**Business Administration Program Advisory Committee Work Plan**

**2012-13**

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| **Annual Goal Area** | **Strategies** | **Timeline** | **Advisory Committee Member Participation** |
| **CURRICULUM**  **Goal(s):** |  |  |  |
| 1. Examine skills and knowledge needed to be taught in business degrees. 2. Examine the rubric results of the Management Degree that was used in the 2011-13 budget reduction process. 3. Examine the feasibility of offering a BAS in Applied Management. | Seek input from advisory committee on skills and knowledge needed for business degree review.  Identify areas of improvement or enhancement that may be needed in the Management degree.  Examine potential curriculum offerings as well as opportunities and impacts of offering a BAS in Applied Management. | Spring 2013  Fall 2012  Spring 2013 | All  All  All |
| **INSTRUCTIONAL QUALITY & EFFECTIVENESS**  **Goal(s):** |  |  |  |
| 1. Review Business Admin. Degrees 2. Review Accounting certificate 3. Monitor and provide input into Management Program Review. | Evaluate exit surveys results  Evaluate program review findings and recommendations.  Evaluate Stage III findings of Management Program Review. | Winter 2012  Spring 2013 | Pat Serrano  Prof. Hamideh  Prof. Walsh  All committee members |
| **MARKETING/PUBLIC RELATIONS**  **Goal(s):** |  |  |  |
| 1. Develop marking plan for new offerings | Provide input on marketing strategies for the e-Commerce course. Identify ways to focus on the business and marketing aspect of the course. | Spring 2013 | All committee members |
| **OTHER:**  **Goals(s):**   1. Investigate the feasibility of providing a Small Business Institute at Clark College. | A research workgroup comprised of Patti, Michelle, and Mark will gather information and provide to the advisory committee. | Spring 2013 | Professor Serrano, Michelle Thor and Mark Maggiora |