

**Eastern West Virginia
Community & Technical College**

Program Review

Business Management, Associate in Applied Science

October, 2016

Approved by Assessment: 10-20-16

Approved by LOT: 11/28/16

Approved by Cabinet: 12/13/16

Approved by Board of Governors: 1/18/17

**Eastern West Virginia Community and Technical College
Program Review**

Name and degree level of program:

Associate in Applied Science degree in Business Management.

Synopses of significant findings, including findings of external reviewer(s):

The Business Management, Associate in Applied Science degree program was developed in 2004. Its purpose is to prepare and enable Eastern's students to better meet the needs of employers throughout Eastern's College district.

Eastern's Business Management program has recognized one hundred nineteen (119) graduates through the spring of 2016. In the time period ranging from the spring of 2011 through the fall of 2015, sixty-two students (62) have graduated from the program.

From 2009 to 2011 the college built on the strength of its Business Management program to create several related and supportive AAS programs and certificates. These AAS programs and certificates include Information Technology, Administrative Support Technology, and Accounting. All of these programs, including Business Management, require the same General Education courses. This commonality has improved the efficiency, quality, and availability of the common courses in the areas of both general education and business management. In addition, this commonality between programs has encouraged many business students to take an average of six (6) additional courses so as to graduate with a second degree in Accounting.

No external review was conducted for this program. However, the NOCTI test and the ETS Proficiency Profile are administered as external assessments of the program's efficacy. Thirteen (13) business students took the NOCTI test for Business Management during the 2014 – 2015 school year. Results revealed those students outperformed the national average by 0.8 percent. (Please see tables One and Two in the Summary of the Assessment Section.)

In spring of 2014 Eastern received approval to offer Real Estate courses for the first time. Five (5) students enrolled in the Real Estate courses. All five (5) of the students passed the courses. Three of the five students took the West Virginia State Real Estate Exam and all three passed the exam on their first attempt.

The Business Management program has 2+2 agreements with Potomac State College and Franklin University. Greater than twenty percent of Business program graduates transfer to these or other institutions to pursue a Bachelor's degree.

A review of 43 graduates of the CAS in Business Management indicated that only eight completers of CAS program did not continue toward an Associate degree. Out of the thirty-five (35) remaining graduates who took courses beyond CAS level, one (1) student dropped out and five (5) students are still working on their associate degrees in Business Management. The remaining twenty-nine (29) students successfully completed their associate degrees. Only one (1) out of thirty-five (35) graduates of the CAS program dropped out of the AAS program meaning

that the retention rate from the certificate level to the associate degree level in the Business Management program stands at a high rate of 97%.

Plans for program improvement, including timeline:

According to the NOCTI test results, Eastern's Business students would benefit by taking additional computer related courses.

Currently, the Business Management students are required to take Introduction to Computer Applications and Concepts as a General Education course along with six additional General Education courses. They are also required to take nine core and four Business elective courses.

While many Business Management students choose computer related courses such as Web Design, Computerized Accounting, Spreadsheet Software and Database Management as their restricted electives, some students prefer to take other courses. Allowing students to take computer related courses as a part of their core course requirement instead of restricted elective requirement would guarantee that all Business Management graduates have taken more than one computer related course. This program revision will be completed before the end of this school year.

In the fall of 2016, a cohort of three students has been placed in an online accounting course offered through WV Northern CTC. This is a pilot project to make online courses of other colleges more available to Eastern students. A similar project is piloted through the support of Potomac State College as more partnership is sought in order to increase options available to Eastern's Business students. These pilot projects are also intended to reduce the number of low enrollment courses that Eastern offers.

As the Business Management program helped the college to establish other AAS programs to better serve the needs of local employers and to help students to specialize in other fields, the number of graduates of the program is expected to remain at a constant rate of 10 students per year for the next five years. However, the quality of the program is expected to improve as Eastern plans to focus more attention on course assessment and the application of Quality Matters standards. The quality of the program will also improve as other related AAS programs become more firmly established and as the college hires more General Education faculty, including a faculty member in Computer Information Systems.

Identification of weaknesses or deficiencies from the previous review and the status of improvements implemented or accomplished;

From 2000 to 2012, the program had to rely on part-time instructors. In fall of 2012, Eastern hired a full-time Business faculty member.

In the fall of 2014 the College administered the NOCTI test for the first time. The test results gave Eastern and its students the opportunity to assess the program outcomes and helped the College to compare the students' performance with the performance of business students from other institutions.

In the past five years the quality of instruction has improved due to availability of well qualified full-time and part-time instructors. Several of Eastern's graduates who majored in Business, Accounting, and Information Technology programs are currently pursuing Master's degrees. Several of these program graduates are hired by the college to teach courses in Business, Accounting, and Computer related courses. This pool of dedicated and experienced instructors is expected to improve the quality of the instruction.

The College is currently expanding its partnership with Potomac State College and West Virginia University. Many business students are hopeful WVU will offer an online bachelor's degree in Business Management as significant number of students have shown interest in such a program offering.

In the past four years, five (5) Business instructors have received certification in Quality Matters. More Business and General Education instructors will be certified in the near future. The college plans to apply Quality Matters standards to its online and hybrid courses.

Five year trend data on graduates and majors enrolled:

Enrollment and Graduates from Spring 2011 to Fall 2015

	Headcount	FTE	Full-Time	Graduates
Spring 2011	51	30.5	19	6
Fall 2011	52	31.9	20	3
Spring 2012	54	34.1	26	6
Fall 2012	59	34.1	31	4
Spring 2013	66	42.3	30	5
Fall 2013	74	48.9	36	4
Spring 2014	66	44.3	34	6
Fall 2014	64	45	39	10
Spring 2015	53	35.9	28	15
Fall 2015	41	28	23	3
Total	580 (Duplicated)	375	286	62

Summary of assessment model and how results are used for program improvement;

The Business courses and the Business Management program are regularly evaluated by the Business faculty, Division Chair, the Assessment Committee and the Advisory Committee. Each semester several program specific courses are assessed and the results of the assessments are posted on Eastern’s Website for faculty review. More than sixty-five (65) percent of the Business students take the Capstone course as their final course. This course requires students to write a comprehensive business plan. This course is usually taught jointly by the Division Chair and a business faculty. Such joint teaching allows the Division Chair to assess the program and at the same time gives the faculty an opportunity to evaluate weaknesses, deficiencies, and strengths of the program and courses.

In fall of 2015 the college received approval to become the testing site for Microsoft Office Specialist certification, MOS. So far, two students attempted the MOS exam and one received the certification. This fall five (5) students are planning to take the Excel exam. Courses such as Word, Excel and Access are considered as restricted electives for business students. It is expected that more students will try MOS certification in the future.

Beginning in the spring 2008 semester, Eastern began administering the ETS Proficiency Profile. Business Management, A.A.S. students have participated in this testing. Based on the test results, Eastern’s graduates score within the mean score ranges noted in ETS Comparative Scores for Associate Degree granting institutions. (See Table 1 below).

Table 1						
Eastern Students (2011-2015):						
Comparison Between Eastern Test Groups and ETS Mean Scores						
	Eastern 2010 – 2011 Mean = 436.78	Eastern 2011-2012 Mean = 443.86	Eastern 2012-2013 Mean = 438.33	Eastern 2013-2014 Mean = 444.04	Eastern 2014-2015 Mean = 444.33	ETS Mean = 439.3
% above mean	47%	49%	45%	42%	45%	47%
% below mean	52%	51%	55%	58%	55%	53%

During the school year 2014 – 2015 thirteen business graduates took the NOTCI test for Management. These students outperformed the NOCTI’s national average by 0.8 percent. (Please see table 2)

Table 2

Business Management AAS Subscores														Eastern's	NOCTI
NOCTI Outcomes	Student 1	2	3	4	5	6	7	8	9	10	11	12	13	Students	national
														(Average)	(Average)
1 Technical Skills	59	65	59	82	71	68	71	77	77	52	95	65	41	68	66.9
2 Business Management	53	73	73	80	60	87	80	67	87	67	60	60	67	70	72.4
3 Academic Foundations	62	77	85	100	69	85	85	77	100	46	77	70	62	77	77.4
4 Systems	83	83	100	83	83	100	100	67	100	100	83	67	100	88	88.5
5 Ethnic and Legal Respo	86	100	86	86	100	100	86	100	71	100	57	100	71	88	83.8
6 Communications	62	92	54	85	46	77	100	92	92	92	77	92	77	80	80.7
7 Information Technology	57	57	57	86	86	86	71	43	86	71	43	43	57	65	66.4
8 Problem Solving, Critical	43	43	71	86	29	71	57	57	86	43	43	57	43	56	59.7
9 Leadership and Teamw	67	67	67	83	67	83	100	67	83	67	83	83	100	78	81.5
10 Safety, Health, and Envi	43	86	86	100	86	100	86	57	100	71	71	71	71	79	74.8
11 Employability and Caree	100	67	67	83	100	100	83	83	100	83	83	67	100	86	89.2
Average/ Student	65	74	73	87	72	87	84	72	89	72	70	70	72	76	75.20

Data on student placement

From the spring of 2011 through the fall of 2015, sixty-two (62) students graduated with the AAS in Business Management. Among these graduates, at least seventy (70) percent are employed in their field of study and more than twenty-three percent are pursuing Bachelor's or Master's degrees. Please see Appendix I.

Final recommendations approved by governing board.

To better serve the needs of Eastern's six-county district, it is recommended that the program continues to be offered in its current format with full-time day and part-time evening course implementation, increase the number of 2+2 articulation agreements, and to explore feasibility of offering the Business Management program as a web-based program.

Additionally:

- Incorporate more computer and quantitative related subjects into the program and its courses to enhance the computer and analytical skills of the students
- Apply Quality Matters standards to online and hybrid courses
- Utilize technology to better assess course and program outcomes
- Facilitate the transfer of graduates to four year institutions

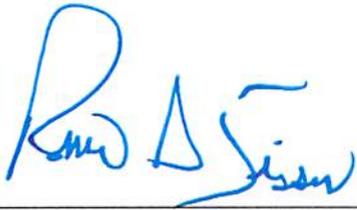
Appendix I Graduates Profile

Based on a review of 56 of the 62 business students who graduated between Spring of 2011 and Fall of 2015:

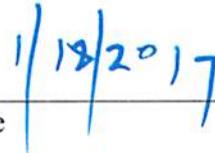
- 12 Graduates - No information is available

Among the remaining 44 graduates:

- At least 30 (70%) have jobs related to their field of study including those who started their own businesses
- At least 5 have jobs not related to their field of study and are hoping to find better jobs
- At least 11 are working on BA, BAS, RBA or completed BA, BAS in Business, or RBA through Potomac State, WVU or other institutions.
- 2 completed a BA in Accounting through Franklin University and currently are working on MBA/Ph.D. in Business and MS in Accounting
- 2 are minority students
- 5 are male students
- At least 2 started their own businesses
- 3 moved out of state
- At least 10 graduated with a second degree (AAS in Accounting)
- One graduated with a second degree (AAS in IT)
- One graduated with a second degree (AAS in Administrative Support Technology)
- 3 graduated with the GPA of 4.0



Robert Tissue, Chair, Board of Governors



Date