%
Real Estate	0.0%	66.9%	101.3%	106.7%	97.7%	95.5%	143.3%	82.8%	106.0%
ALL Disciplines	82.5%	95.3%	100.8%	67.3%	97.5%	100.2%	69.3%	87.0%	94.0%

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Business Administration	0.0%	100.8%	98.4%	0.0%	90.4%	91.5%	0.0%	92.7%	112.7%
Business Bookkeeping	0.0%	75.0%	88.9%	116.7%	72.2%	85.8%	0.0%	70.0%	72.0%
Business General	0.0%	43.3%	110.0%	0.0%	86.7%	90.0%	0.0%	80.9%	74.0%
Business Management	0.0%	52.3%	66.7%	0.0%	66.7%	50.0%	0.0%	100.0%	40.0%
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%	70.0%	66.7%	0.0%	58.3%	30.0%	0.0%	0.0%	0.0%
Hospitality	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
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%
ALL Disciplines	0.0%	79.4%	93.1%	116.7%	81.0%	81.2%	0.0%	86.3%	88.2%

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

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Business Administration	99.4%	118.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	124.0%
Business Bookkeeping	90.0%	105.3%	13.3%	0.0%	0.0%	16.0%	0.0%	0.0%	50.0%
Business General	90.0%	120.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Business Management	85.0%	80.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	83.3%
Business Marketing	54.3%	57.1%	0.0%	0.0%	0.0%	0.0%	0.0%	66.7%	0.0%
Business Office Technology	90.0%	107.1%	0.0%	90.0%	0.0%	106.7%	93.3%	0.0%	0.0%
Hospitality	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Human Resources	0.0%	86.7%	0.0%	0.0%	80.0%	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	120.0%	88.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ALL Disciplines	91.7%	101.4%	67.5%	90.0%	80.0%	80.0%	93.3%	66.7%	93.8%

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

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Business Administration	88.1%	107.3%	105.8%	87.4%	99.2%	103.5%	88.4%	94.7%	102.9%
Business Bookkeeping	96.7%	99.0%	95.2%	118.3%	100.0%	90.8%	100.0%	98.2%	84.5%
Business General	81.8%	96.7%	107.7%	103.3%	95.7%	105.1%	86.7%	90.9%	91.0%
Business Management	85.0%	82.0%	80.1%	100.0%	87.0%	83.4%	66.7%	83.9%	76.3%
Business Marketing	54.3%	106.8%	136.7%	0.0%	107.6%	128.3%	0.0%	87.7%	113.3%
Business Office Technology	90.0%	94.6%	93.6%	36.2%	81.4%	93.3%	45.2%	28.1%	91.1%
Hospitality	0.0%	71.1%	100.0%	0.0%	97.8%	101.1%	0.0%	84.4%	78.9%
Human Resources	0.0%	75.6%	95.3%	0.0%	94.2%	86.4%	0.0%	100.8%	79.6%
Paralegal Studies	103.3%	100.0%	100.6%	110.0%	96.7%	89.6%	90.0%	90.0%	87.1%
Real Estate	120.0%	77.7%	101.3%	106.7%	97.7%	95.5%	143.3%	82.8%	106.0%
ALL Disciplines	88.6%	95.0%	99.1%	69.8%	94.7%	96.9%	70.1%	86.7%	93.1%

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:

Business Hospitality:

Business Human Resources:

Business Real Estate:

Santa Rosa Junior College - Program Unit Review

Business Administration - FY 2013-14 (plus current FY Summer and Fall)

Santa Rosa Campus

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

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
ALL Disciplines	0.0	26.7	28.7	35.0	26.2	25.2	0.0	28.2	27.6

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

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Business Administration	42.3	47.2	0.0	0.0	0.0	0.0	0.0	0.0	31.0
Business Bookkeeping	27.0	31.6	1.0	0.0	0.0	1.3	0.0	0.0	5.0
Business General	27.0	36.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Business Management	25.5	24.0	25.0	0.0	0.0	0.0	0.0	0.0	25.0
Business Marketing	19.0	20.0	0.0	0.0	0.0	0.0	0.0	20.0	0.0
Business Office Technology	27.0	32.1	0.0	27.0	0.0	32.0	28.0	0.0	0.0
Hospitality	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Human Resources	0.0	26.0	0.0	0.0	24.0	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	36.0	38.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ALL Disciplines	30.5	33.3	9.0	27.0	24.0	13.6	28.0	20.0	20.3

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

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Business Administration	34.1	39.0	38.3	33.5	35.7	37.1	34.7	34.5	37.0
Business Bookkeeping	29.0	29.4	23.8	35.5	30.0	21.1	30.0	29.0	22.6
Business General	30.0	26.3	28.1	31.0	27.3	26.8	26.0	24.7	25.6
Business Management	25.5	25.5	24.8	30.0	26.5	26.0	20.0	22.8	22.2
Business Marketing	19.0	33.4	41.0	0.0	33.6	38.5	0.0	27.6	34.0
Business Office Technology	27.0	29.0	28.1	28.2	24.9	28.0	31.7	18.0	24.6
Hospitality	0.0	21.3	30.0	0.0	29.3	30.3	0.0	25.3	23.7
Human Resources	0.0	27.0	32.0	0.0	32.3	29.0	0.0	34.6	26.7
Paralegal Studies	31.0	30.0	31.2	33.0	29.0	28.0	27.0	27.0	27.0
Real Estate	36.0	33.7	40.5	32.0	42.0	38.2	43.0	35.6	42.4
ALL Disciplines	30.0	31.0	31.3	31.6	30.7	30.2	31.2	28.7	29.2

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.

Santa Rosa Junior College - Program Unit Review

Business Administration - FY 2013-14 (plus current FY Summer and Fall)

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

Santa Rosa Campus

Business Administration		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTES	12.89	99.74	120.23	23.37	102.97	105.02	29.82	103.32	108.00
	FTEF	0.95	5.23	6.22	1.43	5.64	5.55	1.70	5.63	6.02
	Ratio	13.59	19.07	19.33	16.36	18.27	18.92	17.51	18.35	17.93

Business Bookkeeping		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTES	2.73	9.64	17.45	3.00	17.20	15.00	4.00	24.90	22.05
	FTEF	0.13	0.63	1.21	0.13	1.14	1.10	0.27	1.64	1.48
	Ratio	20.60	15.42	14.46	22.63	15.03	13.64	15.08	15.19	14.89

Business General		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTES	4.98	18.50	19.57	5.62	21.23	21.96	3.60	36.68	41.34
	FTEF	0.31	1.39	1.64	0.33	1.62	1.40	0.33	2.28	2.42
	Ratio	15.81	13.33	11.90	16.88	13.10	15.71	10.83	16.10	17.11

Business Management		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTES	0.00	24.54	29.41	3.00	29.32	29.65	2.00	22.29	24.81
	FTEF	0.00	1.87	2.32	0.20	2.28	2.36	0.20	2.13	2.07
	Ratio	0.00	13.09	12.66	14.85	12.86	12.55	9.90	10.44	12.01

Business Marketing		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTES	0.00	22.32	21.54	0.00	24.29	19.87	0.00	15.07	17.69
	FTEF	0.00	1.19	0.99	0.00	1.39	0.99	0.00	0.99	1.07
	Ratio	0.00	18.69	21.67	0.00	17.42	19.98	0.00	15.16	16.46

Business Office Technology		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTES	0.53	14.70	17.72	2.77	19.22	19.30	3.38	15.68	7.62
	FTEF	0.00	1.11	1.03	0.25	1.65	1.04	0.58	0.47	0.50
	Ratio	0.00	13.24	17.24	11.28	11.65	18.64	5.79	33.39	15.12

Hospitality		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTES	0.00	2.19	3.09	0.00	3.02	3.12	0.00	6.15	5.52
	FTEF	0.00	0.20	0.20	0.00	0.20	0.20	0.00	0.47	0.47
	Ratio	0.00	10.87	15.43	0.00	14.94	15.60	0.00	13.13	11.83

Human Resources		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTES	0.00	7.52	9.95	0.00	8.13	8.41	0.00	11.82	8.40
	FTEF	0.00	0.53	0.63	0.00	0.50	0.63	0.00	0.70	0.65
	Ratio	0.00	14.14	15.72	0.00	16.38	13.29	0.00	16.97	12.96

Paralegal Studies		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTES	1.06	14.06	15.09	1.13	14.02	12.07	1.11	15.81	14.03
	FTEF	0.07	0.94	0.95	0.07	0.94	0.80	0.07	1.14	1.01
	Ratio	15.50	15.00	15.94	16.50	14.96	15.08	16.66	13.91	13.87

Real Estate		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTES	0.00	8.70	24.30	3.20	21.00	19.10	4.30	17.80	21.20
	FTEF	0.00	0.60	1.20	0.21	1.00	1.00	0.21	1.00	1.00
	Ratio	0.00	14.50	20.25	15.56	21.00	19.10	20.90	17.80	21.20

Petaluma Campus (Includes Rohnert Park and Sonoma)

Business Administration		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTES	0.00	26.55	26.18	0.00	24.17	25.29	0.00	29.86	26.11
	FTEF	0.00	1.42	1.42	0.00	1.42	1.42	0.00	1.64	1.25
	Ratio	0.00	18.73	18.46	0.00	17.04	17.83	0.00	18.19	20.82

Business Bookkeeping		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTES	0.00	3.14	11.02	1.75	5.02	8.30	0.00	2.67	6.87
	FTEF	0.00	0.38	1.01	0.13	0.52	0.74	0.00	0.27	0.74
	Ratio	0.00	8.26	10.88	13.19	9.71	11.23	0.00	9.76	9.29

Business General		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTES	0.00	3.28	15.28	0.00	14.55	6.90	0.00	17.18	9.65
	FTEF	0.00	0.33	0.93	0.00	0.93	0.53	0.00	1.10	0.80
	Ratio	0.00	9.81	16.42	0.00	15.60	12.94	0.00	15.55	11.99

Business Management		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTES	0.00	2.16	2.00	0.00	2.53	1.50	0.00	0.83	1.20
	FTEF	0.00	0.27	0.20	0.00	0.33	0.20	0.00	0.07	0.20
	Ratio	0.00	8.10	10.00	0.00	7.62	7.50	0.00	12.63	6.00

Business Marketing		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	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

Business Office Technology		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTES	0.00	1.60	3.42	0.00	2.71	1.27	0.00	0.00	0.00
	FTEF	0.00	0.14	0.34	0.00	0.27	0.27	0.00	0.00	0.00
	Ratio	0.00	11.67	10.10	0.00	10.10	4.74	0.00	0.00	0.00

Hospitality		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	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

Human Resources		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	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

Paralegal Studies		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
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ALL Locations (Combined totals from ALL locations in the District)

Business Administration		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTEs	33.59	154.73	146.41	23.37	127.14	130.31	29.82	133.88	137.21
	FTEF	1.98	7.85	7.64	1.43	7.05	6.97	1.70	7.27	7.48
	Ratio	16.99	19.71	19.17	16.36	18.02	18.70	17.51	18.41	18.35

Business Bookkeeping		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTEs	5.43	22.54	28.46	4.75	22.22	23.30	4.00	27.57	28.91
	FTEF	0.40	1.80	2.22	0.27	1.66	1.84	0.27	1.91	2.22
	Ratio	13.65	12.53	12.82	17.91	13.38	12.67	15.08	14.41	13.03

Business General		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTEs	7.68	39.88	34.85	5.62	35.78	28.86	3.60	53.86	50.99
	FTEF	0.51	2.72	2.58	0.33	2.55	1.93	0.33	3.38	3.22
	Ratio	14.91	14.65	13.53	16.88	14.01	14.94	10.83	15.92	15.83

Business Management		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTEs	2.67	32.79	33.91	3.00	31.85	31.15	2.00	23.12	28.51
	FTEF	0.21	2.65	2.72	0.20	2.61	2.56	0.20	2.20	2.47
	Ratio	12.73	12.38	12.45	14.85	12.19	12.16	9.90	10.51	11.56

Business Marketing		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTEs	1.90	24.32	21.54	0.00	24.29	19.87	0.00	17.07	17.69
	FTEF	0.20	1.39	0.99	0.00	1.39	0.99	0.00	1.19	1.07
	Ratio	9.59	17.44	21.67	0.00	17.42	19.98	0.00	14.29	16.46

Business Office Technology		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTEs	5.19	24.69	21.13	3.22	21.93	21.64	3.85	15.68	7.62
	FTEF	0.38	1.79	1.37	0.28	1.92	1.37	0.62	0.47	0.50
	Ratio	13.57	13.79	15.47	11.51	11.43	15.77	6.22	33.39	15.12

Hospitality		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTEs	0.00	2.19	3.09	0.00	3.02	3.12	0.00	6.15	5.52
	FTEF	0.00	0.20	0.20	0.00	0.20	0.20	0.00	0.47	0.47
	Ratio	0.00	10.87	15.43	0.00	14.94	15.60	0.00	13.13	11.83

Human Resources		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTEs	0.00	9.23	9.95	0.00	10.53	8.41	0.00	11.82	8.40
	FTEF	0.00	0.70	0.63	0.00	0.70	0.63	0.00	0.70	0.65
	Ratio	0.00	13.26	15.72	0.00	15.12	13.29	0.00	16.97	12.96

Paralegal Studies		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTEs	1.06	14.06	15.09	1.13	14.02	12.07	1.11	15.81	14.03
	FTEF	0.07	0.94	0.95	0.07	0.94	0.80	0.07	1.14	1.01
	Ratio	15.50	15.00	15.94	16.50	14.96	15.08	16.66	13.91	13.87

Real Estate		X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
	FTEs	3.60	20.20	24.30	3.20	21.00	19.10	4.30	17.80	21.20
	FTEF	0.21	1.20	1.20	0.21	1.00	1.00	0.21	1.00	1.00
	Ratio	17.50	16.83	20.25	15.56	21.00	19.10	20.90	17.80	21.20

5.4 Curriculum Currency

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

[illegible]

20	Courses due in 2016-2017 for Full Review			
11	BAD 56	FUND ACCOUNTING	4	9/20/2010
12	BAD 64	COMPUTER TAX ACCOUNTING	4	3/28/2011
13	BAD 67	FINANCIAL PLANNING	2	1/24/2011
14	BBK 50	COMPUTER BBKG & ACCTG I	3	10/18/2010
15	BBK 52.1	PAYROLL RECORD KEEPING	3	3/28/2011
16	BBK 53.1	QUICKBOOKS	4	3/28/2011
17	BBK 53.2	QUICKBOOKS LEVEL 2	3	12/6/2010
18	BGN 102	TYPING-SKILL BUILDING	5	3/7/2011
19	BGN 201	TYPING SELF-PACED	5	11/1/2010
20	BGN 204	ELECTRONIC CALCULATOR	2	10/4/2010
21	BMG 66.4	PROJECT MANAGEMENT	3	1/24/2011
22	BMG 78.127	BODY LANGUAGE	4	5/2/2011
23	BMG 85.12	ENTREPRENEURSHIP	3	5/2/2011
24	BMG 85.3	SMALL BUSINESS RECORDS	4	3/28/2011
25	BMG 85.5	SMALL BUSINESS PLAN	4	4/4/2011
26	BMG 85.8	TAXES AND SMALL BUSINESS	4	3/28/2011
27	BMK 54	ADVERTISING	3	9/27/2010
28	BOT 154	OFFICE PROCEDURES	2	3/7/2011
81	PLS 63	CONTRACTS	1	9/20/2010
82	PLS 64	THE AMERICAN JURY SYSTEM	1	12/6/2010
21	Courses due in 2017-2018 for Full Review			
3	BAD 98	INDEPENDENT STUDY	4	10/10/2011
4	BMG 67.4	CONFLICT MANAGEMENT	1	2/6/2012
5	BMG 85.1	PRE-BUS FUNDAMENTAL	4	4/2/2012
6	BMG 85.10	SMALL BUSINESS ETHICS	3	9/12/2011
7	BMG 85.13	STARTING AN E-BUSINESS	3	9/12/2011
26	PLS 52	LEGAL WRITING	3	4/9/2012
27	PLS 53	CIV PROC: PLEADINGS	2	4/9/2012
28	PLS 54	CIV PROC: DISCOVERY	2	4/9/2012
29	PLS 55	LEGAL ETHICS	3	4/9/2012
30	PLS 65	TECHNOLOGY IN LAW OFFICE	1	11/14/2011
31	PLS 66	WILL, TRUST & ESTATE PLAN	1	4/9/2012
32	PLS 67	FAMILY LAW	1	4/9/2012
33	RE 50	REAL ESTATE PRINCIPLES	7	9/19/2011
34	RE 51	REAL ESTATE PRACTICE	5	9/19/2011
35	RE 52	REAL ESTATE FINANCE	5	9/19/2011
36	RE 53	RES REAL ESTATE APPRAIS	6	9/19/2011
37	RE 54	COMM REAL EST APPR	6	9/19/2011
38	RE 55	LEGAL ASPECTS REAL ESTAT	5	9/19/2011
39	RE 56	REAL ESTATE ECONOMICS	5	9/19/2011
40	RE 57	PROPERTY MANAGEMENT CA	5	9/19/2011
41	RE 58	REAL ESTATE ESCROW	5	9/19/2011

15	Courses due in 2018-2019 for Full Review			
1	BAD 1	FINANCIAL ACCOUNTING	6	5/13/2013
2	BGN 110	EXPLORING BUS. CAREERS	3	4/23/2013
3	BGN 111	SOFT SKILLS FOR BUSINESS	3	4/23/2013
4	BGN 112	MARKETING YOUR SKILLS	8	4/23/2013
5	BGN 203	SELF-PACED 10-KEY	3	3/25/2013
6	BGN 205	BASIC FILING	5	4/23/2013
7	BMG 103	COMM. FOR START-UPS	1	4/8/2013
8	BMG 104	INNOVATION & CREATIVITY	1	4/8/2013
9	BMG 105	ETHICS & SUSTAINABILITY	1	4/8/2013
10	BMG 55	BUS MGMT ACCTG	3	10/15/2012
11	BOT 156	LEGAL OFFICE PROCEDURES	1	3/25/2013
12	BOT 770	BUSINESS SKILLS LAB	4	4/8/2013
20	HOSP 103	CUSTOMER RELATIONS	1	4/23/2013
21	HOSP 50	INTRO TOURISM SONOMA CO	5	3/25/2013
22	HOSP 63	INTRO TO HOTEL INDUSTRY	5	3/25/2013
20	Courses due in 2019-2020 for Full Review			
2	BAD 10	AMERICAN BUS-GLOBAL CONT	7	4/28/2014
3	BAD 18	LEGAL ENVIRONMENT OF BUS	5	5/12/2014
4	BAD 2	MANAGERIAL ACCOUNTING	6	5/12/2014
5	BAD 53	BUS PROB/SPRDSHEETS	4	2/24/2014
6	BMG 100	ENT. BUSINESS PLAN	2	4/28/2014
7	BMG 53	ORAL COMM IN ORGS	4	3/31/2014
8	BMG 61	SKILLS FOR MANAGERS	5	3/31/2014
9	BMG 62.1	ONE-ON-ONE MGMT COMM	3	5/12/2014
10	BMG 62.4	MANAGING WORKGROUPS	2	5/12/2014
11	BMG 63.1	MOTIVATION/EMPOWERMEN T	4	4/21/2014
12	BMG 63.4	MANAGERIAL LEADERSHIP	2	3/24/2014
13	BMG 66.1	DECISIONS-ORGANIZATIONAL	4	10/14/2013
14	BMG 66.3	FINANCIAL BASICS	4	10/14/2013
15	BMK 51	PRINCIPLES OF SELLING	3	2/11/2014
16	BOT 154.1	WRITING STRATEGIES	4	4/28/2014
60	HOSP 51	CUSTOMER SERVICE	4	2/11/2014
61	HOSP 52	CUST RELATIONS FOR HOSP	3	2/10/2014
62	HOSP 53	CUSTOMER SERVICE	2	4/14/2014
63	HOSP 54	CUST RELATIONS FOR HOSP	2	4/14/2014
64	HOSP 80	INTRO TO HOSPITALITY	1	4/14/2014
10	Courses due in 2020-2021 for Full Review			
3	BAD 52	HUMAN RELATIONS	3	4/13/2015
4	BBK 51	COMPUTER BBK & ACCT II	3	3/23/2015

5	BGN 81	PRACTICAL BUSINESS MATH	3	4/13/2015
6	BMG 174	CROWDFUNDING FUNDAMENTAL	1	4/27/2015
30	HR 60	HUMAN RESOURCE MGMT	5	4/27/2015
31	HR 61	HR EMPLOYMENT LAW	2	4/27/2015
32	HR 62	HR RECORDS ADMIN	5	5/11/2015
33	HR 63	HR HIRING PROCESS	4	5/11/2015
34	HR 64	HR SALARY ADMIN	5	5/11/2015
37	RE 59	ADV RESIDENTIAL APPRAIS	2	3/23/2015
	Total Active Courses			

5.5 Successful Program Completion

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

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

TOP Code	Cert Code	Certificate Description	P A	2000 - 01	2001 - 02	2002 - 03	2003 - 04	2004 - 05	2005 - 06	2006 - 07	2007 - 08	2008 - 09	2009 - 10	2010 - 11	2011 - 12	2012 - 13	2013 - 14
0502	3117	Account Clerk	E	20	21	16	6	1	0	0	0	0	0	0	0	0	
0502	3274	Account Clerk	E	0	0	1	8	12	24	15	21	20	13	10	20	5	1
0502	3043	Accountant Assistant	T	8	11	11	4	13	11	1	12	3	11	21	13	11	
0514	3053	Administrative Assistant	T	0	2	0	4	1	1	1	6	4	3	5	6	5	1
0514	3252	Administrative Support 1	E	0	0	5	4	5	4	2	6	2	3	3	4	3	
0514	3253	Administrative Support 2	L	0	0	1	0	0	1	2	1	3	2	3	2	4	
0502	3118	Bookkeeper	T	2	1	2	4	2	4	4	6	5	2	6	9	5	
0502	3119	Bookkeeper Assistant	L	2	2	7	1	4	2	8	3	12	8	11	10	5	
0509	3122	Business: Marketing	L	7	12	1	6	3	11	6	6	6	8	9	6	11	
2104.00	3106	Client Service Specialist	L	5	1	2	4	1	1	2	1	1	0	3	2	1	
1307	3147	Hospitality	L	2	2	3	3	1	2	0	5	1	3	5	4	4	
104	5071	Hospitality: Wine Tasting Service	E	0	0	0	0	0	0	0	0	0	0	0	0	0	
1307	5075	Hospitality: Guest Services Agent	E	0	0	0	0	0	0	0	0	0	0	0	0	0	1
0506	3143	Human Resource Administration	E	40	50	41	34	21	28	20	21	37	26	16	8	5	

0506	3325	Human Resource Administration	L	0	0	0	0	0	0	0	0	0	3	3	14	13	1
0514.1	3192	Legal Office Specialist	T	2	3	0	2	4	0	0	0	0	0	0	0	0	
0514.1	3217	Legal Office Support	E	0	1	0	3	3	7	4	5	4	4	3	7	8	
0514.1	3223	Legal Secretary	T	0	0	0	0	0	4	1	3	1	2	0	3	3	
0514.1	3041	Legal Secretary	T	1	1	0	0	0	0	0	0	0	2	2	0	0	
0502	3115	Office Assistant	E	0	2	0	4	2	6	9	8	4	3	9	13	9	3
0599	3225	Office Manager	E	1	2	3	3	0	0	1	1	0	0	0	0	0	
0599	3067	Payroll	E	1	5	2	1	3	2	3	3	1	4	3	5	3	1
0511	3061	Real Estate	L	1	6	8	4	15	25	13	9	5	6	1	1	1	
511	5075	Real Estate Sales	E	0	0	0	0	0	0	0	0	0	0	0	0	1	2
0509.5	3014	Retail Merchandising Management	L	1	0	1	1	0	1	0	0	1	0	1	0	0	
0506.4	3005	Small Business Management	L	1	3	2	0	3	7	4	2	4	8	2	1	4	
0506.3	3012	Supervisory Management	L	9	10	19	27	10	10	4	9	6	3	3	5	1	
0502	3146	Tax Assistant Clerk	E	0	5	3	3	6	5	3	3	0	8	11	0	1	
0104.0	3291	Wine Studies: Enology	L	0	0	0	0	0	0	0	1	3	5	0	3	0	
Total Certificates Awarded				103	140	128	126	110	156	103	132	123	127	130	136	103	

MAJORS:

Business Administration:

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

Human Resources:

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

Real Estate:

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

CERTIFICATES

Accountant Assistant:

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

Hospitality:

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

Human Resources:

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

Management:

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

5.6 Student Success

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

Business:

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

Business Office Support:

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

Business Hospitality:

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

Business Human Resources:

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

Business Real Estate:

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

Business:

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

Business Office Support:

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

Business Hospitality:

Successful course completions are slightly lower than retention with a completion rate of 77.3% in fall 2013, a difference of 5.4%. Many students already work in the hospitality industry and

only take a few courses and don't finish the program due to work commitments or because they find jobs before completing the certificate.

Business Human Resources:

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

Business :

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

Business Office Support:

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

Business Hospitality

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

Business Human Resources:

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

Santa Rosa Junior College - Program Unit Review

Business Administration - FY 2013-14 (plus current FY Summer and Fall)

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

Santa Rosa Campus

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Business Administration	85.2%	74.1%	75.4%	81.2%	74.3%	76.5%	80.7%	74.8%	75.1%
Business Bookkeeping	71.9%	65.9%	65.6%	75.0%	74.4%	71.6%	71.9%	73.7%	71.6%
Business General	65.3%	74.6%	76.4%	79.7%	69.1%	72.3%	85.7%	77.3%	75.8%
Business Management	0.0%	78.7%	75.1%	61.3%	73.7%	74.5%	23.7%	72.8%	73.3%
Business Marketing	0.0%	85.2%	86.1%	0.0%	79.2%	85.2%	0.0%	75.4%	79.4%
Business Office Technology	96.2%	83.9%	86.2%	81.5%	77.6%	80.9%	78.4%	85.7%	88.2%
Hospitality	0.0%	77.8%	87.1%	0.0%	77.3%	78.2%	0.0%	82.7%	89.7%
Human Resources	0.0%	86.0%	89.7%	0.0%	81.0%	87.1%	0.0%	86.4%	87.0%
Paralegal Studies	100.0%	80.3%	83.8%	77.4%	76.7%	79.8%	100.0%	74.0%	65.7%

Real Estate	0.0%	67.9%	70.7%	83.9%	70.3%	73.8%	65.1%	69.1%	71.4%
ALL Disciplines	80.8%	77.4%	78.0%	78.1%	74.9%	77.3%	76.0%	76.0%	76.0%

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Business Administration	0.0%	83.5%	81.8%	0.0%	77.9%	86.9%	0.0%	80.1%	81.3%
Business Bookkeeping	0.0%	76.2%	72.3%	85.7%	51.5%	74.5%	0.0%	62.8%	63.7%
Business General	0.0%	80.0%	65.3%	0.0%	72.0%	67.7%	0.0%	74.5%	74.4%
Business Management	0.0%	88.2%	61.1%	0.0%	53.3%	66.7%	0.0%	56.0%	91.7%
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%	81.0%	77.2%	0.0%	82.9%	83.3%	0.0%	0.0%	0.0%
Hospitality	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
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%
ALL Disciplines	0.0%	82.5%	73.9%	85.7%	70.7%	79.5%	0.0%	75.6%	76.5%

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

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Business Administration	69.5%	65.8%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	74.2%
Business Bookkeeping	67.3%	68.8%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
Business General	52.0%	59.8%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%
Business Management	43.1%	53.5%	92.0%	0.0%	0.0%	0.0%	0.0%	0.0%	68.0%
Business Marketing	42.1%	73.7%	0.0%	0.0%	0.0%	0.0%	0.0%	70.0%	0.0%
Business Office Technology	63.9%	78.6%	0.0%	65.4%	0.0%	76.9%	82.1%	0.0%	0.0%
Hospitality	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Human Resources	0.0%	80.4%	0.0%	0.0%	76.0%	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	75.0%	58.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ALL Disciplines	63.4%	66.3%	92.6%	65.4%	76.0%	78.3%	82.1%	82.2%	73.8%

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

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Business Administration	75.6%	74.4%	76.6%	81.2%	75.0%	78.5%	80.7%	76.4%	76.3%
Business Bookkeeping	69.0%	69.0%	68.8%	80.3%	68.8%	73.0%	71.9%	72.2%	69.8%
Business General	62.0%	70.0%	71.9%	79.7%	70.2%	71.1%	85.7%	76.3%	75.5%
Business Management	43.1%	73.7%	75.4%	61.3%	71.7%	74.2%	23.7%	71.6%	73.5%
Business Marketing	42.1%	84.4%	86.1%	0.0%	79.2%	85.2%	0.0%	74.9%	79.4%
Business Office Technology	68.5%	81.1%	84.8%	76.9%	78.0%	80.4%	79.2%	85.7%	88.2%
Hospitality	0.0%	77.8%	87.1%	0.0%	77.3%	78.2%	0.0%	82.7%	89.7%
Human Resources	0.0%	84.5%	89.7%	0.0%	80.4%	87.1%	0.0%	86.4%	87.0%
Paralegal Studies	100.0%	80.3%	83.8%	77.4%	76.7%	79.8%	100.0%	74.0%	65.7%
Real Estate	75.0%	62.4%	70.7%	83.9%	70.3%	73.8%	65.1%	69.1%	71.4%
ALL Disciplines	69.4%	74.9%	77.4%	78.0%	74.3%	77.6%	76.3%	76.0%	76.0%

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Business Administration - FY 2013-14 (plus current FY Summer and Fall)

5.6b Successful Course Completion The percentage of students receiving a grade of A,B,C, or CR in each Discipline (duplicated headcount).

Santa Rosa Campus

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Business Administration	85.2%	68.6%	68.3%	72.8%	69.0%	71.0%	75.0%	67.5%	68.6%
Business Bookkeeping	71.9%	65.9%	64.6%	72.2%	68.5%	65.8%	70.2%	70.4%	69.4%
Business General	62.7%	71.1%	72.9%	77.2%	63.5%	65.1%	82.9%	73.3%	72.7%
Business Management	0.0%	76.8%	74.1%	61.3%	71.5%	73.5%	23.7%	71.3%	72.0%
Business Marketing	0.0%	80.2%	84.9%	0.0%	75.8%	83.0%	0.0%	72.6%	75.5%
Business Office Technology	96.2%	83.4%	82.7%	76.9%	76.0%	78.5%	76.3%	82.7%	88.2%
Hospitality	0.0%	77.8%	87.1%	0.0%	76.1%	75.9%	0.0%	77.3%	89.7%
Human Resources	0.0%	84.6%	88.8%	0.0%	80.5%	86.6%	0.0%	84.7%	85.3%
Paralegal Studies	100.0%	74.1%	77.8%	74.2%	71.3%	76.6%	100.0%	72.2%	62.9%
Real Estate	0.0%	65.5%	68.1%	83.9%	69.3%	71.2%	62.8%	67.4%	68.5%
ALL Disciplines	80.1%	73.7%	74.3%	73.3%	71.3%	73.6%	72.6%	71.8%	72.3%

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Business Administration	0.0%	81.9%	77.7%	0.0%	76.6%	86.5%	0.0%	78.6%	80.9%
Business Bookkeeping	0.0%	73.8%	69.7%	85.7%	51.5%	72.5%	0.0%	60.5%	59.3%
Business General	0.0%	80.0%	61.7%	0.0%	66.9%	63.5%	0.0%	71.4%	73.6%
Business Management	0.0%	85.3%	61.1%	0.0%	53.3%	66.7%	0.0%	56.0%	91.7%
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%	66.7%	75.4%	0.0%	82.9%	83.3%	0.0%	0.0%	0.0%
Hospitality	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
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%
ALL Disciplines	0.0%	80.3%	70.6%	85.7%	68.7%	78.0%	0.0%	73.5%	75.3%

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

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Business Administration	61.1%	53.8%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	74.2%
Business Bookkeeping	67.3%	66.2%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
Business General	44.0%	54.7%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%
Business Management	43.1%	52.8%	80.0%	0.0%	0.0%	0.0%	0.0%	0.0%	64.0%
Business Marketing	42.1%	73.7%	0.0%	0.0%	0.0%	0.0%	0.0%	70.0%	0.0%
Business Office Technology	60.8%	75.4%	0.0%	61.5%	0.0%	75.4%	75.0%	0.0%	0.0%
Hospitality	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Human Resources	0.0%	76.5%	0.0%	0.0%	76.0%	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	75.0%	56.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ALL Disciplines	59.3%	61.6%	81.5%	61.5%	76.0%	76.8%	75.0%	82.2%	72.1%

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

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Business Administration	70.5%	68.6%	70.0%	72.8%	70.5%	74.0%	75.0%	70.5%	71.2%
Business Bookkeeping	69.0%	67.3%	67.1%	78.9%	64.3%	68.6%	70.2%	69.1%	67.0%
Business General	58.0%	66.3%	68.4%	77.2%	64.7%	64.7%	82.9%	72.6%	72.9%
Business Management	43.1%	72.1%	73.9%	61.3%	69.7%	73.4%	23.7%	70.2%	72.1%
Business Marketing	42.1%	79.8%	84.9%	0.0%	75.8%	83.0%	0.0%	72.3%	75.5%
Business Office Technology	65.8%	78.7%	81.6%	72.5%	76.6%	78.2%	76.0%	82.7%	88.2%
Hospitality	0.0%	77.8%	87.1%	0.0%	76.1%	75.9%	0.0%	77.3%	89.7%
Human Resources	0.0%	82.4%	88.8%	0.0%	80.0%	86.6%	0.0%	84.7%	85.3%
Paralegal Studies	100.0%	74.1%	77.8%	74.2%	71.3%	76.6%	100.0%	72.2%	62.9%
Real Estate	75.0%	60.4%	68.1%	83.9%	69.3%	71.2%	62.8%	67.4%	68.5%
ALL Disciplines	66.5%	71.1%	73.7%	73.5%	71.0%	74.2%	72.7%	72.2%	72.7%

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Business Administration - FY 2013-14 (plus current FY Summer and Fall)

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

Santa Rosa Campus

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Business Administration	2.79	2.54	2.48	2.57	2.54	2.67	2.71	2.51	2.59
Business Bookkeeping	2.50	2.90	2.44	1.94	2.84	2.44	2.17	2.90	2.86
Business General	2.22	2.47	2.57	2.43	2.15	2.27	2.90	2.59	2.70
Business Management	0.00	2.70	2.74	2.79	2.70	2.77	1.57	2.80	2.80
Business Marketing	0.00	2.98	3.26	0.00	2.96	2.98	0.00	2.88	2.99
Business Office Technology	3.82	3.43	3.22	2.47	3.01	3.17	2.54	3.48	3.43
Hospitality	0.00	2.91	3.29	0.00	3.03	2.71	0.00	3.28	3.52
Human Resources	0.00	2.74	3.01	0.00	2.99	2.74	0.00	2.93	2.73
Paralegal Studies	3.27	2.82	3.04	2.96	2.99	2.93	3.67	2.77	2.62
Real Estate	0.00	2.53	2.42	3.07	2.61	2.52	2.76	2.46	2.62
ALL Disciplines	2.74	2.70	2.68	2.58	2.67	2.70	2.67	2.68	2.73

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Business Administration	0.00	2.89	2.85	0.00	2.98	3.07	0.00	2.93	3.13
Business Bookkeeping	0.00	2.40	2.50	3.21	2.40	2.66	0.00	2.08	2.24
Business General	0.00	2.30	1.91	0.00	2.57	1.92	0.00	2.58	2.45
Business Management	0.00	3.69	2.60	0.00	2.26	2.85	0.00	2.33	3.08
Business Marketing	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Business Office Technology	0.00	2.78	2.68	0.00	3.32	3.41	0.00	0.00	0.00
Hospitality	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
Paralegal Studies	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
ALL Disciplines	0.00	2.84	2.50	3.21	2.78	2.81	0.00	2.77	2.86

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

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Business Administration	2.20	1.99	0.00	0.00	0.00	0.00	0.00	3.71	3.52
Business Bookkeeping	2.32	2.54	2.00	0.00	0.00	2.25	0.00	0.00	2.20
Business General	2.00	2.00	0.00	0.00	0.00	0.00	0.00	2.67	0.00
Business Management	1.75	1.82	3.38	0.00	0.00	0.00	0.00	0.00	2.38
Business Marketing	2.46	3.06	0.00	0.00	0.00	0.00	0.00	3.06	0.00
Business Office Technology	1.90	2.73	0.00	2.00	0.00	2.54	2.31	0.00	0.00
Hospitality	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Human Resources	0.00	3.19	0.00	0.00	2.32	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
Real Estate	3.26	1.99	0.00	0.00	0.00	0.00	0.00	0.00	0.00
ALL Disciplines	2.24	2.17	3.27	2.00	2.32	2.46	2.31	3.22	2.87

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

Discipline	X2011	F2011	S2012	X2012	F2012	S2013	X2013	F2013	S2014
Business Administration	2.45	2.50	2.55	2.57	2.62	2.75	2.71	2.62	2.72
Business Bookkeeping	2.39	2.64	2.46	2.55	2.76	2.51	2.17	2.82	2.67
Business General	2.14	2.25	2.28	2.43	2.32	2.18	2.90	2.59	2.64
Business Management	1.75	2.61	2.79	2.79	2.66	2.77	1.57	2.79	2.77
Business Marketing	2.46	2.99	3.26	0.00	2.96	2.98	0.00	2.90	2.99
Business Office Technology	2.23	3.16	3.13	2.40	3.05	3.15	2.51	3.48	3.43
Hospitality	0.00	2.91	3.29	0.00	3.03	2.71	0.00	3.28	3.52
Human Resources	0.00	2.83	3.01	0.00	2.85	2.74	0.00	2.93	2.73
Paralegal Studies	3.27	2.82	3.04	2.96	2.99	2.93	3.67	2.77	2.62
Real Estate	3.26	2.22	2.42	3.07	2.61	2.52	2.76	2.46	2.62
ALL Disciplines	2.43	2.59	2.66	2.60	2.68	2.71	2.67	2.70	2.75

5.7 Student Access

Business:

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

Business Office Support:

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

Hospitality:

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

Human Resources:

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

Real Estate:

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

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

Business Office Support:

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

Business Hospitality:

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

Business Real Estate:

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

5.7c Student Served – by Age

Business Administration (primarily transfer area)

19 – 25-	60%
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Bookkeeping

21 – 35-	48%
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46 – 60-	24.6% (re-careering)
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General

19 – 30-	55.7%
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Management

21 – 35-	51.6%
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Marketing

16 – 25-	74%
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Office Technology

19 – 35-	63.5%
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Hospitality

19 – 30-	54.4%
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51 – 60-	11.2%
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Human Resources

21 – 35-	52.4%
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Paralegal Studies

21 – 45-	80%
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Real Estate

21 – 40-	64.5
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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 2013-14 (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	2011-12	Percent	2012-13	Percent	2013-14	Percent	2014-15
	White	1535	59.8%	1317	58.6%	1374	58.0%	2014
	Asian	165	6.4%	140	6.2%	143	6.0%	
	Black	59	2.3%	54	2.4%	69	2.9%	
	Hispanic	350	13.6%	383	17.1%	607	25.6%	
	Native American	33	1.3%	20	0.9%	14	0.6%	
	Pacific Islander	14	0.5%	7	0.3%	3	0.1%	
	Filipino	32	1.2%	22	1.0%	23	1.0%	
	Other Non-White	0	0.0%	0	0.0%	88	3.7%	
	Decline to state	381	14.8%	303	13.5%	46	1.9%	
	ALL Ethnicities	2569	100.0%	2246	100.0%	2367	100.0%	

Business Bookkeeping	Ethnicity	2011-12	Percent	2012-13	Percent	2013-14	Percent	2014-15
	White	402	67.0%	326	60.0%	358	60.8%	
	Asian	30	5.0%	25	4.6%	24	4.1%	
	Black	14	2.3%	6	1.1%	7	1.2%	
	Hispanic	76	12.7%	103	19.0%	150	25.5%	
	Native American	5	0.8%	8	1.5%	8	1.4%	
	Pacific Islander	2	0.3%	2	0.4%	0	0.0%	
	Filipino	1	0.2%	7	1.3%	7	1.2%	
	Other Non-White	0	0.0%	0	0.0%	23	3.9%	
	Decline to state	70	11.7%	66	12.2%	12	2.0%	
	ALL Ethnicities	600	100.0%	543	100.0%	589	100.0%	

Business General	Ethnicity	2011-12	Percent	2012-13	Percent	2013-14	Percent	2014-15
	White	543	56.6%	405	50.8%	641	53.0%	
	Asian	42	4.4%	29	3.6%	42	3.5%	
	Black	26	2.7%	32	4.0%	29	2.4%	
	Hispanic	195	20.3%	191	23.9%	409	33.8%	
	Native American	15	1.6%	8	1.0%	5	0.4%	
	Pacific Islander	1	0.1%	3	0.4%	6	0.5%	
	Filipino	12	1.3%	6	0.8%	14	1.2%	
	Other Non-White	0	0.0%	0	0.0%	40	3.3%	
	Decline to state	125	13.0%	124	15.5%	23	1.9%	
	ALL Ethnicities	959	100.0%	798	100.0%	1209	100.0%	

Business Management	Ethnicity	2011-12	Percent	2012-13	Percent	2013-14	Percent	2014-15
	White	771	65.7%	626	58.0%	388	59.0%	
	Asian	33	2.8%	35	3.2%	20	3.0%	
	Black	40	3.4%	27	2.5%	33	5.0%	
	Hispanic	126	10.7%	203	18.8%	153	23.3%	
	Native American	21	1.8%	19	1.8%	9	1.4%	
	Pacific Islander	5	0.4%	3	0.3%	1	0.2%	
	Filipino	10	0.9%	7	0.6%	4	0.6%	
	Other Non-White	0	0.0%	0	0.0%	36	5.5%	
	Decline to state	167	14.2%	160	14.8%	14	2.1%	
	ALL Ethnicities	1173	100.0%	1080	100.0%	658	100.0%	

Business Marketing	Ethnicity	2011-12	Percent	2012-13	Percent	2013-14	Percent	2014-15
	White	295	60.6%	276	61.5%	194	55.0%	
	Asian	8	1.6%	15	3.3%	12	3.4%	

	Black	29	6.0%	13	2.9%	19	5.4%	
	Hispanic	72	14.8%	80	17.8%	101	28.6%	
	Native American	5	1.0%	1	0.2%	0	0.0%	
	Pacific Islander	0	0.0%	0	0.0%	0	0.0%	
	Filipino	5	1.0%	6	1.3%	1	0.3%	
	Other Non-White	0	0.0%	0	0.0%	17	4.8%	
	Decline to state	73	15.0%	58	12.9%	9	2.5%	
	ALL Ethnicities	487	100.0%	449	100.0%	353	100.0%	

Business Office Technology	Ethnicity	2011-12	Percent	2012-13	Percent	2013-14	Percent	2014-15
	White	875	46.5%	896	44.0%	851	38.6%	
	Asian	91	4.8%	99	4.9%	99	4.5%	
	Black	86	4.6%	96	4.7%	112	5.1%	
	Hispanic	544	28.9%	622	30.5%	929	42.2%	
	Native American	15	0.8%	19	0.9%	20	0.9%	
	Pacific Islander	8	0.4%	10	0.5%	15	0.7%	
	Filipino	28	1.5%	16	0.8%	16	0.7%	
	Other Non-White	0	0.0%	0	0.0%	81	3.7%	
	Decline to state	233	12.4%	279	13.7%	81	3.7%	
	ALL Ethnicities	1880	100.0%	2037	100.0%	2204	100.0%	

Hospitality	Ethnicity	2011-12	Percent	2012-13	Percent	2013-14	Percent	2014-15
	White	83	60.6%	93	58.9%	78	59.1%	
	Asian	3	2.2%	3	1.9%	3	2.3%	
	Black	10	7.3%	1	0.6%	2	1.5%	
	Hispanic	12	8.8%	30	19.0%	28	21.2%	
	Native American	0	0.0%	3	1.9%	3	2.3%	
	Pacific Islander	3	2.2%	4	2.5%	2	1.5%	
	Filipino	1	0.7%	3	1.9%	1	0.8%	
	Other Non-White	0	0.0%	0	0.0%	6	4.5%	
	Decline to state	25	18.2%	21	13.3%	9	6.8%	
	ALL Ethnicities	137	100.0%	158	100.0%	132	100.0%	

Human Resources	Ethnicity	2011-12	Percent	2012-13	Percent	2013-14	Percent	2014-15
	White	188	49.9%	175	44.6%	192	49.2%	
	Asian	21	5.6%	18	4.6%	14	3.6%	
	Black	7	1.9%	30	7.7%	25	6.4%	
	Hispanic	67	17.8%	112	28.6%	111	28.5%	
	Native American	17	4.5%	14	3.6%	14	3.6%	
	Pacific Islander	0	0.0%	2	0.5%	1	0.3%	
	Filipino	0	0.0%	5	1.3%	6	1.5%	
	Other Non-White	0	0.0%	0	0.0%	8	2.1%	
	Decline to state	77	20.4%	36	9.2%	19	4.9%	
	ALL Ethnicities	377	100.0%	392	100.0%	390	100.0%	

Paralegal Studies	Ethnicity	2011-12	Percent	2012-13	Percent	2013-14	Percent	2014-15
	White	207	67.2%	172	68.0%	200	69.0%	
	Asian	4	1.3%	6	2.4%	3	1.0%	
	Black	6	1.9%	12	4.7%	22	7.6%	
	Hispanic	43	14.0%	19	7.5%	44	15.2%	
	Native American	3	1.0%	3	1.2%	0	0.0%	
	Pacific Islander	0	0.0%	0	0.0%	0	0.0%	
	Filipino	2	0.6%	0	0.0%	0	0.0%	
	Other Non-White	0	0.0%	0	0.0%	16	5.5%	
	Decline to state	43	14.0%	41	16.2%	5	1.7%	
	ALL Ethnicities	308	100.0%	253	100.0%	290	100.0%	

Real Estate	Ethnicity	2011-12	Percent	2012-13	Percent	2013-14	Percent	2014-15
	White	254	64.5%	246	66.5%	250	68.5%	
	Asian	16	4.1%	20	5.4%	19	5.2%	
	Black	16	4.1%	6	1.6%	10	2.7%	
	Hispanic	33	8.4%	37	10.0%	49	13.4%	
	Native American	5	1.3%	0	0.0%	3	0.8%	
	Pacific Islander	0	0.0%	1	0.3%	1	0.3%	
	Filipino	5	1.3%	9	2.4%	2	0.5%	
	Other Non-White	0	0.0%	0	0.0%	20	5.5%	
	Decline to state	65	16.5%	51	13.8%	11	3.0%	

	ALL Ethnicities	394	100.0%	370	100.0%	365	100.0%	
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Santa Rosa Junior College - Program Unit Review

Business Administration - FY 2013-14 (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	2011-12	Percent	2012-13	Percent	2013-14	Percent	2014-15
	Male	1239	48.2%	1070	47.6%	1164	49.2%	
	Female	1297	50.5%	1147	51.1%	1152	48.7%	
	Unknown	33	1.3%	29	1.3%	51	2.2%	
	ALL Genders	2569	100.0%	2246	100.0%	2367	100.0%	

Business Bookkeeping	Gender	2011-12	Percent	2012-13	Percent	2013-14	Percent	2014-15
	Male	111	18.5%	110	20.3%	101	17.1%	
	Female	474	79.0%	422	77.7%	468	79.5%	
	Unknown	15	2.5%	11	2.0%	20	3.4%	
	ALL Genders	600	100.0%	543	100.0%	589	100.0%	

Business General	Gender	2011-12	Percent	2012-13	Percent	2013-14	Percent	2014-15
	Male	249	26.0%	200	25.1%	259	21.4%	
	Female	701	73.1%	596	74.7%	922	76.3%	
	Unknown	9	0.9%	2	0.3%	28	2.3%	
	ALL Genders	959	100.0%	798	100.0%	1209	100.0%	

Business Management	Gender	2011-12	Percent	2012-13	Percent	2013-14	Percent	2014-15
	Male	377	32.1%	401	37.1%	219	33.3%	
	Female	768	65.5%	665	61.6%	417	63.4%	
	Unknown	28	2.4%	14	1.3%	22	3.3%	
	ALL Genders	1173	100.0%	1080	100.0%	658	100.0%	

Business Marketing	Gender	2011-12	Percent	2012-13	Percent	2013-14	Percent	2014-15
	Male	254	52.2%	216	48.1%	184	52.1%	
	Female	231	47.4%	224	49.9%	152	43.1%	
	Unknown	2	0.4%	9	2.0%	17	4.8%	
	ALL Genders	487	100.0%	449	100.0%	353	100.0%	

Business Office Technology	Gender	2011-12	Percent	2012-13	Percent	2013-14	Percent	2014-15
	Male	534	28.4%	671	32.9%	814	36.9%	
	Female	1318	70.1%	1337	65.6%	1348	61.2%	
	Unknown	28	1.5%	29	1.4%	42	1.9%	
	ALL Genders	1880	100.0%	2037	100.0%	2204	100.0%	

Hospitality	Gender	2011-12	Percent	2012-13	Percent	2013-14	Percent	2014-15
	Male	47	34.3%	32	20.3%	30	22.7%	
	Female	87	63.5%	126	79.7%	97	73.5%	
	Unknown	3	2.2%	0	0.0%	5	3.8%	
	ALL Genders	137	100.0%	158	100.0%	132	100.0%	

Human Resources	Gender	2011-12	Percent	2012-13	Percent	2013-14	Percent	2014-15
	Male	64	17.0%	61	15.6%	76	19.5%	
	Female	306	81.2%	329	83.9%	311	79.7%	
	Unknown	7	1.9%	2	0.5%	3	0.8%	
	ALL Genders	377	100.0%	392	100.0%	390	100.0%	

Paralegal Studies	Gender	2011-12	Percent	2012-13	Percent	2013-14	Percent	2014-15
	Male	59	19.2%	49	19.4%	68	23.4%	
	Female	249	80.8%	204	80.6%	215	74.1%	
	Unknown	0	0.0%	0	0.0%	7	2.4%	
	ALL Genders	308	100.0%	253	100.0%	290	100.0%	

Real Estate	Gender	2011-12	Percent	2012-13	Percent	2013-14	Percent	2014-15
	Male	196	49.7%	169	45.7%	145	39.7%	
	Female	188	47.7%	188	50.8%	197	54.0%	
	Unknown	10	2.5%	13	3.5%	23	6.3%	
	ALL Genders	394	100.0%	370	100.0%	365	100.0%	

Santa Rosa Junior College - Program Unit Review

Business Administration - FY 2013-14 (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	2011-12	Percent	2012-13	Percent	2013-14	Percent	2014-15
	0 thru 18	201	7.8%	167	7.4%	195	8.2%	
	19 and 20	631	24.6%	672	29.9%	672	28.4%	
	21 thru 25	814	31.7%	730	32.5%	727	30.7%	
	26 thru 30	334	13.0%	238	10.6%	246	10.4%	
	31 thru 35	184	7.2%	126	5.6%	150	6.3%	
	36 thru 40	110	4.3%	78	3.5%	113	4.8%	
	41 thru 45	116	4.5%	79	3.5%	74	3.1%	
	46 thru 50	74	2.9%	66	2.9%	90	3.8%	
	51 thru 60	97	3.8%	83	3.7%	91	3.8%	
	61 plus	8	0.3%	7	0.3%	9	0.4%	
	ALL Ages	2569	100.0%	2246	100.0%	2367	100.0%	

Business Bookkeeping	Age Range	2011-12	Percent	2012-13	Percent	2013-14	Percent	2014-15
	0 thru 18	13	2.2%	22	4.1%	11	1.9%	
	19 and 20	30	5.0%	29	5.3%	35	5.9%	
	21 thru 25	100	16.7%	77	14.2%	106	18.0%	
	26 thru 30	102	17.0%	88	16.2%	84	14.3%	
	31 thru 35	63	10.5%	68	12.5%	70	11.9%	
	36 thru 40	46	7.7%	47	8.7%	53	9.0%	
	41 thru 45	64	10.7%	43	7.9%	59	10.0%	
	46 thru 50	71	11.8%	53	9.8%	67	11.4%	
	51 thru 60	92	15.3%	101	18.6%	82	13.9%	
	61 plus	19	3.2%	15	2.8%	22	3.7%	
	ALL Ages	600	100.0%	543	100.0%	589	100.0%	

Business General	Age Range	2011-12	Percent	2012-13	Percent	2013-14	Percent	2014-15
	0 thru 18	45	4.7%	47	5.9%	42	3.5%	
	19 and 20	131	13.7%	112	14.0%	159	13.2%	
	21 thru 25	219	22.8%	192	24.1%	331	27.4%	
	26 thru 30	141	14.7%	120	15.0%	183	15.1%	
	31 thru 35	94	9.8%	82	10.3%	92	7.6%	
	36 thru 40	76	7.9%	41	5.1%	91	7.5%	
	41 thru 45	76	7.9%	47	5.9%	111	9.2%	
	46 thru 50	64	6.7%	78	9.8%	76	6.3%	
	51 thru 60	107	11.2%	63	7.9%	109	9.0%	
	61 plus	6	0.6%	16	2.0%	15	1.2%	
	ALL Ages	959	100.0%	798	100.0%	1209	100.0%	

Business Management	Age Range	2011-12	Percent	2012-13	Percent	2013-14	Percent	2014-15
	0 thru 18	53	4.5%	56	5.2%	20	3.0%	
	19 and 20	127	10.8%	114	10.6%	50	7.6%	
	21 thru 25	266	22.7%	253	23.4%	162	24.6%	
	26 thru 30	189	16.1%	175	16.2%	87	13.2%	
	31 thru 35	120	10.2%	101	9.4%	72	10.9%	
	36 thru 40	80	6.8%	90	8.3%	59	9.0%	
	41 thru 45	88	7.5%	82	7.6%	71	10.8%	
	46 thru 50	115	9.8%	77	7.1%	54	8.2%	
	51 thru 60	115	9.8%	111	10.3%	67	10.2%	
	61 plus	20	1.7%	21	1.9%	16	2.4%	
	ALL Ages	1173	100.0%	1080	100.0%	658	100.0%	

Business Marketing	Age Range	2011-12	Percent	2012-13	Percent	2013-14	Percent	2014-15
	0 thru 18	55	11.3%	49	10.9%	39	11.0%	
	19 and 20	175	35.9%	160	35.6%	82	23.2%	

	21 thru 25	171	35.1%	131	29.2%	141	39.9%	
	26 thru 30	31	6.4%	34	7.6%	28	7.9%	
	31 thru 35	12	2.5%	14	3.1%	13	3.7%	
	36 thru 40	14	2.9%	9	2.0%	17	4.8%	
	41 thru 45	4	0.8%	20	4.5%	10	2.8%	
	46 thru 50	12	2.5%	6	1.3%	6	1.7%	
	51 thru 60	11	2.3%	15	3.3%	13	3.7%	
	61 plus	2	0.4%	11	2.4%	4	1.1%	
	ALL Ages	487	100.0%	449	100.0%	353	100.0%	

Business Office Technology	Age Range	2011-12	Percent	2012-13	Percent	2013-14	Percent	2014-15
	0 thru 18	103	5.5%	117	5.7%	119	5.4%	
	19 and 20	241	12.8%	304	14.9%	281	12.7%	
	21 thru 25	426	22.7%	508	24.9%	525	23.8%	
	26 thru 30	284	15.1%	244	12.0%	297	13.5%	
	31 thru 35	162	8.6%	198	9.7%	242	11.0%	
	36 thru 40	172	9.1%	146	7.2%	194	8.8%	
	41 thru 45	158	8.4%	152	7.5%	139	6.3%	
	46 thru 50	130	6.9%	128	6.3%	130	5.9%	
	51 thru 60	167	8.9%	193	9.5%	206	9.3%	
	61 plus	37	2.0%	47	2.3%	71	3.2%	
	ALL Ages	1880	100.0%	2037	100.0%	2204	100.0%	

Hospitality	Age Range	2011-12	Percent	2012-13	Percent	2013-14	Percent	2014-15
	0 thru 18	13	9.5%	20	12.7%	10	7.6%	
	19 and 20	22	16.1%	34	21.5%	13	9.8%	
	21 thru 25	30	21.9%	43	27.2%	45	34.1%	
	26 thru 30	14	10.2%	14	8.9%	17	12.9%	
	31 thru 35	9	6.6%	15	9.5%	3	2.3%	
	36 thru 40	10	7.3%	5	3.2%	10	7.6%	
	41 thru 45	8	5.8%	5	3.2%	7	5.3%	
	46 thru 50	6	4.4%	9	5.7%	7	5.3%	
	51 thru 60	21	15.3%	8	5.1%	15	11.4%	
	61 plus	4	2.9%	5	3.2%	5	3.8%	
	ALL Ages	137	100.0%	158	100.0%	132	100.0%	

Human Resources	Age Range	2011-12	Percent	2012-13	Percent	2013-14	Percent	2014-15
	0 thru 18	4	1.1%	1	0.3%	4	1.0%	
	19 and 20	26	6.9%	28	7.1%	15	3.8%	
	21 thru 25	68	18.0%	81	20.7%	76	19.5%	
	26 thru 30	67	17.8%	72	18.4%	48	12.3%	
	31 thru 35	62	16.4%	68	17.3%	77	19.7%	
	36 thru 40	37	9.8%	27	6.9%	30	7.7%	
	41 thru 45	23	6.1%	34	8.7%	53	13.6%	
	46 thru 50	39	10.3%	39	9.9%	37	9.5%	
	51 thru 60	48	12.7%	41	10.5%	48	12.3%	
	61 plus	3	0.8%	1	0.3%	2	0.5%	
	ALL Ages	377	100.0%	392	100.0%	390	100.0%	

Paralegal Studies	Age Range	2011-12	Percent	2012-13	Percent	2013-14	Percent	2014-15
	0 thru 18	7	2.3%	5	2.0%	6	2.1%	
	19 and 20	10	3.2%	11	4.3%	10	3.4%	
	21 thru 25	67	21.8%	27	10.7%	44	15.2%	
	26 thru 30	41	13.3%	49	19.4%	55	19.0%	
	31 thru 35	33	10.7%	35	13.8%	51	17.6%	
	36 thru 40	55	17.9%	59	23.3%	48	16.6%	
	41 thru 45	26	8.4%	23	9.1%	42	14.5%	
	46 thru 50	27	8.8%	21	8.3%	8	2.8%	
	51 thru 60	39	12.7%	19	7.5%	17	5.9%	
	61 plus	3	1.0%	4	1.6%	9	3.1%	
	ALL Ages	308	100.0%	253	100.0%	290	100.0%	

Real Estate	Age Range	2011-12	Percent	2012-13	Percent	2013-14	Percent	2014-15
	0 thru 18	10	2.5%	10	2.7%	15	4.1%	
	19 and 20	37	9.4%	28	7.6%	20	5.5%	
	21 thru 25	99	25.1%	99	26.8%	75	20.5%	
	26 thru 30	69	17.5%	46	12.4%	70	19.2%	

	31 thru 35	47	11.9%	53	14.3%	37	10.1%	
	36 thru 40	29	7.4%	32	8.6%	38	10.4%	
	41 thru 45	33	8.4%	33	8.9%	17	4.7%	
	46 thru 50	37	9.4%	22	5.9%	26	7.1%	
	51 thru 60	31	7.9%	40	10.8%	55	15.1%	
	61 plus	2	0.5%	7	1.9%	12	3.3%	
	ALL Ages	394	100.0%	370	100.0%	365	100.0%	

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
08-10 General Catalog Semester | 09-10 General Catalog Semester

Articulation Agreement by Major
Effective during the 09-10 Academic Year

====Business Administration=====

A. PRE- MAJOR CORE PREPARATION:

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

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

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 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		

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

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)
------------------------------	-----	-------------------------------	-----

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.

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

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:

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

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

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

Accounting and Bookkeeping Services	25,004	5.9%
Management of Companies and Enterprises	962	3.8%
Elementary and Secondary Schools	17,387	2.8%
Employment Services	6,726	2.5%
Depository Credit Intermediation	9,858	2.2%
Building Equipment Contractors	31,458	1.7%
Activities Related to Real Estate	7,140	1.7%
Electronic Markets and Agents/Brokers	2,646	1.4%
Residential Building Construction	25,033	1.4%
Accommodation	11,611	1.3%
Management & Technical Consulting Svc	30,054	1.3%
Office Administrative Services	2,164	1.3%
Legal Services	58,471	1.2%
Religious Organizations	25,931	1.2%
Building Finishing Contractors	19,690	1.2%
Grocery Product Merchant Wholesalers	5,486	1.1%
Grocery Stores	16,111	1.1%
Architectural and Engineering Services	22,876	1.1%
Automobile Dealers	8,609	1.1%
Computer Systems Design and Rel Services	10,046	1.1%
General Medical and Surgical Hospitals	1,675	1.0%
Insurance Agencies, Brokerages & Support	30,110	1.0%
Offices of Physicians	63,218	1.0%
Colleges and Universities	2,317	1.0%

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

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

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

Occupational Wages [Top](#)

[Wages for this occupation in California are not available.](#)

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

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

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

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

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

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

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

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

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

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

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

Occupational Wages [Top](#)

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

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

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

Area	Estimated Year-Projected Year	Employment		Employment Change		Annual Avg Openings
		Estimated	Projected	Number	Percent	

California 2010 - 2020 100,100 118,100 18,000 18.0 4,840

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

Industries Employing This Occupation (click on Industry Title to View

[Top](#)

Employers List

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

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

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

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

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

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

Legal Services				58,471	23.5%
Management of Companies and Enterprises				962	4.6%
Scientific Research and Development Svc				6,170	1.2%
Management & Technical Consulting Svc				30,054	1.0%
Other Professional & Technical Services				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. 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. 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>

2008-2018 Fastest Growing Occupations Santa Rosa-Petaluma Metropolitan Statistical Area (Sonoma County)						
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>

2008-2018 Occupational Employment Projections Santa Rosa-Petaluma Metropolitan Statistical Area (Sonoma County)											
SOC Code	Occupational Title	Annual Average Employment		Employment Change		Average Annual Job Openings			2010-1st Quarter Wages		Education and Training Levels
		2008	2018	Numerical [1]	Percent	New Jobs [2]	Replace-ment 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

**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 Level
		2008	2018	Numerical [1]	Percent	New Jobs [2]	Replace-ment Needs [3]	Total Jobs [4]	Median Hourly [5]	Median Annual [5]	
43-0000	Office and Administrative Support Occupations	30,440	31,500	1,060	3.5	204	611	815	\$17.10	\$35,566	
43-3011	Bill and Account Collectors	460	540	80	17.4	8	9	17	\$18.20	\$37,853	
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
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**2006-2016 Occupational
Employment
Projections
San Francisco-San
Mateo-Redwood City
Metropolitan Division
(Marin, San Francisco,
and San Mateo
Counties)**

SOC Code	Occupational Title Human Resources	Annual Average Employment		Employment Change		Average Annual Job Openings			Wages and Training		
		2006	2016	Numerical	Percent	New Jobs	Net Replace- ments [1]	Total [2]	Median Hourly [3]	Median Annual [3]	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, Except Payroll and Timekeeping	1,550	1,600	50	3.2	5	11	16	\$23.04	\$47,934	11
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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 Leve
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	Median	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		
		2006	2016	Numerical	Percent	New Jobs	Net Replacements [1]	Total [2]	Median Hourly [3]	Median Annual [3]	Edu
27-1026	Merchandise Displayers and Window Trimmers	840	930	90	10.7	9	22	31	\$13.72	\$28,539	Le
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		
		2006	2016	Numerical	Percent	New Jobs	Net Replacements [1]	Total [2]	Median Hourly [3]	Median Annual [3]	Edu
11-2000	Advertising, Marketing,	9,140	10,080	940	10.3	94	204	298	N/A	N/A	Tr Lev

	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	\$114,12

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
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"> - Help students understand the connection between their course content and their work prospects. - Connect local businesses to SRJC. - Develop motivation and work-prospect goals in students. - Increase student incentive to engage in their academic communities. - Help local business support burgeoning professionals. 	2013-2014	CTEA Funding \$45,000.00

6.2a Program/Unit Conclusions

Location	Program/Unit Conclusions
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">- Help students understand the connection between their course content and their work prospects.- Connect local businesses to SRJC.- Develop motivation and work-prospect goals in students.- Increase student incentive to engage in their academic communities.- Help local business support burgeoning professionals.	2013-2014	CTEA Funding \$45,000.00