I. PROGRAM MISSION: In your view, what is the primary educational objective of your program? (Enter in priority if more than one applies.)

The Business Administration Major prepares the student for transfer to upper-division status at a four-year educational institution, and for increased professional proficiency, career changes and enhancements, and new employment challenges. The required program provides the student with the basic courses necessary to pursue studies in specialized business fields such as international business, finance, advertising, marketing, management, accounting, and banking. All Foothill College students, regardless of major, who expect to work in private or profit-oriented organizations, the government, or business are strongly urged to include business principles and other business specialized courses as electives.

The Business International Studies program combines appropriate courses in Business, Economics, Foreign Language, History, Political Science, and Cross-Cultural comparisons. In a world of increasing interdependence, there is a growing need to provide the basic foundation and employment skills in the special areas of international business and trade. Foothill’s goal is to prepare students to function effectively in the global community with a special emphasis on Pacific Rim and basin countries, Europe, and those countries interacting directly with the Western United States.

Foothill College presently employs faculty with international expertise in the above areas. The focus of this program is on the business operations level for transfer students or students pursuing new careers, for experienced business people in local multinational corporations wanting to improve and expand their capabilities in international business and trade, for exchange students from foreign countries, working for U.S. corporations abroad, and for the general public to become familiar with diverse cultures, global issues, business and trade considerations in addition to foreign language skills for improved communication and understanding.

Transfer_1 Degree/Certificate_2 Career Development_3 Basic Skill__ Other__

Number of degrees issued this academic year:21__ Certificates (<27 units)_0__
Certificates(>27 units)_138

II. ASSESSMENT OF INTERNAL AND EXTERNAL FACTORS

INTERNAL ASSESSMENT: As of 2002-2003 course outlines for BUSI 22 are updated, appropriate and articulate with four-year transfer schools. All course required for the BUSI and BIS programs articulate with four-year institutions.

Enrollments in BUSI courses continue to increase. In 2001-2002 enrollments in BUSI 22 were up 24 percent. Enrollments in 2002-2003 are also up more than 20 percent. Additional traditional day class sections are needed in both fall and spring quarters. Online sections continue with exceptionally strong enrollments.

Telebased courses are currently not attracting students, as online course are more appealing. In 2000-2001/ 2001-2002 the BSI Division cancelled BUSI Telecourses due to lack of enrollment. In 2002-2003 BUSI Telecourses were not offered with the exception of BUSI 95, Small Business Management. As a consequence the BSS Division should not offer BUSI Telecourses and shift resources to both regular, traditional courses and online sections.

During the 2000-2001 and 2001-2002 academic years, enrollments in BUSI 97, the Management and Marketing Seminar Series fluctuated from an average of 25 to 30 in fall quarters to less than 15 to 20 in winter and spring quarters. Therefore, in 2003-2004 the BUSI 97 Management and Marketing Seminar Series should be reviewed and updated. During this period, the BUS 97 courses should not be offered.
Because of the dynamic changes to the business and economic environment, management strategies are currently changing, we need to continually review and enhance our BUSI course offerings. BUSI 59, Marketing and BUSI 95, Small Business Management have been updated in 2000-2001. We are continuing to work with educators in four-year institutions to recognize our Marketing course (BUSI 59) as equivalent to their courses. With the continued involvement of participation in Annual Marketing Education Conference some initial progress has been made. In 2002-2003 and 2003-2004 further efforts for articulation and acceptance as equivalent will continue.

In 2003-2004, BUSI 95, Small Business Management enrollments could be enhanced by offering the course on a traditional basis instead of as a Telecourse which has declining or mixed enrollment trends. BUSI 131-133 needs updating. These courses are frequently cancelled and require significant revitalization. Input from SBIC, SBA specialists and information from local chamber of commerce and retail trade associations would be valuable resources for program enhancement in Small Business Management.

During 2001-2002 and 2002-2003 courses in fashion merchandising were developed and are being implemented in BSS curriculum. Enrollments in FASH 50 were 50 percent above expectations. Students were surveyed to determine interest in other business related courses. Career interests in Small Business Ownerships/ management by fashion students could increase BUSI 95 enrollment by 25-30 percent.

The primary BUSI classroom, 3015, will be totally renovated in 2002-2003 into high-tech contemporary facility. Combined with new professional/ business furniture (conference type tables and chairs) classroom 3015 is now appropriate for the 21st century. The atmospherics are conducive for effective student learning and appropriate to accommodate industry guest speakers.

EXTERNAL ASSESSMENT: In addition to the articulation issues addresses above, the BUSI program is examining links to and needs of various external groups. Several California Community Colleges have joined to develop and implement new programs in Retail/Supermarket Management Training Programs. These programs have strong support by major retailers. In 2000-2001 and 2001-2002 we extended our exploration into offering a similar program at Foothill College. However, such a dynamic program would require release time for the faculty coordinator or an additional full-time faculty or supplemental part-time faculty from industry or from industry/retired faculty consultants/ coordinators.

With the initial success of Fashion Merchandising courses, Foothill College BSS Division should develop curriculum to satisfy the requirements of the Retail/Super Market Management Training Program and the fashion-related Merchandising and Marketing Management Programs of retailers and manufactures in our greater service area. Currently we offer some of the core courses. In the Foothill-De Anza Catalog we offer other required courses that are "sleeping" exist, but not recently offered and need updating such as Salesmanship, Relating, Customer/ Human Relations.

Note! Some specialized courses that may not be part of the BSS curriculum, could be taken by Foothill students on an Internet-Online format with other institutions. This approach would be both academically and economically feasible. However, release time for a faculty program coordinator and an additional full-time faculty member is essential. The ideal faculty program coordinator would have practical experience in retailing and marketing.

Due to the economic recession, the successful GMMI program, General Motors Marketing Internship Program was scaled down, because the number sponsorship GM dealers declined. Bill Thompson has maintained a relationship with the GMMI coordinators for northern California and he has also contacted various GM dealers to encourage sponsorship.

In spring quarter or fall quarter 2003 it is feasible that the GMMI program will return to Foothill College in association with BUSI courses and possibly inter related with the FASH 50 course. Our new FASHION and Marketing club student may be the key link to encouraging GM dealer sponsorship along with other types of retailers in a joint promotional, educational, fund raising community or college cultural-diverse event.
Student experiences in the internship and Campus, Club Programs increase their attractiveness to transfer institutions and potential employers.

III. CURRENT STAFFING:
   To be completed by the BSS Division Dean: See prior program review and update accordingly.

IV. ACTION PLANS:
   Over the next two academic years, we plan to:
   • To expand the offerings of online BUSI courses
   • Seek funds for students teaching assistance for online BUSI offerings
   • Continue to attend regional and national conferences to learn from and strengthen our links to other programs, collaborative, and internship possibilities

V. RESOURCES NEEDED:
   A. FULL-TIME EQUIVALENT FACULTY OR STAFF NEEDS: If we were to increase the online offering of BUSI courses and to expand the BUSI/BIS programs such as the Retail Management Training Program coordinated with the developing Fashion Merchandising Program, we would need one additional full-time faculty member to enable a successful program.
   B. FACILITIES: Utilization of the new contemporary, high-tech, refurbish classroom 3015 is the ideal facility for the above program.
   C. CAPITAL PROJECTS: Specialized equipment that maybe needed could be acquired by donations from corporate sponsored retailers. New furnishings (Tables and Chairs) for classroom 3015 were provided by a Foothill Business student solicitation of donations by several local high-tech corporations.
   D. MATERIALS AND SUPPLIES BUDGET AUGMENTATION: Funds to enable faculty to travel to conferences, four-year institutions and to corporations to continue the evolution of the program.
   E. DIVISION PRIORITY LEVEL: Medium-high

VI. STUDENT EQUITY:
   With the exception of Pacific Islanders, the BUSI program’s success rates are equal to or exceed those of the college at large.

List names of participants assisting in the program review.
Full-time faculty, Bill Thompson, 650-949-7479
Full-time faculty, Sara Seyedin, 650-949-7483, drseyedin@earthlink.net
Administrator: Elizabeth Zoltan, 650-949-7394, zoltan@fhda.edu
PROGRAM NAME: BUSINESS/BUSINESS INTERNATIONAL STUDIES
Degree/certificate options available:
- Associate in Arts Degree in Business Administration
- Business Management I Certificate of Achievement
- Business Management II Certificate of Achievement
- Business Marketing Certificate of Achievement
- Small Business Certificate of Completion
- Small Business Certificate of Achievement
- Business-Dispute Resolution Certificate of Completion
- Associate in Arts Degree in Business International Studies
- Certificate of Achievement in International Business Strategy (21 Units)

PROGRAM MISSION AND OUTCOMES:
The Business Administration Major prepares the student for transfer to upper-division status at a four-year educational institution, and for increased professional proficiency, career changes and enhancements, and new employment challenges. The required program provides the student with the basic courses necessary to pursue studies in specialized business fields such as international business, finance, advertising, marketing, management, accounting, and banking. All Foothill College students, regardless of major, who expect to work in private or profit-oriented organizations, the government, or business are strongly urged to include business principles and other business specialized courses as electives.

The Business International Studies program combines appropriate courses in Business, Economics, Foreign Language, History, Political Science, and Cross-Cultural comparisons. In a world of increasing interdependence, there is a growing need to provide the basic foundation and employment skills in the special areas of international business and trade. Foothill’s goal is to prepare students to function effectively in the global community with a special emphasis on Pacific Rim and basin countries.

<table>
<thead>
<tr>
<th>PROGRAM CONTENT PROFICIENCIES/COMPETENCIES</th>
<th>BEHAVIORS: What should a student be able to do upon graduation?</th>
<th>REQUIRED PROGRAM COURSES related to this outcome: Where do students acquire experience?</th>
<th>OUTCOME MEASURES — Evidence or Sample Demonstrating Deep Learning: How do we know what a student has achieved?</th>
</tr>
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</table>
| Accounting                                | Understand accounting practice and theory, understand and analyze financial statements their relationship Understand the development and use of managerial accounting information for decision making and control | ACTG 1A, ACTG 1B, ACTG 1C | For all of the required classes, outcome measures include:  
**DIRECT:**  
Student will earn a grade of “C” or better in each of the required courses.  
**INDIRECT:**  
- Students analyze corporate annual reports  
- Students use computing skills gained in working with the spreadsheet programs  
- Students use application software such as Word, Excel, and PowerPoint  
- Students use effective research skills including Internet search  
- Students use effective interpersonal, critical thinking, and communication skills.  
- Students participate and conduct team projects relative to:  
  - Situation Analysis  
  - Marketing Strategy  
  - Operations  
  - Human Resources  
  - Financial and Stock performance |
<p>| Management                                | Identify the process and functions of management; demonstrate effective management decision-making skills | BUSI 22, BUSI 53, BUSI 59, BUSI 95, BUSI 97 | |
| Marketing                                 | Understand Contemporary marketing; Apply marketing strategy and tactics to marketing mix variables of product, price, place and | BUSI 22, BUSI 58, BUSI 97P, BUSI 97Q, BIS 89 | |</p>
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<td>Human Relations</td>
<td>Communicate effective with people in organizations and apply good human relation skills</td>
<td>BUSI 22, BUSI 97D, BUSI 97V, BUSI 97W</td>
<td>Students present their completed project findings to the class. Students will be encouraged to retain a copy of their team project as evidence to support academic transfer requirements and for employment opportunity enhancement.</td>
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<tr>
<td>Operations</td>
<td>Demonstrate knowledge relative to business operations including technical applications</td>
<td>BUSI 22</td>
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<td>Financial</td>
<td>Apply Financial Management skills in planning and controlling budgets and cash flow</td>
<td>BUSI 22, BUSI 61, BUSI 102</td>
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<td>Information</td>
<td>Demonstrate knowledge of information management within the organization and external sources</td>
<td>BUSI 22, BUSI 91L</td>
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<tr>
<td>Global</td>
<td>Identify global trends and cultural diversity affecting business organizations including exporting, importing, trade agreements and international merges</td>
<td>BUSI/BIS 53, ECON 25, BIS 89, BUSI 95E</td>
<td></td>
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<tr>
<td>Small Business Management</td>
<td>Apply the steps of small Business planning implementation and controlling relative to operations, marketing and Financial management</td>
<td>BUSI 95E, BUSI 133 E</td>
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<tbody>
<tr>
<td>Communication</td>
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<td>Computation</td>
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<td>Creative, Critical &amp; Analytical Thinking</td>
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<td>Community/ Global Consciousness &amp; Responsibility</td>
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