

**Advisory Committee Fall 2024 Minutes  
Business Management  
October 28, 2024, 12pm**

**Members Present**

Tyler Helms  
Vanda Cullar  
Leslie Rhodes  
Tom Ostovich

**Vernon College Faculty/Staff**

Bettye Hutchins  
Zachary Nguyen-Moore  
Steven Underhill  
Stephanie Mescher

**Members Not Present**

Daniel Ahern

Welcome and Introductions .....Steven Underhill  
*Steven Underhill welcomed committee members and invited all to introduce themselves.*

Purpose of Advisory Committee .....Bettye Hutchins  
*Bettye Hutchins reviewed the purpose and importance of advisory committees and the role they play at Vernon College.*

Election of Vice-Chair, and Recorder .....Bettye Hutchins  
*Bettye Hutchins explained the roles of vice chair and recorder and invited the committee to volunteer or nominate others for these roles.*

*Chair – Tyler Helms  
Volunteer for Vice Chair – Leslie Rhodes  
Volunteer for Recorder – Tom Ostovich*

Old Business/Continuing Business .....Tyler Helms  
*With no old business to review, Tyler Helms moved on to discuss new business.*

New Business .....Tyler Helms

**A. Review program outcomes**

*Tyler Helms asked Steven Underhill to review the program outcomes listed below.*

**Program outcomes**

1. Identify issues including laws and ethics related to the business/business management environment.
2. Recognize and use basic accounting terminology and analyze financial information.

3. Demonstrate basic knowledge of cost behavior and control and the product costing and budgeting processes.
4. Apply concepts of organizational behavior in the management of human resources.
5. Apply marketing principles and management practices to improve organizational performance.
6. Create and present effective business written and verbal communications.

#### Program Outcomes mapped to courses

7. LIST OF ALL COURSES REQUIRED AND OUTCOMES								
OUTCOMES						Course Number	Course Title	
1	2	3	4	5	6			
X	X	X				ACNT 1325	Principles of Accounting I	
X	X	X				ACNT 1326	Principles of Accounting II	
					X	ITSW 1304	Introduction to Spreadsheets	
X					X	LEAD 1100	Workforce Development with Critical Thinking	
					X	ECON 2301	Principles of Macroeconomics	
X			X			BMGT 1341	Business Ethics	
X	X	X	X	X	X	BMGT 1327	Principles of Management	
X	X	X	X	X	X	BMGT 2303	Problem Solving and Decision Making	
X	X	X	X	X	X	BUSI 1301	Business Principals	
X	X	X				BUSG 1303	Principles of Finance	
X	X		X	X	X	BUSI 2304	Business Report Writing and Correspondence	
X			X	X	X	HRPO 2301	Human Resources Management	
X			X	X	X	HRPO 2307	Organizational Behavior	
X	X	X	X	X	X	BMGT 1309	Information and Project Management	
X	X	X	X	X	X	MRKG 1311	Principles of Marketing	
	X	X		X	X	BUSG 1207	Entrepreneurship and Economic Development	
					6. Create and present effective business written and verbal communications.			
					5. Apply marketing principles and management practices to improve organizational performance.			
					4. Apply concepts of organizational behavior in the management of human resources.			
					3. Demonstrate basic knowledge of cost behavior and control and the product costing and budgeting process.			
				2. Recognize and use basic accounting terminology and analyze financial information.				
1. Identify issues including laws and ethics related to the business/business management environment.								

### **1. Approve program outcomes**

*Tyler asked if there were any questions or comments. With no additional discussion, he asked for a motion to approve the program outcomes as presented.*

*Leslie Rhodes made a motion to approve.*

*Tyler Helms seconded the motion.*

*The motion passed and the committee approved the program outcomes as presented.*

*Tyler then moved on to assessment methods.*

### **B. Approve assessment methods and results**

*Tyler Helms asked Steven Underhill to review the assessment methods.*

Target = 4; Acceptable = 3; Unacceptable = 2; No evidence = 1				
Upon successful completion of the Business Management AAS, students will be able to:				
Outcome	4	3	2	1
1) Identify issues including laws and ethics related to the business/business management environment				
Describe the relationship between ethics and the law business				
Explain basic principles of law that apply to business and business transactions				
Describe current law, rules, and regulations related to settling business disputes				
2) Recognize and use basic accounting terminology and analyze financial information				
Analyze and interpret financial statements using financial analysis techniques				
3) Demonstrate basic knowledge of cost behavior and control and the product costing and budgeting process				
Use appropriate financial information to make operational decisions				
Demonstrate use of accounting data in the areas of product costing, cost behavior, cost control, and				

operational/capital budgeting for management decisions				
4) Apply concepts of organizational behavior in the management of human resources				
Identify methods of resolving organizational problems				
Describe the impact of corporate culture on employee behavior				
5) Apply marketing principles and management practices to improve organizational performance				
Apply rationale behind marketing mix components as they relate to market segmentation				
Identify environmental factors affecting consumer and organizational decision making				
6) Create and present effective business communications				
Apply basic rules of grammar, spelling, number usage, and punctuation				
Utilizing terminology applicable to business writing in complete sentences and properly formatted paragraphs				
7) Apply concepts and theories of business management in planning, organizing, leading, and controlling various aspects of a business				
Identify various leadership roles in an organization				
Utilize elements of effective communication in an organization				
8) Apply problem-solving and project management theories to improve organizational outcomes				
Identify issues an organization experiences that hamper growth or effectiveness				

Propose a solution to an issue utilizing detailed project planning and management skills to mitigate and/or resolve the issue.				
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### **1. Approve assessment methods and results**

*After review, Tyler asked if there were any questions or comments. With no additional discussion, Tyler asked for a motion to approve the assessment methods as presented.*

*Tom Ostovich made a motion to approve.*

*Vanda Cullar seconded the motion.*

*The motion passed and the committee approved the assessment methods as presented.*

*Tyler then moved on to workplace competency.*

### **C. Workplace competency (course or exam)**

*Tyler Helms asked Steven Underhill to review the following workplace competency information. Steven explained the reasoning behind low scores being that students are not addressing all components of the workplace competency assignments. Steven is currently editing the rubric to more specifically address expectations.*

Program Outcome	Number of students who took the courses	Results per student	Use of results
Identify issues including laws and ethics related to the business/business management environment.	7	16% 47% 82% 100% 66% 0% 100%	This seemed to indicate two things: 1) The lack of an articulation of terms/definitions to show application correctly within their assignments and 2) Completely leaving off components of the rubric altogether
Recognize and use basic accounting terminology and analyze financial information.	7	7% 80% 83% 80% 80% 0% 7%	
Demonstrate basic knowledge of cost behavior and control and the product costing and budgeting processes.	7	11% 93% 0% 93% 93% 0% 41%	

Apply concepts of organizational behavior in the management of human resources.	7	0% 35% 45% 97.5% 37% 0% 41%	
Apply marketing principles and management practices to improve organizational performance.	7	8% 5% 77% 15% 46% 0% 83%	
Create and present effective business is written and verbal communications.	7	62% 100% 100% 86% 80% 33% 96%	

#### 1. **Approval of workplace competency**

*After review, Tyler asked if there were any questions or comments. With no additional discussion, Tyler asked for a motion to approve the workplace competency as presented.*

*Leslie Rhodes made a motion to approve.*

*Tom Ostovich seconded the motion.*

*The motion passed and the committee approved the workplace competency as presented.*

*With no applicable program specific accreditation, Tyler then moved on to review program curriculum/courses/degree plans.*

#### **D. Program Specific Accreditation Information and Requirements (if applicable)**

N/A

#### **E. Review program curriculum/courses/degree plans**

*Tyler Helms asked Steven Underhill to review the curriculum, courses, and degree plan. Steven explained that while there are no updates to the courses, the Certificates and OSA's (Occupational Skills Awards) have been reorganized; each category, Finance, Management, and Communication, will be offered as an emphasis in both an OSA and a Level 1 Certificate. No changes were made to the A.A.S.. There were some minor fee changes for the various micro-credentials offered across the program.*

# Business Management, Occupation Skills Award -

## Finance

**CIP 52.0101**

Instructional Location - Vernon Campus, Century City Center

**CERTIFICATE OF COMPLETION** (Probable Completion Time – 4 months or 16 weeks)

### Major Requirements (9 SH)

ACNT 1311	Introduction to Computerized Accounting	3
ACNT 1313	Computerized Accounting Applications	3
BUSG 1303	Principles of Finance	3
	<b>Total Credit Hours:</b>	<b>9</b>

# Business Management, Level 1 Certificate - Finance

**CIP 52.0101**

Instructional Location - Vernon Campus, Century City Center

**CERTIFICATE OF COMPLETION** (Probable Completion Time – 4 months or 16 weeks)

### Major Requirements (15 SH)

ACNT 1311	Introduction to Computerized Accounting	3
ACNT 1313	Computerized Accounting Applications	3
BUSG 1303	Principles of Finance	3
BUSI 1301	Business Principles	3
ITSW 1304	Introduction to Spreadsheets	3
	<b>Total Credit Hours:</b>	<b>15</b>

# Business Management, Occupation Skills Award - Management

**CIP 52.0101**

Instructional Location - Vernon Campus, Century City Center

**CERTIFICATE OF COMPLETION** (Probable Completion Time – 4 months or 16 weeks)

## Major Requirements (9 SH)

BMGT 1327	Principles of Management	3
HRPO 2301	Human Resource Management	3
HRPO 2307	Organizational Behavior	3
	<b>Total Credit Hours:</b>	<b>9</b>

# Business Management, Level 1 Certificate - Management

**CIP 52.0101**

Instructional Location - Vernon Campus, Century City Center

**CERTIFICATE OF COMPLETION** (Probable Completion Time – 4 months or 16 weeks)

## Major Requirements (9 SH)

BMGT 1327	Principles of Management	3
HRPO 2301	Human Resource Management	3
HRPO 2307	Organizational Behavior	3
BMGT 1341	Business Ethics	3
BMGT 1309	Information and Project Management	3
	<b>Total Credit Hours:</b>	<b>15</b>



# Business Management, Occupation Skills Award - Communication

**CIP 52.0101**

Instructional Location - Vernon Campus, Century City Center

**CERTIFICATE OF COMPLETION** (Probable Completion Time – 4 months or 16 weeks)

## Major Requirements (9 SH)

BUSI 2304	Business Report Writing and Correspondence	3
MRKG 1311	Principles of Marketing (A)	3
SPCH 1315	Public Speaking	3
	<b>Total Credit Hours:</b>	<b>9</b>

# Business Management, Level 1 Certificate - Communication

**CIP 52.0101**

Instructional Location - Vernon Campus, Century City Center

**CERTIFICATE OF COMPLETION** (Probable Completion Time – 4 months or 16 weeks)

## Major Requirements (9 SH)

BUSI 2304	Business Report Writing and Correspondence	3
MRKG 1311	Principles of Marketing (A)	3
SPCH 1315	Public Speaking	3
BUSG 1207	Entrepreneurship and Economic Development	2
LEAD 1100	Workforce Development with Critical Thinking	1
BMGT 2303	Problem Solving and Decision Making	3
	<b>Total Credit Hours:</b>	<b>15</b>

# Business Management, A.A.S.

CIP 52.0101

Instructional Location - Vernon Campus, Century City Center

**ASSOCIATE IN APPLIED SCIENCE DEGREE** (Probable Completion Time - 2 years)

## General Education Requirements (15 SH)

ENGL 1301	Composition I	3
GOVT 2305	Federal Government (Federal Constitution and Topics)	3
MATH 1314 or MATH 1332	College Algebra or Contemporary Mathematics	3
SPCH 1315	Public Speaking	3
SFF>	Language, Philosophy, and Culture or Creative Arts Elective	3

## Related Requirements (13 SH)

ACNT 1325	Introduction to Computerized Accounting	3
ACNT 1326	Computerized Accounting Applications	3
ITSW 1304	Introduction to Spreadsheets	3
LEAD 1100	Workforce Development with Critical Thinking	1
ECON 2301	Principles of Macroeconomics	3

## Major Requirements (32 SH)

BMGT 1309	Information and Project Management	3
BMGT 1327	Principles of Management (A)	3
BMGT 1341	Business Ethics	3
BMGT 2303	Problem Solving and Decision Making	3
BUSG 1303	Principles of Finance	3
BUSG 1207	Entrepreneurship and Economic Development	2
BUSI 1301	Business Principles	3
BUSI 2304	Business Report Writing and Correspondence	3

HRPO 2301	Human Resources Management	3
HRPO 2307	Organizational Behavior	3
MRKG 1311	Principles of Marketing (A)	3
	<b>Total Credit Hours:</b>	<b>60</b>

> To be selected from the following: ARTS 1301, DRAM 1310, DRAM 2366, ENGL 2322, ENGL 2323, ENGL 2327, ENGL 2328, ENGL 2332, ENGL 2333, HIST 2311, HIST 2312, MUSI 1306

(A) Course included on the State's Advanced Technical Credit list. (See Advanced Technical Credit.)

ACCT 2301 and ACCT 2302 may be substituted for ACNT 1325 (A) and ACNT 1326 for A.A.S. in Business Management only

### Industry Certification costs for students:

ESB = \$73 (test + retake)

MOS Excel = \$94 (test + retake)

PMR = \$70 (test) + \$95 (e-course + practice tests)

CCS = \$74 (test+ retake)

QBCU = \$108 (test, retake + practice test)

QBCB = \$108 (test, retake + practice test)

Course sequencing allows for completion of individual OSA or Level 1 Certification in each semester.

Fall course offerings will allow for the OSA and/or Level 1 Certifications in Finance or Communication to be completed.

Spring course offerings will allow for the completion of both the OSA and Level 1 Certification in Management.

### **1. Approve program revisions (if applicable, if no revisions skip)**

*After review, Tyler asked if there were any questions or comments. With no additional discussion, Tyler asked for a motion to approve the curriculum/courses/degree plans as presented.*

*Vanda Cullar made a motion to approve.*

*Leslie Rhodes seconded the motion.*

*The motion passed and the committee approved the curriculum/courses/degree plans as presented.*

*Tyler then moved on to statistics.*

**F. Statistics:**

*Tyler Helms asked Steven Underhill to review the following statistics:*

Program Statistics:

- AAS Graduates 2023-2024: 5
  - Will begin to separate by OSA and LVL1 certifications next year as data become available
- Enrollment Summer 2022: 0
- Majors Fall 2024-2025: 51 students declared/assigned to me as advisor
- Enrollment Fall 2024: 97 student enrollments in 8 BM courses

Enrollment

37

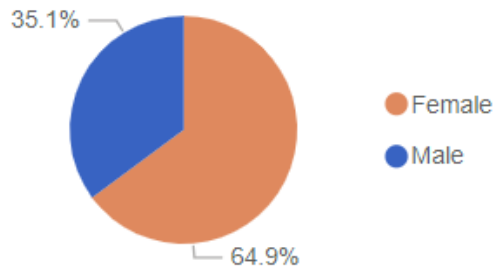
Completion Rate

100.0%

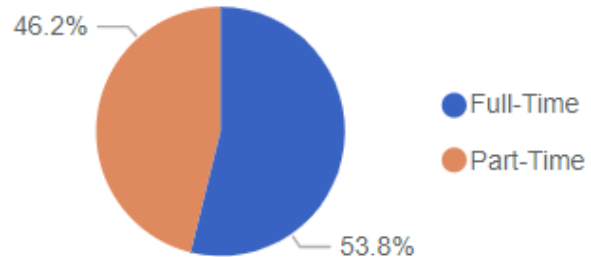
Success Rate

77.8%

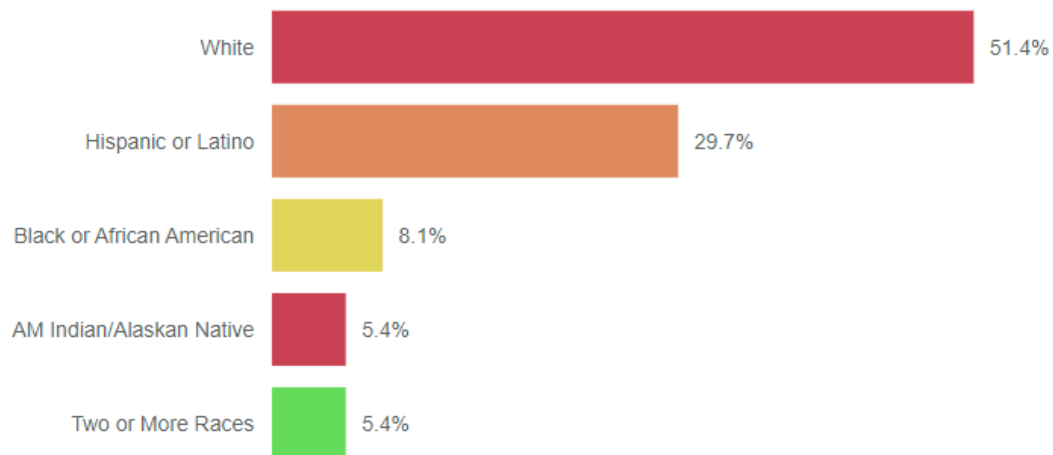
Gender



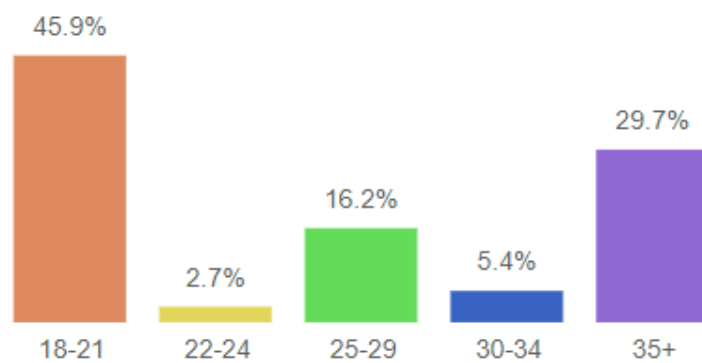
Student Load



Race/Ethnicity

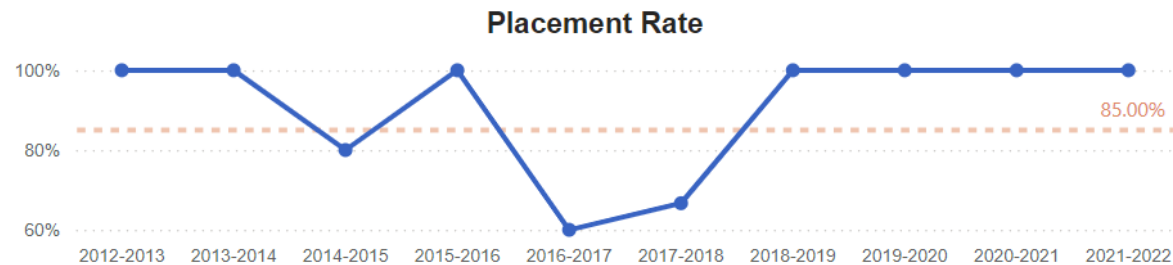


Age Range



\*Fall 2023 Data

**Program Completer Placement Rate** - % of program completers who are employed or pursuing additional education within one year of graduation.



### **G. Local Demand/ Labor Market Outlook**

*Tyler Helms asks Steven Underhill to review the following labor market outlook information and questions whether the data provided is accurate. Bettye next asks questions from the Comprehensive Local Needs Survey, collecting information used in reporting to the state.*

Occupation	National Median Wage	State Median Wage	Local Median Wage	Current /Projected Job openings (annual)	Projected Growth (annual)
Gen. & Operational Managers	\$59.07/hr 113,414/annual	\$52.96/hr \$101,683/annual	\$44.95/hr \$86,304/annual	25,450 (state) 157 (local)	2.12% (state) 1.36% (local)
1st Line Supervisors Retail Sales	\$24.10/hr \$46,272/annual	\$23.10/hr \$44,352/annual	\$22.33/hr \$43,877/annual	15,389 (state) 109 (local)	.80% (state) .24% (local)
*Labor Market Outlook ( O*NET )					

*After the CLNA survey, Tyler then moved on to review facilities, equipment, and technology.*

### **H. Evaluation of facilities, equipment, and technology.**

*Tyler Helms asked Steven Underhill to review the following information regarding facilities, equipment, and technology.*

No new equipment last year

*After review, Tyler asked if there was any suggested equipment to look into for the program. With no further discussion to be had, Tyler moved on to professional development.*

### **I. Professional development of faculty and recommendations**

*Tyler Helms asked Steven Underhill to review professional development. Steven reviewed his latest professional development opportunities and discussed upcoming possibilities. Tyler asked for any suggestions, then with no further discussion, moved on to promotion and publicity.*

TACTE conference  
Pres. Faculty Senate  
American Legion/Travis Manion veteran outreach events  
Industry certifications students are provided an opportunity to take

### **J. Promotion and publicity (recruiting) for the program**

*Tyler Helms asked Steven Underhill to review promotion methods. Steven reviewed promotion and publicity/recruiting practices. Bettye Hutchins added information regarding marketing efforts funded by the Office of Instructional Services as well as the duties of the CTE Navigator in visiting area junior highs, high schools, and community events. After review, Tyler asked if there were any comments or suggestions. With no further discussion, he then moved on to special populations.*

### **K. Serving students from special populations:**

*Tyler Helms asked Steven Underhill to review the definitions of special populations and the services available to those who apply. Bettye Hutchins goes on to expand on the services covered by the college and its various departments, including emergency aid funding and a new food pantry located in each campus.*

Vernon College is an open-enrollment college. The Proactive Assistance for Student Services (PASS) department offers many services for documented disabilities such as but not limited to quiet testing, longer testing times, interpreters, and special equipment.

Vernon College has a program titled “New Beginnings” for students who qualify to receive transportation, childcare, and/or textbook loans. Perkins funding is also offering assistance to break down barriers such as uniform, supply, and equipment costs.

Peer to Peer mentoring, tutoring (online and in-person), resume building, student success series, and counseling are just a few of the other options/services available to students.

1. Special populations’ new definitions:
  - a. Individuals with disabilities;
  - b. Individuals from economically disadvantaged families, including low-income youth and adults;

- c. Individuals preparing for nontraditional fields; See above
- d. Single parents, including single pregnant women;
- e. Out-of-workforce individuals;
- f. English learners;
- g. Homeless individuals described in section 725 of the McKinney-Vento Homeless Assistance Act (42 U.S.C. 11434a);
- h. Youth who are in, or have aged out of, the foster care system; and
- i. Youth with a parent who—
  - i. is a member of the armed forces (as such term is defined in section 101(a)(4) of title 10, United States Code);
  - ii. is on active duty (as such term is defined in section 101(d) (1) of such title).

*Tyler Helms asked if the committee had any further action, discussion or recommendations. With no further discussion to be had, Tyler adjourned the meeting at 1:04pm.*

Recorder Signature <i>Tom Ostovich</i>	Date 3/25/2025	Next Meeting: Fall 2025
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