

# San Antonio College

## Degree or Certificate Program and Concentrations

### Learning Outcomes & Measures

**Date:** November 30, 2005

**Division:** Professional & Technical Education    **Dean:** Dr. Lula W. Pelayo

**Department/Discipline:** Business/Business Management

**Chair/Director:** Vernell E. Walker                      **Program Coordinator:** Val Calvert

**Building Name and Room:** Moody Learning Center (MLC) 510

**Address:** 1300 San Pedro Avenue, San Antonio, TX 78212-4299

**Telephone:** (210) 785-6143

**Fax:** (210) 733-2845

**Email:** vwalker@accd.edu

**Email:** vcalvert@accd.edu

**I. Degree, Certificates or Concentration or Unit in Support of:**

Associate of Applied Science in Business Management

**II. Expected Program/Unit Learning Outcomes:**

The associate's degree in Business Management program generally prepares graduates for entry-level employment and advancement in the business field. Students receive a solid foundation in management principles and business technology, computer operations, and general education. Through a successful completion of the program, students will:

- Be employable in an entry level management or business environment
- Have working knowledge of current legal, ethical, social, financial, and economic environmental factors as they apply to business.
- Apply marketing and advertising principles
- Produce presentation materials in PowerPoint
- Have a working knowledge of computers using software packages to create spreadsheets, written reports, letters, presentations, communications with clients & co-workers, and other general office duties.
- Utilize human resource practices
- Work as a team member and/or leader using effective communication strategies including writing, listening, speaking, negotiating and persuading skills.
- Examine the moral conduct and behavior in the world of business
- Understand the patterns of world trade, internationalization of the firm, and operating procedures of the multi-national enterprise

**III. Measures of Program/Unit Learning Outcomes:** The student will demonstrate mastery of the program through the following criteria:

- Local Developed Exams and assignments
- Capstone Experience
- Satisfaction Surveys
- Syllabus Audit

**A.** To ensure that our program/unit reaches these goals, our faculty members pursue the following outcomes:

- Use critical thinking to analyze contemporary issues.
- Demonstrate effective oral and/or written communication of ideas, informed opinions, and/or values.
- Demonstrate the ability to work effectively independently and/or in collaborative problem-solving groups.
- Identify principles and applications of personal, civic, and/or economic responsibility.
- Participate actively (class discussion, volunteerism, presentations, etc.) in issues significant to citizenship in contemporary society.
- Recognize the importance of diversity of opinion, abilities and cultures.

**B.** To achieve these program/unit outcomes, faculty members employ the following strategies:

- Update degree plans and certificates to respond to changes in each discipline
- Improve departmental advisement by providing information sheets for adjunct faculty.
- Share course offerings and changes with current students
- Hold open house or career information sessions for specific programs

**IV. List of Courses in Degree, Certificate or Concentration Program or Unit in Support of: Business Management AAS Degree**

BMGT 1303 - Principles of Management  
BMGT 1382 - Coop Ed. Business Admin. & Mgt  
BMGT 2309 - Leadership  
MRKG 1311 – Principles of Marketing  
MRKG 2333 – Principles of Selling  
HRPO 2307 - Organizational Behavior  
BMGT 2341 – Strategic Management  
BMGT 2383 – Coop Ed. Business Admin. & Mgt  
HRPO 2301 – Human Resources Management  
BUSG 2307 - Legal & Social Environment of Business  
BMGT 1345 - Communications in Management  
BUSG 1345 - Principle of Finance  
IBUS 1305 - Intro. To International Business & Trade

The following courses are Directed Electives of the Business Management Program

BUSA 1313 – Investments  
BUSG 2307 - Legal & Social Environment of Business  
BMGT 1331 – Production & Operations Management  
MRKG 1391- Special Topics in Business Marketing & Marketing Mgt

**V. Department Faculty and Staff**

**Chair:** Vernell E. Walker

<b>Full-Time</b>	<b>Part-Time</b>
Larry Bailey, Professor	Yamin Aguilar, Instructor
Val Calvert, Assistant Professor	Joy Caruso, Instructor
Thomas Friday, Associate Professor	Dave Elder, Instructor
Charles Hunt, Professor	Dale Gillum, Instructor
	Heriberto Herrera, Instructor
	Sherman Howard, Instructor
	John Morales, Instructor
	Tony Padilla, Instructor
	Ronald Shaw, Instructor
	George Swanson, Instructor
	Marilyn Ward, Instructor

**APPROVED:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
(Signature of Dean)

**Five Year Review Assessments:**

The Five Year Review Assessments and recommendations were addressed by increasing enrollment through out-reach activities in the community and at the college, improving department faculty advisement by cross-training full-time faculty in all programs, and continuously monitoring departmental performance and efficiency.