

See program review website for detailed timeline and relevant request forms:
<https://research.gwc.cccd.edu/oir/progreview/2013/index.html>

Golden West College

INSTRUCTIONAL

PROGRAM REVIEW

Spring 2013

PROGRAM NAME: **Business**

DIVISION NAME: **Business, Social Sciences, Mathematics and Natural Sciences**

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Overview of Program: *(THIS DESCRIPTION WILL LIKELY BE USED ON YOUR DEPARTMENT'S WEBSITE.)*

MAJORS AND CERTIFICATES

The Golden West College Business Department offers a variety of majors and certificates that lead to an Associate's Degree, transfer to a four-year college or university for a Bachelor's Degree, and provide preparation and training for professional level positions in the public and private sectors. *Currently, the program offers six majors and eight certificates in four different disciplines - Accounting, Business, Management, and Marketing, for a total of 14 programs:*

MAJORS:

1 Accounting

DISCIPLINE

Accounting

2	Business Administration	Business
3	Business Administration for Transfer (AS-T)	Business
4	Management	Management
5	Marketing	Marketing
6	Retail Management	Management

CERTIFICATES OF ACHIEVEMENT:

1	Staff Accountant	Accounting
2	Business Administration	Business
3	General Management	Management
4	Human Resources Management	Management
5	Marketing	Marketing
6	Small Business Management	Management
7	Retail Management	Management

DEPARTMENTCERTIFICATES OF SPECIALIZATION:

1	Enrolled Agent Tax Specialist	Accounting
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DEPARTMENT

14 Total

The Business Department has undergone these program changes since the 2010 program review:

Number of programs in calendar year 2010-2011	18
Less: program suspensions ¹	(4)
Less: program retirements ²	(1)
Add: program additions ³	1
Number of programs in calendar year 2012-2013	<u>14</u>

¹ Program suspensions:

1. Global Logistics and Supply Chain Management Major
2. Global Logistics and Supply Chain Management Major Certificate of Achievement
3. International Trade Marketing and Management Major
4. International Trade Marketing and Management Certificate of Specialization

² Program retirement: Managerial and Organizational Leadership Certificate of Specialization

³ Program addition: Associate in Science for Transfer Degree (AS-T) in Business Administration

The department decided to suspend its programs in global logistics / supply chain and internal trade in response to a lack of student demand (1 certificate awarded from 2008 to 2012 per dynamic data cubes). These program suspensions in return will free up faculty resources and department LHEs to be reallocated to programs that are more appropriate with department objectives. The program in Managerial and Organizational Leadership was retired to avoid program duplication, as the department already has several programs in general management.

Associate Degree for Transfer (AS-T)

California has developed a course identification and numbering system called C-ID.net in response to the passage of SB 1440, Student Transfer Achievement Reform Act. SB 1440 is a piece of legislation designed to ease the transfer and articulation burdens faced by the state's higher education institutions and its students. SB 1440 has prompted community colleges across California to align their curriculum to those prescribed by C-ID.net. The Associate in Science for Transfer Degree (AS-T) in Business Administration was developed and approved to create a direct pathway for transfer students seeking admission to the Cal State University ("CSU") and University of California ("UC") systems. The Business Administration AS-T applies to all transfer students who plan to sub-specialize in a discipline such as accounting, management, or marketing at the CSU or UC level.

CTE Programs

The certificates in the disciplines of Accounting, Business, Management, and Marketing fall under California's Career and Technical Education ("CTE") specification and qualify to receive funding from the Perkins IV Act (also known as the Vocational and Technical Education Act, or VTEA). The disciplines are designated by a "top code" under the Taxonomy of Programs (TOP) classification system created under Perkins IV.

	<u>CERTIFICATE</u>	<u>CERTIFICATE TYPE</u>	<u>TOP CODE</u>
1	Staff Accountant	Achievement	0502
2	Enrolled Agent	Specialization	0502
3	Business Administration	Achievement	0505
4	General Management	Achievement	0506
5	Human Resources Management	Achievement	0506
6	Small Business Management	Achievement	0506
7	Marketing	Achievement	0509
8	Retail Management	Achievement	0506

Courses

Most courses are transferable as units of credit to CSUs, UCs, as well as private colleges and universities to be applied towards baccalaureate degrees. A number of courses are articulated to the CSUs, UCs, and other private colleges and universities.

	<u>COURSE NUMBER</u>	<u>COURSE NAME</u>	<u>C-ID COURSE NUMBER</u>
1	Accounting G101	Financial Accounting	Accounting 110
2	Accounting G102	Managerial Accounting	Accounting 120
3	Business G100	Introduction to Business	Business 110
4	Business G108 / G110	Legal Environment of Business	Business 120
5	Business G110	Business Law	Business 125
6	Business G139	Business Communication	Business 115

Refer to the assist website (assist.org) for specific articulation requirements between Golden West College and other colleges and universities.

Current State of the Program

The following discussions focus on the four disciplines within the Business Department.

Accounting

GWC currently offers three accounting programs:

1. Accounting Major
2. Staff Accountant Certificate of Achievement
3. Enrolled Agent Certificate of Specialization

The accounting major is designed for students who wish to pursue accounting at four-year institutions. The Staff Accountant certificate prepares students with adequate knowledge and training for bookkeeping positions as well as supplements currently employed accountants with additional skills. The Enrolled Agent certificate provides a program of study in taxation to prepare students for the IRS Special Enrollment Exam (SEE) to become an enrolled agent.

These programs offer fundamental courses such as financial, managerial, and tax accounting. The department also offers advance courses such as cost accounting and intermediate accounting, which are designed for students wishing to sit for the Uniform CPA exam. Courses in taxation principles and preparation are designed for students who wish to become a tax accountant or become an IRS enrolled agent. There are also courses in payroll, forensic accounting, and internal controls geared towards students who have an interest in those areas.

The department holds biennial advisory committee meetings through the Business Education Statewide Advisory Committee (BESAC). Accounting professionals, educators from high schools and universities, and representatives from the private sector gather to discuss emerging trends in accounting industry and education. The purpose of these meetings is to continually evaluate the relevancy of the accounting programs in order to better serve students. The committee advises the accounting faculty on matters regarding hot topics in accounting, employment, salary, and technology trends.

Business Administration

The business administration programs are designed for students seeking careers in beginning professional positions in business administration. The program's goals are to prepare students for further business coursework at a four-year education institution, provide skills training for students who wish to enter the workforce for the first time, and provide continuing education for employed students. The department currently has 3 business programs:

1. Business Administration Associate in Science Degree for Transfer (AS-T) - discussed earlier, see Associate Degree for Transfer (AS-T) section.
2. Business Administration Major
3. Business Administration Certificate of Achievement

Management

GWC currently offers six management programs:

1. Management Major
2. General Management Certificate of Achievement
3. Human Resources Certificate of Achievement
4. Small Business Management Certificate of Achievement

5. Retail Management Major
6. Retail Management Certificate of Achievement

The management programs are designed for students wishing to attain supervisory and management positions in their current employment by offering courses that teach basic managerial tools and techniques, organizational behavior, decision-making processes, and professional ethics. The department also has options through its certificate programs for students interested in specific areas of management such as human resources and small business management/entrepreneurship.

The retail management programs were established in conjunction with the Western Association of Food Chains (WAFC) to provide education to professionals in the retail food industry. Completion of the program results in a retail management certificate.

Marketing

The marketing programs are designed for students interested in careers in wholesaling, retailing, market research, advertising, etc. Courses in the program convey marketing principles such as advertising, market research, product pricing, planning and promotion, selling, distribution, and consumer behavior. There are currently two active programs:

1. Marketing Major
2. Marketing Certificate of Achievement

Real Estate

There is currently no real estate program, but the department has the following three courses:

1. Real Estate G110 - Real Estate Principles
2. Real Estate G120 - Real Estate Legal Aspects
3. Real Estate G130 - Real Estate Practice

Real Estate Principles (RE G110) and Real Estate Practice (RE G130) are required classes that must be taken prior to sitting for the California Department of Real Estate ("DRE") licensing exam. Real Estate Legal Aspects (RE G120) is one of several courses that students can opt to take in order to satisfy a third course requirement prior to sitting for the real estate exam (<http://www.dre.ca.gov/>). In Fall 2011, these courses were suspended due to severe budget cuts that hit the Business Department. They have since not been resurrected.

1. What noteworthy trends do you notice in your data tables?

2. What are your analyses of the causes or reasons for those trends?

Enrollment and Productivity: A cursory review of the Enrollment and Productivity data cube revealed no notable trends. Enrollment in all sections ran high in the last five years with fill rates ranging near 90% or above.

Access and Success: A cursory review of the Access and Success data cube revealed no notable trends. Commensurate with campus wide statistics, success rates were consistently highest in traditional format campus classes, followed by hybrid classes, with pure online classes having the lowest student success.

Degrees and Certificates: The following graphic displays program awards in the Business Department for the last five academic years. The analysis will focus on the data in this cube.

Executing "ProgramReviewDegreesCertificatesCube2.3"

Coast Colleges **Program Review Degrees & Certificates Awarded**

Available Dimensions: AgeGroup, Gender, Race_General, Race_Detail, CCCCCO_Code, Award Code, Award Type

Columns: Acad Yr

College	Award Category	Award Title	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013
			Awards_Count	Awards_Count	Awards_Count	Awards_Count	Awards_Count
GWC			62	56	66	43	26
Associate in Arts			35	11	35	27	10
	Accounting		8	4	11	7	5
	Business Administration		25	7	23	20	5
	Management		1	0	1	0	0
	Marketing Management		1	0	0	0	0
Associate in Science for Trans			0	0	0	0	6
	Business Administration		0	0	0	0	6
Certificate of Achievement			27	45	31	16	9
	Business Administration		1	7	5	4	3
	General Management		6	4	2	3	2
	Human Resources Management		2	2	3	1	1
	Marketing Management		3	0	1	0	0
	Retail Management (WAFC)		0	1	0	0	0
	Small Business Management		1	1	1	0	0
	Staff Accountant		14	30	19	8	3
Certificate of Specialization			0	0	0	0	1
	Enrolled Agent Tax Specialist		0	0	0	0	1
Total by COLUMNS			62	56	66	43	26

Measures: Awards Count

ProgramReviewDegreesCertificatesCube (v2.3)

The AS-T degree in Business Administration was approved in May 2012, thus no awards were granted during the 2011-12 academic year. However, 6 degrees were already granted in the fall 2012 semester alone, validating the need for the program. The department will continue to offer the required courses in the AS-T degree and create additional sections of classes as necessary and permissible given the overall number of LHEs in the department.

The higher number of associate degrees awarded in comparison to certificates shows that the program has more transfer students than students seeking job training for employment.

The accounting and business administration programs remain strong. This is to be expected, as these programs were recently updated in the last two years and thus contain more relevant curriculum. The management programs have yet to be revised and updated. Once the department rebrands and updates them, awards in management programs should increase.

The marketing programs suffer from a severe shortage of classes due to a lack of funding to support more classes in this discipline. Until the Spring 2013 semester, there has only been one marketing course offered each semester. As budgets increase, the department plans to add more marketing classes to its schedule rotation.

3. What does your program do well?

Here are the department's major accomplishments since last program review:

1. Development of AS-T degree
2. Revision of Staff Accountant Certificate of Achievement

3. Revision of Business Administration Certificate of Achievement
4. Development of new intermediate accounting courses (Accounting G211 and G212)
5. Suspension of 4 programs that no longer meet the department's strategic objectives
6. Retirement of one program that no longer meets the department's strategic objectives
7. Suspension of 9 courses that no longer meet program objectives
8. Elimination of 16 cross-listings in department courses that caused much confusion with students, counselors, and faculty
9. Completion of comprehensive SLO mapping of courses to programs to general education to overall institutional objectives
10. Completion program SLO assessments by department chair and course SLO assessments by faculty
11. Development of an SLO assessment plan in the department that includes assessment, analysis, communication, and necessary action to be taken with regards to curriculum, student success, and/or program administration

Student Learning Objectives (SLOs): In 2011, the department revised course SLOs for all courses in preparation for the campus-wide SLO assessment that took place in 2012. The revised course SLOs provided instructors with better direction in planning their courses, teaching course material, and helping students become successful.

Strength and Diversity of Course Offerings: The programs offer a myriad of relevant and popular courses such as Securities and Investments, Forensic Accounting, Professional Ethics, and Internet Marketing. These courses were created by faculty members who have remained apprised of current business conditions, assessed a growing demand in these topics, and have developed classes to meet this demand.

4. What are the challenges to your program?

Within your program's control

1. Maintaining relevancy in programs and curriculum: The disciplines of accounting, business, management, and marketing are ever-changing and require constant updates to stay relevant. Department faculty has to maintain a wide and active network of fellow faculty members and business professionals to keep apprised of industry developments. In Spring 2013, the department revamped Marketing G140, Internet Marketing, in direct response to the emergence of social media marketing in the last several years. The department continues to search and identify appropriate faculty with expertise in entrepreneurship and other emerging areas to keep its curriculum current and relevant.
2. No substitute teachers: The lack of funding for substitute teachers has resulted in lost instruction time for students. The Division has dealt with this problem by having instructors cover each other's classes during planned absences.

Beyond your program's control

1. Shrinking budgets: The ongoing budget constrictions continue to negatively impact the Business Department. Since the Division has consolidated in 2011-12 to also include the Math, Physical Science, and Natural Science Departments, the Business Department has become the smallest department in the division. As such, the Business Department has suffered a 12% reduction in LHE since the last program review in 2010 (180 LHE in Fall 2010 versus 158 LHE in Spring 2012). This reduction has resulted in eliminations in multiple

sessions of core introductory survey classes (Business G100), complete eliminations in continuation courses that are critical to the core curriculum (Accounting G211 and G212), and the elimination of the entire Real Estate Department (Real Estate G110, G120, and G130).

2. Lack of testing center: Hybrid classes pose a challenge due to the lack of a campus testing facility. Part of GWC's articulation requirement with Cal State University Fullerton (CSUF) for Accounting G101 and Accounting G102 requires that examinations be conducted on campus and not online. GWC's Assessment Center has a testing facility to conduct assessment tests, but it cannot administer regular tests for hybrid classes that have this testing restriction. As a result, faculty have had to request rooms on their own, proctor their own tests, and arrange alternative test dates and facilities for those students who cannot make the scheduled test dates due to other class and/or work commitments. The conversion of the current assessment center into a campus-wide testing facility would greatly alleviate these difficulties.

5. What are the opportunities for your program?

1. Growth of entrepreneurship program: Due to the heavy presence of small businesses that operate in Huntington Beach and surrounding communities, the Business Department plans to improve its current entrepreneurship program (Small Business Management Certificate of Achievement) by expanding it with new course offerings in entrepreneurial leadership and launching new ventures. The department will coordinate with the Los Angeles Orange County Workforce Development Leaders (LOWDL) in the development of this program and continue to seek faculty with applicable expertise to develop and teach these courses.
2. Development of contract education programs: The Business Department should develop partnerships with corporations in the neighboring communities to provide continuation education to their employees. Employees working at corporations such as Macys and Supercuts who wish to advance in their positions to floor supervisor or assistant manager would have an advantage by taking courses in business, management, customer service, and the like. GWC can provide this education opportunity to these individuals with the courses and programs it currently offers. By repackaging its current programs in management, hopefully with the help of a contract education grant from the corporate sector, the department can fulfill this need.

6. Identified areas in need of improvement

1. The following programs need to be evaluated:

<u>PROGRAM NAME</u>	<u>PROGRAM TYPE</u>	<u>DISCIPLINE</u>	<u>IMPROVEMENT NEED</u>
Enrolled Agent	Certificate of Specialization	Accounting	Revision of program objectives and course requirements to reflect current discipline standards and industry practice.
Business Administration	Certificate of Achievement	Business	Revision of program objectives and course requirements to reflect current discipline standards and industry practice.
Management	Major	Management	Revision of program objectives and course requirements to reflect current discipline standards and industry practice.
General Management	Certificate of Achievement	Management	Revision of program objectives and course requirements to reflect current discipline

Small Business Management	Certificate of Achievement	Management	standards and industry practice.
			<ul style="list-style-type: none"> • Revision of program objectives and course requirements to reflect current discipline standards and industry practice. • Rename program title to include the word "Entrepreneurship".
Human Resources Management	Certificate of Achievement	Management	<ul style="list-style-type: none"> • Revision of program objectives and course requirements to reflect current discipline standards and industry practice. • Reduce course requirements in conformity with a Certificate of Specialization (at least 6 units)
Marketing Management	Major	Marketing	<ul style="list-style-type: none"> • Revision of program objectives and course requirements to reflect current discipline standards and industry practice. • Rename major to "Marketing".
Marketing Management	Certificate of Achievement	Marketing	<ul style="list-style-type: none"> • Revision of program objectives and course requirements to reflect current discipline standards and industry practice. • Rename certificate to "Marketing".

2. The Business Department needs to break out Marketing as its own discipline (faculty service area) to more accurately reflect the nature of the course of study. Currently, it is grouped under the Management discipline. The department plans to work with Karen Kuehner on this issue.
3. Evaluate and revise the current numbering of all departmental courses. Certain introductory survey courses are given a 200 numbering, while more advanced courses are given a 100 numbering. The department needs to maintain a logical and consistent numbering system for all its courses.
4. The retail management program was designed to be a certificate program that enables working students to advance in the retail food industry. It was not intended to be a program of study. There have not been any retail management degrees granted in the last five years, and no data suggests that demand exists for the major. The department will consider a plan to suspend the retail management major.



Microsoft Word 97 -
2003 Document

Golden West College Business Department Program Development Action Plan

The Business Department provides a unique combination of transfer academia and Career and Technical Education (CTE). We are the only department on campus that offers students upon program completion,

- a segue to a 4-year degree, or
- technical skills to enter the work force directly.

However, the department has suffered ongoing budget cuts that have threatened its ability to offer valid programs in virtually all its disciplines. Insert cuts history here. Here is the department's plan to revise and develop its programs in the immediate future.

1. Rebrand entrepreneurship program

Discipline (FSA): *Management*

Program affected: SMALL BUSINESS MANAGEMENT CERTIFICATE OF ACHIEVEMENT

Justification: **120,900** self-employment positions by year 2020, according to the California Employment Development Department (EDD) Division of Labor Market Information, 2010-2010 Industry Employment Projections for the Santa Ana-Anaheim-Irvine Metropolitan Division (OC).

Objective: Revise curriculum to focus on entrepreneurship to serve the high volume of small businesses in Huntington Beach and in the surrounding communities.

Target student population: small business owners, small-scale entrepreneurs with specific skills who want to run their own business (i.e. surf shop owner, plumber, sandwich store owner).

Program revisions: approximately 7 courses totaling 19.5 units; ETC one year FT or 2 years PT.

Course requirements:

1. Management G155, Customer Service
2. Management G160, Launching New Ventures
3. Management G165, Entrepreneurial Leadership
4. Marketing G140, Internet Marketing
5. Marketing G145, Professional Selling

Anticipated outcome: Coordination with the Los Angeles Orange County Workforce Development Leaders (LOWDL) in the development of an entrepreneurship program...

2. Expand course capacity for transfer students

Disciplines (FSA): *Accounting, Business, Management, Marketing (all)*

Program affected: AS-T DEGREE IN BUSINESS ADMINISTRATION

Justification: GWC serves as a transfer pathway to two major universities with huge business programs (CSUF and CSULB). Because GWC is strategically located close to CSUF, CSULB, and Chapman College, it can serve as a transfer conduit by offering business major pre-requisites for these colleges.

Objective: Offer additional sections of articulated transfer courses that are part of the AS-T

requirements that students must need in order transfer to 4-year colleges and universities.

Target student population: transfer students

Program revisions: N/A. AS-T curriculum is dictated by SB 1440.

Course requirements: additional sections of Accounting G102, Managerial Accounting (in fall 2012, CSULB changed its managerial accounting course to a lower division course now accepts our course for its business students)

Anticipated outcomes: In conjunction with Counseling, assist in AS-T completion and student transfer; enhanced relationships with neighboring CSUs and private colleges in facilitation of student success.

3. Develop contract education programs

Discipline (FSA): *Management*

Programs affected: 1. MANAGEMENT MAJOR FOR ASSOCIATE DEGREE
2. MANAGEMENT CERTIFICATE OF ACHIEVEMENT

Justification: **4,960** job openings in 2012 for general and operations managers, according to the California Employment Development Department (EDD) Division of Labor Market Information, 2010-2010 Industry Employment Projections for the Santa Ana-Anaheim-Irvine Metropolitan Division (OC). Entry level education is an associate degree with a median salary of \$56.05 per hour (\$116,581 annual).

Objective: Revise curriculum to focus on management, supervision, and customer service to help the numerous workers in retail operations to advance in their current line of work.

Target student population: retail trade operators such as Macy's sales clerks, Supercuts haircutters (see below):

Industry Title		Annual Average Employment		Employment Change	
		2010	2020	Numerical	Percent
Retail Trade		140,100	166,000	25,900	18.5
Motor Vehicle and Parts Dealers		15,300	19,000	3,700	24.2
Building Material and Garden Equipment and Supplies Dealers		9,200	10,100	900	9.8
Food and Beverage Stores		27,100	32,800	5,700	21.0
Grocery Stores		24,100	29,900	5,800	24.1
Health and Personal Care Stores		10,300	13,100	2,800	27.2
Clothing and Clothing Accessories Stores		16,100	20,600	4,500	28.0
Sporting Goods, Hobby, Book, and Music Stores		7,400	6,900	-500	-6.8
General Merchandise Stores		26,600	34,400	7,800	29.3

Program revisions: approximately 5 to 6 courses totaling 18 units; ETC ½ to 1 year FT, 1.5 years

PT.

Course requirements:

1. Management G135, Retail Management
2. Management G155, Customer Service
3. Management G130, Team Building and Group Dynamics

Anticipated outcomes: Partnerships with local business chains such as Macy's in the development of management education and employee training programs.

4. Develop accounting programs

Discipline (FSA): *Accounting*

Programs affected: 1. ACCOUNTING MAJOR FOR ASSOCIATE DEGREE
2. STAFF ACCOUNTANT CERTIFICATE OF ACHIEVEMENT
3. IRS ENROLLED AGENT CERTIFICATE OF SPECIALIATION

Justification: The latest occupational data from the U.S. Bureau of Labor Statistics shows California as having the highest employment of accountants:

States with the highest employment level in this occupation:

State	Employment (1)	Employment per thousand jobs	Location quotient (9)	Hourly mean wage	Annual mean wage (2)
California	133,570	9.34	1.08	\$36.48	\$75,870
New York	94,300	11.04	1.27	\$40.93	\$85,140
Texas	91,390	8.64	1.00	\$34.54	\$71,850
Florida	74,020	10.18	1.17	\$31.57	\$65,660
Pennsylvania	53,960	9.64	1.11	\$33.86	\$70,420

[Data from the U.S. Department of Labor, Bureau of Labor Statistics, SOC Code 13-2011, Standard Occupational Classification Code for Accountants and Auditors]

Objectives: Develop programs to include relevant courses that would:

1. Enable students to enter the job force as bookkeepers, accountants, and enrolled agent tax preparers.
2. Prepare students to sit for the Uniform CPA Examination.

Target student population: accounting job seekers, CPA exam applicants

Programs: approximately 5 to 7 courses totaling 13 to 25 units; ETC one year FT, 2 years PT

Course requirements:

1. Night section of Accounting G100 - Accounting for Small Business
2. Accounting G211 - Intermediate Accounting A
3. Accounting G212 - Intermediate Accounting B
4. Accounting G2__ - Auditing (new course)

5. Resurrect real estate program

Discipline (FSA): *Real Estate*

Programs: Currently none

Justification: California anticipates **8,490** real estate brokers and agents to serve the Orange County metropolitan area by 2020, which represents a **16.7%** growth (according to the California EDD Division of Labor Market Information, 2010-2010 Occupational Employment Projections for the Santa Ana-Anaheim-Irvine Metropolitan Division).

Additional real estate market outlook information from the California Association of Realtors:

California Housing Market Outlook

Indicator	2008	2009	2010	2011	2012p	2013f
SFH Resales (000s)	441.81	546.86	492.29	497.86	523.25	530
% Change	27.3%	23.8%	-10.0%	1.1%	5.1%	1.3%
Median Price (\$000s)	\$ 348.5	\$ 275.0	\$ 305.0	\$ 286.0	\$ 317.0	\$ 335.0
% Change	-37.8%	-21.1%	10.9%	-6.2%	10.9%	5.7%
30-Yr FRM	6.0%	5.1%	4.7%	4.5%	3.8%	4.0%
1-Yr ARM	5.2%	4.7%	3.5%	3.0%	2.8%	2.8%

California Housing Market Outlook

Indicator	2008	2009	2010	2011	2012p	2013f
SFH Resales (000s)	441.81	546.86	492.29	497.86	523.25	530
% Change	27.3%	23.8%	-10.0%	1.1%	5.1%	1.3%
Median Price (\$000s)	\$ 348.5	\$ 275.0	\$ 305.0	\$ 286.0	\$ 317.0	\$ 335.0
% Change	-37.8%	-21.1%	10.9%	-6.2%	10.9%	5.7%
30-Yr FRM	6.0%	5.1%	4.7%	4.5%	3.8%	4.0%
1-Yr ARM	5.2%	4.7%	3.5%	3.0%	2.8%	2.8%

Objective: Create real estate certificate of specialization which prepares students to pass the California Department of Real Estate licensing exam.

Target student population: would-be real estate agents and brokers

Program: approximately 3 to 4 courses totaling 9 to 12 units; ETC 1 year maximum FT or PT.

Course requirements:

1. Real Estate G110 - Real Estate Principles
2. Real Estate G120 - Real Estate Legal Aspects
3. Real Estate G130 - Real Estate Practice

Resource Planning

Staffing What staff changes or additional employees does your program need to function adequately?

Faculty: The department requests the addition of one full-time tenure track faculty member to begin the 2013-14 academic year.

Management: None identified.

Classified: None identified.

Hourly: None identified.

Considering your current employees, what staff development/training does your program need?

Note: Complete all faculty request forms in separate files and submit with your program review report as an attachment.

Technology What improvements, changes or additions in equipment dedicated to your program are needed to function adequately?

Equipment or Software (e.g., computers, AV, lab equipment):

The overhead projectors in the classrooms in the business and administration buildings where most of the department's classes are held need to have the bulbs replaced.

Technical Infrastructure (e.g., AV or computer infrastructure, cabling): None identified.

Facilities What improvements or changes to the facilities would you need to function adequately?

Physical Concerns (e.g. electrical, gas, water, foundation, space, ventilation): None identified.

Health, Safety and Security (e.g. furniture layout, fire extinguishers):

Additional lighting along the lower level of the business building (near rooms Business 108 to Business 214) would ensure the safety of students and faculty that traverse that corridor during the evening hours.

Other What changes or other additions need to be made to your program to function adequately?

Instructional methods for the following courses entail working with accounting software. As such, the Business Department requests a computer lab classroom for the following classes to be held in:

1. Accounting G119 – Tax Software Preparation (4 Saturday mornings)
2. Accounting G130 – Computerized Accounting (hybrid course; 3 Saturday testing dates)
3. Accounting G235 – QuickBooks Accounting (on-campus evening class)

IUA and Dean Review

Complete this section after reviewing all program review information provided. IUA and Dean are to separately indicate the level of concern for the program that exists regarding the following Program Vitality Review (PVR) criteria. Add comments for any item marked with a 1 or 2. Identify whether the comment is made by the IUA or the Dean.

(Scale: 0 – No concern at all, 1 – Some concern, 2 – Serious Concern)

IUA/Dean

- (0) (0) a. Significant declines in enrollment and/or FTES over multiple years
- (0) (0) b. Significant change in facility and/or availability and cost of required or necessary equipment
- (0) (0) c. Scarcity of qualified faculty
- (0) (0) d. Incongruence of program with college mission and goals, state mandates, etc
- (0) (0) e. Significant decline in labor market
- (0) (0) f. Continued inability to make load for full-time faculty in the program
- (0) (0) g. An over-saturation of similar programs in the district and/or region
- (0) (0) h. Other _____

Program Review Check-list

- (√) Department Contact Information is up to date: Department Chairs, full-time faculty, classified
- (√) Organization Chart: Verify that it is up to date: (q:\college information\org charts) Report necessary changes to the Director of Personnel
- (√) Both the Dean and IUA has completed the Dean and IUA Review section.

