Accreditation Council for Business Schools and Programs (ACBSP)
Quality Assurance (QA) Report
For
James A. Rhodes State College
Associate Degree Business Group Programs
February 28, 2011

Overview (O)1. Complete all information requested.

Submit your report as an attachment to reports@acbsp.org on or before February 27th or September 30th.

O2. This report should be limited to maximum of 50 pages. The average length of most good reports is 30 pages. To help reduce the page numbers you can remove the ACBSP examples used in this report template to help you complete the report.

O3. Institution Name: James A. Rhodes State College Date February 28, 2011
Address: 4240 Campus Drive, Lima, OH, 45804

O4. Year Accredited/Reaffirmed: April 24, 2009 This Report Covers Academic Years July 2008 – June 2010

O5. List All Accredited Programs (as they appear in your catalog):
Accounting & Financial Services Program (Contains AAB in Accounting & AAB in Financial Services)
Management & Marketing Program (Contains four AAB degrees in the following majors: Business Administration, Business Management, Marketing, and Human Resources)
Paralegal/Legal Assisting (AAB in Paralegal/Legal Assisting) This degree is also approved by the American Bar Association – ABA.

O6. List all programs that are in your business unit that are not accredited by ACBSP and how you distinguish accurately to the public between programs that have achieved accredited status and those that have not. All seven Associate of Applied Business Degrees within the Business Group of the Business & Public Service Division are accredited by ACBSP. An explanation is listed on page 82 of the 2009-10 college catalog.

O7. List all campuses that a student can earn a business degree from your institution:
Completion of all seven of the accredited associate degrees must be accomplished at the 4240 Campus Drive, Lima, OH 45804 campus.

O8. Person completing report Name: Michael G. Rex, Dean of Business & Public Service Division, Rhodes State College
Phone: 419-995-8301
E-mail address: rex.m@rhodesstate.edu
ACBSP Champion name: Michael G. Rex, Dean BPS Division
ACBSP Co-Champion name: Judith Hughes, Administrative Assistant, Dean BPS Division

O9. Conditions/Notes/Opportunity for Improvement (OFI) to be Addressed

Please explain and provide the necessary documentation/evidence for addressing each condition/note/OFI since your last report.

The April 2009 Reaffirmation Report contained no (notes or conditions). There was one opportunity for improvement (OFI) related to a request for testing/assessment that will compare Rhodes State Business Group students business core knowledge with other similar institutions as a comparison. Based up that (OFI) Students enrolled in spring quarter 2010 capstone or targeted courses were administered the Educational Testing Service (ETS) Major Field Test for the Associate Business Student. Results were available for faculty review by fall quarter of 2010. Plans for a second administration of the ETS Associate Business Major Field test are in place for the spring 2011 quarter.

Are you requesting the Board of Commissioners to remove notes or conditions (attach appendix to QA report to justify the removal):
Remove Note: **Not Applicable**
Remove Condition: **Not Applicable**
Do not remove note or condition. Explain the progress made in removing the note or condition: **Not Applicable**

1O. The business unit must routinely provide reliable information to the public on their performance, including student achievement.

Describe how you routinely provide reliable information to the public on your performance, including student achievement.

Note: This requirement can be addressed from the Standards and Criteria book in Standard 4: Measurement, Analysis, and Knowledge Management, Criterion 4.3 Student Assessment, Item F. Organizational Performance Results.

Obviously, due to FERPA law the institution is prohibited from releasing specific student academic information without a written waiver from the student. Students who permit such release are listed on Quarterly “Dean’s List” public relations announcements. Generalized student achievement information is released at quarterly program advisory committee meetings and as appropriate at annual events such as:

1. College Wide Program Advisory Meeting
2. College Wide Program Advisory Chair Meeting
3. College Wide Commencement
4. College Wide Academic Awards Ceremony
5. Alpha Beta Gamma Business Honorary Induction Ceremony.
6. College Web site for institutional effectiveness

Standard #1 Leadership

Organization

a. List any organizational or administrative personnel changes within the business unit since your last report.
No changes in Division Dean, Academic Program Chairs or Full time Business Faculty since reaffirmation self-study.

b. List all new sites where students can earn an accredited business degree (international campus, off-campus or on campus, on-line) that have been added since your last report. **No changes** since reaffirmation self-study.

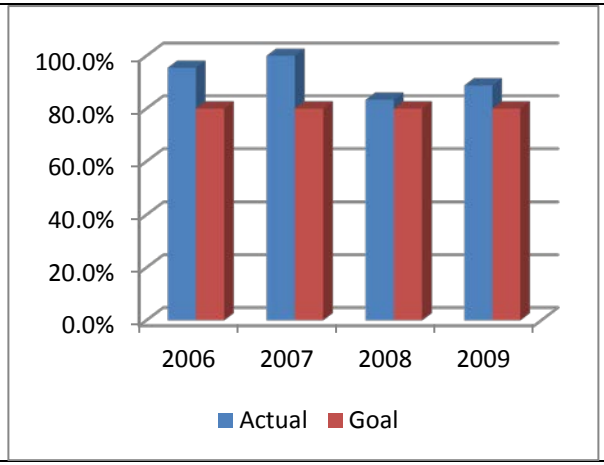
Standard #2 Strategic Planning (**this standard not typically addressed in the QA report**) This is used as a place holder to allow all the other standards to be addressed in the QA report and keep the numbering system consistent with self-studies and QA reports.

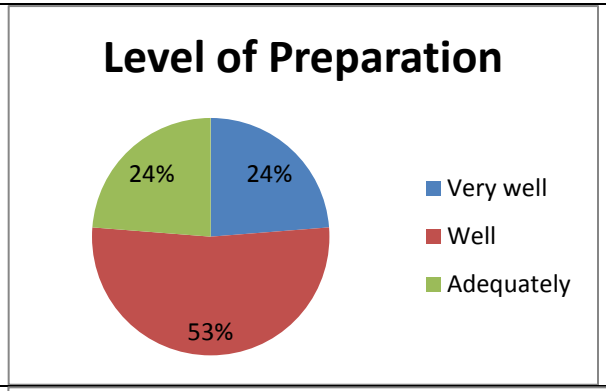
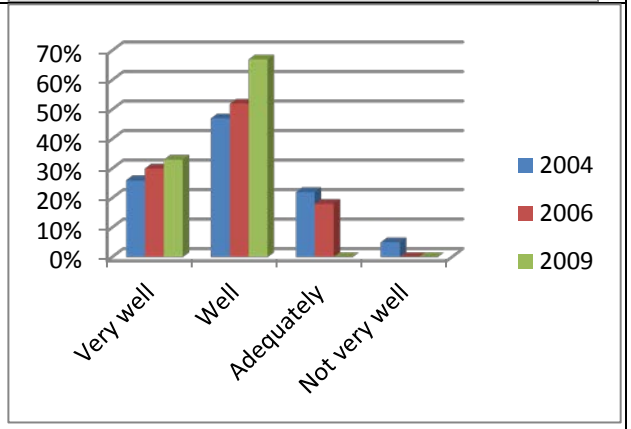
Standard #3 Student and Stakeholder Focus

Complete the following table. Use a maximum of three or four examples, reporting what you consider to be the most important data. It is not necessary to provide results for every process.

Standard 3 - Student and Stakeholder-Focused Results

Student- and Stakeholder-Focused Results	Student- and stakeholder-focused results examine how well your organization satisfies students and stakeholders key needs and expectations. *Key indicators may include: satisfaction and dissatisfaction of current and past students and key stakeholders, perceived value, loyalty, persistence, or other aspects of relationship building, end of course surveys, alumni surveys, Internship feedback, etc.* Each academic unit must demonstrate linkages to business practitioners and organizations, which are current and significant, including an advisory board. Periodic surveys should be made of graduates, transfer institutions, and/or employers of graduates to obtain data on the success of business programs in preparing students to compete successfully for entry-level positions.

		Analysis of Results			
Performance Measure (Competency)	**Description of Measurement Instrument**	**Areas of Success (results)**	**Analysis and Action Taken (improvement)**	**Results of Action Taken (occurs in the following year)**	**Insert Graphs or Tables of Resulting Trends for 3-5 Years (please graph all available data up to five years)**
The Accredited Business Group Programs will achieve an 80% placement rate from the graduate status report.	The Annual Graduate Survey Report from the Career Services Office.	Respondents from the survey have exceeded the goal for the last four years.	Results from the 2008 & 2009 graduate surveys have trended down from 2006 and 2007.	The Career Services Office has implemented numerous job fairs, interview workshops, Business Etiquette training. The difficult job market continues to present challenges.	

75% of employers surveyed of Paralegal graduates will report that Rhodes State prepares graduates "**very well**" or "**well**".	2009 Paralegal Employer Survey from ABA interim re-approval Self Study Report.	Employer responders having experience with Rhodes graduates reported 77% satisfaction.	Program will follow up with additional employer surveys to gauge future improve ment.	Too early to determine impact of planned actions.	
75% of Paralegal graduates surveyed will report that Rhodes State prepares them "**very well**" or "**well**".	2004, 2006 & 2009 Paralegal graduate surveys.	Graduates indicated an improved level of satisfaction over the three surveys.	Program strengthe ned research & writing skills through course changes.	Program will follow up with a 2012 graduate survey to gauge satisfaction.	
The Accredited Business Group Programs will conduct two Program Advisory Committee Meetings per academic year.	Agendas & Minutes from Program Advisory Committee meetings.	All three Accredited Business Programs met goal.	Program Chairs should continue to plan meetings well in advance to accommo date member schedule.	The Business Group Programs will conduct an advisory committee member satisfaction survey during the 2011-12 academic year.	AY 2006-07 = 6 meetings AY 2007-08 = 6 AY 2008-09 = 6 AY 2009-10 = 6

Standard #4 Measurement and Analysis of Student Learning and Performance

a. Program Outcomes

List outcomes, by accredited program - Program outcomes should be used as part of a student learning assessment plan and be measurable.

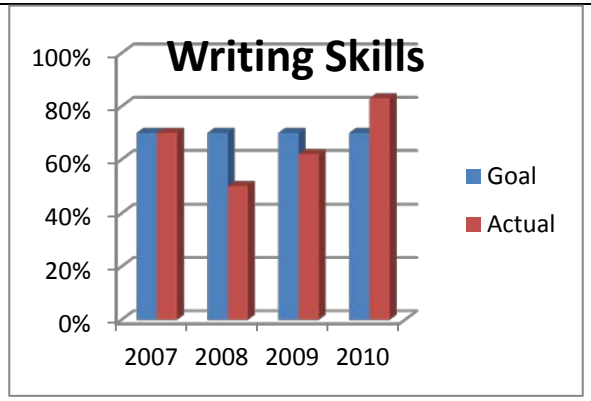
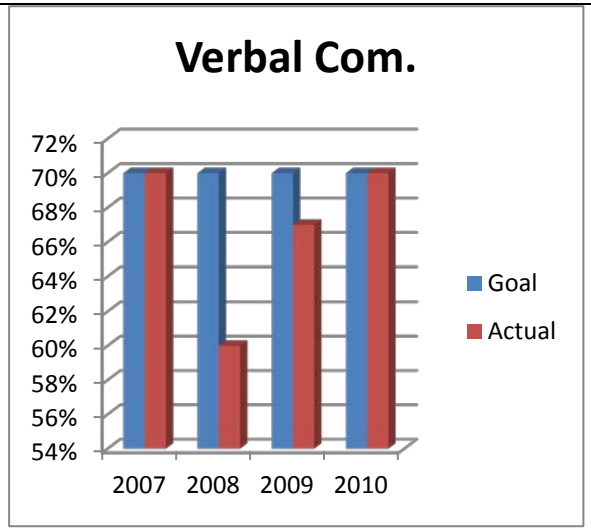
b. Performance Results

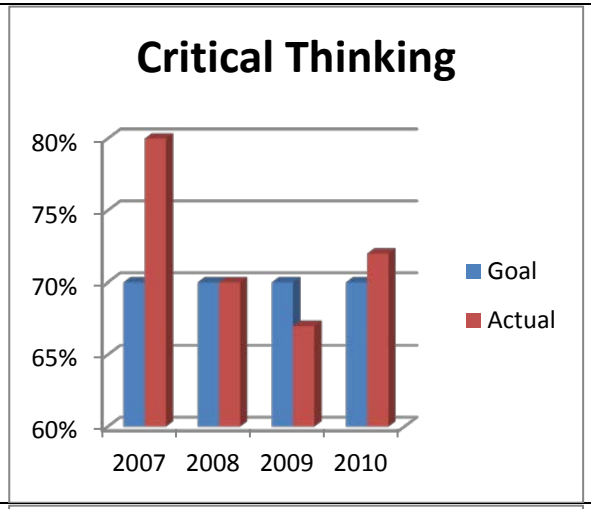
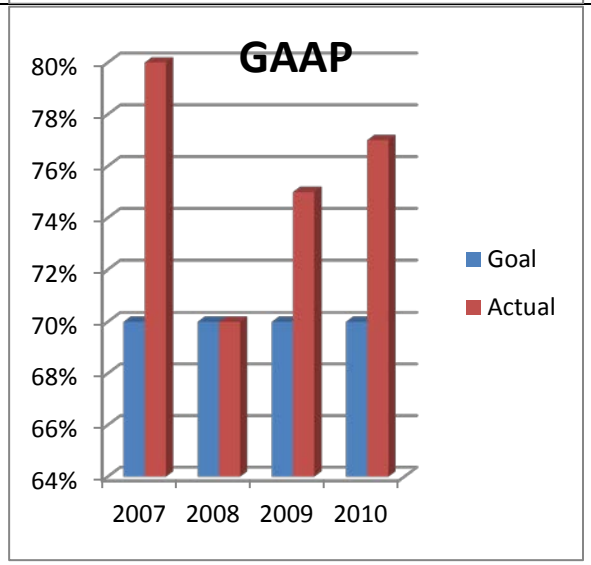
Complete the following table. Use a maximum of three or four examples, reporting what you consider to be the most important data. It is not necessary to provide results for every process.

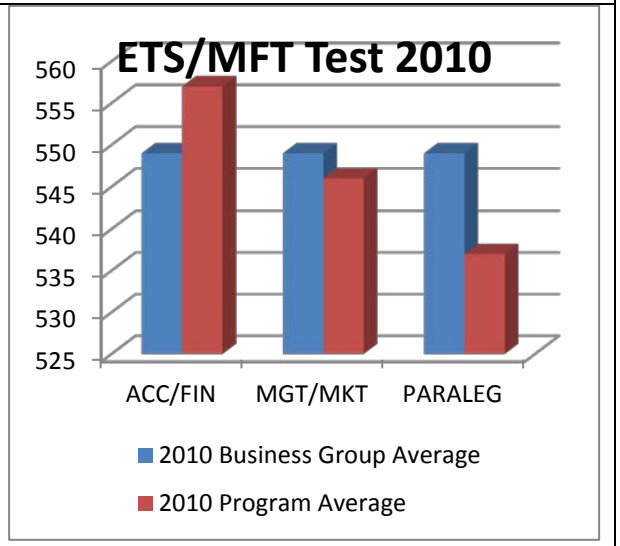
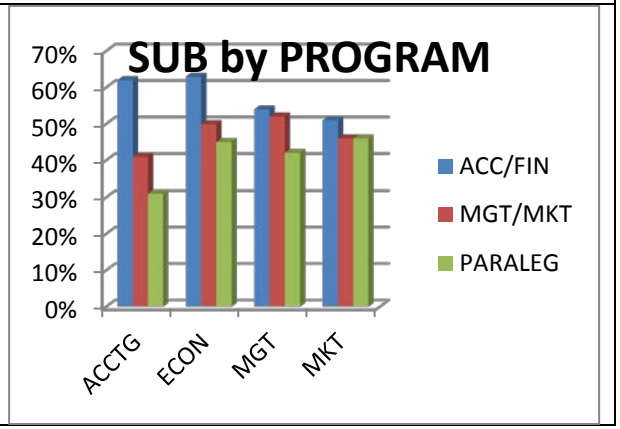
Standard 4 Student Learning Results (Required for each accredited program)

Performance Indicator	Definition
1. Student Learning Results **(Required for each accredited program)**	A student learning outcome is one that measures a specific competency attainment. *Examples of a direct assessment (evidence) of student learning attainment that might be used include: capstone performance, third-party examination, faculty-designed examination, professional performance, licensure examination).* Add these to the description of the measurement instrument in column two: Direct - Assessing student performance by examining samples of student work. Indirect - Assessing indicators other than student work such as getting feedback from the student or other persons who may provide relevant information. Formative – An assessment conducted during the student's education. Summative – An assessment conducted at the end of the student's education. Internal – An assessment instrument that was developed within the business unit. External – An assessment instrument that was developed outside the business unit. Comparative – Compare results between classes, between online and on ground classes, Between professors, between programs, between campuses, or compare to external results such as results from the U.S. Department of Education Research and Statistics, or results from a vendor providing comparable data.

		Analysis of Results			
Performance Measure (Competency)	**Description of Measurement Instrument to include** Formative,	**Areas of Success**	**Analysis and Action Taken**	**Results of Action Taken (occurs in the following year)**	**Insert Graphs or Tables of Resulting Trends for 3-5 Years (please graph all available data up to five years)**

	summative, internal, external, or comparative.				
70% of Accounting students will demonstrate proficient writing skills by producing correct, effective and coherent assignments.	ACC-230 Capstone course, internal, summative.	Goal was achieved or exceeded in two out of four years reported.	Continue 15 credit quarter hours of course work in communication and reemphasized writing portfolio assignments that are utilized in 5 separate courses.	Improvement was reported in two most recent years. Academic Year 2010 actual performance exceeded goal.	
70% of Accounting students will demonstrate proficient verbal communication skills.	ACC-230 Capstone course, internal, summative.	Goal was achieved in two out of four years reported.	Continue to include Public Speaking course and verbal presentations in numerous technical courses as a requirement of the curriculum.	Improvement has been reported since 2008; however, the 70% goal has not yet been exceeded in the reporting period. Program Advisory Board continues to place a high priority on written & verbal communication skills.	
70% of Accounting students will display the ability to critically think and analyze accounting	ACC-230 Capstone course, internal, summative.	Goal was achieved or exceeded in three out of four years reported.	Continue use of problem material in technical courses that require students to synthesize information and make	Overall the program seems to be meeting the goal. Assignments will continue to be incorporated into the curriculum	

information.			recommendations.	require analysis and recommendations to users of accounting information.	
70% of Accounting students will demonstrate familiarity with Generally Accepted Accounting Principles (GAAP).	ACC-230 Capstone course, internal, summative.	Goal was achieved or exceeded in all four years reported.	Continue to offer a heavy mix of upper level technical courses in the accounting degree.	Feedback from graduates, employers and transfer institutions indicate a high level of satisfaction with students graduating from Rhodes with the Associate of Applied Business Degree in Accounting.	

Assess Business Group Program students using a third party external evaluation instrument.	Educational Testing Service (ETS) Major Field Test (MFT) for Associate Degree Business.	Test was administered for the first time in Spring Quarter 2010.	Students from all three Business Group Programs were tested as a component of capstone course.	Overall Mean Scaled score for entire group was 549 out of perfect score of 600.	AY 2010 = 549 No trend data yet available until second test is administered in spring quarter of 2011.
Due to curriculum content variation it was assumed that Management & Marketing Majors will perform better than Accounting, Financial Services or Paralegal majors.	Educational Testing Service (ETS) Major Field Test (MFT) for Associate Degree Business.	Accounting & Financial Services majors scored above mean score average and ranked higher than Management & Marketing, and Paralegal Majors.	More trend data should be gathered before any curriculum or course revisions are implemented.	Second year trend data will be gathered and analyzed to provide further insight into possible action or consideration of test's applicability to all Business Group Majors.	
Due to curriculum content variation it was assumed that certain majors will perform better in related test subject areas.	Educational Testing Service (ETS) Major Field Test (MFT) for Associate Degree Business.	Accounting & Financial Services Majors recorded the highest scores in all four subject areas.	More trend data should be gathered before any curriculum or course revisions are implemented.	Second year trend data will be gathered and analyzed to provide further insight into possible action or consideration of test's applicability to all Business Group Majors.	

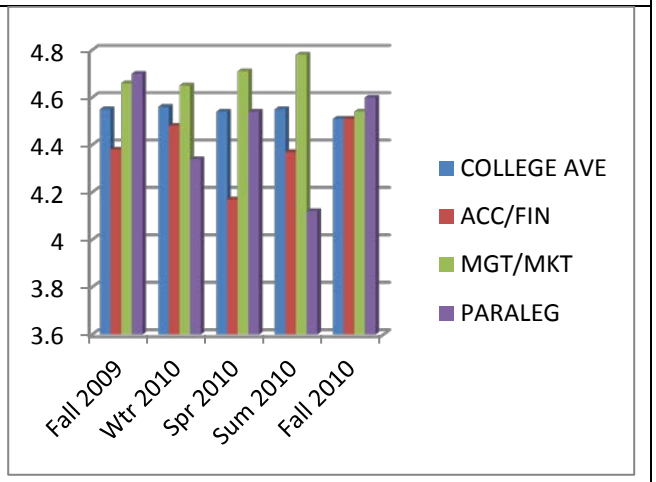
Standard #5 Faculty and Staff Focus

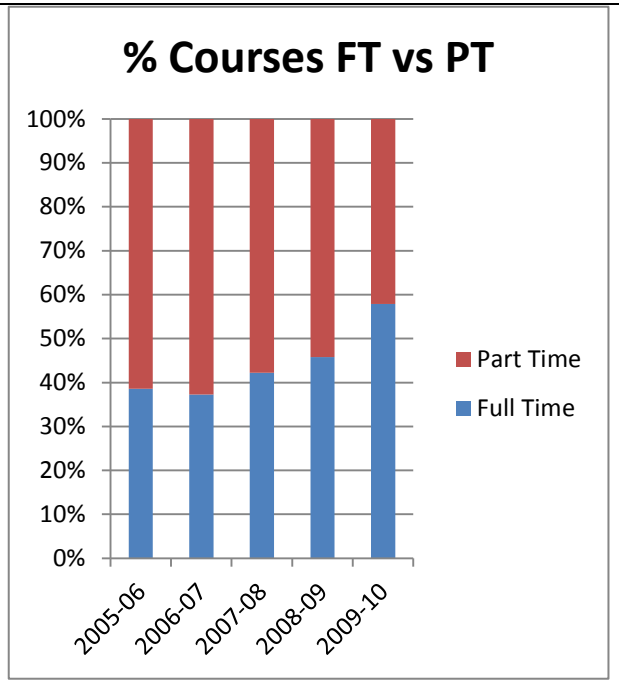
Complete the following table. Use a maximum of three or four examples, reporting what you consider to be the most important data. It is not necessary to provide results for every process.

Standard 5 - Faculty- and Staff-Focused Results

Faculty and Staff Focused Results	Faculty and staff-focused results examine how well the organization creates and maintains a positive, productive, learning-centered work environment for business faculty and staff. *Key indicators may include: professional development, scholarly activities, community service, administrative duties, business and industry interaction, number of advisees, number of committees, number of theses supervised, satisfaction or dissatisfaction of faculty and staff, positive, productive, and learning-centered environment, safety, absenteeism, turnover, or complaints.*

		Analysis of Results			
Performance Measure (Competency)	**Description of Measurement Instrument**	**Areas of Success**	**Analysis and Action Taken**	**Results of Action Taken (occurs in the following year)**	**Insert Graphs or Tables of Resulting Trends for 3-5 Years (please graph all available data up to five years)**
The Accredited Business Group Programs within the BPS Division will strive for a “no-turnover” in full time faculty and staff.	Annual review of employment status of full time faculty and staff.	In the last five years there was only one full time faculty member who voluntarily resigned to re-accept a former	The Accredited Business Group Programs will continue to monitor turnover. A faculty peer assessment	Data from faculty peer assessment is not yet available.	AY 2005-06 = 1 AY 2006-07 = 0 AY 2007-08 = 0 AY 2008-09 = 0 AY 2009-10 = 0

		lucrative federal government position.	process is being implemented during the 2010-11 academic year.		
The Accredited Business Group Programs within the BPS Division will achieve ratings from the Student Evaluation of Instruction that will exceed the College's average	Completed Student Evaluation of Instruction surveys that are administered each quarter. The student course evaluations use a 1 to 5 point scale.	For a 5 quarter reporting period the College average is 4.5 out of 5.0 scale. The MGT/MKT Program exceeded the College average in all five quarters.	The ACC/FIN Program fell below College average in 4 of 5 quarters. The PARALEG Program exceeded in 3 of 5 quarters.	As a counter point the ACC/FIN Program students scored higher on the external vendor Bus Core exam. Additional data needed for further consideration.	
100% of Business Group Program Faculty will participate in at least one professional development activity each academic year.	Professional Development Reporting System available to college faculty.	Goal was achieved for last four years.	The College provides Professional Development for all full time faculty and any available adjunct faculty three times per academic year.	The Dean and Program Chairs will continue to monitor for attendance and provide budget funding for Professional Development.	AY 2006-07 = 100% AY 2007-08 = 100% AY 2008-09 = 100% AY 2009-10 = 100%

The Accredited Business Group Programs will strive to have 50% of the courses staffed by Fulltime Faculty members.	Quarterly/Annual analysis of Faculty teaching assignments.	The Business Group Programs have made improvement in the five years reported. The goal was exceeded by 8% in the 2009-10 academic year.	Requested and received approval for a new fulltime MGT/MKT instructor for the 2008-09 academic year. Additionally invite FT faculty to consider overloads to serve evening and Distance Education classes.	The goal 50% was exceeded in the 2009-10 academic year despite record student enrollments that created new course sections.	

Faculty Qualifications

Complete the next two tables for new full-time and part-time faculty members since last self-study or QA report. Do not include faculty members previously reported.

Standard 5 - NEW FULL-TIME AND PART-TIME FACULTY QUALIFICATIONS

TABLE I – A

FACULTY NUMBERS AND QUALIFICATIONS (Full-Time)

NAME* (List alphabetically by last name)	ALL ASSIGNED TEACHING FIELDS	COURSES TAUGHT (List the courses taught during the Reporting Year (2009-10)—do not duplicate listings)	ALL DEGREES IN TEACHING FIELD (State degree as documented on transcript)	QUALIFICATION PER ACBSP STANDARDS D, M, MO, B, O (See list below) *	REQUIRED DOCUMENTATION FOR MASTERS OUT OF TEACHING FIELD** or BACHELORS IN TEACHING FIELD*** (See lists at bottom of page) ** / ***
Boyer, R. Ed	Business	ECN-141 Macro Economics MKT-101 Principles of Marketing MKT-145 Customer Service MKT-221 Comprehensive Sales Techniques MKT-211 Advertising & Sales	MBA	M	

FACULTY NUMBERS AND QUALIFICATIONS (Part-Time)

NAME* (List alphabetically by last name)	ALL ASSIGNED TEACHING FIELDS	COURSES TAUGHT (List the courses taught during the Reporting Year (2009-10) —do not duplicate listings)		ALL DEGREES IN TEACHING FIELD (State degree as documented on transcript)	QUALIFICATION PER ACBSP STANDARDS D, M, MO, B, O (See list below) *	REQUIRED DOCUMENTATION FOR MASTERS OUT OF TEACHING FIELD** or BACHELORS IN TEACHING FIELD*** (See lists at bottom of page) ** / ***
Harmon, Martino	Business	MGT-244	Training & Development	MSED (educational technology), B (business administration)	MO, B	In field employment, relevant additional course work
Hunter, Jeff	Business	ACC-101 ACC-102 FIN-240	Corporate Accounting Principles Managerial Accounting Principles Corporate Finance	BS (Accounting)	B+	CPA, in field employment
Kahle, Julie Ann	Business	ACC-102	Managerial Accounting Principles	MBA		
Martin, William Urban	Business	ACC-101	Corporate Accounting Principles	BBA (Accounting)	B+	CPA, in field employment
		ACC-102 FIN-240	Managerial Accounting Principles Corporate Finance			
Oakley, Joyce	Business	MGT-241	Employee Selection & Placement	MBA		
Okuley, Anthony R	Business	ACC-102	Managerial Accounting Principles	MBA		
Schafer, Michelle	Business	FIN--101	Principles of Money & Banking	MBA		
Smith, Bradley Joe	Business	MGT-225	Organizational Plan & Problem Solving	MBA		

Standard #6 Educational and Business Process Management

a. Curriculum

1. List any existing accredited degree programs/curricula that have been **substantially revised** since your last report and attach an updated Table 6 Curriculum Summary from Criterion 6.2 Professional Component, Criterion 6.3 General Education Component, and Criterion 6.4 Business Major Component. **Not Applicable**.

2. List any **new** degree programs that have been developed since your last report and attach a Table 6 Curriculum Summary from Criterion 6.2 Professional Component, Criterion 6.3 General Education Component, and Criterion 6.4 Business Major Component. **Not Applicable**.

3. List any accredited programs that have been terminated since your last report. **Not Applicable.** All seven ACBSP accredited Associate of Applied Business Degrees examined in the 2009 reaffirmation continue to be offered.

CURRICULUM SUMMARY				
Name of Major/Program:		Accounting Major/Accounting & Finance Services		
Total Number of Hours for Degree:			100	
List courses appropriate for each area:				
Professional Component:				
		Course Title	Areas of Study	Credit Hours
	ACC-101	Corporate Accounting Principles	A	5
	BUS-210	Business Law	E	4
	CPT-125	Computer Applications in the Workplace	B	4
	CPT-144	Introduction to the Internet	B,E	2
	ECN-143	Micro Economics	D	5
	FIN-240	Principles of Finance	H	5
	OAD-264	Spreadsheets Software & Applications (Excel)	B	3
	SDE-101	First Year Experience	E	1
			Area Total Credit Hours	29
			% of Total Program Hours	29.0%
General Education:				
		Course Title	Educational Goal Area	Credit Hours
	COM-111	English Composition	1	5
	COM-116	Business Communications	1	5
	COM-211	Public Speaking	1	5
	HST-162	American History Since 1877	2	5
	MTH-119	Finite Math for Business	6	5
Business Major			Area Total Credit Hours	25
			% of Total Program Hours	25.0%
		Course Title		Credit Hours
	ACC-102	Managerial Accounting Principles		5
	ACC-105	Accounting Software Applications		3
	ACC-144	Government and Non-Profit Funds Accounting		5
	ACC-201	Intermediate Accounting I		5
	ACC-202	Intermediate Accounting II		5
	ACC-211	Cost Accounting I		5
	ACC-212	Cost Accounting II		5
	ACC-225	Principles of Federal Income Tax		3
	ACC-229	Intermediate Income Tax		5
	ACC-230	Auditing		5
			Area Total Credit Hours	46
			% of Total Program Hours	46.0%

CURRICULUM SUMMARY					
Name of Major/Program:	Financial Services / Accounting & Financial Services				
Total Number of Hours for Degree:		99			
List courses appropriate for each area:					
Professional Component:					
		Course Title	Areas of Study	Credit Hours	
	ACC-101	Corporate Accounting Principles	A	5	
	ACC-225	Principles of Federal Income Tax	A	3	
	BUS-210	Business Law	E	4	
	CPT-125	Computer Apps in the Workplace	B,E	4	
	CPT-144	Introduction to the Internet	B,E	2	
	ECN-143	Micro Economics	D	5	
	MKT-101	Principles of Marketing	F	5	
	SDE-101	First Year Experience	E	1	
			Area Total Credit Hours	29	
			% of Total Program Hours	29.3%	99
General Education:		Course Title	Educational Goal Area	Credit Hours	
	COM-111	English Composition	1	5	100.0%
	COM-116	Business Communications	1	5	
	COM-211	Public Speaking	1	5	
	HST-162	American History Since 1877	2	5	
	MTH-110/119	Math of Business **OR** Finite Math for Business	6	5	
			Area Total Credit Hours	25	
			% of Total Program Hours	25.3%	
Business Major					
		Course Title		Credit Hours	
	ACC-102	Managerial Accounting Principles		5	
	FIN-101	Principles of Money and Banking		3	
	FIN-112	Consumer Lending		3	
	FIN-125	Personal Finance or Technical Elective		5	
	FIN-207	Analyzing Financial Statements		3	
	FIN-215	Financial Management		5	
	FIN-220	Introduction to Investments		3	
	FIN-240	Corporate Finance		5	
	FIN-250	Healthcare Finance		3	
	MGT-243	Benefits		5	
	MKT-221	Comprehensive Sales Techniques		5	
			Area Total Credit Hours	45	
			% of Total Program Hours	45.5%	

		CURRICULUM SUMMARY			
Name of Major/Program:		Business Administration/Management & Marketing			
Total Number of Hours for Degree:		93-97			
List courses appropriate for each area:					
Professional Component:					
		Course Title	Areas of Study	Credit Hours	
	BUS-210	Business Law	E	4	
	CPT-125	Computer Apps in the Workplace	B	4	
	CPT-144	Introduction to the Internet	B,E	2	
	ECN-141	Macro Economics	D	5	
	ECN-143	Micro Economics	D	5	
	OAD-264	Spreadsheet Software and Applications (Excel) **OR**	H	3	
	OAD-265	Database Software & Applications (Access)	H		
	SDE-101	First Year Experience	A	1	
	Elective	Basic Elective		3	
			Area Total Credit Hours	27	93
			% of Total Program Hours	29.0%	
General Education:					
		Course Title	Educational Goal Areas	Credit Hours	100.0%
	COM-111	English Composition	1	5	
	COM-116	Business Communications	1	5	
	MTH-110	Math of Business	6	5	
	PSY-101	General Psychology	8	5	
	HST-162	American History Since 1877	2	5	
			Area Total Credit Hours	25	
Business Major			% of Total Program Hours	26.9%	
		Course Title		Credit Hours	
	ACC-101	Corporate Accounting Principles		5	
	ACC-102	Managerial Accounting Principles		5	
	MGT-101	Principles of Management		5	
	MGT-125/126	Team Building **OR** Team Leadership		3	
	MGT-200	Human Resource Management		5	
	MGT-201	Organizational Behavior		5	
	MGT-249	Applications and Trends in Business Administration		2	
	MKT-101	Principles of Marketing		5	
	MKT-145	Customer Service		3	
	Tech Elec.	Technical Elective		3	
			Area Total Credit Hours	41	
			% of Total Program Hours	44.1%	

CURRICULUM SUMMARY					
Name of Major/Program:		Business Management/Management and Marketing			
Total Number of Hours for Degree:		100			
List courses appropriate for each area:					
Professional Component:					
		Course Title	Areas of Study	Credit Hours	
	ACC-101	Corporate Accounting Principles	A	5	
	ACC-102	Managerial Accounting Principles	A	5	
	BUS-210	Business Law	E	4	
	CPT-125	Computer Apps in the Workplace	B	4	
	CPT-144	Introduction to the Internet	B,E	2	
	ECN-143	Micro Economics	D	5	
	OAD-264	Spreadsheet Software (Excel) **OR**	B	3	
	OAD-265	Database Software (Access)	B		
	SDE-101	First Year Experience	E	1	
			Area Total Credit Hours	29	100
			% of Total Program Hours	29.0%	
General Education:					
		Course Title	Educational Goal Area	Credit Hours	100.0%
	COM-111	English Composition	1	5	
	COM-116	Business Communications	1	5	
	COM-211	Public Speaking	1	5	
	MTH-110	Math of Business	6	5	
	HST-162	American History Since 1877	2	5	
	PSY-101	General Psychology	8	5	
			Area Total Credit Hours	30	
			% of Total Program Hours	30.0%	
Business Major		Course Title		Credit Hours	
	MGT-101	Principles of Management		5	
	MGT-125	Team Building		3	
	MGT-200	Human Resource Management		5	
	MGT-201	Organizational Behavior		5	
	MGT-225	Organizational Planning & Problem Solving		5	
	MGT-290	Comprehensive Organizational Management		5	
	MKT-101	Principles of Marketing		5	
	MKT-150	Consumer Behavior		3	
	MKT-221	Comprehensive Sales Techniques		5	
			Area Total Credit Hours	41	
			% of Total Program Hours	41.0%	

		CURRICULUM SUMMARY			
Name of Major/Program:		Marketing/ Management and Marketing			
Total Number of Hours for Degree:		97			
List courses appropriate for each area:					
Professional Component:					
		Course Title	Areas of Study	Credit Hours	
	ACC-101	Corporate Accounting Principles	A	5	
	CPT-125	Computer Apps in the Workplace	B	4	
	CPT-144	Introduction to the Internet	B,E	2	
	ECN-143	Micro Economics	D	5	
	MGT-101	Principles of Management	I	5	
	OAD-264	Spreadsheet Software and Applications (Excel) OR	B	3	
	OAD-265	Database Software and Applications (Access)	B		
	SDE-101	First Year Experience	E	1	97
General Education:			Area Total Credit Hours	25	
			% of Total Program Hours	25.8%	100.0%
		Course Title	Educational Goal Area	Credit Hours	
	COM-111	English Composition	1	5	
	COM-116	Business Communications	1	5	
	COM-211	Public Speaking	1	5	
	MTH-110	Math of Business	6	5	
	PSY-101	General Psychology	8	5	
	HST-162	American History Since 1877	2	5	
			Area Total Credit Hours	30	
			% of Total Program Hours	30.9%	
Business Major					
		Course Title		Credit Hours	
	MGT-125	Team Building		3	
	MGT-201	Organizational Behavior		5	
	MKT-101	Principles of Marketing		5	
	MKT-111	Retail Merchandising		5	
	MKT-145	Customer Service		3	
	MKT-150	Consumer Behavior		3	
	MKT-205	Business Marketing		3	
	MKT-211	Advertising & Sales Promotion		5	
	MKT-221	Comprehensive Sales Techniques		5	
	MKT-252	Special Studies in Marketing		2	
	Elective	Technical Elective		3	
			Area Total Credit Hours	42	
			% of Total Program Hours	43.3%	

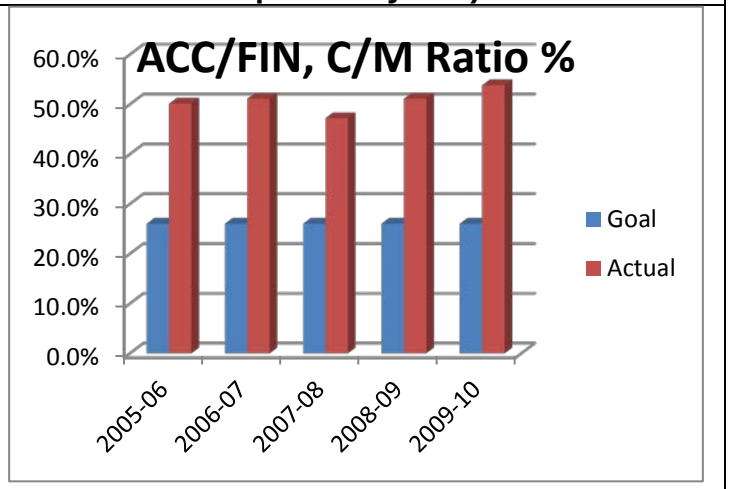
CURRICULUM SUMMARY					
Name of Major/Program:		Human Resources/Management and Marketing			
Total Number of Hours for Degree:		102			
List courses appropriate for each area:					
Professional Component:					
		Course Title	Areas of Study	Credit Hours	
	ACC-101	Corporate Accounting Principles	A	5	
	BUS-210	Business Law	E	4	
	CPT-125	Computer Apps in the Workplace	B	4	
	CPT-144	Introduction to the Internet	B,E	2	
	ECN-141	Macro Economics	D	5	
	FIN-125	Personal Finance	H	5	
	OAD-264	Spreadsheet Software & Applications (Excel) OR	B		
	OAD-265	Database Software (Access)	B	3	
	SDE-101	First Year Experience	E	1	
			Area Total Credit Hours	29	102
			% of Total Program Hours	28.4%	
General Education:					
		Course Title	Areas of Study	Credit Hours	100.0%
	COM-111	English Composition	1	5	
	COM-116	Business Communications	1	5	
	COM-211	Public Speaking	1	5	
	MTH-110	Math of Business	6	5	
	PSY-101	General Psychology	8	5	
	HST-162	American History Since 1877	2	5	
			Area Total Credit Hours	30	
			% of Total Program Hours	29.4%	
Business Major					
		Course Title		Credit Hours	
	MGT-101	Principles of Management		5	
	MGT-125	Team Building		3	
	MGT-150	Safety Management for Managers		3	
	MGT-201	Organizational Behavior		5	
	MGT-206	Employee & Labor Relations		5	
	MGT-241	Employee Selection & Placement		5	
	MGT-242	Compensation		5	
	MGT-243	Benefits		5	
	MGT-244	Training & Development		5	
	MGT-253	Issues and Trends in Human Resource Management		2	
			Area Total Credit Hours	43	
			% of Total Program Hours	42.2%	

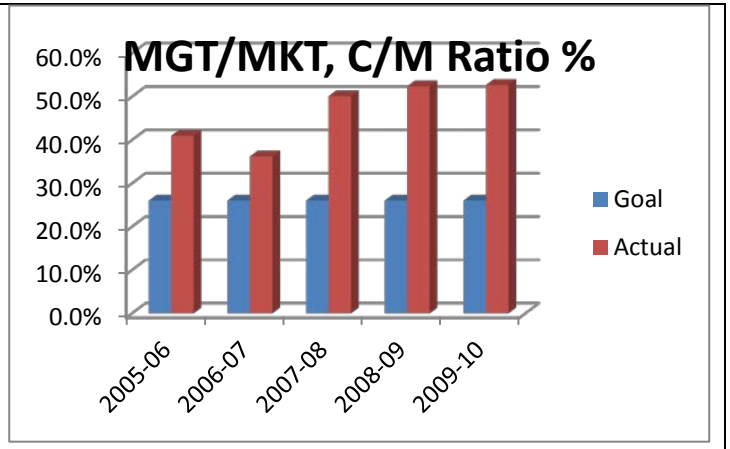
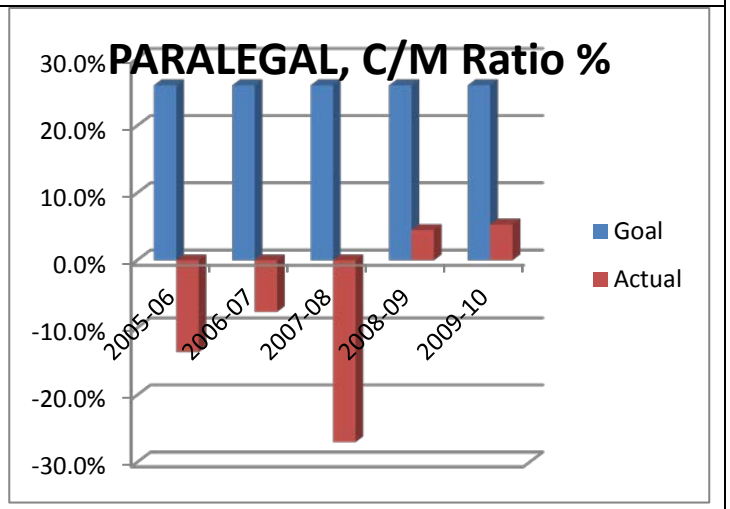
CURRICULUM SUMMARY					
Name of Major/Program:		Paralegal - Legal Assisting / Paralegal			
Total Number of Hours for Degree:		107			
List courses appropriate for each area:					
Professional Component:					
		Course Title	Areas of Study	Credit Hours	
	ACC-101	Corporate Accounting Principles	A	5	
	ACC-225	Principles of Federal Income Tax	A	3	
	BUS-210	Business Law	E	4	
	CPT-125	Computer Apps in the Workplace	B	4	
	CPT-144	Introduction to the Internet	B,E	2	
	ECN-141	Macro Economics	6	5	
	MGT-101	Principles of Management	I	5	
	SDE-101	First Year Experience	E	1	
			Area Total Credit Hours	29	
			% of Total Program Hours	27.1%	107
General Education:					
		Course Title	Educational Goal Areas	Credit Hours	100.0%
	COM-111	English Composition	1	5	
	COM-116	Business Communications	1	5	
	HST-230	Connections: Technology & Civilization	2	5	
	MTH-110	Math of Business	6	5	
	POL-101	Introduction to Political Science	5	5	
	PSY-122	Psychology of Human Relations	8	5	
	SOC-101	Sociology	8	5	
			Area Total Credit Hours	35	
Business Major			% of Total Program Hours	32.7%	
		Course Title		Credit Hours	
	LEG-101	Intro to Legal Assisting & the Legal System		4	
	LEG-102	Legal Ethics & Code of Professional Responsibility		1	
	LEG-110	Legal Research & Writing I		4	
	LEG-111	Legal Research & Writing II		4	
	LEG-112	Computerized Legal Research		2	
	LEG-115	Litigation		4	
	LEG-119	Criminal Law & Procedure		3	
	LEG-120	Family Law		3	
	LEG-200	Civil & Trial Procedure		3	
	LEG-205	Real Estate Transactions		3	
	LEG-210	Estate & Probate Administration		3	
	LEG-220	Debtor-Creditor Relations		3	
	LEG-225	Administrative Law		3	
	LEG-300	Legal Assisting Internship		3	
			Area Total Credit Hours	43	
			% of Total Program Hours	40.2%	

Complete the following table. Use a maximum of three or four examples, reporting what you consider to be the most important data. It is not necessary to provide results for every process.

Standard 6 - Budgetary, Financial, and Market Results

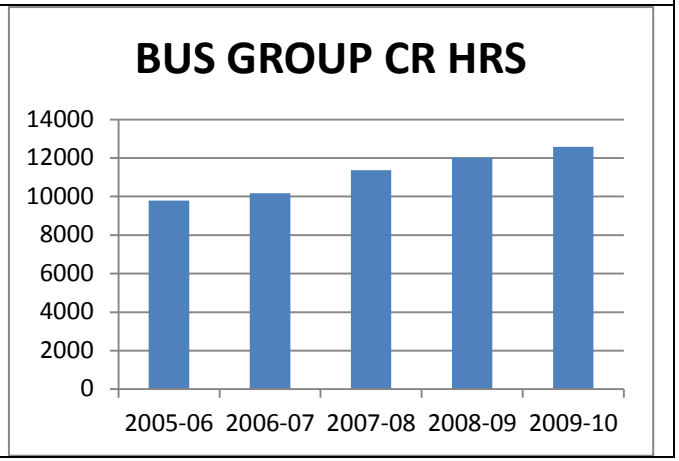
Budgetary, Financial, and Market Performance Results	Budgetary, financial, and market performance results examine (1) management and use of financial resources and (2) market challenges and opportunities. Adequate financial resources are vital to ensuring an outstanding faculty and teaching environment. The resources budgeted for and allocated to business units should be adequate to fund the necessary technology and training to allow students to develop the requisite competencies for business environments. *Key indicators may include: expenditures per business student, business program expenditures as a percentage of budget, annual business unit budget increases or decreases, enrollment increase or decrease of business students, transfer in or out of business students, student credit hour production, or comparative data.*

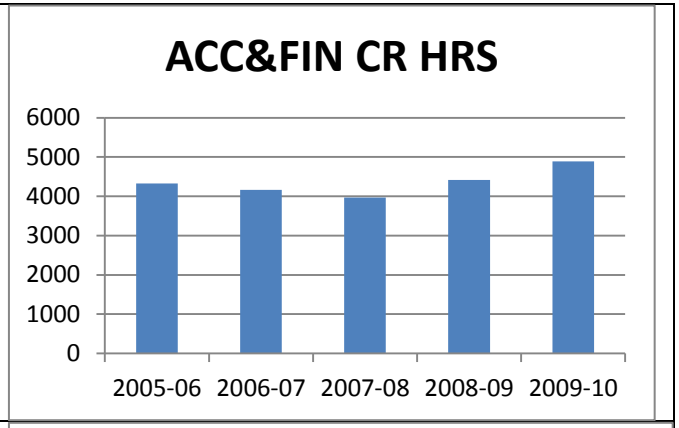
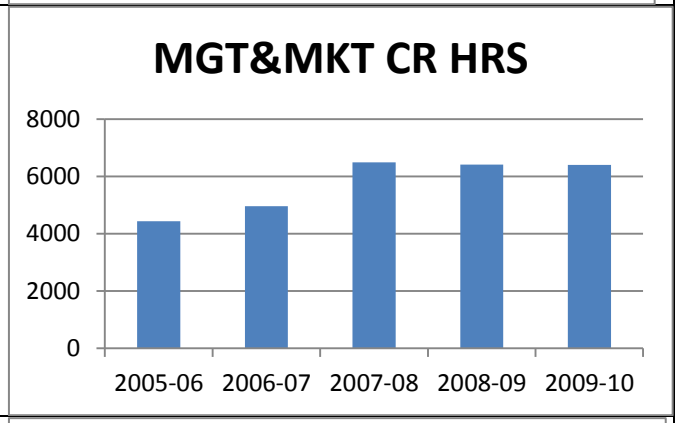
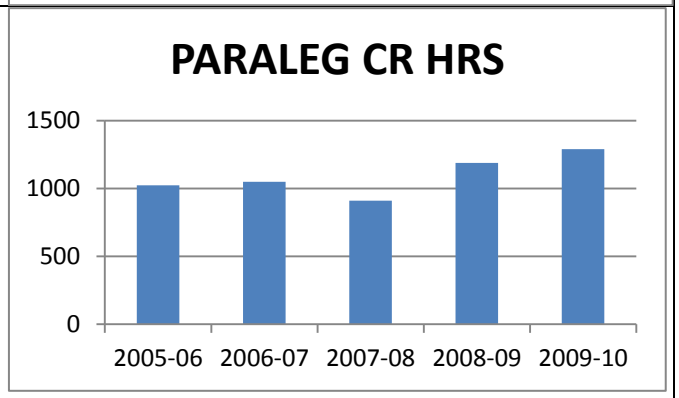
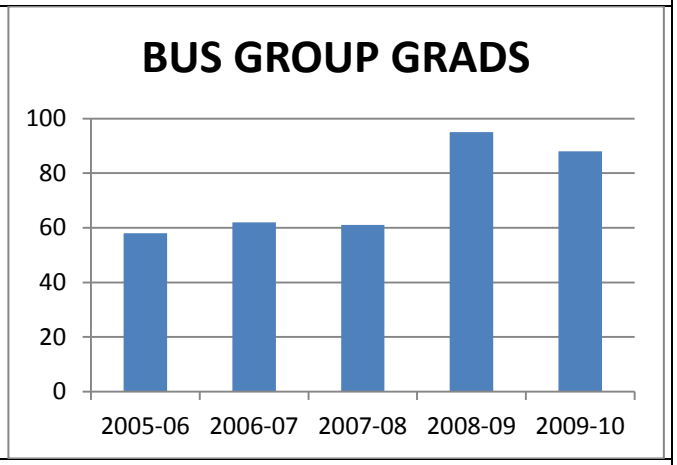
		Analysis of Results			
Performance Measure Competency	**Description of Measure Instrument**	**Areas of Success**	**Analysis and Action Taken**	**Results of Action Taken**	**Insert Graphs or Tables of Resulting Trends for 3-5 Years (please graph all available data up to five years)**
Key Performance Indicator – Fiscal Viability Index, each academic program should attain a 26% Contribution Margin Ratio comparing appropriate earned revenues with directly related expenditures.	College Contribution Margin Report	The Accounting & Financial Services Program has exceeded the college goal of 26% for all five years reported.	Continue to monitor.	Positive performance helps support requests made in annual budget hearings.	

		The Management & Marketing Program has exceeded the college goal of 26% for all five years reported.	Continue to monitor.	Positive performance helps support requests made in annual budget hearings.	
		The Paralegal Program is the smallest program within the Business Group.	The Paralegal Program has failed to meet the 26% C/M Ratio in any of the five reported years. Focused public relations announcements were released to tout the ABA reaffirmation approval. Plans put into place to construct a “mock” court classroom to serve students and host special recruiting events.	The Paralegal Program enrollment and related C/M Ratios have improved in the two most recently reported years and went from negative to positive.	

Standard 6 - Organizational Performance Results

5. Organizational Effectiveness Results	Organizational effectiveness results examine attainment of organizational goals. Each business unit must have a systematic reporting mechanism for each business program that charts enrollment patterns, student retention, student academic success, and other characteristics reflecting students' performance. *Key indicators may include: graduation rates, enrollment, improvement in safety, hiring equity, increased use of web-based technologies, use of facilities by community organizations, contributions to the community, or partnerships, retention rates by program, and what you report to governing boards and administrative units.*

		Analysis of Results			
Performance Measure (Competency)	**Description of Measurement Instrument**	**Areas of Success**	**Analysis and Action Taken**	**Results of Action Taken (occurs in the following year)**	**Insert Graphs or Tales of Resulting Trends for 3-5 Years (please graph all available data up to five years))**
The Accredited Business Group Programs will attain consistent billable credit hour growth of 4% over time.	"15th Day" enrollment report generated each academic quarter.	The Business Group Programs as a whole met the 4% growth goal during 2005-2010.	Development of the ONAW Accelerated Degree and Blended course work has attracted new students	The 4% goal was achieved each year and the 2010-11 academic year appears at this time to record increases in billable credit hours.	

The Accounting & Financial Services Program will attain consistent billable credit hour growth of 4% over time.	"15th Day" enrollment report generated each academic quarter.	The ACC/FIN Program had two negative years followed by two positive years.	Real Estate courses and FIN enrollment declines were offset by ACC gains.	From the 2005-06 year to 2009-10 there was a cumulative increase of 12.9 % This equates to a 4-year average increase of 3.2%.	
The Management & Marketing Program will attain consistent billable credit hour growth of 4% over time.	"15th Day" enrollment report generated each academic quarter.	The MGT/MKT Program experience a 31% gain in the 2007-08 and has maintained the level since then.	The popularity of the ONAW degree has offset down trends in MKT and Human Resources	From the 2005-06 year to 2009-10 there was a cumulative increase of 44.3%. This equates to a 4-year average increase of 11.1%.	
The Paralegal Program will attain consistent billable credit hour growth of 4% over time.	"15th Day" enrollment report generated each academic quarter.	The PARALEG Program experience d a gain in 3 of the measured 4 years.	Promote employer interest in PARA graduates and ABA, ACBSP accreditati on.	Strong recovered growth that exceeded the goal during the 2008-09 and 2009-10 academic years.	

The Accredited Business Group Programs graduate output should reflect changes in enrollment and billable credit hours.	Rhodes IR graduate report.	The Business Group graduates start to reflect output related to enrollment in the 2008-09 & 2009-10.	Increases of incoming students with more deficiencies has delayed the time to completion	Increased sections of developmental course work and increased levels of tutorial support have assisted students with time to completion measures.