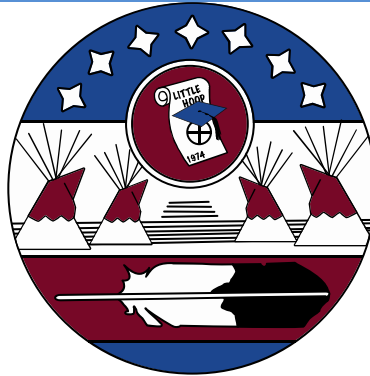

BUSINESS ADMINISTRATION PROGRAM REVIEW

Cankdeska Cikana Community College



CANKDESKA CIKANA
COMMUNITY COLLEGE

Spirit Lake Dakota Nation

Executive Summary

Program Description Summary

The Associate of Arts in Business Administration Program is a 62 credit hour program of study. The current program was revised on December 9, 2015 and was subsequently approved by the curriculum committee. Providing students with a solid set of business skills is the ultimate aim of the program. Costs associated with the AA Business Administration program are largely covered through Cankdeska Cikana Community College's (CCCC) general fund, with faculty salary and fringe benefits covered by Title III and Tribal College Grant funding.

Program Self-Evaluation Summary

The primary instructor for the Business Administration Program holds a Master of Business Administration Degree with an Accounting Concentration. The instructor possesses the necessary credentials and is qualified to teach all of the required business courses. CCCC recognizes the importance of faculty accessibility; therefore, the instructor is available during posted office hours, by email, by phone and by student appointment. All effort is made by CCCC and faculty, to ensure that students can complete the AA in Business Administration Degree within two years.

Program Planning Summary

The business program has been updated on an ongoing basis and is providing students with the most relevant and up to date content. The program faculty will continue to take advantage of professional development opportunities, in an effort to continue to deliver current business practices and standards. Currently, CCCC has a collaborative agreement with Mayville State University, which ensures a smooth transition for students seeking to complete a Bachelor of Science in Business Administration Degree at Mayville State University. The business program intends to continue promoting and strengthening that collaboration.

Program Description

The Associate of Arts in Business Administration Degree is designed to expose students to a wide variety of disciplines such as accounting, economics, statistics, and management.

In keeping with Cankdeska Cikana Community College's Mission, the business program provides for opportunities that lead to student independence and self-sufficiency through academic achievement and continuation of the Spirit Lake Dakota language and culture. The AA in Business Administration Degree Program of Study consists of 41 essential studies credit hours and 21 credit hours of core classes. Within the core classes, the student chooses 6 program electives, from several business and accounting courses. Encompassed within the AA in Business Administration Degree, is a core liberal arts curriculum, designed to boost critical thinking and effective communication skills. The program is designed so that it can be completed within four semesters.

AA Business Administration Program Outcomes:

- Student will demonstrate knowledge of the environment in which business operates.
- Student will prepare financial statements.
- Student will show proficiency in business communication.
- Student will demonstrate critical thinking in the area of business management.
- Student will demonstrate basic knowledge of economic concepts.

Business Program faculty utilizes a program assessment plan, with assessment committee approved measurement tools, to measure and analyze whether program outcomes have been met and that students are actually learning.

Associate of Arts in Accounting/Business Administration (Core 12 Hours)		
ACCT 200	Elements of Accounting I	3 Credit Hours
ACCT 201	Elements of Accounting II	3 Credit Hours
MATH 210	Elementary Statistics	3 Credit Hours
BADM 202	Principles of Management	3 Credit Hours
Associate of Arts in Accounting/Business Administration (Electives 6 Hours)		
ACCT 207	Managerial Accounting	3 Credit Hours
ACCT 212	Payroll Accounting	3 Credit Hours
ACCT 215	Business Legal Environment	3 Credit Hours
ACCT 231	Income Tax Procedures	2 Credit Hours
BADM 201	Principles of Marketing	3 Credit Hours
BADM 224	Management Info Systems	3 Credit Hours
BOTE 210	Business Communications	3 Credit Hours
BOTE 247	Spreadsheet	3 Credit Hours

(core courses and electives, also see attached program of study for course rotation)

Program Personnel

Steven Smith has been a full time Business Administration Instructor at CCCC since the fall of 2012 and, is currently the primary business administration instructor. Mr. Smith holds a Master of Business Administration with an accounting concentration and a Bachelor of Science in Business Administration/Accounting. He completed the ND transition to teaching clinical

practice and possesses a Career and Technical Education Postsecondary Education Instructor Certification in Business & Office Technology. Mr. Smith generally teaches 15 to 18 credit hours per semester.

The business administration program has had a relatively low instructor turnover rate during the last five years, experiencing the loss of one faculty member during that time period. The staff turnover was due to a change in the TRIO Student Support Services Grant. The grant previously provided for student support services advisors to teach 2 courses per semester in their field of study. Prior to the grant parameters changing to disallow the teaching aspect; Marliss Platz in her capacity as a TRIO Student Support Services Advisor and Instructor, was teaching up to 2 business courses per semester and summer session. As Ms. Platz was primarily teaching course electives, there has been a reduction in course electives that can be offered per semester. Consideration will have to be given towards reducing program electives offered.

Program Productivity Summary

The chart below shows the total five-year enrollment historical data for CCCC and more specifically the business program enrollment data. The business program saw increased enrollment from 2011-12 through 2013-14, as CCCC's overall enrollment was trending downward. The program did experience decreased enrollment over the last two school years and has held steady at 32 students during each of the last two school years. The declining business student enrollment in years 2014-15 and 2015-16, followed CCCC's overall enrollment trend. In terms of enrollment, the business administration program has been and continues to be the second most popular degree program. The slight decrease in program enrollment could be related to Pell Grant eligibility changes, as repeat students are exhausting their Pell eligibility. Expanding employment opportunities in the Bakken region and a rebounding economy is the

probable cause of the 2014-15 decrease in enrollment. The ideal enrollment for the business program is approximately 100 students. The program does have printed brochures, and the newly appointed outreach coordinator has recently expanded her range of outreach, to include non-native schools to attract additional students. In addition to the printed advertisement, CCCC also advertises on the local radio station.

Enrollment Year	Total Enrollment	Program Enrollment	Program Percentage
2011-12	419	36	8.5%
2012-13	396	41	10.3%
2013-14	395	47	11.8%
2014-15	341	32	9.3%
2015-16	337	32	9.4%

Business Program Graduates				
2011-12	2012-13	2013-14	2014-15	2015-16
6	6	7	11	8
Total CCCC Graduates				
20	32	33	24	32

Currently, CCCC does not have a formal graduate tracking system; however, discussions have been held concerning the development of a tracking system. Due to most students living in the Spirit Lake community, most graduates of the business program either work locally and/or continue their educational pursuits.

Program Revenue

The chart below provides an at a glance look at the revenue generated by the Business program. The chart does reflect that the business programs popularity has generated a yearly increase in revenue, except for the decrease in the 2014-15 year. The trend should continue given the improving economy and the demand for CCCC business graduates.

Business Program Revenue			
Scholastic Year	Tuition	ISC Revenue	Total Revenue
2011-12	\$57,361	\$80,788	\$138,149
2012-13	\$65,341	\$136,939	\$202,280
2013-14	\$87,300	\$149,236	\$236,536
2014-15	\$30,660	\$129,625	\$160,285
2015-16	\$34,455	\$104,879	\$139,334

Program Budget

The business program does not have a stand-alone budget, but is provided for through CCCC’s general fund. Business faculty is also partially compensated through the college’s Title

III and Tribal College Grant funding. The cost to the program for the 1 faculty is \$65,500 and fringe benefits are 30% (\$19,650) of faculty cost.

Currently, there isn't an advisory team for the business program specifically; however, CCCC does have a Curriculum Team that reviews and updates academic programs as needed, under the oversight of the Dean of Academics. CCCC does have a CTE advisory committee, which is coordinated through the NACTEP Program Director's office. The advisory committee consists of all CTE related programs, including business administration. CCCC does not have a program currently in place to track graduates.

Program Self-Evaluation

Faculty

One of the main selling points for CCCC to students is its, relatively small size as an institution and its ability to offer more one on one attention. The institutions size also benefits business program faculty, in that, faculty can more readily meet and collaborate on issues of importance. Business faculty, are allowed the flexibility necessary to communicate with ease on issues regarding, curriculum design, content, program delivery, and professional development activities. Faculty meetings are held on the first Thursday of every month, where faculty receive and exchange information pertinent to faculty development and efficiency.

Business program courses are at times evaluated individually and are taught by full-time faculty. The business program at CCCC does not currently have any adjunct faculty teaching courses. Business Program faculty hold advanced degrees and take advantage of various professional development training activities that are related to their chosen teaching fields, such

as the yearly CTE Conference in Bismarck, as well as, Dakota Culture centered trainings. The fact that CCCC students continually rate business faculty high when they complete their course evaluations, which provide feedback concerning faculty effectiveness, is indicative of faculty providing effective instruction. The Business Program is and has been completed in two years or less, which highlights the fact that CCCC has a sufficient number of qualified business instructors; however, with the loss of the student support services advisor/instructor, there are limitations on the amount of electives that can be provided on a rotational basis. The program of study will likely need to be updated to reflect the loss of instructor capacity.

Student Relations

CCCC business faculty is very accessible and approachable. All faculty, are required to maintain ten office hours per week and to be otherwise accessible to students who may not be able to meet during posted office hours. A course syllabi containing all pertinent instructor contact and scheduling information for every course taught is made available to every student. Faculty, are further required to have their daily teaching and office hours and schedule posted on their office door. CCCC does conduct a student satisfaction survey, the results of which, is forwarded to each faculty member and a copy is retained in the office of the Dean of Academics. The survey does cover faculty accessibility. The survey results received by faculty are to be used as a means for further assessing methodology and student engagement.

The business course schedule meets the needs of CCCC business students, by providing needed courses in a sequence that make the AA degree attainable within two years. Courses are offered in traditional and non-traditional settings in order to meet student needs. Courses are generally delivered in lecture format with the use of current classroom technology and industry

related technology. The traditional class setting is one, in which, the student attends class during the normal 8:00AM-4:30PM workday. The non-traditional setting is classes offered outside of the normal school hours, to include students studying independently. Core courses and elective courses are offered in both formats.

CCCC business program graduates are employed throughout the local community and in tribal government. The business degree is one of the most popular degrees offered by CCCC, evidenced by enrollment trends. Business students can continue their education on CCCC's campus, by completing a BS in Business Administration through an on-site collaborative agreement with Mayville State University, where students attend Mayville classes on CCCC's campus, as well as online. CCCC does not have an alumni relations department and does not currently have a mechanism in place to track graduates other than word of mouth.

Curriculum Content, Design, Delivery

Business course outlines are written, reviewed and updated by the course instructor. The course content, design, and delivery are the responsibility of the individual instructor. The overall program curriculum is reviewed and approved by the curriculum team, under the oversight of the Dean of Academics.

The course content and design is under the purview of the individual instructor; however, business faculty engage reputable business education resource distributors to obtain the most up to date, texts, video and internet based instructional resources. Business faculty select resources that are associated with the best industry standards and practices.

Business faculty routinely assess student learning in the classroom, using various formative assessment techniques. CCCC recently changed its assessment process to require program leads to complete program assessments yearly and forward the results to the assessment committee.

Faculty are required to complete a reflective course assessment on a semester basis. The purpose of the reflective assessment is for faculty to reflect upon the semester, to see if changes may or may not be needed in their methodology. The assessment allows the instructor to gauge the effectiveness of teaching methodology and to make adjustments as needed. One example of the effectiveness of the reflective assessment, is the decision to move from a manual payroll project to a computerized project. It was determined upon reflection that, the students preferred a computerized payroll project, even at additional cost. When payroll accounting is taught in fall 2017, it will include a computerized payroll project.

Institutional Support

CCCC does provide its students with exceptional facilities, equipment and technology in full support of the business program.

CCCC provides student support services through a variety of ways. First and foremost, through TRIO student support services, CCCC provides academic and career counseling, as well as professional tutoring services. CCCC also employs a full time professional tutor through its NACTEP grant. The campus library is available to all students, and is equipped with its own computer lab and professional library staff. Currently, there are seven business students receiving services through TRIO student support services.

CCCC encourages and supports faculty professional development endeavors. It should be noted that business faculty member, Steven Smith, obtained his advanced degree through CCCC's professional develop program. CCCC business faculty, also attend the North Dakota Career and Technical Education Conference yearly, in order to keep abreast of current industry standards and best practices in business education and technology.

The business program supports other programs by providing courses that satisfy elective requirement. Liberal Art students routinely take some business courses to satisfy elective requirements. This serves to promote the program, as some Liberal Arts students have switched to business majors. Computer Applications and Office Technology both require Elements of Accounting I as a core course.

The most successful aspect of the business program is its ability to prepare students for employment and higher educational achievements. CCCC business students won awards during the 2013 AIHEC Conference in Green Bay Wisconsin. The students were awarded first place in computer technology and second place in Marketing. Two students competed in the business competition. Faculty member Steven Smith was CCCC's 2016 American Indian College Fund Faculty Member of the year.

The most difficult obstacle for the business program and the institution as a whole is, low student enrollment and attendance. The issues of low enrollment and attendance is being collectively addressed throughout the college. Hopefully with the increased presence of social media and radio advertisement, as well the addition of the basketball team (CCCC Wolves), enrollment will increase. The business program's student enrollment target is 100 students.

Program Planning

Trends

The business program has been updated on an ongoing basis, most recently in December 2015 through the curriculum committee, and is currently providing students with the most relevant and up to date program. The program should continue to collaborate with Mayville State University to ensure a seamless transition for students, and a consistent transfer of course credits towards the BS in Business Administration.

The program review is insightful, in that, it takes a hard look at the structural integrity of the program as it is today. Currently, the program is meeting the needs of the students and needs to continue to do so, by monitoring changes in teaching methods and assessment of students.

The program review points out that the current instructor to student ratio is low, so there are no impediments to student and faculty interaction. The business program, like others, would benefit from additional educational materials and resources; however, currently the program is meeting its goals and objectives with respect to its mission of promoting student independence and self-sufficiency.



Report of Credits Earned/Needed for Graduation

Name:

AA in BUSINESS ADMINISTRATION

General Education Area Requirements

				<u>Offered</u>
ENGL	100		Student Success	FA,SP
ENGL	110	ND:ENGL	College Composition	FA,SP,SU
ENGL	120	ND:ENGL	* College Composition II	FA,SP,SU
ENGL	161	ND: HUM	Dakota Language I	FA,SP,SU
ECON	201	ND:SS	Principles of Microeconomics	FA
ECON	202	ND:SS	Principles of Macroeconomics	SP
MATH	103	ND:MATH	** College Algebra	FA,SP,SU
		ND: LABSC	Laboratory Science Elective	
CSCI	101	ND:COMPSC	Introduction to Computers	FA,SP
POLS	115	ND:SS	American Government	FA,SP
HPER	217		Personal & Community Health	FA,SP
HPER	101		Physical Education Activity	
COMM	110	ND:COMM	Fundamentals of Public Speaking	FA,SP
			Dakota Thought, Philosophy, & Culture	FA,SP,SU
DS	110	ND:HUM	Arts Elective	
		ND:FA		

* Prerequisite of ENGL 110 (College Composition I).

** Prerequisite of MATH 102 (Intermediate Algebra) or Placement Test.

Core Classes

ACCT	200		Elements of Accounting I	FA,SP
ACCT	201		* Elements of Accounting II	SP
BADM	202		Principles of Management	SP
BOTE	247		Spreadsheet	SP
MATH	210	ND:MATH	** Elementary Statistics	SP

* Program Electives

TOTAL

* Prerequisite of ACCT 200 (Elements of Accounting I).

** Prerequisite of MATH 102 (Intermediate Algebra) or Placement Test.

Program Electives

ACCT	207	Managerial Acct		FA
ACCT	212	Payroll Acct		FA
ACCT	215	Business in the Legal Environment		SP
ACCT	231	Income Tax Procedures		FA
BADM	201	Principles of Marketing		SP
BVED	217	Fund. Of Management Information		SP
BOTE	214	Bus. Reports and Communications		FA

