



**COMPREHENSIVE ACADEMIC AFFAIRS PROGRAM REVIEW**

**EXECUTIVE SUMMARY**

**2020-2021**

<b>Complete Program Title</b> <b>Business Administration AA and related Concentrations (Accounting, International Business and Management Information Systems) and Certificates (Certified Bookkeeping and CPA Exam and Licensure Preparation)</b>	
<b>Program Coordinator</b> <b>Dr. Marlene K. Titus</b>	
<b>Division</b> <b>Business and Technology</b>	<b>Division Chair</b> <b>Robert Brown</b>
<b>Type of Program</b>	
<b>Transfer Degree:</b> <input checked="" type="checkbox"/> Associate of Arts (A.A.) <input type="checkbox"/> Associate of Arts in Teaching (A.A.T.) <input type="checkbox"/> Associate of Fine Arts (A.F.A.) <input type="checkbox"/> Associate of Science (A.S.) <input type="checkbox"/> Associate of Science in Engineering (A.S.E.)	<b>Terminal Degree:</b> <input type="checkbox"/> Associate of Applied Science (A.A.S.) <b>Certificate:</b> <input type="checkbox"/> Directed Technology Certificate <input type="checkbox"/> New Certificate Program within an Existing Degree Area <input type="checkbox"/> New Stand Alone Certificate

Please provide the following information about the program based on the results of the Program Review. Use a bulleted format and do not exceed one page (front and back).

**1. Synopses of the significant findings**

- The Business Program and its related concentrations/certificates is a mature, well-enrolled program and one of the top five major programs at the College. Data show that most of the students who transfer to a 4-year college are business students. Once transferred, most obtain a Bachelors’ Degree.
- Collaboration with an active and engaged Advisory Board has prompted the addition of two new courses (Capstone and Excel for Accounting) and an additional degree program (Business Management A.A.S.).
- Enrollment in and successful completion of Business degrees and certificates has remained stable over the last five years. All indications are that this trend will continue in the next five years.

**2. Strengths of the program**

- Marketing efforts of the College have been successful in attracting and retaining more non-white students to become business majors, especially those enrolled in the Accounting Concentration.
- Three new full-time faculty members were hired in 2019, thus the department has stabilized after some time of having open and unfilled positions. The enthusiasm and talent of the faculty contributes to the continued success of students in its programs.
- A substantial realignment of coursework in the Business program in Fall 2019 inserted necessary pre-requisite courses and established a more orderly sequence of courses. This provided predictability while retaining versatility in course selection for students.
- Courses in this program usually run when scheduled and there is little concern over cancellation rates.
- Many challenging extra- and co-curricular service learning and career-focused events have taken place

over the years, giving Business program students the ability to learn valuable life lessons outside of the classroom. These events collaborating with the local and statewide business community have provided job and internship opportunities for our students.

**3. Weaknesses of the program**

- While enrollment in the main Business Administration degree and Accounting Concentration remains high, numbers of declared majors in the other concentrations and certificate programs has lagged over time. This ordinarily has little effect on budget or use of resources, as there is commonality in the coursework. In the CPA Exam and Licensure Preparation Certificate, however, higher level accounting courses often need to be run with low enrollment.
- There remain concerns in this College, and statewide in community colleges, that four-year colleges in Maryland are not accepting the direct transfer of required coursework in the Business program. These include courses, such as, Introduction to Business, Principles of Marketing and Principles of Management. Statewide affinity groups are currently working on finding common ground on at least a few courses that the MD four years will accept as direct transfers.
- The pandemic and campus closure prevented extra- and co-curricular activities from continuing in the last year of the five-year review period.

**4. Plans for Improvement including timeline**

- Marketing efforts, in the next several years, including social media posts, changes to content on the webpages for this program, etc., are being made to encourage more enrollment in the related concentrations and certificates.
- The statewide affinity groups, currently working on course transferability issues, should conclude their work at the latest of the end of the calendar year 2021. To the extent they are unsuccessful, efforts will be made internally by the Program Director and members of the Advising Office to reach out to individual Maryland four-year institutions for more inclusive articulation agreements.
- Once the campus and business world open again, plans will be made for continuing and diversifying the selection of extra- and co-curricular activities for students, including a structured plan on such opportunities and annual business conference.

**5. Identification of weaknesses or deficiencies from the previous review and the status of improvements implemented or accomplished**

Plans made in 2015-16 to develop and offer an Entrepreneurship course, develop program pages on the College’s website, designating Accounting as a Concentration and more rigorously marketing the business programs, have all been implemented and accomplished.

**6. Budget/position requests**

Plans are being made to hire more adjuncts who are capable of teaching accounting coursework, but there are no plans at this time for more full-time hires or other major budget requests.

---

*Signatures*

\_\_\_\_\_  
Program Coordinator

\_\_\_\_\_  
Date

\_\_\_\_\_  
Division Chair

\_\_\_\_\_  
Date

\_\_\_\_\_  
Associate Vice President for Program Development and Partnerships

\_\_\_\_\_  
Date