

2020 Annual Program Review

Program Name: Business

Program Review Author: Sal Veas

I. PROGRAM DESCRIPTION: In one or two paragraphs, provide a description of the primary goals of your program or service area. Attach an appendix to describe your program or service area in more detail, if needed.

Note: If no changes have occurred, feel free to copy and paste from your last review. If it exists, feel free to copy the brief description of your program from the college catalog: <http://www.smc.edu/CollegeCatalog/Pages/default.aspx>

The Business Department includes: Accounting, Administration of Justice, Automotive Technology, Business, noncredit Bike Maintenance and noncredit Business. The primary goals of our programs generally fall into two categories, full-filling transfer aspirations or career preparation. By focusing on industry informed curriculum and certifications valued by employers, we are positioning our students to be competitive in the job market and/or transfer.

ACCOUNTING: Students learn essential skills for in-demand accounting professions or transfer preparation. Real world training includes how to prepare and examine financial records of business, municipal, county, state and federal agencies for compliance with laws as well as how to record transactions such as receivables, payables and payroll. Students can apply their training right away in small business and startup settings, or in corporate accounting, bookkeeping, tax preparer roles and more.

BUSINESS: Students prepare for a career in business administration, management or leadership, including exploring entrepreneurship through our comprehensive business programs. Our rapidly changing world demands business leaders who bring innovative ideas. Our foundational programs offer a broad range of classes including marketing, finance, global trade and logistics, ethics, strategic leadership, intellectual property, entrepreneurship and more.

ADMINISTRATION OF JUSTICE: Students prepare for careers in local, state and federal law enforcement; security; and courtroom operations. Our courses familiarize students with the American justice system, crime causes, the role of administration of justice practitioners, the role of law enforcement, evidence procedures, juvenile procedures, and criminal law. Students apply principles of the justice system; constitutional and procedural considerations affecting an arrest, and search and seizure; human relations; and concepts of criminal law.

AUTOMOTIVE TECHNOLOGY: Provides students with hands-on training on vehicle technologies. Students apply basic diagnostic techniques, maintenance procedures, and repair skills to automotive, electrical, braking and suspension, and steering systems. Prepares students for essential positions in today’s automotive maintenance shop operations.

BICYCLE MAINTENANCE: Introduces students to the basics of bicycle maintenance and provide a pathway to jobs as entry-level mechanics, bicycle sales positions or bicycle shop management.

II. PROGRESS SINCE LAST REVIEW (LAST YEAR’S OBJECTIVES)

Identify the original objectives from your last review, as well as any objectives that emerged during the year (if applicable). For each objective, determine status and explanation for status.

Objective	Status (Check one)	Status Explanation
Develop curriculum in SAP ERP modules for Accounting and Supply Chain Management.	<input type="checkbox"/> Not Completed <input checked="" type="checkbox"/> In Progress <input type="checkbox"/> Completed	Both classes have been developed and approved, but have not been offered due to complexities of the SAP instance required to teach these courses. BUS 87 ERP Procurement will be offered in Spring 2021. ACCTG 50 ERP Accounting offered in 2021.

Secure CEU status for key professional development courses in Accounting and Business. (This is a market that we do not currently serve and can prove to be a huge opportunity for FTES growth.)	<input checked="" type="checkbox"/> Not Completed <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	Suspended effort temporarily due to other priorities.
Develop Customer Relationship Management curriculum using Salesforce or similar industry accepted tools that will prepare students for immediate employment.	<input type="checkbox"/> Not Completed <input checked="" type="checkbox"/> In Progress <input checked="" type="checkbox"/> Completed	BUS 34 Customer Relationship Management approved and offered Spring 2020. BUS 36A, B, C Customer Service course sequence is part of Salesforces' Service Cloud product line. BUS 36A Customer Service in the Digital World approved.
Develop scheduling patterns to allow and encourage student completion of Certificates of Achievement and Department Certificates in 12 months or less.	<input type="checkbox"/> Not Completed <input type="checkbox"/> In Progress <input checked="" type="checkbox"/> Completed	Accelerated "block" scheduling adopted and applied strategically to specific course sequences.
Click or tap here to enter text.	<input type="checkbox"/> Not Completed <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	Click or tap here to enter text.

III. ACHIEVEMENTS

(Optional) List any notable achievements your program accomplished in the last year.

New Classes:

- BUS 7: Introduction to Sustainability in Business
- BUS 36A: Customer Service in the Digital Age (industry informed with Salesforce)
- BUS 37: Business of Hip-Hop Industry
- BUS 56: Understanding the Business of Entertainment
- BUS 59: Design for Delight for the Entrepreneur (industry informed with Intuit)
- BUS 87: ERP System: Procurement (industry informed with SAP)

New Programs:

- Sustainability in Business (in development). This is a four-course sequence. BUS 7A: Introduction to Sustainability in Business (offered Fall 2020). BUS 7B: Sustainability Reporting (Curriculum Committee Fall 2020). 7C: Corporate Sustainability Strategies in Business. 7D: Global Social Impacts on 21st Century Business VC

Strong Workforce Regional Initiatives

- SIM (Strategy, Innovation, Marketing) Regional Project Leader: Erin Steinberger (Moore)
- SIM Faculty Innovation Regional Project Leader: Sal Veas
- Entrepreneurial Mindset SMC Faculty Lead: Thomas Paccioretti
- Global Trade and Logistics SMC Faculty Leads: Katya Rodriguez and Keith Everett
- Advanced Transportation SMC Faculty Leads: Katya Rodriguez and Keith Everett

SMC Faculty Leaders

- Curriculum Committee Chair: Dana Nasser
- Career Education Committee Chair: Steven Sedky
- Honor Council Chair: Gregory Brookins
- Chair of Chairs: Sal Veas

Special Events & Activities

- Financial Literacy Seminars targeting marginalized populations. (Jenny Resnick)
- Accounting Diversity Conference (Virtual: smc.edu/adc) (Ming Lu)
- Volunteer Tax Assistance Program (VITA) Tax preparations completed 2019: 430; 2020: 120 as a result of COVID-19 Cancellation (Cesar Rubio)
- National Association for Community College Entrepreneurship National Conference Presentations
 - INTELLECTUAL PROPERTY IN TODAY'S INNOVATION ECOSYSTEM: NEW ONLINE COURSE FOR ENTREPRENEURS (Dana Nasser, Nathan Khalil, Sal Veas)
 - BOOTSTRAPPING: STARTING FROM ZERO (Thomas Paccioretti)
 - NACCE Pilot Programs Provide Pathways for Success (Dana Nasser, Nathan Khalil, Sal Veas)

IV. CURRENT PLANNING AND RESOURCE NEEDS

Part 1: Narrative

Broadly discuss issues or needs impacting program effectiveness for which institutional support or resources will be needed for the next academic/fiscal year.

1. VR Equipment Installation: A specific and timely need is to identify a location to install our Z-Space virtual reality equipment purchased for our Automotive Technology program. This equipment could be used by other Departments, especially the health sciences related. A location on the main campus or Bundy would be ideal.

<https://zspace.com/industrycredentials/?nav=tp>

2. Full-time faculty: There are 15 full-time faculty in the Business Department—seven in Accounting, six in Business, two in Business Law/Administration of Justice. One of our Business faculty is on a 50% load (partial retirement). There are numerous initiatives in the Department where full-time faculty must take the lead. As highlighted in sections II and III, given the number of local and regional initiatives, full-time faculty are at full capacity. It should be noted that part-time faculty do play a significant role in the development and production of our programs.

3. Reimagine the Department Administrative Assistant (AA) Role

I know it is the role of the Personnel Commission to address classified job descriptions and specifications, so my comments are brief. From 2003 to the present, I have served as Department Chair on two different occasions. During that seventeen-year timeframe, the role of the Department AA has pretty much stayed the same (actually there are a number of activities that are no longer handled by the AA). The responsibilities of the AA do not reflect the new role of the Department office and new responsibilities that are a result of digital communication with the public and our students. This has become particularly apparent during our current remote environment.

Part 2: List of Resources Needed

Itemize the specific resources you will need to improve the effectiveness of your program, including resources and support you will need to accomplish your objectives for next year.

While this information will be reviewed and considered in institutional planning, the information does not supplant the need to request support or resources through established channels and processes.

Resource Category	Resource Description/Item	Rationale for Resource Need (Including Link to Objective)
Human Resources	Full-time faculty to support contemporary fields in Accounting and Business.	Click or tap here to enter text.

Facilities (<i>info inputted here will be given to DPAC Facilitates Comm.</i>)	See item #1 above.	Click or tap here to enter text.
Equipment, Technology, Supplies (<i>tech inputted here will be given to Technology Planning Committee</i>)	Click or tap here to enter text.	Click or tap here to enter text.
Professional Development	Upskilling faculty in high demand areas of study.	Click or tap here to enter text.

V. CHALLENGES RELATED TO SPRING 2020 COVID-19 CRISIS AND RESPONSE:

List significant challenges your program faced in Spring 2020 due to COVID-19. Please also Include your responses and solutions to this crisis.

The major challenge revolved around Automotive Technology and Bicycle Maintenance. Both programs rely on live demonstrations and hands-on repetitive student experiences to achieve learning outcomes for the classes. Bicycle Maintenance has been cancelled. Automotive has offered fully remote classes without the hands-on components of the courses. This decision was based on the recommendations provided by our regional SWP Transportation consortium led by LA Trade Tech College.

VI. THE NEXT SECTION IS FOR CTE PROGRAMS ONLY

PARTNERSHIPS:

Part 1: Industry advisory meeting dates and attendance for 2019-2020.

Date of Meeting	# of SMC Attendees	# of Non-SMC Attendees
5/12/2020	Admin of Justice Regional: 3	6
5/21/2020	Accounting Regional: 7	10
3/27/2020	Business postponed until Fall 2020	Click or tap here to enter text.
Click or tap to enter a date.	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap to enter a date.	Click or tap here to enter text.	Click or tap here to enter text.

Part 2: Employer partnerships/collaborations for 2019-2020. Identify the most salient partnerships or collaborations.

Employer Name	Type of partnership or Collaboration <ul style="list-style-type: none"> • Advisory attendance • Internship site • Donations • Job placement • Other 	Optional: Additional information about partnership or collaboration
Salesforce	Industry Informed Curriculum	BUS 34, BUS 36A, 36B, 36C
Intuit	Industry Informed Curriculum	BUS 59 & Entrepreneurship Support
Michelson 20MM	Industry Informed Curriculum	Intellectual Property Initiative
DHL Global Forwarding	Tours & forum participation	Click or tap here to enter text.
Tea Tenzo	Tours & forum participation	Click or tap here to enter text.

CONGRATULATIONS – that’s it! Please save your document with your program’s name and forward it to your area

Vice President for review. Please CC or send a copy to Stephanie Amerian and Erica LeBlanc.

The following section will be completed by your program's area VP

Vice Presidents:

First, please let us know who you are by checking your name:

- Christopher Bonvenuto, Vice President, Business and Administration
- Don Girard, Senior Director, Government Relations & Institutional Communications
- Sherri Lee-Lewis, Vice President, Human Resources
- Jennifer Merlic, Vice President, Academic Affairs
- Teresita Rodriguez, Vice President, Enrollment Development
- Michael Tuitasi, Vice President, Student Affairs

Next, please check this box to indicate that you have reviewed the program's annual report Provide any feedback and comments for the program here:

Click or tap here to enter text; the box will expand when you enter text.

Finally, please **save the document** and email it to both Stephanie Amerian (amerian_stephanie@smc.edu) and Erica LeBlanc (leblanc_eric@smc.edu). If you have any questions, please contact us!

Thank you for your input!