

Cerritos College CTE Program Report, Spring 2020

Program: Business Administration

Division: Business, Humanities, and Social Sciences

Attached is a copy of the Annual Unit Plan for: Business Administration

Submitted by: Jianli Hu

Date: 6/11/2020

1. **Objectives: What are the objectives of the program?** To what extent are these objectives being achieved? How satisfied are students with their preparation for employment? How satisfied are employers with the preparation they receive in this program? Does this program contribute to programs in other fields? What plans are in place for improving the program?

The Business Administration Department of Cerritos College provides courses leading to Certificate of Achievement and A.A. Degree programs, as well as individual courses transferable to 4-year colleges and universities. Courses are taught from a practical point-of-view and are designed to improve the on-the-job knowledge, provide the extra information students need for a promotion, assist students in a successful job hunt, as well as lead them to excel in a digitally driven world. Many of our graduates have successfully found jobs, been promoted to a higher-level position, and/or started their own business. Based on Advisory Committee members feedback and student evaluations, both employers and students are very satisfied with our curriculum design.

Over the last couple of years, our faculty have updated the existing courses to address the trends and new technology in the market. We have also designed and developed new courses and degree programs in the growing areas including app development with Apple. In the next few years, we plan to continue develop new courses in supply chain management and big data, in addition to promote our program to more students through events such as Business Week and Student Pitch Competition.

2. **Market Data Need: How strong is the demand for graduates of the program?** How has demand changed in the past two years and what is the outlook for the next five years. How many jobs are available regionally in this field? Are other similar programs offered in this region and if so, what is their impact on the job market? How is the job market impacting your program?

Based on the results of NACE (National Association of Colleges and Employers)'s Job Outlook 2018 survey, eight of the 10 top college majors in demand by employers were in the business category continuing a shift away from high-tech majors. Their 2016 survey reported six of the top 10 top majors were in business. On January 24, 2020, LA Times also reported that the largest California job gain was in professional and business services, which added 71,500 positions, including 6,600 in last December. Our program not only continues to maintain a positive reputation within the

surrounding community, but also further increases its online presence within the State of California.

3. **Enrollment/Retention/Placement: What are the trends in student enrollment, success and completion, and placement?** Is there an increase or decline in the last five years? What are the barriers to success and completion? What are placement rates with local employers? What do these data mean for your program?

In the 2018-2019 school year, the BA department supported the awarding of 1008 graduation petitions across all business majors, which represents approximately 24% of the total completions of the College as well as over 20% increase from the 2017-2018 school year. We offered 113 sections of classes in Fall 2019, and 115 sections in Spring 2020, both were the highest numbers we have had in the last five years. Overall, our student enrollment has been steadily increasing. In addition to promote our degree programs to students on campus and online, the BA faculty team has also been actively working with local high schools to develop strategic partnerships through dual enrollment and course articulation agreement.

One of our main barriers is the lack of supporting personnel in our pathway program. To manage our database and continue to increase our completions, we need additional staff members to process paperwork related to certificate and degree completions. Furthermore, as our program continues to grow, we will need additional faculty members, both full- and part-time, as well as funding support for department events, adjunct faculty training, and computer hardware and software purchases.