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Business Certificates and Degrees

The Approved Proposal

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Business ⬩ Economics ⬩ Accounting ⬩ Management

Clark College

**Introduction**

T

he focus of this study is the analysis of the certificates and degrees that are offered by the Business (BEAM) Division at Clark College. This analysis is needed in that these certificates and degrees have not been updated since 2000. Many major changes have occurred in the last 15 years in technology, in the offering of online courses, certificates, and degrees; in student enrollment trends; in marketplace demands of student skills, to name a few. These technological, pedagogical, and workplace changes require a close examination of our offerings, making changes as necessary, to keep current with our community demands, whether these demands come from employers, potential employees, customers, or the educational needs of students.

Here is a description of the current offerings by the Business (BEAM) Division:

* Currently there are four Certificates of Proficiency (CP), two Certificates of Achievements (CA), and five Associate of Applied Science degrees (AAS).
* Some degrees are healthy in terms of student enrollments and completions, others are not. *See Appendix A.*
* Some of the courses within these programs are obsolete, and some need urgent upgrading.
* There is a need to offer new courses to support the BEAM Division’s Programs and degrees to keep current in the marketplace.
* There is a lot of confusion, regarding the courses required by these programs, from the Advising and Credentials areas and self-advised students.
* The catalogue listings are not always accurate, and this further confuses Advising, Credentials, and the students.

The key outcome of this study is to propose a *new model* - to offer our courses and programs in well-designed, effective, and current ways to meet the needs of the stakeholders.

**Methodology**

There were five research approaches utilized in this business certificate/degree analysis:

1. Professional experiences and observations of full-time professors in the Business Division;
2. Current regional employment data and information;
3. The expertise and feedback from the Advising and Credential Departments at Clark College;
4. Enrollment and student completion data for the last five years;
5. The offerings of other comparable, regional community colleges such as Pierce, Highline, and Portland Community College.

**Proposed Model**

**Associate of Applied Science Degree**

The new certificate and degree model will be based on a *core* of business courses that all students in the Career and Technical Education (CTE) programs are required to take. The selected courses in this core will provide business students with the skills and knowledge required in all specializations of business; the students will be better informed when selecting which certificates or degrees to complete. The model will also provide students with a solid foundation to assist them when taking specialty and major area requirements.

The following classes were selected to be in the core requirements for **a total of 19 credits:**

1. **BUS 028- Basic Accounting Procedures - 3 Credits.** This course provides the basic understanding of the accounting cycle and terms.
2. **BUS& 101- Introduction to Business - 5 Credits.** This course surveys all aspects of business, domestic and international, and career areas.
3. **BTEC 150- Computer Business Applications – 5 Credits.** This course introduces students to Microsoft Windows and Office. Students learn the basics of major computer programs used in business.
4. **BTEC 101/103**- Keyboarding - 3 Credits. This course provides students with the opportunity to increase speed and accuracy in keyboarding.
5. **MGMT 101- Principles of Management - 3 Credits.** This course introduces students to management theory, functions, and practical applications.
6. **ECON 101- Introduction to Economics - 3 Credits.** This course provides students with an understanding of demand and supply laws and basic macro-and micro- economic theories.

Upon completing the above listed courses as well as the general education requirements, students will be in a better position to move forward to complete their Certificates of Proficiency or Associates of Applied Science degrees.

***Certificates of Proficiency (CP)***

Upon finishing the required core courses, students will have four CPs from which to choose. These certificates are as follows:

1. **Accounting Clerk**
2. **Small Business Management**
3. **Marketing**
4. **Management**

These certificates were selected, based on healthy enrollments and their viability in the workplace and community. The following is a detailed description of these certificates in terms of courses, total number of credits, and pathways.

**Certificate of Proficiency – Accounting Clerk**

**General Education Requirements**

**Communication Skills**

BTEC 106 Applied Office English 3

*OR*

ENGL &101 English Composition I 5

**Computational Skills**

BUS 102 Business Math Applications 5

**Human Relations**

BTEC 148 Professional Self-Development 3

BTEC 147 Professional Self-Development\* 2

**Total 11-13**

**Business Core Courses**

BUS 028 Basic Accounting Procedures 3

BUS &101 Introduction to Business 5

BTEC 150 Computer Business Applications 5

MGMT 101 Principles of Management 3

ECON 101 Introduction to Economics 3

BTEC 101/103 Keyboarding 3

**Total 22**

**Major Area Requirements**

BUS 029 Basic Accounting Procedures 3

BUS 036 Accounting Applications 3

BUS 130 Computerized Accounting 3

BTEC 135 10-Key calculator 1

BTEC 170 Excel for Business 3

BUS 199 Cooperative Work Experience 1-5\*\*

CMST&220 Public Speaking 5

**Total 23**

**Total Required Credits 56-58**

\*BTEC 148 (3 credits) will replace BTEC 147 (2 credits), as the required course to satisfy the 3 credits needed for Human Relations. The extra credit will contain contents pertaining to Cooperative work Experience in Business and Management.

\*\* Minimum of 5 credits must be earned in Cooperative Work Experience.

This certificate replaces the CP in Business Administration.

**Certificate of Proficiency – Marketing**

**General Education Requirements**

**Communication Skills**

BTEC 106 Applied Office English 3

*OR*

ENGL &101 English Composition I 5

**Computational Skills**

BUS 102 Business Math Applications 5

**Human Relations**

BTEC 148 Professional Self-Development 3

BTEC 147 Professional Self-Development 2

**Total 11-13**

**Business Core Courses**

BUS 028 Basic Accounting Procedures 3

BUS &101 Introduction to Business 5

BTEC 150 Computer Business Applications 5

MGMT 101 Principles of Management 3

ECON 101 Introduction to Economics 3

BTEC 101/103 Keyboarding 3

**Total 22**

**Major Area Requirements**

BUS 117 Advertising 3

BUS 260 Principles of Marketing 5

BUS 251 Professional Selling 5

BUS 199 Cooperative Work Experience 1-5\*

CMST& 230 Small Group Communication 5

**Total 23**

**Total Required Credits 56-58**

\* Minimum of 5 credits must be earned in Cooperative Work Experience.

**Certificate of Proficiency – Small Business Management**

**General Education Requirements**

**Communication Skills**

BTEC 106 Applied Office English 3

*OR*

ENGL &101 English Composition I 5

**Computational Skills**

BUS 102 Business Math Applications 5

**Human Relations**

BTEC 148 Professional Self-Development 3

CMST&230 Small Group Communication 5

BTEC 147 Professional Self-Development 2

**Total 11-13**

**Business Core Courses**

BUS 028 Basic Accounting Procedures 3

BUS &101 Introduction to Business 5

BTEC 150 Computer Business Applications 5

MGMT 101 Principles of Management 3

ECON 101 Introduction to Economics 3

BTEC 101/103 Keyboarding 3

**Total 22**

**Major Area Requirements**

BUS 029 Basic Accounting Procedures 3

BUS 036 Accounting Applications 3

BUS 115 Small Business Management 3

BUS 132 Human Resources Mgmt for Small Business\* 1

BUS 133 Feasibility Plan\* 1

BUS 135 Business Plan 3

BUS&201 Business Law 5

BUS 251 Professional Selling 3

BUS 199 Cooperative Work Experience 1-5\*\*\*

BUS 260 Principles of Marketing\*\* 5

MGMT 107 Supervisory Communication I, Written 3

**Total 25**

**Total Required Credits 58-60**

\*BUS 132 and BUS 133 were deleted from the catalog.

\*\*This course is now required in the CP in Marketing which replaces the CP in Business Administration.

\*\*\* Minimum of 5 credits must be earned in Cooperative Work Experience.

**Certificate of Proficiency – Supervisory Management**

**General Education Requirements**

**Communication Skills**

BTEC 106 Applied Office English 3

*OR*

ENGL &101 English Composition I 5

**Computational Skills**

BUS 102 Business Math Applications 5

**Human Relations**

BTEC 148 Professional Self-Development 3

CMST&230 Small Group Communication 5

BTEC 147 Professional Self-Development 2

**Total 11-13**

**Business Core Courses**

BUS 028 Basic Accounting Procedures 3

BUS &101 Introduction to Business 5

BTEC 150 Computer Business Applications 5

MGMT 101 Principles of Management 3

ECON 101 Introduction to Economics 3

BTEC 101/103 Keyboarding 3

**Total 22**

**Major Area Requirements**

MGMT 103 Applied Management Skills 3

MGMT 110 Creative Problem Solving 3

MGMT 128 Human Resources Management 3

MGMT 199 Cooperative Work Experience 1-5\*

**Additional Area Requirements**

Select a minimum of 9 credits from the Management 9

courses

**Total 23**

**Total Required Credits 56-58**

\*\* Minimum of 5 credits must be earned in Cooperative Work Experience.

 *Proposed*

 **BUSINESS PROGRAM PATHWAYS**

**Associates of Applied Science**

**Supervisory Management**

**Marketing**

**Business Administration**

**Accounting**

**Certificates of Proficiency**

Accounting Clerk

**Supervisory Management**

Marketing

Small Business Management

**Business Core Requirement**

**BUS 028 Basic Accounting Procedures 3**

**BUS& 101 Introduction to Business 5**

**BTEC 150 Computer Business Applications 5**

**BTEC 101/103 Keyboarding 3**

**MGMT 101 Principles of Management 3**

**ECON 101 Introduction to Economics 3**

**Total 22**

This Business certificate/degree model is designed for students to have seamless pathways between any one of the Certificates of Proficiency and any one of the Associate of Applied Science degrees. Also, this proposed new model will allow students to count over all the credits that they have earned in their certificates towards their degrees. In essence it provides students with 16 different combinations of certificates and degrees. Students who decide to change their CPs can do so more easily, without losing credits and time. The above chart shows all the combinations and the pathways.

***Associate of Applied Science Degrees (AAS)***

Four AAS degrees were selected under this model. They are:

1. **Accounting**
2. **Business Administration**
3. **Marketing**
4. **Supervisory Management**

**Associate in Applied Science (AAS) in Accounting**

To earn an Associate degree in Accounting, a student is required to complete one of the Certificates of Proficiency offered by the Business Division: Accounting, Small Business Management, Marketing, or Supervisory Management.

In addition, the courses listed below in General Education Requirements and Major Area Requirements must be completed.

Certificate of Proficiency Completed 56-60

**General Education Requirements**

**Communication Skills:**

CMST &220 Public Speaking 5

OR/ CMST& 230 Small Group Communication

Health and Physical Education 3

Humanities 3

Natural Science 3

*Social Science -Satisfied in CPs (ECON 101)*

ECON 201 Microeconomics 5

*Computational Skills- Satisfied in the CPs (BUS 102)*

*Human Relations- Satisfied in the CPs (BTEC 148***)**

**Total 14**

**Major Area Requirements**

ACCT&201 Principles of Accounting I 5

ACCT&202 Principles of Accounting II 5

ACCT&203 Principles of Accounting III 5

BUS 130 Computerized Accounting 3

BUS 203 Descriptive Statistics 3

BUS&201 Business Law 5

BTEC 135 10-key Calculator 1

BTEC 170 Excel for Business 3

ECON&202 Macroeconomics 5

Total 30

Additional Major Area Electives

Complete as many Major Area Elective courses as needed to reach the total of 90 credits required by the degree.

**Associate in Applied Science (AAS) in Business Administration**

To earn an Associate degree in Business Administration, a student is required to complete one of the Certificates of Proficiency offered by the Business Division: Accounting, Small Business Management, Marketing, or Supervisory Management.

In addition, the courses listed below in General Education Requirements and Major Area Requirements must be completed.

Certificate of Proficiency Completed 56-60

**General Education Requirements**

**Communication Skills:**

CMST &220 Public Speaking 5

OR/ CMST&230 Small Group Communication

Health and Physical Education 3

Humanities 3

Natural Science 3

*Social Science -Satisfied in CPs (ECON 101)*

*Computational Skills- Satisfied in the CPs (BUS 102)*

*Human Relations- Satisfied in the CPs (BTEC 148***)**

**Total 14**

**Major Area Requirements**

BUS 029 Basic Accounting Procedures 3

BUS 036 Accounting Applications 3

BUS 110 Customer Service 3

BUS&201 Business Law 5

BUS 211 Business Communication 3

BUS 260 Principles of Marketing 5

Additional Major Area Electives

Complete a minimum of 8 credits from any of the courses offered by the Business Division.

Electives 8

Total 30

Additional Major Area Electives

Complete as many Major Area Elective courses as needed to reach the total of 90 credits required by the degree.

**Associate in Applied Science (AAS) in Supervisory Management**

To earn an Associate degree in Supervisory Management, a student is required to complete one of the Certificates of Proficiency offered by the Business Division: Accounting, Small Business Management, Marketing, or Supervisory Management.

In addition, the courses listed below in General Education Requirements and Major Area Requirements must be completed.

Certificate of Proficiency Completed 56-60

**General Education Requirements**

**Communication Skills:**

CMST &220 Public Speaking 5

OR/ CMST&230 Small Group Communication

Health and Physical Education 3

Humanities 3

Natural Science 3

*Social Science -Satisfied in CPs (ECON 101)*

*Computational Skills- Satisfied in the CPs (BUS 102)*

*Human Relations- Satisfied in the CPs (BTEC 148***)**

**Total 14**

**Major Area Requirements**

BUS 029 Basic Accounting Procedures 3

BUS&201 Business Law 5

BUS 211/ENGL 212 Business Communication 3

OR MGMT 107 Supervisory Communication I, Written 3

MGMT 103 Applied Management Skills 3

MGMT 126 Project Management 4

MGMT 128 Human Resources Management 3

MGMT 133 Production and Operations Mgmt 3

Additional Major Area Electives

Complete a minimum of 6 credits from any of the courses offered by the Business Division.

Electives 6

Total 30

Additional Major Area Electives

Complete as many Major Area Elective courses as needed to reach the total of 90 credits required by the degree.

**Associate in Applied Science (AAS) in Marketing**

To earn an Associate degree in Marketing, a student is required to complete one of the Certificates of Proficiency offered by the Business Division: Accounting, Small Business Management, Marketing, or Supervisory Management.

In addition, the courses listed below in General Education Requirements and Major Area Requirements must be completed.

Certificate of Proficiency Completed 56-60

**General Education Requirements**

**Communication Skills:**

CMST &220 Public Speaking 5

OR/ CMST&230 Small Group Communication

Health and Physical Education 3

Humanities 3

Natural Science 3

*Social Science -Satisfied in CPs (ECON 101)*

*Computational Skills- Satisfied in the CPs (BUS 102)*

*Human Relations- Satisfied in the CPs (BTEC 148***)**

**Total 14**

**Major Area Requirements**

BUS 029 Basic Accounting Procedures 3

BUS 117 Advertising 3

BUS&201 BUS Law 5

BUS 251 Professional Selling 3

BUS 260 Principles of Marketing 5

BUS 105 Intro to Int’l Business 3

Additional Major Area Electives

Complete a minimum of 8 credits from any of the courses offered by the Business Division.

Electives 8

**Total 30**

Additional Major Area Electives

Complete as many Major Area Elective courses as needed to reach the total of 90 credits required by the degree.

**Recommendations for implementing the proposed model**

The following are recommendations to implement this proposed model. These areas include changes to courses, certificates, and degrees.

***Eliminations***

* BUS 217 (Principles of Advertising- 5 credits) - BUS 117 (Advertising – 3 credits). The three-credit Advertising course, serves as the requirement for some certificates and degrees and covers the essential core content required. BUS 217 has not been offered since the early 1990s. The difference between those two advertising courses is that the 5-credit course requires additional application projects. The proposal is to eliminate BUS 217 for 5 credits.
* BUS 132 (Human Resource Management for the Small Business) - This one credit class can be easily canceled, with its content folded into MGMT 128 (Human Resources Management).
* BUS 171 (Personal Investment) - This course has not been offered in many years, and it is not a requirement in any of the certificates or degrees.
* ECON 111 (The Economies of the Pacific Rim) and ECON 112 (The Economies of the Americas) - These courses have not been offered for many years and are not required for any certificates or degrees.
* MGMT 113 (Humor in the workplace) - This is a one-credit course that was customized, based on a book written by an individual who had been teaching this course. The teacher is now retired.
* Business Administration, certificate of proficiency – low enrollment
* Professional Sales, certificate of proficiency – low enrollment
* Customer Service, certificate of achievement – low enrollment
* Merchandising Management, Associates of Applied Science degree – low enrollment

***Modifications***

* BTEC 147 (Professional Self Development) – Increase this course from two credits to three credits. This credit increase meets the three-credit course requirement for Human Relations in the General Requirements. This recommendation for the increased credit is based on the recommendation of BTEC faculty members, who teach this course and recognize the need for additional workforce-ready content.
* Merge BUS 133 (Feasibility Plan) and BUS 135 (Business Plan) – The Feasibility Plan course of one credit is already covered in the Business Plan course, BUS 135.
* Keep BUS 116 (Merchandising Management) as an elective course. This course is required for the Merchandising Management degree. Since this analysis supports the elimination of this degree, BUS 116 can serve as an elective course for students interested in its content.
* Make BUS 199/MGMT 199, Cooperative Work Experience, a required course for all of our Certificates of Proficiency. This will provide the students with the opportunity to practice the skills that they have learned in a hands- on, real- world business environment. It will also provide the students with access to employers, with the possible opportunity for employment upon graduation.
* Change Management CA, a three-term program, from a Certificate of Achievement to a Certificate of Proficiency for program consistency and depth.
* BTEC 100 (Beginning Keyboarding) should be listed as 3 credits for quality, in-depth skill development, eliminating the variable credit designation of 1 to 3 credits.

***Future Recommendations***

Initial research of business trends and comparable offerings by other community colleges suggests the creation of newer courses, certificates, and degrees. Further research is needed to select the level, content, and format of delivery for the suggested courses and the need for additional certificates and degrees.

* A course in Human Relations in Business (as an alternative to BTEC 147, Professional Development) is being considered. This course is required by Washington State if a two –year degree in Retail Management is offered.
* Courses in e-Selling, e-Retailing, and e-Marketing to provide students with current retail practices.
* A course in Sustainability in Business to provide information and ways to make firms more responsive to environmental issues.
* A course in Cultural Awareness in Business to address domestic and global diversity.
* A course in Social Media in Business - This type of course needs to be offered, as a response to the active and growing use of such media.
* A course in Management and Information Systems (MIS) to establish efficient, effective technology systems needed in business as well as being required more and more by four-year schools for our business transfer students
* Reactivate BUS 139 (Introduction to Entrepreneurship), as listed in the catalog.
* Create a Certificate in Project Management – other colleges are offering this certificate, which has proven to be in demand by firms in the local area.
* Create a Certificate in International Business Management – initial research indicates the need in our area for such a certificate and perhaps an AAS degree.
* A certificate or a degree in Retail Management – This career area is growing for brick and mortar as well as on-line businesses.
* A certificate or degree in Hospitality and Tourism, due to increased market demand.

**The following is an overview of the changes to the degrees and certificates.** Certificates and degrees in red are to be eliminated. Certificates and degrees in green are added, maintained, or changed.

**Currently Offered Proposed**

**Business Administration CP**

**Supervisory Management CA**

**Professional Sales CP**

**Small Business Management CP**

**Accounting Clerk CP**

**Customer Service CA**

**Management I CC**

**Accounting AAS**

**Business Administration AAS**

**Supervisory Management AAS**

**Marketing AAS**

**Merchandising Management AAS**

**Business Administration CP**

**Supervisory Management CA (CP)**

**Professional Sales CP**

**Small Business Management CP**

**Accounting Clerk CP**

**Customer Service CA**

**Management I CC**

**Accounting AAS**

**Business Administration AAS**

**Supervisory Management AAS**

**Marketing AAS**

**Merchandising Management AAS Marketing** **CP**

**Advantages of the proposed Business model**

The proposed Business Certificate and Degree model offers a multitude of advantages that will address the problems and issues currently experienced by BEAM’s stakeholders. Some key advantages include:

* A strong foundation of key concepts in business, by requiring all students to complete the core requirements during the first terms of their programs.
* Clearer choices of business career options for students.
* A projection of higher program completion rates and career choice satisfaction for students, by establishing strong foundations of business concepts and theories.
* Flexibility for students to move from any certificate to any degree, without losing an excessive number of credits.
* A tool to ensure quality of instruction, when offering programs that have clear, common, and quality outcomes and assessments.
* Clear, concise, and seamless pathways between certificates, two-year degrees, and possibly a Bachelor of Applied Science degree. This will reduce confusion in Advising and Credential Evaluations Services, even when students are self advised.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Appendix A** |  |  |  |  |  |  |  |  |
| **Business Degrees and Certificates** | **Program Completions- 2006 - 2012** |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  | 2006-07 | 2007-08 | 2008-09 | 2009-10 | 2010-11 | 2011-12 | 2012-13 | **Grand** |
|  | Annual | Annual | Annual | Annual | Annual | Annual | Annual | **Total** |
| AAS-Accounting | 16 | 13 | 16 | 17 | 29 | 23 | 45 | **159** |
| AAS-Business Administration | 10 | 8 | 11 | 6 | 7 | 11 | 10 | **63** |
| AAS-Marketing | 4 | 4 | 5 | 6 | 8 | 2 | 6 | **35** |
| AAS-Merchandising Mgmt | 1 |   |   | 2 | 2 | 1 | 1 | **7** |
| AAS-Supervisory Management | 4 | 1 | 6 | 7 | 6 | 5 | 13 | **42** |
| CA-Customer Service |   |   |   | 1 | 1 |   |   | **2** |
| CA-Management I | 5 | 6 | 6 | 3 | 5 | 1 | 2 | **28** |
| CA-Small Business Basics |   |   |   |   |   | 11 | 12 | **23** |
| CA-Supervisory Management | 4 | 1 |   | 1 | 2 | 1 | 3 | **12** |
| CP-Accounting Clerk | 2 | 3 | 5 | 6 | 9 | 6 | 3 | **34** |
| CP-Business Administration | 4 | 1 | 1 | 1 | 1 |   | 5 | **13** |
| CP-Professional Sales | 1 | 1 | 2 |   |   |   | 1 | **5** |
| CP-Small Business Mgmt |   | 1 | 1 |   | 1 | 2 | 4 | **9** |
| **Grand Total** | **51** | **39** | **53** | **50** | **71** | **63** | **105** | **432** |

|  |  |
| --- | --- |
| **Associate of Applied Science Degrees (AAS)** | **Certificates of Proficiency (CP)** |
|  | **Accounting Clerk****56-58**  | **Small Business****58-60**  | **Marketing****56-58**  | **Management****56-58**  |
| **Accounting****(44)** | 93-95 | 97-99 | 100-102 | 100-102 |
| **Business****Administration****(44)** | 94-96 | 91-93 | 95-97 | 97-99 |
| **Marketing****(44)** | 97-99 | 91-93 | 89-91 | 97-99 |
| **Supervisory****Management****(44)** | 97-99 | 94-96 | 100-102 | 94-96 |

* **PLEASE NOTE: Some of the totals do not add up mathematically because of the overlap of courses between certificates and degrees.**

**PLEASE NOTE:** These numbers of credits are the maximum that are needed for each of these certificate and degree combinations. The total in each cell might be lower, depending on students taking one course in lieu of another. For example, students who take Econ 201 or 202 do not need to take Econ 101.