# Bronx Community College of The City University of New York Business and Information Systems Department

**Quality Assurance Report Fall 2010 – Spring 2012** 

# Accreditation Council for Business Schools and Programs

September 2012



# Accreditation Council for Business Schools and Programs (ACBSP)

# Associate Degree Commission Accredited Institutions <a href="Quality Assurance">Quality Assurance</a> (QA) Report

Institution:

| President's Name:                    | Dr. Carole M. Berotte Joseph                    |
|--------------------------------------|---|
| Chief Academic Officer's Name:       | Dr. David Hadaller                              |
| Year Accredited/Reaffirmed:          | Reaffirmed 2004                                 |
| List <u>All</u> Accredited Programs: | Business Administration, A.S., with options in: |

Persons completing report: Dr. Rosemary Quinn,

Chairperson

Prof. Howard Clampman,

**Web Page Development** 

Marketing Management, A.A.S.

Medical Office Assistant, A.A.S.

Office Administration and Technology, A.A.S.

**Bronx Community College** 

**Deputy Chairperson** 

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# **Items to be Addressed**

## A. Faculty Qualifications

Since the last report, 7 new faculty (full-time and part-time) members were hired. As required, Table IV - New Full-Time and Part-Time Faculty Qualifications are attached.

| NAME               | MAJOR<br>TEACHING<br>FIELD                          | COURSES TAUGHT   | LIST ALL<br>EARNED<br>DEGREES                              | DOCUMENT OTHER PROFESSIONAL CERTIFICATION CRITERIA (18 Graduate Credit Hours in Field, Two Years Work Experience, Teaching Excellence, Publications, Professional Certifications) | ACBSP<br>QUALIFICATION<br>(1. Master 2.<br>Doctorate, 3.<br>Professional, 4.<br>Exception) |
|--------------------|---|--|--|---|--|
| Full-Time          |   |  |  |   |  |
| D'Aarigo, Thomas   | ACCOUNTING,<br>FINANCE,<br>MARKETING,<br>MANAGEMENT | MKT 11 - PRINCIPLES OF MARKETING; ACC 11 - FUNDAMENTAL ACCOUNTING I; FIN 31 - PRINCIPLES OF FINANCE  | MBA-<br>MARKETING  |   | MASTER   |
| Jaijairam, Paul    | ACCOUNTING  | ACC 11 & 12 - FUNDAMENTAL ACCOUNTING I & II, ACC 13 - INTERMEDIATE ACCOUNTING I  | MBA -<br>FINANCE   | PROFESSIONAL<br>CERTIFICATE-CPA<br>(SC)   | MASTER   |
| Wei, Hsinrong      | BUSINESS,<br>FINANCE,<br>MANAGEMENT                 | BUS 10 - INTRODUCTION TO BUSINESS; BUS 51 - BUSINESS ORGANIZATION & MANAGEMENT; BUS 52 - ORGANIZATIONAL BEHAVIOR; FIN 31 - PRINCIPLES OF FINANCE | MBA -<br>FINANCE AND<br>INVESTMENTS                        |   | MASTER   |
| Part-Time          |   |  |  |   |  |
| Martich, Luisa     | COMPUTER<br>INFORMATION<br>SYSTEMS                  | DAT 10 -<br>COMPUTER<br>FUNDAMENTALS<br>AND APPLICATIONS   | MS -<br>INFORMATION<br>TECHNOLOGY<br>SECURITY<br>ASSURANCE |   | MASTER   |
| McMaster, Clarence | BUSINESS,<br>MARKETING,<br>MANAGEMENT               | MKT 11 -<br>PRINCIPLES OF<br>MARKETING; BUS<br>11 - BUSINESS<br>MATHEMATICS  | JD - LAW   | CALIFORNIA BAR<br>ASSOCIATION   | DOCTORATE  |
| Mirza, Atique      | ACCOUNTING  | ACC 11 -<br>FUNDAMENTAL<br>ACCOUNTING I  | MBA -<br>ACCOUNTING  | PROFESSIONAL<br>CERTIFICATE-CPA<br>(TX)   | MASTER   |
| Phillips, Myrna    | BUSINESS &<br>ACCOUNTING                            | ACC 11 -<br>FUNDAMENTAL<br>ACCOUNTING I  | MBA -<br>FINANCE   | PROFESSIONAL<br>CERTIFICATE-CPA<br>(NY)   | _  |

#### B. Curriculum

- 1. No programs were substantially revised during the QA reporting period.
- 2. No new programs were developed during the QA reporting period.
- 3. No accredited programs were terminated during the QA reporting period.

#### C. Organization

- 1) The following represents the new organizational or administrative personnel changes within the business unit during the QA reporting period:
  - a) New President Dr. Carole M. Berotte Joseph.
  - b) New VP of Academic Affairs Dr. David Hadaller.
- 2) No new sites were added during the QA reporting period.

#### D. Conditions/Notes/Recommendations to be Addressed

There were no Conditions, Notes, or Recommendations to be addressed from the 2010 QA report.

#### E. **Program Outcomes**

#### 1. A.S. Degree:

Graduates of the A.S. Degree Program with concentrations in Accounting, Computer Programming, Management or Marketing Management are prepared to:

- Transfer to a senior college/four-year degree program to obtain their Bachelor's Degree. The Department has several current articulation agreements to facilitate transfer to CUNY senior colleges.
- $\triangleright$ Obtain employment in their major areas of study in which they have received instruction to be qualified for entry-level positions

#### 2. A.A.S Degree:

The Department offers the following A.A.S. Degrees:

- Accounting
- > **Computer Information Systems**
- Marketing Management
- **△** Medical Office Assistant
- Office Administration and Technology

Graduates of the A.A.S. Degree programs are prepared to obtain employment in their major area of study in which they have received instruction to be qualified for entry-level positions.

- 3. The following Program Outcome data is provided:
  - Program graduation rates as a percentage of College-Wide rates
  - Program passing rates on College Proficiency Exam (CPE) as compared to College-Wide rates as of 2009. The CPE is no longer administered at BCC – see note on page 7 for further details.

## **GRADUATION RATES**

| BUSINESS ADMINISTRATION                                   |           |     |     |  |  |  |  |  |  |
|---|-----------|-----|-----|--|--|--|--|--|--|
|   | AS DEGREE |     |     |  |  |  |  |  |  |
| TOTAL COLLEGE PROGRAM YEAR GRADUATES GRADUATES PERCENTAGE |           |     |     |  |  |  |  |  |  |
| 2005-2006   | 735       | 99  | 13% |  |  |  |  |  |  |
| 2006-2007   | 834       | 104 | 12% |  |  |  |  |  |  |
| 2007-2008   | 756       | 89  | 12% |  |  |  |  |  |  |
| 2008-2009   | 836       | 105 | 13% |  |  |  |  |  |  |
| 2009-2010   | 887       | 107 | 12% |  |  |  |  |  |  |
| 2010-2011   | 1144      | 118 | 10% |  |  |  |  |  |  |
| 2011-2012   | 922       | 95  | 10% |  |  |  |  |  |  |

| ACCOUNTING  AAS DEGREE |   |    |    |  |  |  |  |  |  |  |
|------------------------|---|----|----|--|--|--|--|--|--|--|
| YEAR                   | TOTAL COLLEGE PROGRAM YEAR GRADUATES GRADUATES PERCENTAGE |    |    |  |  |  |  |  |  |  |
| 2005-2006              | 735   | 9  | 1% |  |  |  |  |  |  |  |
| 2006-2007              | 834   | 9  | 1% |  |  |  |  |  |  |  |
| 2007-2008              | 756   | 11 | 1% |  |  |  |  |  |  |  |
| 2008-2009              | 836   | 12 | 1% |  |  |  |  |  |  |  |
| 2009-2010              | 887   | 9  | 1% |  |  |  |  |  |  |  |
| 2010-2011              | 1144  | 16 | 1% |  |  |  |  |  |  |  |
| 2011-2012              | 922   | 10 | 1% |  |  |  |  |  |  |  |

| COMPUTER INFORMATION SYSTEMS  AAS DEGREE |                       |    |    |  |  |  |  |  |  |  |
|--|-----------------------|----|----|--|--|--|--|--|--|--|
| YEAR                                     | TOTAL COLLEGE PROGRAM |    |    |  |  |  |  |  |  |  |
| 2005-2006                                | 735                   | 16 | 2% |  |  |  |  |  |  |  |
| 2006-2007                                | 834                   | 16 | 2% |  |  |  |  |  |  |  |
| 2007-2008                                | 756                   | 13 | 2% |  |  |  |  |  |  |  |
| 2008-2009                                | 836                   | 17 | 2% |  |  |  |  |  |  |  |
| 2009-2010                                | 887                   | 10 | 1% |  |  |  |  |  |  |  |
| 2010-2011                                | 1144                  | 15 | 1% |  |  |  |  |  |  |  |
| 2011-2012                                | 922                   | 17 | 2% |  |  |  |  |  |  |  |

## **GRADUATION RATES**

| MARKETING MANAGEMENT  AAS DEGREE |                       |           |            |  |  |  |  |  |  |
|----------------------------------|-----------------------|-----------|------------|--|--|--|--|--|--|
|                                  | TOTAL COLLEGE PROGRAM |           |            |  |  |  |  |  |  |
| YEAR                             | GRADUATES             | GRADUATES | PERCENTAGE |  |  |  |  |  |  |
| 2005-2006                        | 735                   | 7         | 1%         |  |  |  |  |  |  |
| 2006-2007                        | 834                   | 6         | 1%         |  |  |  |  |  |  |
| 2007-2008                        | 756                   | 6         | 1%         |  |  |  |  |  |  |
| 2008-2009                        | 836                   | 6         | 1%         |  |  |  |  |  |  |
| 2009-2010                        | 887                   | 7         | 1%         |  |  |  |  |  |  |
| 2010-2011                        | 1144                  | 10        | 1%         |  |  |  |  |  |  |
| 2011-2012                        | 922                   | 2         | 0%         |  |  |  |  |  |  |

| MEDICAL/OFFICE ADMINISTRATION & TECHNOLOGY                |      |    |    |  |  |  |  |  |  |
|---|------|----|----|--|--|--|--|--|--|
| AAS DEGREE  |      |    |    |  |  |  |  |  |  |
| TOTAL COLLEGE PROGRAM YEAR GRADUATES GRADUATES PERCENTAGE |      |    |    |  |  |  |  |  |  |
| 2005-2006   | 735  | 16 | 2% |  |  |  |  |  |  |
| 2006-2007   | 834  | 15 | 2% |  |  |  |  |  |  |
| 2008-2009   | 756  | 20 | 3% |  |  |  |  |  |  |
| 2008-2009   | 836  | 9  | 1% |  |  |  |  |  |  |
| 2009-2010   | 887  | 17 | 2% |  |  |  |  |  |  |
| 2010-2011   | 1144 | 20 | 2% |  |  |  |  |  |  |
| 2011-2012   | 922  | 14 | 2% |  |  |  |  |  |  |

# AS & AAS DEGREE STUDENTS PERCENTAGE PASSING CPE EXAM COMPARED TO COLLEGE-WIDE RESULTS

|        | AS                         | AAS      |              |
|--------|----------------------------|----------|--------------|
| YEAR   | BUSINESS ADMINISTRATION ** | PROGRAMS | COLLEGE-WIDE |
| 2005   | 80%                        | 75%      | 76%          |
| 2006   | 80%                        | 73%      | 77%          |
| 2007   | 79%                        | 68%      | 74%          |
| 2008   | 85%                        | 71%      | 77%          |
| 2009 * | 83%                        | 72%      | 75%          |

<sup>\*</sup> CUNY is replacing the CUNY Proficiency Exam (CPE) – which was a graduation requirement for every community college student with the Collegiate Learning Assessment (CLA), which will be administered to a sample of first semester students as well as a sample of students nearing graduation. The Collegiate Learning Assessment (CLA) is a program of the Council for Aid to Education (CAE), a national nonprofit organization. The CLA provides a means for assessing the extent to which an institution contributes to the development of key higher order proficiencies, including students' abilities to think critically, reason analytically solve problems and communicate effectively.

#### **Change in Methodology**

As of fall 2010, the "passing rate" calculation for reporting only includes students that have completed the course. Given that, in addition to excluding "W" grades, we are now excluding "WN", "WU", "INC", "PEN", and "WA".

<sup>\*\*</sup> It is significant to note that the Business Administration A.S. degree graduation rates from 2005 -2009 consistently exceed college-wide rates by an average of 5%-6%.

## **Performance Results**

See Tables 1 - 5.

**Table 1. Student Learning Results** 

| Performance<br>Measure<br>(Competency)  | Description of<br>Measurement<br>Instrument                | Area of<br>Success   | Analysis and<br>Action Taken  | Results of<br>Action Taken<br>(occurs in the<br>following year)  | en<br>ne  |    |
|---|--|--|---|--|---|----|
| 1a. Students will demonstrate success in the completion of Core Business courses (ACC 11, BUS 10, BUS 51, DAT 10 & DAT 30). | Success is<br>based on 70%<br>of all students<br>earning a | For the past four semesters: BUS 10, BUS 51, DAT 10 and DAT 30 met the criteria; DAT 30 met the criteria in all semesters expect for the Spring 2011 semester. | Significant progress has been made since the 08-10 QA report as it relates to ACC 11, a course that met the criteria two out of the four semesters. As such, ACC 11 have met the criteria in all semesters with a course passing rate range of 72% 82%, showing an improvement with an 08-10 course passing rate range of 57%-72%. This is attributed to course instructors continued review and updating of course materials | Even though the criteria have been met for all of the core courses, (except for DAT 10 in spring 2011), the Department will continue to monitor outcomes and investigate appropriate interventions, as necessary. Budget permitting, the Interim VP of Academic Affairs, David Hadaller, has continued to support the ACC 11 weekend study sessions in | Pass Rates Core Courses  Fall 08 - Spring 12  ACC11 BUS10 BUS51 DAT10 DAT30  Sp12 88%  Sp12 88%  Fall 88% | 0% |

**Table 1. Student Learning Results** 

| Performance<br>Measure<br>(Competency) | Description of<br>Measurement<br>Instrument | Area of<br>Success | Analysis and<br>Action Taken     | Results of<br>Action Taken<br>(occurs in the<br>following year) | Graph of Trends |
|--|---|--------------------|----------------------------------|---|-----------------|
| 1a (cont'd.)                           | ot. amont                                   | <u> </u>           | Also, in Fall 2008               |   | Craph or Honas  |
| ra (cont a.)                           |   |                    | ACC 11 weekend                   |   |                 |
|  |   |                    |                                  | students and will   |                 |
|  |   |                    |                                  | increase their  |                 |
|  |   |                    | The weekend                      | efforts to attract  |                 |
|  |   |                    | study sessions                   | greater student   |                 |
|  |   |                    | have proved                      | participation and   |                 |
|  |   |                    | beneficial for                   | successful  |                 |
|  |   |                    | participating                    | student   |                 |
|  |   |                    | students. Their                  | outcomes.   |                 |
|  |   |                    | final exam and                   |   |                 |
|  |   |                    | course grades                    |   |                 |
|  |   |                    | were higher than those earned by |   |                 |
|  |   |                    | students not                     |   |                 |
|  |   |                    | participating.                   |   |                 |
|  |   |                    | Based on                         |   |                 |
|  |   |                    | analysis                         |   |                 |
|  |   |                    | performed over                   |   |                 |
|  |   |                    | the past 4                       |   |                 |
|  |   |                    | semesters, 67%-                  |   |                 |
|  |   |                    | 86% of students                  |   |                 |
|  |   |                    | that attended the                |   |                 |
|  |   |                    | study sessions                   |   |                 |
|  |   |                    | received a                       |   |                 |
|  |   |                    | passing grade                    |   |                 |
|  |   |                    | versus only 33%-                 |   |                 |
|  |   |                    | 43% that did not                 |   |                 |
|  |   |                    | attend.                          |   |                 |
|  |   |                    |                                  |   |                 |
|  |   |                    |                                  |   |                 |
|  |   |                    |                                  |   |                 |
|  |   |                    |                                  |   |                 |
|  |   |                    |                                  |   |                 |
|  |   |                    |                                  |   |                 |

**Table 1. Student Learning Results** 

| Performance<br>Measure<br>(Competency)   | Description of<br>Measurement<br>Instrument | Area of<br>Success  | Analysis and<br>Action Taken | Results of Action Taken (occurs in the | Graph of Trends  |
|--|---|---|------------------------------|--|--|
| (Competency)  1b. Students will demonstrate an overall knowledge of the course objectives and content in the Core Business courses (ACC 11, BUS 10, BUS 51, DAT 10 & DAT 30).  See "Change in Methodology" in the calculation of the "Pass Rates" on page 7. | Success is                                  | 08 criteria of 70% of students earning a grade of 60% or better was utilized to accommodate our diverse student body in this variety of courses. The criteria was met in all four semesters except for DAT 30 in spring 2011; in addition, if the revised methodology was applied | 30 that did not              | problematic<br>content areas.          | Sp12  Sp12  45%  Fall 08 - Spring 12  Sp12  64%  74%  92%  100%  Fall  F |
|  |   |   |                              |  | ■ACC11 □BUS10 □BUS51 ■DAT10 □DAT30   |

**Table 1. Student Learning Results** 

|              | <u> </u>       |         | Ι                                 |                    |                 |
|--------------|----------------|---------|-----------------------------------|--------------------|-----------------|
|              |                |         |                                   | Results of         |                 |
| Performance  | Description of |         |                                   | Action Taken       |                 |
| Measure      | Measurement    | Area of | Analysis and                      | (occurs in the     |                 |
| (Competency) | Instrument     | Success |                                   | following year)    | Graph of Trends |
| 1b (cont'd.) | motrament      | 0000033 | In the prior QA                   | ACC 11 faculty     | Craph of Frends |
| ib (cont a.) |                |         | report period,                    | will continue to   |                 |
|              |                |         |                                   | seek ways to       |                 |
|              |                |         | methodology,                      | increase student   |                 |
|              |                |         |                                   | completion of      |                 |
|              |                |         | crieria for two out               |                    |                 |
|              |                |         | of the four                       | assignments.       |                 |
|              |                |         | semesters. In the                 |                    |                 |
|              |                |         | current QA                        | will continue to   |                 |
|              |                |         | Report, ACC 11                    | offer support      |                 |
|              |                |         | have met the                      | instruction of the |                 |
|              |                |         | criteria based on                 | weekend study      |                 |
|              |                |         | the new                           | sessions.          |                 |
|              |                |         | methodology for                   |                    |                 |
|              |                |         | all semesters.                    |                    |                 |
|              |                |         | However, the                      |                    |                 |
|              |                |         | ACC 11 Faculty                    |                    |                 |
|              |                |         | have continued to                 |                    |                 |
|              |                |         | uniformly identify                |                    |                 |
|              |                |         | student's non-                    |                    |                 |
|              |                |         | compliance in                     |                    |                 |
|              |                |         | completing                        |                    |                 |
|              |                |         | required reading                  |                    |                 |
|              |                |         | and homework                      |                    |                 |
|              |                |         | assignment as a                   |                    |                 |
|              |                |         | major factor in                   |                    |                 |
|              |                |         | student success                   |                    |                 |
|              |                |         | so that the results do not become |                    |                 |
|              |                |         |                                   |                    |                 |
|              |                |         | problematic in the future.        |                    |                 |
|              |                |         | iuiuie.                           |                    |                 |
|              |                |         |                                   |                    |                 |
|              |                |         |                                   |                    |                 |
|              |                |         |                                   |                    |                 |
|              |                |         |                                   |                    |                 |

**Table 1. Student Learning Results** 

| ACC 11 will demonstrate             | Description of Measurement Instrument Success is measured by 80% of all students | Area of Success Criteria was met in three out of four semesters | The semester that the criteria was not met  | Results of Action Taken (occurs in the following year) Based on the results in spring 2012, the   | Graph of Trends  ACC 11 Practice Set Results          |
|-------------------------------------|--|---|---|---|---|
| of the<br>Accounting<br>Cycle (i.e. | completing a<br>required<br>practice set<br>earning a grade<br>of 70% or         | the prior QA<br>Report period.                                  | fact that three of<br>the eight ACC<br>11 courses was<br>taught by a full-<br>time substitute<br>that did not<br>stress the<br>importance of<br>the Practice<br>Set. As such,<br>the three<br>sections taught<br>by the | substitute Instructor until a new full time faculty is hired. A search will be conducted in Spring, 2013 to hire a full-time accounting instructor effective Fall, 2013. The Department will stress the importance of the Practice Set to the new substitute as | Sp09 78% Fa09 91% Sp10 87% Fa10 76% Sp11 84% Fa11 74% |

**Table 1. Student Learning Results** 

| Excluding these three sections taught by the substitute, an average of 77% would have earned a grade of 70% or higher which would have been only 3% below the benchmark as opposed to the current 29% rate. | Performance<br>Measure<br>(Competency) | Description of<br>Measurement<br>Instrument | Area of<br>Success | Analysis and<br>Action Taken  | Results of<br>Action Taken<br>(occurs in the<br>following year) | Graph of Trends |
|---|--|---|--------------------|---|---|-----------------|
|   | 1c. (cont'd.)                          |   |                    | Excluding these three sections taught by the substitute, an average of 77% would have earned a grade of 70% or higher which would have been only 3% below the benchmark as opposed to the current 29% | successful<br>completion<br>rates each<br>semester.             |                 |

**Table 1. Student Learning Results** 

| Performance Measure (Competency)  1d. Students in DAT 10 will demonstrate proficiency in the use of Electronic Spreadsheets. | Description of Measurement Instrument Success is measured by 80% of all students completing a uniform spreadsheet project earning a grade of 70% or better. | Area of Success Criterion was met and exceeded in two of the four semesters. | Analysis and Action Taken The Department identified the problematic areas of the project for the Spring 2011 & 2012 semesters. Faculty will need to spend more time explaining and reinforcing these context areas in their lecture presentations. | Results of Action Taken (occurs in the following year) Faculty will spend more time on the identified problematic areas by giving more assignments in the various areas. The Department will continue to monitor successful completion rates in each semester. | Fa08 Sp09 Fa09 Sp10 Fa10 Sp11 Fa11 Sp12 Aggregate Fa08- Sp12 64 | 78%  | 5%<br>5% |
|--|---|--|--|--|---|--|----------|
|  |   |  |  |  | 64  | 64% 69% 74% 79% 84% 89% 94%  © % of students earning 70 or better on Excel Project |          |

**Table 1. Student Learning Results** 

| Performance Measure (Competency) 1e. Students in | Description of Measurement Instrument Success is                                     | Area of<br>Success<br>Criterion was  | Analysis and Action Taken No action | Results of Action Taken (occurs in the following year) Continue to |                                | Graph o      | of Trends         |                             |
|--|--|--------------------------------------|-------------------------------------|--|--------------------------------|--------------|-------------------|-----------------------------|
| demonstrate                                      | measured by<br>80% of all<br>students<br>completing a<br>uniform<br>research project | significantly in all four semesters. | completion of uniform written       | monitor successful completion rates of research project.           | Fa08<br>-<br>Sp09              | -            | 10 Project<br>86% | Results                     |
|  | earning a grade<br>of 70% or<br>better.  |                                      | project.                            | p. ojecu   | Fa09<br>-<br>Sp10              |              | 85%               | 95%                         |
|  |  |                                      |                                     |  | Fa10<br>-<br>Sp11<br>-<br>Fa11 |              |                   | 95%                         |
|  |  |                                      |                                     |  | Sp12 Aggregate Fa08- Sp12      | 5% 80% 85    | 5% 90%            | 97%<br>92%<br>95% 100% 105% |
|  |  |                                      |                                     |  |                                | ■% of studer | nts earning 70 o  | or better on Project        |

**Table 1. Student Learning Results** 

| Performance Measure (Competency) 1f. 70% of   | Description of Measurement Instrument Students in   | Area of Success Competency   | Analysis and Action Taken The self-   | Results of Action Taken (occurs in the following year) The outcomes  | Graph of Trends  |
|---|---|--|---|--|--|
| students completing course self- assessment surveys (in ACC 11, BUS 10, BUS 11, BUS 51, DAT 10 & DAT 30 ) will respond "yes, to some extent" or "yes, to a great extent" to understanding and being able to perform respective course objectives. | these courses completed a self-report course assessment survey identifying learning and performance objectives. | criteria were met for all courses surveyed. Survey results indicated that over 70% of students surveyed responded "yes, to some extent" or "yes, to a great extent". | assessment outcomes were distributed to faculty in respective courses who reviewed the data analysis and students' individual | reflected in the 11-12 academic year indicate a continuation of students' understanding and ability to perform course objectives. Therefore, the Department will continue its evaluation of student self-assessment surveys by respective faculty. | Student Course Assessment Results Academic Year 2011-2012  80% 70% 68% 69% 60% 40% 35% 27% 28% 23% 20% 40% ACC 11 BUS 10 BUS 11 BUS 51 DAT 10 DAT 30 |

**Table 1. Student Learning Results** 

| Performance<br>Measure<br>(Competency)                   | Description of Measurement Instrument  | Area of<br>Success  | Analysis and<br>Action Taken                            | Results of Action Taken (occurs in the following year)                         | Graph of Trends  |
|--|--|---|---|--|--|
| specific<br>knowledge of<br>the course<br>objectives and | based on taking a sample of 30%-35% of students' final exam in which 70% of students will be able to score an 80 or above (C+ or better) on each of the following performance measures:  1. Computation of inventory cost based upon the periodic and perpetual systems of cost flow assumptions.  2. Preparation of the statement | tool was implemented for the past two semesters (fall 2011). All of the student level performance outcomes were met in Spring 2012. In the Fall 2011, sampled students scored 67% on the criteria to measure success in preparing the statement of cash flows which was only 3% below the desired | was met. The Department reinforced that instructors put | outcomes are<br>closely<br>monitored and<br>disseminated to<br>ACC 13 faculty. | ACC 13 Performance Measurement Outcome  81% 93% 93% 75% 80% 80% 80% 95% 100%                         |
|  | of cash flows.   | performance<br>measure.   |   |  | Business acquisition Retail inventory method Statement of cash flows Inventory cost flow assumptions |

| Performance<br>Measure | Description of Measurement   | Area of   | Analysis and | Results of<br>Action Taken<br>(occurs in the |                 |
|------------------------|--|---|--------------|--|-----------------|
| (Competency)           | Instrument   | Success   | Action Taken | following year)                              | Graph of Trends |
| 1g. (cont'd.)          | Demonstration of an understanding of the retail inventory method. 4. Developing an understanding of the steps required to record the | For the spring 2012 semester, additional emphasis was provided on the statement of cash flows. Students were provided with more exposure on this topic. As such, more examples were demonstrated in the classroom and additional homework/hand out were given to reinforce this student's learning outcome. |              |  |                 |

Table 2. Student/Stakeholder Focused Results

| Performance<br>Measure<br>(Competency)  | Description of<br>Measurement<br>Instrument | Area of<br>Success  | Analysis and<br>Action Taken  | Results of<br>Action Taken<br>(occurs in the<br>following year)  |  |
|---|---|---|---|--|--|
| (Competency) 2a. Number of students in the Business and Information Systems Department who earn AS and AAS degrees. The Department will represent 20% of the College's total graduates. | Instrument<br>Graduate data                 | Success For the last three academic years, the Department did not meet its graduation goal of achieving its | Action Taken Despite not meeting the criteria for all five semesters, the Department's AAS and AS Degree graduates continue to represent a large, stable percentage of total BCC graduates, ranging from 15% - 22%. The Department faculty facilitated students' academic | The Department will continue to "actively" support student success through workshops, lab assignments, advisement, etc. in the upcoming semesters in order to graduate more than 20% of the College's graduates. Based upon the overall decline in enrollment of approximately 3%, the | Number of Graduates Business & College-Wide  1,400 1,200 1,000 800 600 400 200 400 2007 2008 2007 2008 2009 2010 2011 2012  B&IS Dept College-Wide  Percentage of BCC Graduates by Business and Information Systems Department |
|   |   |   | progress by providing instructional support,  | Department is revising our performance   | 20%<br>10%<br>2007-2008 2008-2009 2009-2010 2010-2011 2011-2012  |

Table 2. Student/Stakeholder Focused Results

| Performance<br>Measure | Description of Measurement | Area of | Analysis and   | Results of<br>Action Taken<br>(occurs in the                                    |                 |
|------------------------|----------------------------|---------|--|---|-----------------|
| (Competency)           | Instrument                 | Success | Action Taken   | following year)   | Graph of Trends |
| 2a. (cont'd.)          | Instrument                 |         | academic advisement assistance, and comprehensive schedule of course offerings permitting senior students to meet graduation requirements. | measure (going<br>forward) of<br>representing<br>20% of total<br>graduates down |                 |

Table 2. Student/Stakeholder Focused Results

| Performance<br>Measure | Description of Measurement  | Area of   | Analysis and   | Results of Action Taken (occurs in the | Overth of Team de   |
|------------------------|---|---|--|--|---|
| (Competency)           | Instrument  | Success   |  | following year)                        | Graph of Trends   |
| lo lo                  | Graduates Activities six months after graduation. *Most recent data; survey not | to note that since the 2006 employment, the Department survey data, there has been an increase in both AS degree students who reported ormed each ar. streems since the 2006 employment, the Department that since the 2006 employment, the Department has encourage students to participate in BCC's and CUNY's Job Fairs and Career Development services such | students' rate of<br>employment,<br>the Department<br>has encouraged<br>students to<br>participate in<br>BCC's and<br>CUNY's Job<br>Fairs and<br>Career<br>Development | graduates'<br>employment               | 2011 AS Degree Graduates Six Months After Graduation Survey  11%  89%         |
|                        |   | and/or<br>continuing their  | as job<br>placement,   |  | ■Employed and/or continuing education ■Unemployed or not continuing education |
|                        |   | & AAS degree graduates experienced increases of 2% & 13% respectively.  | workshops in resume writing and interview preparation. The Department has also promoted services of the College's transfer office,                                     |  | 2011 AAS Degree Graduates Six Months After Graduation Survey                  |
|                        |   |   |  |  | ■Employed and/or continuing education ■Unemployed or not continuing education |

Table 2. Student/Stakeholder Focused Results

| Performance<br>Measure<br>(Competency) | Description of<br>Measurement<br>Instrument | Area of<br>Success | Analysis and<br>Action Taken  | Results of<br>Action Taken<br>(occurs in the<br>following year) | Graph of Trends  |
|--|---|--------------------|---|---|------------------|
| 2b. (cont'd.)                          |   |                    | awareness of CUNY Transfer Days and transfer programs at CUNY and other institutions. | Tollowing year)   | Graphi of Helius |

Table 2. Student/Stakeholder Focused Results

| Measure Mea<br>(Competency) Ins   | scription of easurement Area of strument Success   | Analysis and<br>Action Taken   | Results of<br>Action Taken<br>(occurs in the<br>following year) | Graph of Trends   |
|---|--|--|---|---|
| of surveyed surveyed employers who supervised students enrolled in the Cooperative Work Experience (CWE) internship course will report that students demonstrate satisfactory proficiency on course-related entry-level skills. | four academic years, survey results indicate a high degree of employer satisfaction with | carefully review student's background and skills required by potential employers before placement in an intern position. | Department will continue to monitor the surveys to              | CWE Employers Survey of Intern Skill Level  80% 70% 70% 60% 45% 45% 40% 29% 27% 26% 29% 10% Fa08- Fa09- Fa10- Fa11- Sp12  Excellent Good/Satisfactory Poor/Unsatisfactory |

Table 3. Budgetary, Financial and Market Focused Results

| Performance<br>Measure<br>(Competency)  | Description of<br>Measurement<br>Instrument                                  | Area of<br>Success  | Analysis and<br>Action Taken   | Results of<br>Action Taken<br>(occurs in the<br>following year) |                  |  |      | Graph of Trends |   |
|---|--|---|--|---|------------------|--|------|-----------------|---|
| 3a.The Department will be allocated sufficient college funds to carry out its mission and pursue its goals. | Annual budget-<br>the amount of<br>Department's<br>operating<br>expenditures | For the past five years, the Department has received the necessary funding to efficiently conduct operations. | The decrease in Department expenditures from fiscal years 2010 to 2012 is primarily due to the retirement of 6 full time |   | Allocated Dollar | 2,500,000<br>2,000,000<br>1,500,000<br>500,000 | Depa | artment Expendi | itures  10 FY 2011 FY2012*  * Estimated |

Table 3. Budgetary, Financial and Market Focused Results

| Performance Measure (Competency) 3b. Spending per business student FTE will be sufficient to support Department's instructional, administrative and student support activities. | Area of Success The aggregate Department expenditures have decreased slightly over the last 2 years, as the amounts expended per FTE have fluctuated mainly due to fiscal constraints prescribed by CUNY and increased enrollment over the past 5 academic years. The decrease in | The current budget remains sufficient to achieve Department goals. The spending per FTE will be closely monitored. | Results of Action Taken (occurs in the following year) The Office of Finance and Administration operates within the guidelines and constraints of the CUNY Budget to provide BCC academic departments with adequate funding. No action necessary. | Expenditures | 2,200 -<br>2,100 -<br>2,000 -<br>1,900 -<br>1,800 - | Department Expenditures Per FTE  2,047  1,842  1,704             |
|---|---|--|---|--------------|---|--|
|   | academic years. The decrease in the department's expenditures, especially in 2012, is a direct results of 6 full time faculty retiring in FY 2010 & FY 2011 and only 3 FT positions were replaced.  |  |   |              | 1,700 -<br>1,600 -<br>1,500 -<br>1,400 -            | FY 2008 FY 2009 FY 2010 FY 2011 FY2012*  Fiscal Years *Estimated |

Table 3. Budgetary, Financial and Market Focused Results

| Performance<br>Measure<br>(Competency)       | Description of<br>Measurement<br>Instrument   | Area of<br>Success  |   | Results of<br>Action Taken<br>(occurs in the<br>following year) | Graph of Trends   |
|--|---|---|---|---|---|
| Admissions and Enrollment Office will strive | The semester "Enrollment by Program" report provided by the College's Office of Institutional Research. | enrollment in our AAS career degree programs. It is important to note that the Medical Office Assistant AAS degree has, once again, seen a steady increase in enrollment of 32% as well as a 14% increase in Marketing Management | Spring 12, there was an increase of 12% in enrollment in the Business Administration AS degree programs. For our AAS programs, we see a decrease of 8% (from 36% to 27%). Overall, the Department still continues to maintain approximately | maintain a<br>strong position<br>which                          | Enrollment by Program  1,200  1,000  800  400  200  Bus Acctg CIS Mkt Mgmt Office Admin Office Tech Asst  □Fa08 □Sp09 ■Fa09 ■Sp10 ■Fa10 □Sp11 ■Fa11 ■Sp12 |

**Table 4. Faculty and Staff Focused Results** 

| Performance<br>Measure<br>(Competency)        | Description of<br>Measurement<br>Instrument  | Area of<br>Success   | Analysis and<br>Action Taken   | Results of<br>Action Taken<br>(occurs in the<br>following year) | Graph of Trends   |
|---|--|--|--|---|---|
| 4a. Faculty will receive an overall rating of | Student<br>evaluations are<br>administered in<br>the fall term for<br>all courses. | Over the past 5 academic years, student evaluation of business instructors has exceeded the benchmark criterion of 3 in "Overall Impression of Instruction" in Business courses. | There has been no significant change in students' overall impression of instruction. With an overall rating of 3.46 out of 4 in 2011, students appear to be well satisfied with instruction they | Overall,  | Business Student Evaluation Results: Overall Impression of Instruction  3.60  3.40  3.41  3.41  3.40  3.40  3.40  Fall 07 Fall 08 Fall 09 Fall 10 Fall 11 |

**Table 4. Faculty and Staff Focused Results** 

| Performance<br>Measure<br>(Competency)  |   | Area of<br>Success  | Analysis and<br>Action Taken  | Results of<br>Action Taken<br>(occurs in the<br>following year) | Graph of Trends  |
|---|---|---|---|---|--|
| 4b. 85% of the Business Department's full-time faculty will report a minimum of "satisfactory" on their BCC Annual Faculty & Staff Satisfaction Survey. | BCC Annual Faculty & Staff Satisfaction Survey distributed in the Spring 2010 semester. | overall satisfaction. It is significant to note that 80% of faculty reported an overall Good/Excellent level of satisfaction. | overall positive level of satisfaction (100 % compared with College-Wide 83% satisfaction rate). The Department administration will continue to | Continue to monitor faculty satisfaction.                       | Comparison of Business Faculty to College-Wide Faculty in Overall Satisfaction: Spring 2012  100% 83% 60% 40% 20% 0% B&IS Faculty College-Wide |

**Table 5. Organizational Effectiveness Results** 

| Performance<br>Measure<br>(Competency) | Description of<br>Measurement<br>Instrument                      | Area of<br>Success  | Analysis and<br>Action Taken | Results of<br>Action Taken<br>(occurs in the<br>following year)                                 | Graph of Trends   |
|--|--|---|------------------------------|---|---|
| Business &<br>Information<br>Systems   | Registrar's<br>Report on<br>College-Wide<br>Course<br>Offerings. | For the past four semesters, the number of course sections offered has remained stable. | assigned hours               | guidelines in<br>allocating<br>Departmental<br>hours for<br>course<br>scheduling and<br>faculty | Number of Course Sections Offered  125 120 115 110 105 100 95 Fa 07 Sp 08 Fa 08 Sp 09 Fa 09 Sp 10 Fa 10 Sp 11 Fa 11 Sp 12  Semester   |
| CUNY funding).                         |  |   |                              |   | Perrcentage of College-Wide Course Sections Offered by the Business & Informations Systems Department  10% 8% 6% 4% 2% 0% Fa 07 Sp 08 Fa 08 Sp 09 Fa 09 Sp 10 Fa 10 Sp 11 Fa 11 Sp 12 |

**Table 5. Organizational Effectiveness Results** 

| Performance<br>Measure<br>(Competency)   | Description of<br>Measurement<br>Instrument | Area of<br>Success             | Analysis and<br>Action Taken   | Results of<br>Action Taken<br>(occurs in the<br>following year)   | Graph of Trends   |
|--|---|--------------------------------|--|---|---|
| 5b. Scope of alternative delivery of courses: Offer range of courses such as fast track and distance learning courses to accommodate time/work schedules of diverse student body. The Department goal, revised as part of the 2008 QA Report, is to offer a minimum of 4 alternative delivery courses each semester. |   | in each of the four semesters. | The Department is limited in its offerings by trained faculty and fiscal resources in addition to constraints of appropriateness of course content, content delivery and student demand. In Spring 2010, the Department faculty who conducted Fast-Track sections recommended the elimination of that method of course delivery. The determination was that the students were not well served in accomplishing prescribed course objectives using this method. In addition, the college does not offer any Fast-Track courses. | the Department<br>no longer offers<br>Fast-Track<br>courses.<br>Distance<br>Learning<br>sections will<br>continue to be<br>offered. | Alternate Delivery Offerings (Fast-Track & Distance Learning)  120 120 100 62 61 114 112 113 113 60 40 20 Fall 2009 Spring Fall 2010 Spring Fall 2011 Spring 2012  Semester  College-Wide Business & Info Systems |

**Table 5. Organizational Effectiveness Results** 

**Table 5. Organizational Effectiveness Results** 

| Se. In its hiring of faculty and staff and the maintenance of a diverse workforce, the Department will adhere to BCC's employment policies and practices which are designed to comply with Affirmative Action regulations mandated for public institutions.  See The Business and Information Department was deemed to be in Conducted was deemed to be in Compliance with Action Affirmative composition. Future employment policies and practices which are designed to compliance. The report is onflie in the College President's office.  Affirmative Action regulations mandated for public institutions.  Affirmative Action office.  Affirmative Action Affirmative component.  Action regulations mandated for public institutions. | Performance<br>Measure<br>(Competency)  | Description of<br>Measurement<br>Instrument  | Area of<br>Success  | Analysis and<br>Action Taken   | Results of<br>Action Taken<br>(occurs in the<br>following year)  | Graph of Trends   |
|--|---|--|---|--|--|---|
|  | of faculty and staff and the maintenance of a diverse workforce, the Department will adhere to BCC's employment policies and practices which are designed to comply with Affirmative Action regulations mandated for public | Affirmative Action Report generated by the College's Affirmative Action Officer. The report identifies each academic department's compliance and non- compliance. The report is on file in the College President's | and Information Systems Department was deemed to be in compliance with Affirmative Action regulations in regards to the total minority component. The Department was underutilized in regards to the female | Department faculty represents a diversified faculty in terms of ethnic and gender composition. Future employment of full-time faculty will continue to comply with Affirmative Action regulations. | present, the Department conducted several searches for new full-time faculty members to replaced ones that have retired. During this period, 3 full-time faculty and 1 full time substitute instructor were hired. The search committees selected two minority male, one minority female and one non-minority male. The finalists were reviewed and approved by the College President and the Affirmative Action | 70<br>60<br>40<br>40<br>30<br>10<br>Fall Fall Fall Fall Fall Fall Fall Fall |

**Table 5. Organizational Effectiveness Results** 

| Performance Measure (Competency) 5f. To share its   | Description of Measurement Instrument The Facility  | Area of Success There has been  | Analysis and Action Taken The College is | Results of Action Taken (occurs in the following year) The Director of  |       | Graph of Trends                      |  |
|---|---|---|--|---|-------|--------------------------------------|--|
| resources and to provide space to the extended community for a wide variety of events that benefit the community each year. | Usage List – 2006-2012, generated by the Director of Administrative & Events Management Services includes an aggregate number of events held on campus and space reservation forms processed. | no major change in either the volume or type of activities that the College facilities accommodates. Some new community and academic activities include: Career & health insurance recruitment for students; banking recruitment for faculty and staff; Alumni Homecoming; Bronx Symphony Concert & Lecture series. | forms processed.                         | Administrative & Events Management Services has projected the level of events and forms processed to remain steady, due to the high enrollment figures and the anticipated increase in available space to be provided by the new North Instructional Building which was completed in fall 2012. | Years | Fa 09-Sp 10  Fa 08-Sp 09  602  1,510 | 2,088<br>,061<br>2,110<br>2,300<br>2,500 |

**Table 5. Organizational Effectiveness Results** 

| Performance<br>Measure<br>(Competency)                  | Description of<br>Measurement<br>Instrument  | Area of<br>Success  | Analysis and<br>Action Taken   | Results of<br>Action Taken<br>(occurs in the<br>following year) | Graph of Trends   |
|---|--|---|--|---|---|
| 5g. Safety: The<br>Business &<br>Information<br>Systems | Security, Crime and Statistics Reports compiling federally mandated crime statistics generated annually by the | Dissemination of Security/Safety measures and reporting procedures to the College | Over the past<br>five years, from<br>2006 to 2010,<br>there was a<br>24% decrease<br>in crime<br>incidents. The<br>various type, | For security purposes this information is not in our purview.   | Total Number of Crimes 2006-2010 (as per the most recently published crime report)  Total Number of Crimes 2006-2010 (as per the most recently published crime report)  Years |