

# BUSINESS MANAGEMENT INSTRUCTIONAL PROGRAM REVIEW

## PROGRAM STATUS

### 1. Describe how the program supports:

#### Collin College Mission Statement

Collin College is a student and community-centered institution committed to developing skills, strengthening character, and challenging intellect.

#### Collin College Core Values

We have a passion for Learning, Service and Involvement, Creativity and Innovation, Academic Excellence, Dignity and Respect, and Integrity.

#### Collin College Purpose Statement

Through its campuses, centers, and programs Collin College fulfills its statutory charge to provide:

- Academic courses in the arts and sciences to transfer to senior institutions.
- Technical programs, leading to associate degrees or certificates, designed to develop marketable skills and promote economic success.
- Continuing adult education programs for academic, professional, occupational, and cultural enhancement.
- Developmental education and literacy programs designed to improve the basic skills of students.
- A program of student support services, including counseling and learning resources, designed to assist individuals in achieving their educational and career goals.
- Workforce, economic, and community development initiatives designed to meet local and statewide needs.
- Other purposes as may be directed by the Collin College Board of Trustees and/or the laws of the State of Texas.

#### Business Management (BMGT) Program Support of College Mission

In accordance with the Collin College Purpose Statement, the Business Management (BMGT) program provides “technical programs, leading to associate degrees or certificates, designed to develop marketable skills and promote economic success.”

#### Collin College’s Vision 2016 Strategic Plan

Strategic Goal #1 is to “Improve academic success by implementing strategies for completion.” The BMGT department supports this goal by the following systematic actions:

- Retroactive identification and award of certificate completers. A report generated by ARO identified 27 BMGT AAS graduates from spring 2008 to spring 2011. Of those graduates 3 had been awarded a BMGT certificate. Upon analysis the remaining 24 graduates will retroactively received a BMGT certificate awarded in 2012-2013. According to the Gainful Employment-Placement Rate report from THECB, Collin reported a total of 30 BMGT awards, including 14 certificates for 2009-2011. This one initiative increased completion 170% for BMGT certificates. If this approach is applied to the college district-wide, the number of certificate completers would increase and further support of Strategic Goal #1.

BMGT AAS	Grad	Certificate Awarded	Certificate Retroactively
Graduate	Term	When Graduated	Awarded/FALL 2012
#1	200820	No	Yes - CER_BMGT
#2	200920	No	Yes - CER_BMGT
#3	200920	No	Yes - CER_BMGT
#4	200940	No	Yes - CER_BMGT
#5	200940	No	Yes - CER_BMGT
#6	201010	No	Yes - CER_BMGT
#7	201010	No	Yes - CER_BMGT
#8	201020	No	Yes - CER_BMGT
#9	201020	No	Yes - CER_BMGT
#10	201020	Yes - CER_BMGT	
#11	201110	No	Yes - CER_BMGT
#12	201110	No	Yes - CER_BMGT
#13	201110	No	Yes - CER_BMGT
#14	201110	No	Yes - CER_BMGT
#15	201120	No	Yes - CER_BMGT
#16	201120	Yes - CER_BMGT	
#17	201120	No	Yes - CER_BMGT
#18	201140	No	Yes - CER_BMGT
#19	201140	No	Yes - CER_BMGT
#20	201210	No	Yes - CER_BMGT
#21	201210	No	Yes - CER_BMGT
#22	201210	No	Yes - CER_BMGT
#23	201210	Yes - CER_BMGT	
#24	201220	No	Yes - CER_BMGT
#25	201220	No	Yes - CER_BMGT
#26	201220	No	Yes - CER_BMGT
#27	201220	No	Yes - CER_BMGT

- Identification of prospective BMGT Associate of Applied Science (AAS) or Certificate (CERT) participants by disseminating Collin College Request for Degree Plan/Certificate form to all enrollees in BMGT courses in fall 2012. Total number of applications: 84. Total number of students declaring intention to complete BMGT AAS or CERT: 71
- Determination of number of students who have completed 15 of the 18 hours for a BMGT certificate beginning with fall 2009: BMGT 1305 Communications in Management; BMGT 1307 Team Building; BMGT 1327 Principles of Management; BMGT 2309 Leadership; BMGT 2311 Change Management; BMGT 2341 Strategic Management
- Determination of students who have completed 46 or more of the 61 hours for the AAS in Business Management beginning with Fall 2009. According to the annual course enrollment history report by IRO, the range of students who had completed second year courses ranged from 49-81 students as of fall 2012. The effort to identify students pursuing a BMGT degree is designed to provide a customized approach to advising, as well as a proactive vs. reactive approach to providing support to assist in degree completion (*report provided by ARO- available on request*).
- Collaboration with designated BMGT Academic Advisor to revise Collin's Degree Tracking Worksheet. Arranging the degree tracking sheet in this order accomplishes the following: 1) Students can clearly see they can complete the BMGT certificate in the first two semesters 2) Increase number of program completers reported to the State -have

students complete the Certificate first and then the AAS in different academic years creates two distinct BMGT program "completers" 3) Students who initially are only interested in the Certificate can clearly see how they can go on to complete an AAS by adding on the additional semesters and 4) Completing the Certificate while continuing on with the AAS degree plan provides a sense of accomplishment by reaching a milestone, and helps students to plan out their educational path – and may encourage students to then consider transferring into a BAAS. (Draft Below)

### COLLIN COLLEGE DEGREE TRACKING WORKSHEET

Business Management (BMGT) – 61-63 Credit hours

Associate of Applied Science Degree

Highlighted courses are courses required to complete BMGT certificate

<i>Course #</i>	<i>Course Title</i>	<i>Sem. Hrs.</i>	<i>Sem. Taken</i>	<i>Grade</i>	<i>College (If not Collin)</i>
<b>FIRST YEAR</b> First Semester					
<b>BMGT 1327</b>	Principles of Management	3			
<b>BMGT 1307</b>	Team Building	3			
<b>ENGL 1301</b>	<i>English Composition I</i>	3			
<b>BMGT 1305</b>	Communications in Management	3			
<b>MRKG 1311</b>	Principles of Marketing	3			
<b>Second Semester</b>					
<b>BMGT 2309</b>	Leadership	3			
<b>BMGT 1344</b>	Negotiations and Conflict Management	3			
<b>BMGT 2311</b>	Change Management	3			
<b>BMGT 2341</b>	Strategic Management	3			
<b>PHED/DANC</b>	<i>Any activity course</i> (See PHED/DANC core options)	1-3			
<b>SPCH 1321</b>	<i>Business and Professional Speaking</i>	3			
<b>SECOND YEAR</b> First Semester					
<b>HUMA 1301</b>	<i>Introduction to Humanities</i> (See other Humanities core options)	3			
<b>BMGT 1341</b>	Business Ethics	3			
<b>MATH 1342</b>	<i>Elementary Statistical Methods</i> <sup>3</sup>	3			
<b>HRPO 2301</b>	Human Resources Management	3			
<b>HRPO 2307</b>	Organizational Behavior	3			
<b>Second Semester</b>					
<b>ECON 1301</b>	<i>Introduction to Economics</i> <sup>2</sup>	3			
<b>BMGT 2331</b>	Principles of Quality Management	3			
<b>ACNT 1303</b>	Introduction to Accounting I <sup>1</sup>	3			
<b>BMGT 2347</b>	Critical Thinking and Problem Solving	3			
<b>IBUS 2341</b>	Intercultural Management	3			

<sup>1</sup> May substitute ACCT 2301.

<sup>2</sup> May substitute ECON 2301, ECON 2302, PSYC 2301 or PSYC 2302.

<sup>3</sup> May substitute MATH 1314, 1414, 1316, 1324, 1325, 1332, 1350, 1351, 2305, 2312, 2318 or 2320.

<sup>4</sup> May substitute BMGT 2382 with written approval of the Department Chair.

Strategic Goal #2 is to provide access to innovative higher education programs that prepare students for constantly changing academic, societal and career/workplace opportunities.

To accomplish this goal, career clusters will be developed to expand students' choices leading to seamless transition from high school and postsecondary institutions. Partnerships will be established locally between business and the college through the BMGT advisory council. Educational institutions form meaningful partnerships. Identify and establish career cluster courses for the BMGT program at Collin. Currently, both the BMGT AAS degree and CERT requires the cluster foundation coursework and the Programs of Study (POS) Specific Courses suggested by *AchieveTexas* for the Executive career cluster. Currently, the AAS BMGT curriculum includes 16 of the 21 Programs of Study (POS) Specific Courses suggested by *AchieveTexas* for the Executive Career Clusters.

	<b>Cluster Overview:</b> Encompass planning, organizing, directing and evaluating business functions essential to efficient and productive business operations.
<b>Associate Degrees</b>	<b>SUGGESTED COURSEWORK</b>
	<b>CLUSTER FOUNDATION</b>
	Busi Comm (BUSI 2X04) OR Busi Correspondence in Comm (POFT 2X12) OR Comm in Mgmt (BMGT 1X05) OR Comm Skills for Mgrs Busi Computer Apps (BCIS 1X05) OR Micro-Computer Apps (COSC 1X01) OR Computer Apps I (POFI 1X01)
	Business Ethics (BMGT 1X41)
	Principles of Acctg - Financial (ACCT 2X01) OR Intro to Acctg (ACNT 1X03)
	Principles of Mgmt (BMGT 1X27)
	Principles of Acctg- Managerial (ACCT 2X02) OR Intro to Acctg II (ACNT 2X04)
	Business Principles (BUSI 1X01) OR Principles of Business (BUSG 1X01)
	Intro Spreadsheets (IT SW 1X04) OR Spreadsheets (POFI 1X49) OR Adv Spreadsheets (IT SC 2X34)
	Supervision (BMGT 1X01)
	<b>POS SPECIFIC COURSES</b>
	Business Math (POFT 1X21) OR College Algebra (MATH 1X14) OR Contemporary Math I (MATH 1X32) OR Math for Busi & Social Sci. (MAT
	Busi Law (BUSI 2X01) OR Legal & Social Environment of Law (BUSI 2X02) OR Business Law/Commercial (BUSG 2X17)
	Intro to Intl Business (IBUS 1X05) OR Intercultural Mgmt (IBUS 2X41)
	Human Relations (HRPO 1X11)
	Personal Finance (BUSI 1X07) OR Principles of Finance (BUSG 1X03) (HRPO 2X01)
	High Performance Work Teams (BMGT 1X07)
	Small Busi Mgmt (BUSG 2X09)
	Leadership (BMGT 2X09)
	Mgmt of Change (BMGT 2X11)
	HR Mgmt (HRPO 2X01)
	Problem Solving & Decision-Making (BMGT 2X03)
	Salesmanship (BUSI 1X11)
	Small Business Financing (BUSG 1X41)
	<b>LICENSES, CREDENTIALS &amp; CERTIFICATIONS</b>
	Industry Specific

Source: <http://www.achievetexas.org/Business.htm>

Strategic Goal #4: Enhance the College’s presence in the community by increasing awareness, cultivating relationships, building partnerships and developing resources to respond to current and future needs.

- Currently, recommendations for advisory committee membership are made to the dean by the department chair, director, designated faculty member or current advisory board member. However, to enhance the College’s presence within the community the BMGT discipline lead will place greater emphasis and define the role of current advisory members in recruiting new board members. This strategy leverages the current established networks in the community while also allowing the BMGT discipline lead and other faculty to build new contacts to improve the diversity and depth of the advisory committee leadership (i.e. new companies entering the area by obtaining information through various city chambers, etc.)
- The BMGT department will work collaboratively with the Small Business Development Center and the Continuing Education department to determine the need to provide credit classes located at targeted businesses, public facilities and other locations based on the segmented need for the management development.
- Increasing service learning components throughout the curriculum will increase awareness within the community of the college, its offerings, and specifically the BMGT program.

2. How does the program conform to THECB requirements?

- SCANS for BMGT program courses– (see syllabi at the end of assessment)
- A minimum of five completers a year: The BMGT program conforms to this requirement

Year	Award	Total
2009	AAS	4
	Certificate	3
	<b>2009 Total</b>	<b>7</b>
2010	AAS	4
	Certificate	1
	<b>2010 Total</b>	<b>5</b>
2011	AAS	8
	Certificate	10
	<b>2011 Total</b>	<b>18</b>
	<b>Grand Total</b>	<b>30</b>

Source: THECB Gainful-Employment Placement Rate 2011

- Program Demand  
According to simplyhired.com, a website that searches 5,851,771 jobs from job boards, company sites and the web, since October 2011, the demand for Assistant Managers in the U.S. has increased 844%. Collin students graduating with an AAS in BMGT are equipped with the skills set and academic credential necessary to fulfill the role of on assistant manager. The average salary for an Assistant Manager in Plano, TX is \$34,000. Average assistant manager salaries can vary greatly due to company, location, industry, experience and benefits. This salary was calculated using the average salary for all jobs with the term "assistant manager" in the job title.



In addition, according to Career Coach, the following career data pertains to our current geographical area up to 50 miles away from zip code 75074:

- General and Operations Manager - Plan, direct, or coordinate the operations of companies or public and private sector organizations. Duties and responsibilities include formulating policies, managing daily operations, material planning and human resources. \$48.54 Hourly Wage 45,804 Currently Employed
- First-Line Supervisor/Manager of Office and Administrative Support Workers - Supervise and coordinate the activities of clerical and administrative support workers. \$23.74 Hourly Wage 41,074 Currently Employed
- Management Analyst - Conduct organizational studies and evaluations, design systems and procedures, conduct work simplifications and measurement studies, and prepare operations and procedures manuals to assist management in operating more efficiently and effectively. Includes program analysts and management consultants. \$36.79 Hourly Wage 17,824 Currently Employed

Considering a conservative 2-3% turnover rate (retirement, etc.) in the previous data from simplyhired.com and Career Coach justifies the demand for the BMGT program at Collin.

- % of graduates securing employment in field

Year	Area	Award	Total	Working Only	Working/Enrolled	All Working	All Enrolled	4th Qtr Mean Wage	4th Qtr Median Wage	Mean Annual Wage	4th Qtr Employment Rate
2009	Business Admin Management, General	AAS	4	2	1	3	1	n/a	n/a	\$0	75%
2009	Business Admin Management, General	CERT	3	1	1	2	2	n/a	n/a	\$0	67%
2010	Business Admin Management, General	AAS	4	2	2	4	2	\$8,750	\$7,257	\$35,348	100%
2010	Business Admin Management, General	CERT	1	0	0	0	0	n/a	n/a	\$0	n/a
2011	Business Admin Management, General	AAS	8	3	1	4	2	\$11,926	\$9,589	\$0	50%
2011	Business Admin Management, General	CERT	10	2	6	8	7	\$8,201	\$8,416	\$0	80%

- Average # of months to employment – No IRO data available

- Effective Use of Advisory Committees

Through the industry-based advisory committee, the BMGT program is able to ensure that our students are provided a rich educational experience with relevant curriculum to better compete in business and industry. When creating and evaluating academic programs, the advisory committee’s opinion and point of view is critical to implementing curriculum needed for students to attain the required knowledge and skills sets to contribute to the local workforce. The BMGT program’s goal is to prepare a workforce ready to serve our community and it relies on the feedback of a diverse group of advisory committee members who are actively involved in community specific industries or who has vast experience within the those areas.

- The BMGT Advisory committee is composed of persons who broadly represent the demographics, including the ethnic and gender diversity of the institution’s service area as well as the demographics of the occupational field. Committee members are knowledgeable about the skills used in the business management field. Members are drawn from both the private and public sectors with an emphasis on business, industry, and labor organizations.

Title	Company
Program Manager	Telmar Network Technology
Retired - VP of Marketing & Sales	Slay Industries, Inc.
Attorney at Law/Mediator	Frawley Law
Marketing Teacher/DECA Advisor	Lone Star High School - Frisco ISD
VP of Human Resources	Xerox Business Service, LLC
Fashion Design Teacher	Plano West Senior High School
Office Manager	ESRD Network of Texas, Inc.
Sales Consultant	Glazer's Wholesale
Retired- Region Director (TXMAC); CEO (Jordan)	TX Manufacturing Assist. Center; Jordan Health Service
Owner	NTEX Marketing, Inc.
President	AP Enterprises

- Advisory Committee Meetings/Minutes

Advisory committees of existing programs must meet in person a minimum of once a year and should, if possible, have a quorum present. As internal department procedure, the BMGT Advisory Committee meets twice a year, during the fall and spring semesters. As the BMGT is constantly adapting to community needs, the Discipline Lead maintains contact with the BMGT advisory committee throughout the year via e-mail. During the development of new programs, advisory committees must meet in person at least twice and communicate throughout the development and approval process. Minutes are maintained in college files and can be made available to the Coordinating Board staff upon request.

All meetings of the BMGT advisory committee are recorded in official minutes. The minutes include: identification of committee members (name, title, and affiliation); an indication of the committee members' presence or absence from the meeting; the names and titles of others present at the meeting; the signature of the recorder; and evidence that industry partners have taken an active role in making decisions that affect the program.

- Identification of Program Competencies

A credit program must consist of a curriculum that integrates necessary academic and workforce knowledge and skills as identified in the professional literature, by program experts, by business and industry advisory committees, in recognized skill standards, and by other related professional organizations. Development of a competency-based curriculum requires identification of subject area-specific academic and workforce courses.

Program Competencies for BMGT program are the defined student learning outcomes in the generic course syllabus “To provide the student insight into the practical aspects of organization’s operation by observation and participation in the day-to-day activities, to assist in determining occupational compatibility in students’ goals, and to assist in developing an understanding and appreciation in an organization.” SCANS Skills are embedded with syllabi (see end of assessment).

- Selection of Program Courses  
All program courses are derived from the WECM and ACGM course inventory.
- Choice of Prerequisites  
All college-level, non-developmental courses which are required course prerequisites and/or requirements for entry into a degree or certificate are included in the 61-63 total hours for the award and are clearly identified in the approved curriculum plan. No developmental course hours are included in the total credit hours for the award. The AAS in BMGT is structured so that it can be completed within two years of full-time attendance, including the prerequisites.
- Course Sequencing  
The curriculum plan provides for appropriate course sequencing to promote student attainment of skills and competencies. Collin College ensures that credit curricula demonstrate integration of academic and technical competencies or courses as shown in the Program Competency Profile.
- Length of Semesters  
All courses are based on prescribed contact hours in WECM and ACGM for sixteen week semesters. The SACS guidelines are intended to include both academic and technical course credit and do not distinguish between them. Each institution should have a policy to determine the maximum percent of an award that may be granted advanced standing in accordance with good practices.
- Establishment of Program Linkages  
The BMGT program is designed to permit maximum access for students by establishing linkages with other programs in public secondary schools and/or other institutions of higher education. Linkages may be demonstrated by various articulation agreements that provide for student transfer and inverted degree plans.
- Verification of Workplace Competencies  
To verify entry-level workplace competencies, an external learning experience (BMGT 2308-Co-Operative Education: Management). The capstone experience must occur during the last semester of the student's educational program and is a course involving simulation of the workplace, case studies, portfolios, and employment scenarios or the student may elect an external learning experience is a competency based learning experience, paid or unpaid, that enhances lecture and laboratory instruction and is provided at work sites appropriate to business management.
  - Any external learning experiences are governed by a written, signed agreement between the Collin College and the organization providing the experience. Collin College maintains copies of such agreements and has them available for review by the Coordinating Board staff. The affiliation agreements indicate what services each institution is responsible for and the timeline for expiration or renewal. The renewal process for sites outside the institution’s service area is timed to coincide with the Higher Education Regional Council’s approval process.
  - Collin College assures that the external learning experience is consistent with industry standards, supports specific written objectives outlined by the educational institution, and emphasizes current practices in the BMGT program.



- Prior to the beginning of the external experience, the Collin College provides both the student and the external site with written documentation of the objectives, instructional strategies, and evaluation mechanisms of the external learning course.
  - Collin College approves and evaluates all training locations and evaluates all faculty members who supervise students. The on-site supervisor of each external experience is checked for appropriate qualifications for the BMGT core competencies. Written evaluation records are maintained by college.
  - A written External Learning Experience Evaluation Form, based on the student’s learning plan and describing student learning outcomes, is developed by the instructor/ Co-op director in conjunction with the external learning supervisor and provided to the supervisor at the external site. The profile is maintained at the college.
  - Prior to the external experience, each student receives a statement of the expectations of the external site.
  - A student eligible for an External Learning Experience has completed a coherent sequence of courses in the AAS or the certificate. Each student is in contact with a designated instructor (college faculty or designated employee at the external site) while at the work site.
- Maximum number of external contact hours. The BMGT AAS degree conforms to this requirement.

- THECB Standard

Measure: General Education Requirements

Standard: 100 percent of all associate degrees have at least 15 SCH of general education

General education must include at least one course in each of the following three areas:

Humanities/Fine Arts, Social/Behavioral Sciences, and Natural Sciences/Mathematics. Business Management core requirements for general education courses are listed below:

**Humanities/Fine Arts**

Humanities

**Social/Behavioral Science**

Psychology

Sociology

Communication

**Natural Science/Math**

College-level Math (must be academic)

**Note:** Meets standard if program consists of AAS.

3. How does the program conform to federal requirements?

• Program Costs	Credit Hours	Tuition In-County	Tuition Out-of-County	Tuition Out-of-State	Fees	Books
Business Management - AAS	61	\$2,265	\$4,461	\$7,816	\$20	\$3,370
Business Management - Certificate	18	\$670	\$1,318	\$2,308	n/a	\$995

- Gainful Employment Data

Year	Area	Award	Total	Working Only	Working/Enrolled	All Working	All Enrolled	4 <sup>th</sup> Qtr Mean Wage	4 <sup>th</sup> Qtr Median Wage	Mean Annual Wage	4 <sup>th</sup> Qtr Employment Rate
2009	Business Admin Management, General	AAS	4	2	1	3	1	n/a	n/a	\$0	75%
2009	Business Admin Management, General	CERT	3	1	1	2	2	n/a	n/a	\$0	67%
2010	Business Admin Management, General	AAS	4	2	2	4	2	\$8,750	\$7,257	\$35,348	100%
2010	Business Admin Management, General	CERT	1	0	0	0	0	n/a	n/a	\$0	n/a
2011	Business Admin Management, General	AAS	8	3	1	4	2	\$11,926	\$9,589	\$0	50%
2011	Business Admin Management, General	CERT	10	2	6	8	7	\$8,201	\$8,416	\$0	80%

(provided by IRO report - Copy of THECB\_Gainful\_Employment\_Placement\_Rates\_2009-2011\_Credit)

- Commission on Colleges Resource Manual for 2012

The following federal regulations for Collin College are applicable to the BMGT program and it is the responsibility of the college to ensure these regulations are met: (as a program of Collin College):

- Section 4.8- An institution that offers distance or correspondence education documents each of the following: demonstrates that the student who registers in a distance or correspondence education course or program is the same student who participates in and completes the course or program and receives the credit by verifying the identity of a student who participates in class or coursework by using, at the option of the institution, methods such as a secure login and pass code, (b) proctored examinations, or (c) new or other technologies and practices that are effective in verifying student identification; has a written procedure for protecting the privacy of students enrolled in distance and correspondence education courses or programs; and has a written procedure distributed at the time of registration or enrollment that notifies students of any projected additional student charges associated with verification of student identity.
- Section 4.9: The institution has policies and procedures for determining the credit hours awarded for courses and programs that conform to commonly accepted practices in higher education and to Commission policy.

4. List all program literature (course descriptions, degree plans, catalog entries, etc.) and provide last date updated. All program literature must be reviewed and updated no earlier than three months prior to the program review due date. Reviewed by Discipline Lead 1/13/2013.

Title	Last Updated
Catalog Program Description and LCMS	January 2012
Course Descriptions	WECM revisions for several courses January 2013
Degree plans	2011-2012 Catalog Fall 2011 - Laminated Quick Reference Degree Plan Provided to Academic Advisors
(no other comprehensive program literature exists; flyers are made to advertise campus specific course offerings each semester).	

5. Transferability analysis for instructional programs. According to Collin's Transfer U website, the following colleges and universities offer BAAS degrees for Collin BMGT students:

Program	Modifications	Exceptions	Universities Accepting as Transfer
BAAS	Website notes it will accept all BMGT, HRPO, MRKG, IBUS, and BUSI courses, as well as core courses (up to 90 hours)	30 hours of coursework must be completed at UNT	The University of North Texas
BAAS	36 hours of vocational tech hours in career field	36 additional hours of professional development courses must be completed at Texas A&M Commerce – but all courses available on-line	Texas A&M – Commerce
BAAS	36 – 48 hours will be transferred in-block coursework obtained in earning an AAS degree	The AAS must have at least 36 hours of "Technical" coursework	Sam Houston State University
BAAS	Not specifically stated as having a transfer agreement in BMGT	Listed as Occupational Education degree	Texas State University
BAAS	Occupational Specialty area requires 24-36 hours	BAAS students are limited to not more than twenty-five percent of their total semester credit hours in courses transferable to a program in a school of business and not more than fifteen semester credit hours in business school courses completed at Midwestern State University. ; students may select a minor in Business Administration with the approval of the Dean of the College of Business.	Midwestern State University
BS/BA	Offered in Interdisciplinary Studies; Texas Two Step	A minimum of 36 hours of Upper level course work must be represented in entire degree plan; Minimum of 18 hours; 36 hours of upper level course work in concentration; Maximum of 30 hours from the College of Business Administration outside the general core requirements can be taken.	The University of Texas at Arlington
BAAS	Offers Professional Development in Management; may accept up to 24-36 transfer hours in designated area	120 hour degree that requires a minimum of 42 semester hours in residence at SFASU, at least 36 of which must be advanced level courses; at least 9 of the 120 hours must be designated as writing enhanced at SFASU. Students may not earn more than 30 hours of academic credit from the College of Business.	Stephen F. Austin University
BAAS	Offers BAAS in Business; will give credit for work experience on a case-by-case basis; no detailed transfer hours noted	Program offered only on-line	Tarleton State University

6. List all university/business and industry partnerships and describe them.

University/Business & Industry	Partnership Type	Special Requirements
Telmar Network Technology	Business	Advisory Committee
Slay Industries, Inc.	Business	Advisory Committee
Lone Star High School - Frisco ISD	ISD	Career Cluster/Advisory Committee
Xerox Business Service, LLC	Business	Advisory Committee
Plano West Senior High School	ISD	Career Cluster/Advisory Committee
ESRD Network of Texas, Inc.	Business	Advisory Committee
Glazer's Wholesale	Business	Advisory Committee
TX Manufacturing Assist. Center	Business	Advisory Committee
NTEX Marketing, Inc.	Business	Advisory Committee
The University of North Texas	University	BAAS Program Advising/Curriculum Development

7. Complete and attach Facilities and Resources template (see following page)

## FACILITIES AND RESOURCES

### FACILITIES

Room/Office Location and Designation	Size	Type	Special Characteristics	Meets current needs:	Will meet needs for next five years:	Describe additional needs for any "N" answer in columns 5 or 6.
0 Faculty Office/ SCC				Y	N	Additional Faculty Office for BMGT FT Faculty (may be required)
1 Faculty Office/ PRC				Y	N	Additional Faculty Office for BMGT FT Faculty (may be required)
0 Faculty Office/ CPC				N	Y (1 office)	1 FT BMGT Faculty (start date Fall 2013)
Classrooms TBD by Administration to accommodate program growth.						

### EQUIPMENT, SUPPLIES, MAINTENANCE/REPAIRS

List all equipment valued at \$5,000 or more each

Current Equipment Item or Budget Amount	Meets current needs	Will meet needs for next 5 years:	For any no in columns 2 or 3, justify needed equipment or budget change
All FT Faculty have computers and access to a network printer	Y	Y	This is subject to requests for computer updates as needed
All classrooms have podiums with appropriate technology	Y	Y	This is subject to changes required by emerging technology

### FINANCIAL RESOURCES

Source of Funds	Meets current needs	Will meet needs for next 5 years	For any no in columns 2 or 3, explain why	For any no in columns 2 or 3, identify expected source of additional funds
Department Budget	Y	Y		

8. Summarize recommendations from and for program advisory committees, list meetings and attach minutes.

Advisory Committee Meeting Date	Attach Minutes
10/17/12; 4/27/12	See below for recent sample of minutes; I drive
10/12/11; 4/26/11	See I drive
10/14/10; 4/26/10	See I drive

Over the past three years, the BMGT advisory board has expressed a concern to update the course curriculum for the program to better prepare the students for the workplace. These suggestions have led to the BMGT discipline lead researching other community college's BMGT degree curriculum and proposing changes to the certificate and AAS program outcomes as well as incorporating new WECM courses (such as BMGT 2341 – Critical Thinking and Problem Solving) into the program. This action is a direct result of the advisory committee's feedback.

Also, the committee charged the BMGT and MRKG faculty with creating a set of common courses across both program degrees to address the minimum enrollment of 15 students per section. This feedback led to the creation of a common set of 6 “core” classes that all students pursuing an AAS in MRKG or BMGT must take to complete their degree. These courses include: BMGT 1341: Business Ethics; BMGT 1327: Principles of Management; MRKG 1311: Principles of Marketing; BMGT 2341: Critical Thinking and Problem Solving; and IBUS 2341: Intercultural Management.

Most recently, the committee has discussed the advantages and disadvantages of providing BMGT degrees completely on-line. The overall consensus is that the program should offer the degrees because on-line students are a market we have not currently reached. Specifically, by offering the certificate on-line we could serve those students needing a specific management skill set to increase their marketability or gain skills needed for possibly being promoted from front-line employees to managers. Given this insight, the BMGT department has focused increase effort on developing courses in the certificate on-line.

**BUSINESS MANAGEMENT & MARKETING ADVISORY COMMITTEE MEETING MINUTES**

CHAIRPERSON: FRED FRAWLEY    MEETING DATE: 10/17/2012, 11:30 A.M. SCC – F110    (PREVIOUS MEETING: 4/27/2012)		
RECORDER: FRED FRAWLEY/CHRISTINE DELATORRE		

<b>MEMEBERS: Roy Serpa</b> Former CEO of companies in both private & public sector; executive and lecturer in management and marketing	<b>Barbara Lee</b> VP of Human Resources Chief People Officer & Executive Vice President Xerox Services,	<b>OTHERS:</b> <b>Bill Blitt</b> Dean, Business & Computer Systems Collin College
<b>Chris Boehm</b> Engineer, Telmar Network Technology	<b>Debbie O'Daniel</b> Office Manager; The End Stage Renal Center of Dallas;	<b>Christine DeLaTorre, Ph.D.</b> Chair, Business Management; Collin College
<b>Alan Weintraub</b> President, AP Enterprises	<b>George Elking</b> Owner/ Elking Enterprise	<b>Gloria Cockerell</b> Professor of Marketing; Collin College
<b>Patrick Taylor</b> Real Estate Agent/NTX Marketing	<b>Fred Frawley</b> Attorney/Mediator	

Agenda Item	Action, Discussion, Information	Responsibility
<b>Old Business:</b> Elected Fred Frawley as Chair	Approved	Advisory Board
Approval of Spring 2012 meeting minutes	Approved- Via E-mail Christine DeLaTorre 10/18/12	
Call for Advisory Member Recommendations	Requested recommendations from current board members for potential advisory members	Advisory Board
Entrepreneur Networking/ Evening	Approved the event but advised clarity of purpose	Gloria Cockerell
Review of Approval of Critical Thinking and Problem Solving (BMGT 2347) course in AAS degree and removal of previous pre-requisites.	Approved skill needed in workplace and removing pre-requisites would allow students to take course earlier in degree and target students outside of M&M program to increase course enrollment. Via e-mail Christine DeLaTorre 9/10/12	
<b>New Business:</b> Identification of key workforce competencies for entry level AAS graduates	Discussion: skills entry-level students need to succeed in the workplace: Interpersonal/ Soft Skills/Active Listening; Verbal & Written Communication Proficiency; Professionalism (adhering to deadlines; Problem-Solving; Critical Thinking; Networking Ability; Civility/Ethics; Marketing; Conflict Resolution; Global Business Perspective; Working in Teams; Leadership,	Advisory Board
Review current BMGT/MRKG curriculum to verify SLOs address competencies.	Action	BMGT/MRKG Faculty
Review enrollment/course offerings for Fall 2012 and previous graduates for past 3 years.	Information	Christine DeLaTorre
<b>Curriculum Decisions:</b> Approval to present to CAB: Replace BMGT 1305 with BMGT 1341; BMGT 2311 with BMGT 2347; BMGT 2341 with HRPO 2307, (Capstone); Adding BMGT 1327 as pre-requisites for HRPO 2307	Action: Vote Information Discussion	Christine DeLaTorre will present to Board recommendations to CAB.
Approval for Gloria Cockerell to continue researching changes to MRKG certificate to present to Board for recommendation.	Discussion	Gloria Cockerell
Send e-mail to schedule spring meeting;	Information	Christine DeLaTorre
CHAIRPERSON SIGNATURE: Fred Frawley (via e-mail)	DATE: 10/23/2012	NEXT MEETING: TBD

## INSTITUTIONAL RESEARCH DATA

- Since the college lacks a formal process to identify enrollment in the BMGT program besides completing the application for intention of degree form. HRPO 2301 and HRPO 2307 were used to determine the program enrollment since both are the first courses not shared in any other program within the college. It occurs the first semester of the second year.

### Individualized Courses and Enrollments (All Credit Courses) FY2009 through FY2012 Banner Catalog Listings; FY2007 through FY2011 Enrollment

Course ID	Course Title	FY2007	FY2008	FY2009	FY2010	FY2011	4-Yr Total
HRPO2301	Human Resources Management	25	52	80	85	106	323
HRPO2307	Organizational Behavior				55	24	79

### Certified Awards by Program and Award Level-Collin College - FY2008 through FY2012

CIP CODE/ CIP TITLE	Certificates						Degrees						All Award Levels					
	2008	2009	2010	2011	2012	Total	2008	2009	2010	2011	2012	Total	2008	2009	2010	2011	2012	Total
Business Management (52.0201)	8	4	3	12	8	35	4	4	5	9	10	32	12	8	8	21	18	67

Sources: Certified CBM-009 completions reports for the respective years. Certified CBM-00M completions reports for the respective years.

- Number employed per year for past three years

Year	Employed	Enrolled in College/University
2009	5 out of 7 graduates	2
2010	4 out of 5 graduates	2
2011	12 out of 18 graduates	9

\*Source: THECB Gainful-Employment Placement Rate 2011 Note: Can be both employed and enrolled

- % of graduates securing employment in the field

Year	Award	4 <sup>th</sup> Quarter Employment Rate
2009	AAS	75%
	Certificate	67%
2010	AAS	100%
	Certificate	n/a*
2011	AAS	50%
	Certificate	80%

\*Source: THECB Gainful-Employment Placement Rate 2011- one certificate graduate was not employed during that time period

- Average# of months to employment – No IRO data available.
- Licensure pass rate if applicable. For any pass rate below state standard, attach plan for raising pass rate – n/a
  - Student/faculty ratio per year for past three years – Data not available from IRO
  - Full-time/part-time faculty ratio per year for past three year \*Note: BMGT & MRKG data is combined

### Contact Hours Taught by Faculty Employment Status by Department Collin College District-Wide Totals

Department	Full-Time Faculty <sup>1</sup>		Part-Time Faculty		Total
	Contact Hours	%	Contact Hours	%	
Fall 2011 Management & Marketing*	18,672	71%	7,584	29%	26,256
Fall 2010 Management & Marketing*	12,528	44%	15,792	56%	28,320



## Number of Faculty Members by Department, and Employment Status Collin College District-Wide Totals

	Department	Full-Time Faculty	%	Part-Time Faculty	%	Total
Fall 2011	Management & Marketing*	3	38%	5	63	8
Fall 2010	Management & Marketing*	2	18%	9	82	11

- Student satisfaction results per year for past three years – There is no program specific data available. Institutional student satisfaction results on IRO website (Noel-Levitz)
- Number of students completing each momentum point – Since college does not identify BMGT program enrollees it is not possible to track at 3 of the 5 defined momentum points. #developmental education /# completing 15 hours/# completing 30 hours/# completing CERT/# completing AAS/ - See chart of degree/cert completers above.
- Effectiveness Indicators
  - % Student Satisfaction – no IRO program specific data exists since we currently do not gather data from graduates; only course/instructor evaluations.
  - Ratio of course enrollment to course completion for program

Business Management Degree: AAS (2011)	Total Enrollment	Retention Rate	Passing Rate	Success Rate
<b>Year 1 - Semester 1</b>				
BMGT1307(10)	125	96.0%	84.0%	82.4%
BMGT1327 (3)	228	91.6%	76.7%	71.0%
ENGL1301 (48)	9002	93.1%	74.6%	70.2%
HUMA1301 (34)	4643	91.3%	73.5%	69.1%
MRKG1311 (3)	162	88.8%	69.7%	66.6%
<b>Semester 2</b>				
ACNT1303 (5)	82	80.4%	31.7%	29.2%
BMGT1344 (2)	46	82.6%	69.5%	67.3%
ECON1301 (30)	637	93.8%	73.4%	66.7%
MATH1342 (2)	2712	90.0%	74.2%	68.8%
SPCH1321 (10)	533	93.8%	84.8%	82.3%
<b>Year 2 - Semester 1</b>				
BMGT1305 (3)	45	93.3%	77.7%	77.7%
BMGT1341 (2)	50	90.0%	84.0%	80.0%
BMGT2311 (2)	39	89.7%	79.4%	76.9%
HRPO2301 (1)	105	88.5%	73.3%	73.3%
HRPO2307 (1)	24	100.0%	100.0%	100.0%
<b>Semester 2</b>				
BMGT2309 (2)	111	93.6%	87.3%	83.7%
BMGT2331 (1)	0	0.0%	0.0%	0.0%
BMGT2341 (2)	51	90.1%	80.3%	70.5%
BMGT2347 (2)	0	0.0%	0.0%	0.0%
IBUS2341 (2)	19	94.7%	89.4%	89.4%
<b>Business Management Degree: CERT (2011)</b>				
<b>Semester 1</b>				
BMGT1305 (3)	45	93.3%	77.7%	77.7%
BMGT1307 (10)	125	96.0%	84.0%	82.4%
BMGT1327 (3)	228	91.6%	76.7%	71.0%
<b>Semester 2</b>				
BMGT2309 (2)	111	93.6%	87.3%	83.7%
BMGT2311 (2)	39	89.7%	79.4%	76.9%
BMGT2341 (2)	51	90.1%	80.3%	70.5%

**Legend:**

Enrollment: # of students on certified roster at census day.  
 Retention Rate: # of students enrolled at end of course divided by census day enrollment  
 Passing Rate: # of students with final grades of D or better divided by census day enrollment.  
 Success Rate: # of students with final grades of C or better divided by census day enrollment.  
 (#): # of programs (besides) in which course is included in degree requirements

**PROGRAM DEVELOPMENT SINCE LAST PROGRAM REVIEW**

1. Summarize assessment activities and actions taken in response since last program review. Although the BMGT program conducted an assessment two years ago under the old system, the assessment and data was combined with the MRKG program. Therefore, responding to that information would not be comparable to level of assessment this document will provide for continuous instructional BMGT program improvement.
2. Describe any continuous improvement activity if different from assessment. Not applicable until 2014 since program assessment developed in 2013 per Institutional Effectiveness Office.
3. List program employees (full- time and part-time), their role, credentials, and professional development activity since last program review.

Employee Name	Credentials
Christine DeLaTorre FT Professor of BMGT; Discipline Lead	Ph.D. in Public Affairs; Masters w/ 18 graduate hours in BMGT; corporate work experience <b>PROFESSIONAL DEVELOPMENT:</b> Received PhD.; Chair of Department; Attended conferences to stay current in field
Gloria Cockerell FT Professor of MRKG	Masters; corporate work/ management experience <b>PROFESSIONAL DEVELOPMENT:</b> Participated in International Business conference at Michigan State University; Completed online teaching certification
Annie Hall Associate Faculty	Masters w/ 18 graduate hours in BMGT; corporate work experience; 10+ years owning small business; specialization in entrepreneurship and small business management.
Cindy Briggs Associate Faculty	Ph.D. in Organizational Behavior; Masters w/ 18 graduate hours in BMGT; corporate work experience; over 10+ years consulting non-profits and extensive background in on-line curriculum and course development; areas of expertise include: leadership; organizational behavior; change management
Jim Gilbert Associate Faculty	Masters w/ 18 graduate hours in BMGT; corporate work experience; 30 years experience in all levels of management; areas of expertise include: strategic management; change management
Art Lacy Associate Faculty	Masters w/ 18 graduate hours in BMGT; corporate work experience; over 25+ years in upper level management; finalist for Collin's AF of the Year 2011; areas of expertise: negotiations, quality management; strategic management
Suzanne Morgan-Hansen	Masters w/ 18 graduate hours in BMGT; corporate work experience
Barry Driks Associate Faculty	Masters w/ 18 graduate hours in BMGT; corporate work experience
Carey McKinney Associate Faculty	Masters w/ 18 graduate hours in BMGT; corporate work experience
Greg Carter Associate Faculty	Masters w/ 18 graduate hours in BMGT; corporate work experience; 10 years experience developing and delivering corporate training; global manager for Raytheon; area of expertise: international business; finance; intercultural management; consulting
Vic Sotny Associate Faculty	Masters w/ 18 graduate hours in BMGT; corporate work experience
Sherry Macurak Associate Faculty	Masters w/ 18 graduate hours in BMGT; corporate work experience
Debra Henderson Associate Faculty	Masters w/ 18 graduate hours in BMGT; corporate work experience
Jim Gardner Associate Faculty	Masters w/ 18 graduate hours in BMGT; corporate work experience
Dan Bennett Associate Faculty	Ph.D. in BMGT; 25 years in telecommunications industry; published in academic journals; areas of expertise: leadership, small business management; organizational behavior; negotiations; consulting

## PROVIDE THE NEXT CONTINUOUS IMPROVEMENT PLAN

The next Continuous Improvement Plan will be provided in 2014 after this first program assessment of the BMGT is reviewed, plans executed, and data tracked. This narrative fulfills the requirements based on information provided by Institutional Effectiveness per the Five Year Instructional Program Review Model.

## PROGRAM PLANNING -Summarize expectations and plans for the next five years.

- Create communication plan so students are aware of transfer agreements, students may earn their Associate of Applied Science (AAS) degree in Business Management from Collin and transfer to numerous universities in Texas where Collin courses may be applied toward Bachelor of Applied Arts and Sciences (BAAS) and Bachelor of Applied Technology (BAT) degrees at the beginning of their academic career at Collin (not after they realize courses do not transfer).
- Offer BMGT certificate 100% on-line (Fall 2013); AAS (2017)
  - BMGT 1307: Team Building (currently offered on-line)
  - BMGT 1327: Principles of Management (currently offered on-line)
  - BMGT 1341: Business Ethics (on-line template developed by spring 2013)
  - BMGT 2309: Leadership (currently offered on-line)
  - BMGT 2347: Critical Thinking and Problem Solving (new WECM course offering; on-line template developed by spring 2013)
  - HRPO 2307: Organizational Behavior (Capstone; on-line course developed by summer 2013)
- Design and implement early tracking system that promotes students to self-identify their interest/degree plan/transfer plan/etc. in the BMGT program courses and degrees.
- Identify BMGT students currently pursuing AAS degrees to determine if they are eligible to be awarded a certificate or determine what courses they need to take to become eligible.
- Increase number of BMGT graduates 20% each year for the next five years.
- Identify courses within BMGT program that predict student intent to pursue BMGT degrees (certificate/AAS); “program feeder courses” vs. taking for other purposes (individual skill development, etc.) and target specific interventions or actions to provide support needed to continue to next critical program course point.
- Develop partnerships with companies who currently interact with the college in other areas to promote BMGT program; create depth in advisory committee; serve as linkages for co-op students or BMGT program graduates and foster new relationships with companies to include in network.
- Update BMGT Certificate/AAS curriculum to provide skill set needed based on advisory committee recommendations.
- Revise BMGT Certificate Program Learning Outcomes and Curriculum

### *Proposed SLO's for BMGT Certificate*

- 1) Demonstrate application of key concepts in formulating organizational strategy development.
- 2) Apply leadership theories, communication styles, and conflict resolution skills appropriate to the characteristics of the business setting
- 3) Apply key management functions to support organizational goals.
- 4) Demonstrate effective teamwork skills exemplified through case study analysis, presentations or projects

*Proposed Course Requirements for BMGT Certificate*

BMGT 1307: Team Building  
BMGT 1327: Principles of Management  
BMGT 1341: Business Ethics  
BMGT 2309: Leadership  
BMGT 2347: Critical Thinking and Problem Solving (new WECM course offering)  
HRPO 2307: Organizational Behavior (Capstone)

o Revise BMGT AAS Program Learning Outcomes and Curriculum

*Proposed SLO's for BMGT Certificate*

- 1) Demonstrate application of key FINANCIAL concepts in formulating organizational strategy development.
- 2) Apply leadership theories, communication styles, and conflict resolution skills appropriate to the characteristics of the business setting.
- 3) Apply key management functions to support organizational goal.
- 4) Demonstrate effective teamwork skills exemplified through case study analysis, presentations or projects.

*Proposed Course Requirements for AAS in BMGT*

BMGT	1307	Team Building
BMGT	1327	Principles of Management
BMGT	1341	Business Ethics
BMGT	2347	Critical Thinking and Problem Solving
MATH	1342	Elementary Statistical Methods
BMGT	1305	Communications in Management
BMGT	1344	Negotiations and Conflict Management
BMGT	2309	Leadership
HRPO	2307	Organizational Behavior
MRKG	1311	Principles of Marketing
PHED / DANC		Any Activity course
BMGT	2331	Principles of Quality Management
ENGL	1301	Composition I
HRPO	2301	Human Resources Management
IBUS	2341	Intercultural Management
SPCH	1321	Business and Professional Speaking
ACNT	1303	Introduction to Accounting I
BMGT	2311	Change Management
BMGT	2341	Strategic Management (Capstone)
ECON	1301	Introduction to Economics
HUMA	1301	Introduction to the Humanities

### COMPETENCY RATING

#### **Resources: Identifies, organizes, plans, and allocates resources.**

C1 Time: Selects goal-relevant activities, ranks them, allocates time, and prepares and follows schedules.

C2 Money: Uses or prepares budgets, makes forecasts, keeps records, and makes adjustments to meet objectives.

C3 Materials and Facilities: Acquires stores, allocates, and uses materials or space efficiently.

C4 Human Resources: Assesses skills and distributes work accordingly, evaluates performance, and provides feedback.

#### **Information: Acquires and uses information.**

C5 Acquires and evaluates information.

C6 Organizes and maintains information.

C7 Interprets and communicates information.

C8 Uses computers to process information.

#### **Interpersonal: Works with others.**

C9 Participates as a member of a team: Contributes to group effort.

C10 Teaches others new skills.

C11 Serves Clients/Customers: Works to satisfy customers' expectations.

C12 Exercises Leadership: Communicates ideas to justify position, persuades and convinces others, responsibly challenges existing procedures and policies.

C13 Negotiates: Works toward agreements involving exchange of resources; resolves divergent interests.

C14 Works With Diversity: Works well with men and women from diverse backgrounds.

#### **Systems: Understands complex interrelationships.**

C15 Understands Systems: Knows how social, organizational, and technological systems work and operates effectively with them.

C16 Monitors and Corrects Performance: Distinguishes trends, predicts impacts on system operations, diagnoses system's performance, and corrects malfunctions.

C17 Improves or Designs Systems: Suggests modifications to existing systems and develops new or alternative systems to improve performance.

#### **Technology: Works with a variety of technologies.**

C18 Selects Technology: Chooses procedures, tools, or equipment, including computers and related technologies.

C19 Applies Technology to Task: Understands overall intent and proper procedures for setup and operation of equipment.

C20 Maintains and Troubleshoots Equipment: Prevents, identifies, or solves problems with equipment, including computers and other technologies.

## FOUNDATION RATING

### **Basic Skills: Reads, writes, performs arithmetic and mathematical operations, listens, and speaks.**

F1 Reading: Locates, understands, and interprets written information in prose and in documents such as manuals, graphs, and schedules.

F2 Writing: Communicates thoughts, ideas, information, and messages in writing; creates documents such as letters, directions, manuals, reports, graphs, and flow charts.

F3 Arithmetic: Performs basic computations; uses basic numerical concepts such as whole numbers, etc.

F4 Mathematics: Approaches practical problems by choosing appropriately from a variety of mathematical techniques.

F5 Listening: Receives, attends to, interprets, and responds to verbal messages and other cues.

F6 Speaking: Organizes ideas and communicates orally.

### **Thinking Skills: Thinks creatively, makes decisions, solves problems, visualizes, knows how to learn, and reasons.**

F7 Creative Thinking: Generates new ideas.

F8 Decision Making: Specifies goals and constraints, generates alternatives, considers risks, and evaluates and chooses best alternative.

F9 Problem Solving: Recognizes problems and devises and implements plan of action.

F10 Seeing Things in the Mind's Eye: Organizes and processes symbols, pictures, graphs, objects, and other information.

F11 Knowing How to Learn: Uses efficient learning techniques to acquire and apply new knowledge and skills.

F12 Reasoning: Discovers a rule or principle underlying the relationship between two or more objects and applies it when solving a problem.

### **Personal Qualities: Displays responsibility, self-esteem, sociability, self-management, integrity and honesty.**

F13 Responsibility: Exerts a high level of effort and perseveres towards goal attainment.

F14 Self-Esteem: Believes in own self-worth and maintains a positive view of self.

F15 Sociability: Demonstrates understanding, friendliness, adaptability, empathy, and politeness in group settings.

F16 Self-Management: Assesses self accurately, sets personal goals, monitors progress, and exhibits self-control.

F17 Integrity/Honesty: Chooses ethical courses of action.

**COLLIN COLLEGE**  
**BUSINESS AND COMPUTER SYSTEMS**  
**COURSE SYLLABUS**

Course Information
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**Course Number:** BMGT 1327

**Course Title:** Principles of Management

**Course Description:** Concepts, terminology, principles, theories, and issues in the field of management.

**Course Credit Hours:** 3

Lecture Hours: 3

**Student Learning Outcomes:** Upon successful completion of this course, students should be able to do the following:

- Explain various theories, processes, and functions of management (C5, C6,C7)
- Apply the functions to a business environment (F10)
- Identify leadership roles in organizations (C5, C6)
- Describe elements of the communication process (C7)

**Withdrawal Policy:** See the current *Collin Registration Guide* for last day to withdraw.

**Collin College Academic Policies:** See the current *Collin Student Handbook*

**Americans with Disabilities Act Statement:** Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to contact the ACCESS office, SCC-G200 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current *Collin Student Handbook* for additional information.

**COLLIN COLLEGE**  
**BUSINESS AND COMPUTER SYSTEMS**  
**COURSE SYLLABUS**

Course Information
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**Course Number:** BMGT 2309

**Course Title:** Leadership

**Course Description:** Leadership and its relationship to management. Prepares the student with leadership and communication skills needed to motivate and identify leadership styles.

**Course Credit Hours:** 3

Lecture Hours: 3

**Student Learning Outcomes:** Upon successful completion of this course, students should be able to do the following:

- Determine individual leadership styles (F16)
- Distinguish differences between leadership and management (F8)
- Explain the effects of leadership style on organizational environment (C7, F9)
- Apply principles of leadership with individuals, groups and organizations (C12)

**Withdrawal Policy:** See the current *Collin Registration Guide* for last day to withdraw.

**Collin College Academic Policies:** See the current *Collin Student Handbook*

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**COLLIN COLLEGE**  
**BUSINESS AND COMPUTER SYSTEMS**  
**COURSE SYLLABUS**

Course Information
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**Course Number:** BMGT 2311

**Course Title:** Change Management

**Course Description:** Knowledge, skills, and tools that enable a leader/organization to facilitate change in a participative style.

**Course Credit Hours:** 3

Lecture Hours: 3

**Student Learning Outcomes:** Upon successful completion of this course, students should be able to do the following:

- Explain the roles of change agent and champion within the organization (C7)
- Explain the progression of change from introduction to completion (C15)
- Examine barriers to successful implementation (F9)
- Demonstrate ability to analyze internal and external environments as well as stakeholder issues in showing need for change (C15)

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**COLLIN COLLEGE**  
**BUSINESS AND COMPUTER SYSTEMS**  
**COURSE SYLLABUS**

Course Information
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**Course Number:** BMGT 2331

**Course Title:** Principles of Quality Management

**Course Description:** Includes planning and implementing quality programs in an organization and analyzing cost/benefit of quality. Also covers the impact of employee empowerment.

**Course Credit Hours:** 3

Lecture Hours: 3

**Student Learning Outcomes:** Upon successful completion of this course, students should be able to do the following:

- Define the role of quality in production and service systems (C5, C6 ,C7)
- Explain concepts related to quality cost/benefit (C17)
- Define the quality improvement process using analyses (C16)
- Participate in problem solving experiences through creative team development (C9, C14, F9, F15)

**Withdrawal Policy:** See the current *Collin Registration Guide* for last day to withdraw.

**Collin College Academic Policies:** See the current *Collin Student Handbook*

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**COLLIN COLLEGE**  
**BUSINESS AND COMPUTER SYSTEMS**  
**COURSE SYLLABUS**

Course Information
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**Course Number:** BMGT 2347

**Course Title:** Critical Thinking and Problem Solving

**Course Description:** Interpreting data for problem solving and recommending corrective action. Emphasis on a structured approach to critical thinking and problem solving in a team environment.

**Course Credit Hours:** 3

Lecture Hours: 3

**Student Learning Outcomes:** Upon successful completion of this course, students should be able to do the following:

- Describe analytical and systems-based problem-solving tools and methods to improve performance (F9, C15)
- Apply problem solving tools to business processes (F9)
- Write, present, and defend project recommendations (C13, C18, C19, C20, F2, F5, F6)

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**Collin College Academic Policies:** See the current *Collin Student Handbook*

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**COLLIN COLLEGE**  
**BUSINESS AND COMPUTER SYSTEMS**  
**COURSE SYLLABUS**

Course Information
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**Course Number:** IBUS 2341

**Course Title:** Intercultural Management

**Course Description:** Cross-cultural comparisons of management and communications processes. Emphasizes cultural, ethnic, geographic distinctions and antecedents that affect individual, group, and organizational behavior. May include sociocultural demographics, economics, technology, legal issues, negotiations, and processes of decision making in the international cultural environment.

**Course Credit Hours:** 3

Lecture Hours: 3

**Student Learning Outcomes:** Upon successful completion of this course, students should be able to do the following:

- Analyze knowledge necessary for cross-cultural communication (C14, F5)
- Develop skills for supervision of multicultural personnel (C4)

**Withdrawal Policy:** See the current *Collin Registration Guide* for last day to withdraw.

**Collin College Academic Policies:** See the current *Collin Student Handbook*

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**COLLIN COLLEGE**  
**BUSINESS AND COMPUTER SYSTEMS**  
**COURSE SYLLABUS**

Course Information
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**Course Number:** BMGT 1307

**Course Title:** Team Building

**Course Description:** Principles of building and sustaining teams in organizations. Includes team dynamics, process improvement, trust and collaboration, conflict resolution, and the role of the individual in the team.

**Course Credit Hours:** 3

Lecture Hours: 3

**Student Learning Outcomes:** Upon successful completion of this course, students should be able to do the following:

- Describe the principles and processes of team building (C5, C6, C7, F10)
- Identify interpersonal skills, group dynamics, and team leadership (F7, F14)
- Demonstrate techniques for team problem-solving and conflict resolution (C10, C11, C13, C14, F13)

**Withdrawal Policy:** See the current *Collin Registration Guide* for last day to withdraw.

**Collin College Academic Policies:** See the current *Collin Student Handbook*

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**COLLIN COLLEGE**  
**BUSINESS AND COMPUTER SYSTEMS**  
**COURSE SYLLABUS**

Course Information
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**Course Number:** BMGT 1344

**Course Title:** Negotiations and Conflict Management

**Course Description:** Theories which aid in the diagnosis of interpersonal and intergroup conflict. The role of manager as negotiator, intermediary, and problem-solver.

**Course Credit Hours:** 3

Lecture Hours: 3

**Student Learning Outcomes:** Upon successful completion of this course, students should be able to do the following:

- Recognize non-verbal aspects and overall communication skills in negotiations and conflict resolution (C13, C17)
- Recognize power in negotiations (C13, F14)
- Identify strategies in group negotiations (F10, C13)
- Demonstrate strategy and tactics in personal preparation for negotiations (C1, F13)
- Assess interpersonal styles and characteristics of negotiation and conflict resolution (C5, C6, C7, F14)

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**COLLIN COLLEGE**  
**BUSINESS AND COMPUTER SYSTEMS**  
**COURSE SYLLABUS**

Course Information
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**Course Number:** BMGT 1305

**Course Title:** Communications in Management

**Course Description:** Basic theory and processes of communication skills necessary for the management of an organization's workforce.

**Course Credit Hours:** 3

Lecture Hours: 3

**Student Learning Outcomes:** Upon successful completion of this course, students should be able to do the following:

- Explain the communication process (C5, C6, C7)
- Identify and remedy major communication barriers (F9)
- Describe how communication contributes to effective management (C7, C10)

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**COLLIN COLLEGE**  
**BUSINESS AND COMPUTER SYSTEMS**  
**COURSE SYLLABUS**

Course Information
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**Course Number:** BMGT 1341

**Course Title:** Business Ethics

**Course Description:** Discussion of ethical issues, the development of a moral frame of reference, and the need for an awareness of social responsibility in management practices and business activities. Includes ethical corporate responsibility.

**Course Credit Hours:** 3

Lecture Hours:           3

**Student Learning Outcomes:** Upon successful completion of this course, students should be able to do the following:

- Define business ethics (C5)
- Identify and discuss the consequences of unethical business practices (F15)
- Describe reasoning for analyzing ethical dilemmas (C5, C6, C7, F17)
- Describe different ethical views (C5, C6)
- Explain how business, government, and society function interactively (C17)
- Explain corporate social responsibility (C7, C15)
- Discuss social and ethical threats emerging from rapid technological change (C5, C7, F11)

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**COLLIN COLLEGE**  
**BUSINESS AND COMPUTER SYSTEMS**  
**COURSE SYLLABUS**

Course Information
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**Course Number:** HRPO 2301

**Course Title:** Human Resource Management

**Course Description:** Behavioral and legal approaches to the management of human resources in organizations.

**Course Credit Hours:** 3

Lecture Hours: 3

**Student Learning Outcomes:** Upon successful completion of this course, students should be able to do the following:

- Describe and explain the development of human resources management (C5, C6, C7)
- Evaluate current methods of job analysis, recruitment, selection, training/development, performance management, promotion, and separation (C8, F1, F2)
- Discuss management's ethical, social, and legal responsibilities (F17)
- Assess methods of compensation and benefits planning (C2, F3, F4)
- Analyze the role of strategic human resource planning in support of organizational mission and objectives (C15)

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**COLLIN COLLEGE**  
**BUSINESS AND COMPUTER SYSTEMS**  
**COURSE SYLLABUS**

Course Information
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**Course Number:** HRPO 2307

**Course Title:** Organizational Behavior

**Course Description:** The analysis and application of organizational theory, group dynamics, motivation theory, leadership concepts, and the integration of interdisciplinary concepts from the behavioral sciences.

**Course Credit Hours:** 3

Lecture Hours: 3

**Student Learning Outcomes:** Upon successful completion of this course, students should be able to do the following:

- Explain organizational theory as it relates to management practices, employee relations, and structure of the organization to fit its environment and operation (C3, C6, C7)
- Analyze leadership styles and determine their effectiveness in employee situations (C5, C6, C12, F8, F9)
- Identify methods in resolving organizational problems (F8, F9)
- Describe the impact of corporate culture on employee behavior (F12)
- Analyze team dynamics, team building strategies, and cultural diversity (C10, F13)

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## PROGRAM REVIEW REPORT PATHWAY

Completed Program Review Reports will be evaluated by the appropriate deans and Program Review Steering Committees. Following approval by the Steering Committee, Program Review Reports will be evaluated by the Leadership Team who will approve the reports for posting on the intranet. At any point prior to Intranet posting, reports may be sent back for additional development.

