

**Advisory Committee Minutes Fall 2018**  
**Business Management**  
Vernon College – Century City Center, room 115  
Thursday, November 11, 2018 at 12:00pm

Danny Ahern – Chair  
Tyler Helms - Vice Chair  
Claudia Ordonez - Recorder

**Members Present:**

Danny Ahern, Blue Cross Blue Shield, business owner  
Vanda Cullar, RD, Small Business Development  
Tyler Helms, GM – Homewood Suites  
Claudia Ordonez, HR – Tranter, Inc.

**Faculty and Staff Present:**

Shana Drury  
Steven Underhill  
Mark Holcomb  
Holly Scheller  
Chelsey Henry  
Mollie Williams

**Members Not Present:**

John Daugherty  
Joe Gazdik  
Kevin Goldstein  
Delores Jackson  
Leslie Rhodes  
Traci Roberts

*Shana Drury stated that since a quorum was not present, an electronic vote would be taken on the represented of the agenda.*

*Danny Ahern began the meeting with new business since there was no old business to discuss.*

**Review program outcomes, assessment methods/results, and workplace competency**

**Program Outcomes:**

*Danny Ahern asked the committee to review the program outcomes and asked that the faculty member, Steven Underhill, to briefly review the program outcomes with the committee:*

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 communications.

*Steven Underhill reminded the committee that these outcomes are covered in multiple courses throughout the program.*

*Vanda Cullar stated that one of the issues she has seen is students are not coming out of college with an adequate resume, good interview skills, or researching the company they are interviewing at or the industry of that company. Shana Drury took this time to introduce Chelsey*

*Henry the Career Services Coordinator. Chelsey reviewed that over the course of the semester she has held resume building workshops, mock interviews to build interview skills, career counseling, and her office is open for students who have specific questions or would like her to review their resumes. Steven Underhill stated that he had an activity built into his course and he set up interviews with Chelsey Henry and Holly Scheller the Vernon College Director of Marketing and Community Relations.*

*Tyler Helms stated that communication was a big thing when he would begin interviews. He always starts an interview asking them to tell him about themselves and they cannot carry on a conversation. Tyler stated that in customer service he has to have someone who can speak.*

**Approve assessment methods and results:**

*Danny Ahern asked the faculty member to review the tables below with the committee. Steven Underhill reviewed the information with the committee.*

Target = 4; Acceptable = 3; Unacceptable = 2; No Evidence = 1

Upon successful completion of the Business Management program, students will be able to:

<b>Outcome</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
1) Identify issues including laws and ethics related to the business/business management environment				
Describe the relationship of 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				

### Workplace Competency:

*Danny Ahern asked the faculty member to tell the committee about the competencies and how the students have performed on the competency. Steven Underhill reviewed the capstone course information below.*

To assess these outcomes a capstone course (BMGT 2303) is used. In the course the students are required to write a 10 page research paper on a business problem being addressed by a company, identify the issue, define and explain the company's rationalizations for addressing the problem and what, if anything, you would do differently if you were in their position. In their paper, they will address the consequences of the issue from financial, productive, legal, ethical, and organizational perspectives. The consequences should be explained in both the current environment and the student's proposed hypothetical solution's environment.

Additionally, students are required to produce a resume and cover letter, properly formatted, for a job posting made available to them at the beginning of the course. While the content of the resume (experience, education, extra-curricular activities) may be fabricated, the format should be professional and the cover letter should expound upon themselves displaying knowledge of the company they are applying to in the a properly formatted block letter format.

The final assessment measures student response to two case studies. One case addresses organizational structure, corporate alliances and addressing slow growth. The other case looks at SARBOX and the events leading to its passage into law, and asks what if anything the student would add/change about the current law to prevent manipulation of corporate earnings.

Program Outcome	Number of students who took course or licensure exam	Results per student	Use of results
Identify issues including laws and ethics related to the business/business management environment	2	1 at 90% 1 at 70%	Case/research paper are good. Will find a new case with student exploring legal/ethical issues (Tesla IPO and Elon Musk tweet for instance)
Recognize and use basic accounting terminology and analyze financial information	2	1 at 90% 1 at 70%	The opportunity is there for greater display of this outcome. Need to be more specific in expectations.

Demonstrate basic knowledge of cost behavior and control and the product costing and budgeting process	2	1 at 90% 1 at 70%	The opportunity is there for greater display of this outcome. Need to be more specific in expectations.
Apply concepts of organizational behavior in the management of human resources	2	1 at 90% 1 at 70%	Unless student draws into research paper elements of this, there is no other opportunity to display competence.
Apply marketing principles and management practices to improve organizational performance	2	1 at 90% 1 at 70%	Unless student draws into research paper elements of this, there is no other opportunity to display competence.
Create and present effective business communications	2	2 at 100%	Simplistic resume/cover letter should be explained upon. Writing a business letter or report might be more applicable.

**Review program curriculum/courses/degree plans**

*Danny Ahern asked the faculty, Steven Underhill, to discuss the program’s curriculum and degree plans.*

*Steven Underhill explained the information listed below.*

## 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)

<b><u>ENGL 1301</u></b>	Composition I	3
<b><u>GOVT 2305</u></b>	Federal Government (Federal Constitution and Topics)	3
<b><u>MATH 1314</u></b>	College Algebra	3
	or	
<b><u>MATH 1332</u></b>	Contemporary Mathematics	3

<b><u>SPCH 1315</u></b>	Public Speaking	3
SFF>	Language, Philosophy, and Culture or Creative Arts Elective	3

### Related Requirements (15 SH)

<b><u>ACCT 2301</u></b>	Principles of Financial Accounting	3
<b><u>ACCT 2302</u></b>	Principles of Managerial Accounting	3
<b><u>COSC 1301</u></b>	Introduction to Computing	3
	or	
<b><u>BCIS 1305</u></b>	Business Computer Applications	3
	or	
<b><u>ITSC 1301</u></b>	Introduction to Computers (A)	3
<b><u>ECON 2301</u></b>	Principles of Macroeconomics	3
<b><u>POFT 1301</u></b>	<del>Business English</del>	<del>3</del>

### Major Requirements (30 SH)

<b><u>BMGT 1327</u></b>	Principles of Management (A)	3
<b><u>BMGT 2303</u></b>	Problem Solving and Decision Making	3
<b><u>BUSI 1301</u></b>	Business Principles	3
<b><u>BUSI 2301</u></b>	<del>Business Law</del>	<del>3</del>
<b><u>BUSI 2304</u></b>	Business Report Writing and Correspondence	3
<b><u>HRPO 2301</u></b>	Human Resources Management	3
<b><u>HRPO 2307</u></b>	Organizational Behavior	3
<b><u>ITSW 1301</u></b>	<del>Introduction to Word Processing</del>	<del>3</del>
<b><u>MRKG 1311</u></b>	Principles of Marketing (A)	3
TBS++	<del>Elective</del>	<del>3</del>
	<b>Total Credit Hours:</b>	<b>60</b>

**BCIS 1305**: Preferred course

**ACCT1325 (A)** and **ACNT 1326** may be substituted for **ACCT 2301** and **ACCT 2302** for this AAS. ++ To be selected by the student. Suggested courses include: **BCIS 1305**, **BUSG 1366**, **ECON 2302**

> 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.**)

Verification of Workplace Competencies: Capstone Experience –

<b><u>BMGT 2303</u></b>	Problem Solving and Decision Making	3
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## Business Management, Level 1 Certificate

CIP 52.0101

Level 1 Certificate

Instructional Location - Vernon Campus, Century City Center

**CERTIFICATE OF COMPLETION** (Probable Completion Time – 9 months or 32 weeks)

### Related Requirements (6 SH)

<b><u>COSC 1301</u></b>	Introduction to Computing	3
	or	
<b><u>BCIS 1305</u></b>	Business Computer Applications	3
	or	
<b><u>ITSC 1301</u></b>	Introduction to Computers (A)	3
<b><u>SPCH 1315</u></b>	Public Speaking	3

### Major Requirements (24 SH)

<b><u>BMGT 1327</u></b>	Principles of Management (A)	3
<b><u>BUSI 1301</u></b>	Business Principles	3
<b><u>BUSI 2304</u></b>	Business Report Writing and Correspondence	3
<b><u>HRPO 2301</u></b>	Human Resources Management	3
<b><u>HRPO 2307</u></b>	Organizational Behavior	3
<del><b><u>ITSW 1301</u></b></del>	<del>Introduction to Word Processing</del>	<del>3</del>
<b><u>MRKG 1311</u></b>	Principles of Marketing (A)	3
<del><b><u>POFT 1301</u></b></del>	<del>Business English</del>	<del>3</del>

	<b>Total Credit Hours:</b>	<b>30</b>
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**(A)** Course included on the State's Advanced Technical Credit list. ([See Advanced Technical Credit.](#))

[BCIS 1305](#): Preferred course.

### Business Management Occupational Skills Award (12 Semester Hours):

<b><u>BMGT 1327</u></b>	Principles of Management (A)	3
<b><u>BUSI 1301</u></b>	Business Principles	3
<b><u>BUSI 2304</u></b>	Business Report Writing and Correspondence	3
<b><u>HRPO 2307</u></b>	Organizational Behavior	3

### Verification of Workplace Competencies: Capstone Experience -

<b><u>BUSI 2304</u></b>	Business Report Writing and Correspondence	3
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BMGT 1327 Principles of Management - Concepts, terminology, principles, theories, and issues in the field of management.

Explain various theories, processes, and functions of management; apply theories to a business environment; identify leadership roles in organizations; and describe elements of the communication process.

### BMGT 2303 Problem Solving and Decision Making –

Decision-making and problem-solving processes in organizations utilizing logical and creative problem solving techniques. Application of theory is provided by experiential activities using managerial decision tools.

Identify individual, group, and organizational decision-making processes; write, present, and defend project recommendations; and apply process to solving problems using managerial decision tools and critical-thinking skills.

BUSI 1301 Business Principles - The course provides a survey of economic systems, forms of business ownership, and considerations for running a business. Students will learn various aspects of business, management, and leadership functions; organizational considerations; and decision-making processes. Financial topics are introduced, including accounting, money and banking, and securities markets. Also included are discussions of business challenges in the legal and regulatory environment, business ethics, social responsibility, and international business. Emphasized is the dynamic role of business in everyday life.

BUSI 2304 Business Report Writing and Correspondence - Prerequisite: POFT 1301. Theory and applications for technical reports and correspondence .in business.

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HRPO 2301 Human Resources Management - Behavioral and legal approaches to the management of human resources in organizations.

Explain the development of human resources management; explain current methods of job analysis, recruitment, selection, training/development, performance management, promotion, and separation; describe management's ethical, social, and legal responsibilities; explain methods of compensation and benefits planning; and describe the role of strategic human resources planning.

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HRPO 2307 Organizational Behavior - The analysis and application of organizational theory, group dynamics, motivation theory, leadership concepts, and the integration of interdisciplinary concepts from the behavioral sciences.

Explain organizational theory as it relates to management practices, employee relations, and structure of the organization to fits its environment and operation; analyze leadership styles and determine their effectiveness in employee situations; identify methods in resolving organizational problems; describe the impact of corporate culture on employee behavior; and analyze team dynamics, team building strategies, and cultural diversity.

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MRKG 1311 Principles of Marketing - Introduction to the marketing mix functions and process. Includes identification of consumer and organizational needs and explanation of environmental issues.

Identify the marketing mix components in relation to market segmentation; explain the environmental factors which influence consumer and organizational decision-making processes; and outline a marketing plan.

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*Steven Underhill reviewed the following tables of revisions he would like to present to the committee for review. Steven would like to propose the committee remove ITSW 1301 Intro to Word Processing and POFT 1301 Business English and replace those courses with BUSG 1303 Principles of Finance and Information and Project Management for the certificate program. The Word Processing course only focuses on Word Processing and the students are still required to take the Intro to Computing, Business Computer Applications or Introduction to Computers, which includes the entire Microsoft suite. Business English is also covered through other courses in the program.*

*Danny Ahern asked if Principles of Finance and Information and Project Management courses would transfer to a four-year institution. Steven Underhill stated that they would not transfer as an academic course. Danny had a follow-up question about the courses being removed, if they would transfer. Steven Underhill stated that no they would not either.*



*Tyler Helms asked if all the students went through the same set of advisors, if they are just going to Vernon College for the basic courses. Steven Underhill stated that he is the advisor for students who have declared Business Management program as their major.*

### **BUSINESS MANAGEMENT – CERTIFICATE OF COMPLETION**

Major Requirements – 24 SH		
BUSI 1301	Business Principles	3
BMGT 1327	Principles of Management	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
BUSG 1303	Principles of Finance	3
BMGT 1309	Information and Project Management	3
Related Requirement – 6 SH		
COSC 1301 or BCIS 1305 or ITSC 1301	Introduction to Computing Business Computer Applications Introduction to Computers (A)	3
SPCH 1315	Public Speaking	3

### **Verification of Workforce Competencies: Capstone experience: BMGT 1309 Information and Project Management**

*Steven Underhill reviewed the additions of BUSI 1341 Business Ethics and BUSG 1307 Entrepreneurship and Economic Development as well as the BUSG 1303 and BMGT 1309 that were discussed in the certificate. The BUSI 1341 and BUSG 1307 would replace an elective and BUSI 2301 Business Law.*

*Danny Ahern stated that those changes sounded good to him and he thought they would be great additions to the program.*

### **BUSINESS MANAGEMENT – AAS DEGREE**

General Education Requirements – 15 SH		
ENGL 1301	Composition I	3
GOVT 2305	Federal Government	3
MATH 1314 or MATH 1332	College Algebra Contemporary Mathematics I	3
SPCH 1315	Public Speaking	3
>SFF	Language, Philosophy, Culture or Creative Arts	3
Major Requirements – 33 SH		
BUSI 1301	Business Principles	3
BMGT 1327	Principles of Management	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
BUSG 1303	Principles of Finance	3
BMGT 1309	Information and Project Management	3
BMGT 2303	Problem Solving and Decision Making	3
BUSI 1341	Business Ethics	3
BUSG 1307	Entrepreneurship and Economic Development	3
Related Requirements – 12 SH		
ACCT 2301	Principles of Financial Accounting	3
ACCT 2302	Principles of Managerial Accounting	3
ECON 2301	Principles of Macroeconomics	3
COSC 1301 or BCIS 1305 or ITSC 1301	Introduction to Computing Business Computer Applications Introduction to Computers (A)	3

> 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**

BMGT 1309 Information and Project Management - Critical path methods for planning and controlling projects. Includes time/cost trade-offs, resource utilization, stochastic considerations, task determination, time management, scheduling management, status reports, budget management, customer service, professional attitude, and project supervision.

BUSG 1303 Principles of Finance – Financial dynamics of a business. Includes monetary and credit theory, cash inventory, capital management, and consumer and government finance.

BUSG 1307 Entrepreneurship and Economic Development – Overview of entrepreneurship as an economic development strategy. Includes community support systems for entrepreneurs.

BUSI 1341 Business Ethics – Discussion of ethical issues, the development of a moral frame of reference, and the need for an awareness for social responsibility in management practices and business activities. Includes ethical corporate responsibility.

### **Review Secretary’s Commission on Achieving Necessary Skills (SCANS), General Education, and Program Outcomes Matrices**

*Danny Ahern asked the faculty member to discuss the matrices with the committee.*

**SCANS Matrix: The SCANS (Secretary’s Commission on Achieving Necessary Skills) Matrix represents the 8 Federal requirements that must be taught. The matrix shows how we are mapping them back to each of the courses in the program.**

<b>Program: Business Management</b>								<b>Credential: Associate in Applied Science (AAS) Degree/Certificate in Completion</b>	
Award: Business Management AAS Degree									
Cip: 52.0101									
<b>LIST OF ALL COURSES REQUIRED AND IDENTIFIED COMPETENCIES</b>									
SCANS COMPETENCIES								Course Number	Course Title
1	2	3	4	5	6	7	8		
X	X	X	X	X	X	X	X	ACCT 2301	Principles of Financial Accounting
X	X	X	X	X	X	X	X	ACCT 2302	Principles of Managerial Accounting
X	X	X	X	X	X	X	X	*COSC 1301 or BCIS 1305 or ITSC 1301	Introduction to Computing <b>or</b> Business Computer Applications <b>or</b> Introduction to Computers
X	X	X	X	X	X	X	X	ECON 2301	Principles of Macroeconomics
X	X		X	X	X	X	X	*POFT 1301	Business English
X	X	X	X	X	X	X	X	*BMGT 1327	Principles of Management
X	X	X	X	X	X	X	X	BMGT 2303	Problem Solving and Decision Making
X	X	X	X	X	X	X	X	*BUSI 1301	Business Principles
X	X		X	X	X	X	X	BUSI 2301	Business Law
X	X		X	X	X	X	X	*BUSI 2304	Business Report Writing and Correspondence
X	X		X	X	X	X	X	*HRPO 2301	Human Resources Management
X	X		X	X	X	X	X	*HRPO 2307	Organizational Behavior
X	X	X	X	X	X	X	X	*ITSW 1301	Introduction to Work Processing
X	X	X	X	X	X	X	X	*MRKG 1311	Principles of Marketing
								8. BASIC USE OF COMPUTERS	
								7. WORKPLACE COMPETENCIES	
								6. PERSONAL QUALITIES	
								5. THINKING SKILLS	
								4. SPEAKING AND LISTENING	
								3. ARITHMETIC OR MATHEMATICS	
								2. WRITING	
								1. READING	

**General Education Matrix: The General Education Matrix is state mandated. You will see the 6 requirements that the college is tasked with teaching and how they map back to the courses.**

<b>Program: Business Management</b>						<b>Credential: Associate in Applied Science (AAS) Degree/Certificate in Completion</b>	
Award: Business Management Associate in Applied Science (AAS) Degree							
Cip: 52.0101							
<b>LIST OF ALL COURSES REQUIRED AND IDENTIFIED CORE OBJECTIVES</b>							
<b>GENERAL EDUCATION CORE OBJECTIVES</b>						<b>Course Number</b>	<b>Course Title</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>		
X	X		X		X	ENGL 1301	Composition I
X	X			X	X	GOVT 2305	Federal Government
X	X	X				MATH 1314	College Algebra
X	X	X				MATH 1332	Contemporary Mathematics
X	X		X		X	SPCH 1315	Public Speaking
							Language, Philosophy, and Culture or Creative Arts Elective
x	x	x	x	x	x	ACCT 2301	Principles of Financial Accounting
x	x	x	x	x	x	ACCT 2302	Principles of Managerial Accounting
x	x	x	x	x	x	*COSC 1301 or BCIS 1305 or ITSC 1301	Introduction to Computing <b>or</b> Business Computer Applications <b>or</b> Introduction to Computers
x	x	x	x	x	x	ECON 2301	Principles of Macroeconomics
X		X	X	X	x	*POFT 1301	Business English
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 Principles
X	X		X	x	x	BUSI 2301	Business Law
x	x		x	x	x	*BUSI 2304	Business Report Writing and Correspondence
x	x		x	x	x	*HRPO 2301	Human Resources Management
x	x		x	x	x	*HRPO 2307	Organizational Behavior
x	x	x	x	x	x	ITSW 1301	Introduction to Word Processing
x	x	x	x	x	x	*MRKG 1311	Principles of Marketing
						6. Personal Responsibility	
						5. Social Responsibility	
						4. Teamwork	
						3. Empirical and Quantitative Skills	
						2. Communication Skills	
						1. Critical Thinking Skills	

**Program Outcomes Matrix: The Outcomes Matrix represents the Vernon College mandated requirements. They are the Program outcomes just approved and how they map back to the courses.**

<b>Program: Business Management</b>						<b>Credential: Associate in Applied Science (AAS) Degree/Certificate in Completion</b>	
Award: Associate in Applied Science (AAS) Degree							
Cip: 52.0101							
<b>LIST OF ALL COURSES REQUIRED AND OUTCOMES</b>							
<b>OUTCOMES</b>						<b>Course Number</b>	<b>Course Title</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>		
x	x			x	x	ACCT 2301	Principles Of Financial Accounting
x	x	x		x	x	ACCT 2302	Principles of Managerial Accounting
					x	*COSCI301/BCIS 1305/ITSC 1301	Introduction to Computing /Business Computer Applications/ Introduction to Computers
					x	ECON 2301	Principles of Macroeconomics
x			x		x	*POFT 1301	Business English
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 Principles
x			x	x	x	BUSI 2301	Business Law
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	ITSW 1301	Introduction to Word Processing
x	x	x	x	x	x	*MRKG 1311	Principles of Marketing
						6. Create and present effective business 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.	

**Institutional Outcomes Matrix: The Institutional Outcomes Matrix represents the Vernon College mandated requirements. This matrix represents how the program outcomes map back to the institutional outcomes/general education outcomes.**

<b>Program: Business Management</b>						<b>Credential: Associate in Applied Science (AAS) Degree/Certificate of Completion</b>
Award: Associate in Applied Science (AAS) Degree						
Cip: 52.0101						
<b>LIST OF ALL COURSES REQUIRED AND OUTCOMES</b>						
<b>OUTCOMES</b>						<b>General Education Outcomes</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	
x	x	x	x	x		Critical Thinking Skills
	x				x	Communication Skills
	x	x				Empirical and Quantitative Skills
			x	x	x	Teamwork
x			x	x	x	Social Responsibility
x		x	x	x		Personal Responsibility
						6. Create and present effective business 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.

*Danny Ahern opened the floor for discussion and recommendations.*

**Program statistics: Graduates (from previous year/semester), current majors, current enrollment:**

- Program Statistics:
  - Graduates 2019-2020: (5 Business Mgmt. AAS graduates)
  - Majors Fall 2019-2020: 92 declared (67 AAS, 9 Certificate, 16 transfer)
  - Enrollment Fall 2019: 30 Business Management majors enrolled into at least 1 Business Management courses

**Local Demand:**

*Claudia Ordonez stated maybe one position.*

*Vanda Cullar stated that according to their research the outlook for hiring looks good, and promotions from within are starting to increase also.*

*Tyler Helms stated that he hires students as they are taking courses especially with the close proximity to Vernon College. Tyler stated that when they are hiring experience is very helpful in their business. Tyler also stated that they are building a new facility so they will be hiring about 50 positions once that facility opens.*

*Danny Ahern, Blue Cross Blue Shield had a couple positions open but they may be hiring up to 40 people soon.*

**Evaluation of facilities, equipment, and technology. Recommendation for acquisition of new equipment and technology.**

*Danny Ahern asked if everyone had a chance to tour the facilities and if the committee has any recommendations for new equipment or technology. There was none.*

**External learning experiences, employment, and placement opportunities:**

*Danny Ahern asked if the faculty, Mr. Underhill, would like to review the following table with the committee.*

BUSG1366 – Practicum (of Field Experience) Business/ Commerce, General Practical, general workplace training supported by an individualized learning plan developed by the employer, college and student.

The practicum course requires fieldwork in the business field, competence assessed by both the student’s supervisor and instructor. Research projects in various courses throughout the program require the student to locate local businesses, analyze various aspects of that business and recommend a research grounded, theory-backed solution to a business related activity of that business.

\*Due to Perkins transition this is the most recent report

<b>Placement Rate of Program Completers by Reporting Year [1]</b>			
<b>Program</b>	<b>2013-2016 3-Year Average</b>		
	<b>Plc</b>	<b>Cmp</b>	<b>%</b>
52010000-Business/Commerce, General	14	15	93.33%

*Danny Ahern asked if there was any discussion or recommendations.*

**Professional development of faculty and recommendations:**

*Danny Ahern asked the committee to take time to review the professional development opportunities the faculty has taken or will take advantage of.*

Internal Professional Development  
 Texas Tech University doctoral program  
 Walk 4 Warriors  
 President of the Faculty Senate

## Faculty Advisor to Student Veteran Organization

*Mark Holcomb highlighted that the Student Veteran Organization is an organization that Steven Underhill actually started.*

### **Promotion and publicity (recruiting) about the program to the community and to business and industry:**

- Posters throughout Skill Training Center, Century City Center, and Vernon Campus with the non-traditional gender advertised
- Invites both male/female professionals to the promotional events
- Individual tours
- Sophomore Roundup
- Facebook
- Preview Day in Vernon
- Program spotlight open house
- Vernon College's Marquee
- Marketing video
- Springfest – renamed Preview Day for next year
- Early College Start Coordinator Melissa Moore mentions in instructions at high schools
- Recruiting Coordinator, Rachel White, mentions during recruitment events

*Steven Underhill asked the committee for recommendations or any opportunities where he could go out and talk in the community about the Business Management program.*

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

*Danny Ahern asked if Steven Underhill for more information about serving the students with special populations.*

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 non-traditional fields; 28 males, 32 females
  - 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—
    - a. is a member of the armed forces (as such term is defined in section 101(a)(4) of title 10, United States Code);
    - b. is on active duty (as such term is defined in section 101(d)(1) of such title).

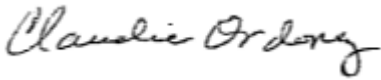


*Danny Ahern asked the committee if there was any discussion. At this time, Danny took the opportunity to say that he was asked to be on this committee years ago by Mr. Hennington. He told Mr. Hennington that he would only do it if he could speak up and be active. Danny stated that after graduating from Vernon College he is proud to serve on the committee and proud of the people for serving and Steven Underhill for his additions to the program.*

*Vanda Cullar stated that she was proud to be on the committee and thought it was a great opportunity to address the student needs. To help the students when they finish their degrees and moving into the workforce.*

The meeting was adjourned at 1:15pm.

*A quorum of electronic votes approved the Business Management meeting minutes as stated above.*

Recorder Signature 	Date 11-20-18	Next Meeting: Fall 2019
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