

Program Review Year 2006 – 2007

Business Management

The Business Management Program is designed to prepare students for working in a variety of organizations – public and private, for-profit and non-profit - by providing them with general management skills training and coursework with a significant concentration in the field of business.

PROGRAM REVIEW TEAM MEMBERS

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SECTION SIX: SUMMARY

I. CONCLUSIONS: PROGRAM STRENGTHS AND WEAKNESSES

- A. List and describe the program's major strengths, based on information obtained in the Program Review. Cite evidence for each identified strength.**

MAJOR AREAS OF STRENGTH	EVIDENCE
<p>Program mission supports college mission. The program mission statement reflects or aligns with NECC's mission in that the Business Management Program is a high quality educational program, which provides a comprehensive set of management skills and coursework required by employers; it also offers a broad range of topics that will enhance the student's ability to contribute to the social, cultural and economic life of the region.</p>	Section ONE: II question A
<p>Program emphasizes diversity. Course content stresses the global perspective and appreciation of other cultures in which businesses operate. The diverse backgrounds and skill sets of the faculty provide students with first-hand knowledge of how businesses embrace diversity.</p>	Section ONE: II question D
<p>Students experience success. Through active and experiential learning, students gain knowledge and understanding of what it takes to be successful in the business world. They are able to develop the skill set needed to achieve success in the classroom and in the workplace. Anecdotal data from employers in the local area confirms that students from the NECC Business Management program are excellent employees. NECC Graduate survey data supports that graduates are successful in obtaining employment.</p>	Section ONE: II question D Section ONE: IV question C
<p>Consistent and strong enrollment. Total enrollment for the program has been consistent over the past three year; program retention rate is comparable to the overall rate at NECC.</p>	Section TWO: I question A

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Excellent quality of instruction.

The majority of the instructors work in the business field and are able to provide input as to changes in the skill set needed for employment.

All faculty members, full-time and adjunct, stay current in the business field by participating in continuing education activities, workshops / seminars, conferences and professional development

Newly formed Advisory Committee.

Curriculum strongly supports student learning outcomes.

Curriculum strongly supports both institutional and program specific outcomes.

Section ONE: II question D

Section ONE: IV question C

Section THREE: I question C

Section FOUR: I question E

Section SIX: A question 4 and 5

Section THREE: I question D and E

- B. List and describe the program's weaknesses or areas in which improvement is desirable, based on information obtained in the Program Review. Cite evidence for each identified weakness or area for improvement.**

WEAKNESS OR AREA FOR IMPROVEMENT	EVIDENCE
Lack of accreditation.	Section ONE: I question C
Insufficient numbers of full-time faculty. Numbers are insufficient to adequately support such activities as advising students, engaging in outreach efforts, developing curriculum, assessing outcomes, and in general contributing to program growth and development	Section ONE: IV question B Section FOUR: I question A Section FOUR: I question B Section FOUR: I question C
Comparatively lower rates of enrollment, retention and positive college outcomes for males and minorities.	Section TWO: I question D
Curricular offerings. More can be done to help business students accomplish program specific outcomes.	Section THREE: I question E:
Quality of the classrooms.	Section FOUR: II
Quality and availability of instructional technology.	Section FOUR: III
Lack of business knowledge in the library to support business programs.	Section FOUR: IV
Inadequate follow-up of program graduates.	Section ONE: IV question C
Lack of effective sequencing and/or specification of course prerequisites.	Section TWO: I question D Section THREE: I question B

II. ACTION PLAN

For each identified weakness or area in which improvement is desirable, submit an Action Plan.

(When designing the Action Plan, a suggested plan would include the elements of Process Management using a Plan-Do-Study-Act (PDSA) cycle.) (Note: Add as many of the following tables as necessary.)

Problem	Improvement Activity	Person Responsible	Date of Activity	Findings
Lack of accreditation	Research ACSBP to determine costs and benefits of accreditation for program	Program Coordinator	Fall 07 at the earliest	
Analysis:				

Problem	Improvement Activity	Person Responsible	Date of Activity	Findings
Insufficient numbers of full-time faculty.	Discuss budget with Assistant Dean, Dean, and VP Academic Affairs to determine availability of funds for new faculty	Program Coordinator	ASAP	
Analysis:				

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Problem	Improvement Activity	Person Responsible	Date of Activity	Findings
Comparatively lower rates of enrollment, retention and positive college outcomes for males and minorities.	Survey students to determine causes	Program Coordinator	Fall 07 at the earliest	
Analysis:				

Problem	Improvement Activity	Person Responsible	Date of Activity	Findings
Curricular offerings.	Review curriculum and consider new course offerings	Program Coordinator	Fall 07 at the earliest	
Analysis:				

Problem	Improvement Activity	Person Responsible	Date of Activity	Findings
Quality of the classrooms.	Work with 'Spurk Renovation' committee to address program concerns	Program Coordinator	Underway	
Analysis:				

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Problem	Improvement Activity	Person Responsible	Date of Activity	Findings
Quality and availability of instructional technology.	Work with 'Spurk Renovation' committee to address program concerns	Program Coordinator	Underway	
Analysis:				

Problem	Improvement Activity	Person Responsible	Date of Activity	Findings
Lack of business knowledge in the library to support business programs	Discuss recommendation with Director of Library	Program Coordinator	Fall 07 at the earliest	
Analysis:				

Problem	Improvement Activity	Person Responsible	Date of Activity	Findings
Inadequate follow-up of program graduates.	Survey of program graduates	Program Coordinator	Fall 07 at the earliest	
Analysis:				

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Problem	Improvement Activity	Person Responsible	Date of Activity	Findings
Lack of effective sequencing and/or specification of course prerequisites	Work with program faculty concerning possible recommendations	Program Coordinator	Fall 07 at the earliest	
<p>Analysis: Possible recommendation is to add a 'sidebar' to the Academic Advising Handbook to encourage students to take English Comp I in their freshman year.</p>				

III. RESOURCES REQUESTED

Complete the following chart, including quotes from vendors, diagrams for requested space, and draft postings as appropriate.

(Resource requests will be determined following action plan activities, findings, and analyses).

(Note: Add rows, increase row height, etc., as needed.)

1. EQUIPMENT				
Item	Justification	Vendor (include contact information)	Cost	Date Needed

2. PERSONNEL				
Position (identify as faculty, staff, etc.)	Justification	Credentials/area of content expertise related to curriculum	Salary	Date Needed
2 Full-time Faculty member	Increase in enrollment of students in the already large Business Transfer program (Total enrollment increased from 326 to 443 over a 3 year period, an increase of 36%) without a corresponding increase in full-time faculty. Quality of student advising is at risk, as well as development of new courses/programs, assessment of outcomes and outreach to community.	MBA preferred with specialty in such areas as management, marketing, finance or entrepreneurship.	\$40 – 45K	Fall 2007

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3. SPACE

Type of space requested	Justification	Description (include square feet, construction requirements, e.g., plumbing, electricity, data ports)	Cost	Date Needed