



## **Business: Business - General**

### **Instruction**

#### **Vision/Narrative**

The Business program at Gavilan College prepares students to succeed in a diverse global society by offering an education focused on relevant business subjects and current technology. We invite students to envision and achieve their personal educational goals, including employability, transfer to four-year institutions, and life-long learning.

The program offers degrees and certificates in Accounting, Medical Office, General Business, General Office Skills, Economics, and Retail Management.

Retail Management, a new program within the Business department, is designed to prepare students to assume leadership positions in the retail sector, providing them with the essential business skills needed to perform supervisory and management duties. Created through a partnership with the Western Association of Food Chains and retailers in a variety of fields, it will help students pursue careers in the grocery industry and others that deal directly with consumers, such as the apparel, home furnishings, general merchandise, and services industries.

The Retail Management Program offers both an AS degree as well as a Certificate of Achievement in Retail Management. The program serves both entry level job candidates and incumbent employees. The Western Association of Food Chains (WAFC), a nonprofit organization representing major food retailers, endorses the program

#### **Feedback from Supervisor / Dean**

I thought this program was currently on hold?



**Program Objective 1: Develop a Business AA-T degree.**

**Strategy and Goal(s):**

Not Applicable: RESUBMITTED: Copied from Academic Year 2016-17

**IEC Program Review:**

Yes, this Objective is based from the last IEC Program Review.

**Progress:**

Yes: This task has been completed.

**Rankings:**

Ranker	Comments	Rank
Dean		
Vice-President		
Budget Committee		
President's Council		



**Program Objective 2: Continue to develop new courses relevant to students' lives in the current economic conditions. Promote and advertise existing classes in this category, such as the Personal Finance class which was most recently offered in Hollister, with great success.**

**Strategy and Goal(s):**

Not Applicable: RESUBMITTED: Copied from Academic Year 2016-17

**IEC Program Review:**

Yes, this Objective is based from the last IEC Program Review.

**Progress:**

No: Budget constraints have put plans on hold for now.

**Rankings:**

Ranker	Comments	Rank
Dean		
Vice-President		
Budget Committee		
President's Council		



**Program Objective 3: Increase enrollments and graduates from all Business programs. The communities we serve have requested career and job-skills training.**

**Strategy and Goal(s):**

Not Applicable: RESUBMITTED: Copied from Academic Year 2016-17

**IEC Program Review:**

Yes, this Objective is based from the last IEC Program Review.

**Progress:**

No: Budget constraints have put expansion plans on hold for now.

**Rankings:**

Ranker	Comments	Rank
Dean		
Vice-President		
Budget Committee		
President's Council		



**Program Objective 4: Expand the enrollments, class offerings, and graduates in the new Retail Management program. This innovative program partners with the non-profit Western Association of Food Chains to educate and promote current employees into management positions.**

**Strategy and Goal(s):**

Not Applicable: RESUBMITTED: Copied from Academic Year 2016-17

**IEC Program Review:**

No: This is a new program that has not been reviewed yet.

**Progress:**

Yes: Enrollments in this program have grown. We continue to meet with our WAFC partners and other community colleges to find ways to market the program.

**Activity 1: Continue to market this program. Request funding for advertising and promotion.**

**Personnel Request - *none***

**Non-Personnel Request - *none***

**Rankings:**

Ranker	Comments	Rank
Dean		
Vice-President		
Budget Committee		
President's Council		



**Program Objective 5: Request two NEW full-time faculty to anchor the Business program, one in the General Business area, one in the Medical Office area.**

**Strategy and Goal(s):**

Not Applicable: RESUBMITTED: Copied from Academic Year 2016-17

**IEC Program Review:**

Yes, this Objective is based from the last IEC Program Review.

**Progress:**

No: Budget constraints have prevented any new hires.

**Activity 1: Participate in the faculty 5-year hiring plan. Advocate for sufficient full-time faculty to support ALL college programs, especially smaller programs which have no full-time faculty to support them.**

**Personnel Request - *none***

**Non-Personnel Request - *none***

**Rankings:**

Ranker	Comments	Rank
Dean		
Vice-President		
Budget Committee		
President's Council		