

NARRATIVE TEMPLATE for Associate of Science in Business Management with an emphasis in Entrepreneurship

Item 1. Program Goals and Objectives

The goal of this degree is designed to meet local community needs as addressed in attached advisory board minutes. Porterville College's two-year Business Management degree prepares a student to work in an exciting and growing field. Areas of emphasis (Entrepreneurship, Accounting, Logistics, and Human Resources) provide focus in a specific industry with growing needs. Successful graduates are in great demand and enjoy health and life insurance, excellent working conditions and other fringe benefits such as modern offices. Graduates have a wide range of career options including: business, industry, and research. They work in multiple specialty areas including: accounting, finance, marketing, management, human resources, logistics, and information systems. Career opportunities are expected to continue to be strong in these areas.

Upon completion of the program the student will be able to:

1. Analyze business, economic, or financial principles and explain their application to the real-world.
2. Apply written and verbal communication skills in a business relationship, a teamwork setting or a leadership position.
3. Apply the importance of Ethical behavior in the business environment.
4. Demonstrate technological competency by using technology effectively in the business environment or workplace.

Item 2. Catalog Description

The Associate of Science Degree in Business Management is designed for students who wish to have a broad knowledge of business management plus additional coursework in an area of emphasis. This area of emphasis would be an ideal choice for students wishing to pursue a specific career in the management field. Graduates have a wide range of career options including: business, industry, and research. They work in multiple specialty areas including: accounting, finance, marketing, management, human resources, logistics, and information systems. Career opportunities are expected to continue to be strong in these areas.

Upon Completion of the program the student will be able to:

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4. Demonstrate technological competency by using technology effectively in the business environment or workplace.

Required Core (20 units)

BSAD P101 Introduction to Business 3 units

Or

BSAD P160 Introduction to Entrepreneurship 3 units *

BSAD P140 Business Law 3 units

MKTG P124 Principles of Marketing 3 units

BSAD P155 Business Statistics 3 units

INFS P001 Introduction to Computers 3 units

Or

INFS P100 Introduction to Information Systems 3 units

ACCT P010 Practical Accounting 3 units

Or

ACCT P110 Financial Accounting 3 units**

BSAD P162 Entrepreneur Mentor/Internship 2 units

Choose one area of emphasis (6-9 units)

* Students with an emphasis in Entrepreneurship are required to take BSAD P160

** Students with an emphasis in Accounting are required to take ACCT P110

Entrepreneurship emphasis (6 units required)

BSAD P161 Entrepreneur Business Management 3 units

BSAD P165 Entrepreneurial Finance 3 units

General Education: In addition to completing the major requirements, students must also complete one general education pattern.

1. PC General Education Pattern
2. IGETC Pattern
3. CSU General Education Pattern.

Electives as need to complete the 60 minimum unit to complete the degree.

Item 3. Program Requirements

The degree program requires 26 units for completion; all are required units. The required courses include Introduction to Business or Introduction to Entrepreneurship, Business Law, Principles of Marketing, Business Statistics, Introduction to Computers or Introduction to Information Systems, Practical Accounting or Financial Accounting, Entrepreneur Business Management, Entrepreneurial Finance, and Entrepreneur Mentor/Internship.

Associate of Science in Business Management with an emphasis in Entrepreneurship

Requirements	Dept. Name/#	Name	Units	Sequence
Required Core (20 units)	BSAD P101	Introduction to Business	3	Yr. 1 Fall
	Or BSAD P160	Introduction to Entrepreneurship	3	Yr. 1 Fall
	BSAD P140	Business Law	3	Yr. 1 Spring
	MKTG P124	Principles of Marketing	3	Yr. 1 Fall
	BSAD P155	Business Statistics	3	Yr. 2 Spring
	INFS P001	Introduction to Computers	3	Yr. 1 Spring
	Or INFS P100	Introduction to Information Systems	3	Yr. 1 Spring
	ACCT P010	Practical Accounting	3	Yr. 2 Fall
	Or ACCT P110	Financial Accounting	3	Yr. 2 Fall
	BSAD P162	Entrepreneur Mentor/Internship	2	Yr. 2 Spring
Two courses (6 units)	BSAD P161	Entrepreneur Business Management	3	Yr. 1 Spring
	BSAD P165	Entrepreneurial Finance	3	Yr. 2 Spring

Required Major Total 26 units
 Local GE Requirement 22 units*
 TOTAL UNITS 60 units

*12 units of the major requirement will be double counted toward the local GE requirement

The goal of this degree is designed to meet local community needs as addressed in attached advisory board minutes.

Proposed Sequence:
 Year 1, Fall = 15 units
 Year 1, Spring = 15 units
 Year 2, Fall = 15 units
 Year 2, Spring = 15 units
 TOTAL UNITS: 60 units

Item 4. Master Planning

Porterville College's Business program goal is to provide a quality education for a diverse population of students with all available resources while contributing to the overall enhancement of the institution. The program currently offers degrees and certificates in Business, Business Administration, Entrepreneurship, and Logistics Management. This program continues to show substantial growth. Some examples of this growth are 76 course sections were offered for the 2011/12-2013/14 period. FTES for the same three year period is 116.5. A total of 85 Associate degrees have been awarded in the three year period 2011/12 through 2013/14, 10 of those degrees were AS-T's. This is a 74% increase over the three previous academic year's total of 65. (2008/09 through 2010/11) The diversity of the program is also reflected in the 6 Certificates of Achievement that have been awarded during the same period. Porterville College's Business program does not have an area of emphasis in Entrepreneurship; however, there is an increasing demand from our business partners to provide an entrepreneurship option. It is important to offer students the opportunity to have a specific industry focus while meeting the growing industry need. Additionally, it is important to create a degree program that allows students to be counted as completers in the California Community College System.

In collaboration with the local advisory board the degree was developed and on April 12, 2016 the Business and Finance Advisory Board approved the Associate in Science Business Management with an emphasis in Entrepreneurship.

Item 5. Enrollment and Completer Projections

Porterville College's Business program goal is to provide a quality education for a diverse population of students with all available resources while contributing to the overall enhancement of the institution. The program currently offers degrees and certificates in Business, Business Administration, Entrepreneurship, and Logistics Management. This program continues to show substantial growth. Some examples of this growth are 76 course sections were offered for the 2011/12-2013/14 period. FTES for the same three year period is 116.5. A total of 85 Associate degrees have been awarded in the three year period 2011/12 through 2013/14, 10 of those degrees were AS-T's. This is a 74% increase over the three previous academic year's total of 65. (2008/09 through 2010/11) The diversity of the program is also reflected in the 6 Certificates of Achievement that have been awarded during the same period.

EMSI data indicates that small business/entrepreneurship occupations are projected to grow within the four-county region by 4.8% 2015-2018. Small business/entrepreneurship occupations specifically expect a projected three-year growth of 4.8% regionally, 5.8% state wide, and 5.3% nationally. Average hourly earnings for management all other are \$23.33 regionally and \$24.29 nationally. Entrepreneurship and small business ownership salaries are not documented in the EMSI data. Management all other average hourly earnings should be considered a base line for small business/ entrepreneurship.

Projections for number of completers = 20

Item 6. Place of Program in Curriculum/Similar Programs

Associate of Science in Business Management with an emphasis in Entrepreneurship will be offered through the Career and Technical Education Division. Currently the program is not directly related to any other programs within the college.

Item 7. Similar Programs at Other Colleges in Service Area

There are three Business Management programs that host certificates and/or degrees within Tulare and Kern Counties; Bakersfield College (60 miles), Cerro Coso College (278 miles), and College of The Sequoias (45 miles). With the growing demand in the Business Management field, it is necessary for Porterville College to offer this degree as the college is the the middle point between Bakersfield College and College of The Sequoias. Cerro Coso College serves another service area.

PAB Academy of Finance
Advisory Board Meeting Minutes
Tuesday, April 12, 2016
4:00 PM
PHS Career Center

In attendance:

Bill Kunelis, Porterville High School
Dennis Sexton, Capital Services
Dustin Della, Chair, SunCrest Bank
George Martinez, St Anne's Parish
Gordon Young, Pan American Bank
Jan McKinley, CPA, Retired
Kate Brackley, Porterville High School
Michele Halopoff, Porterville High School
Raul Pickett, Credit Union CEO, Retired
Sam Aunai, Porterville College

1. Introductions were made
2. Dustin Della opened meeting at 4:03 PM.
 - a. Review/Approval of Minutes
 - i. Motion to approve: Dennis Sexton, 2nd: Jan McKinley, ALL IN FAVOR
 - b. Review and Approve Agenda
 - i. Motion to approve: Dennis Sexton, 2nd: Jan McKinley, ALL IN FAVOR
3. Director's Report – Michele Halopoff
 - a. Grade level meetings with Advisory Board for Culminating Projects
 - i. Michele:
 1. Very productive meeting
 2. New ideas were offered
 3. Changes have been implemented, adjustments made
 - ii. Dustin (board members perspective):
 1. Discussion with faculty was very productive – teacher input was great
 2. Business industry is always a work in progress
 3. Looking forward to improvements
 4. Thanked Michele for organizing meetings
 - b. Leadership Simulcast - April 13
 - i. PUSD Transportation was denied
 - ii. Michele and Julie will drive students to the event (PAB van and Julie's car)
 - c. Sophomore Mentor Conference - April 15
 - i. Board received email just yesterday inviting them to the conference
 - d. Senior Mock Interviews – April 26, 27, & 28, from 1:40 – 3:20
 - i. We're having to work around testing schedule
 - ii. Board members thought just one interviewer per student would be fine
 - iii. Interviewers would like copies of different jobs/positions students are applying for – Michele will send to them
 - iv. Jan suggested public services jobs (fire, police, etc.)
 - v. Gordon – students should research companies to be more prepared for interview
 - vi. Dustin asked how interview performance is graded – Michele explained Evaluation rubric, quality of resume, along with verbal performance
 - e. Overnight Fieldtrip to CSU Monterey Bay and UC Santa Cruz – May 5 & 6
 - f. Sophomore Culminating Projects – May 16 & 17, from 8:15 am – 11:00 am
 - i. Formal presentations
 - g. Senior Culminating Projects – May 18, 19, & 20, from 8:15 – 10:05 am
 - i. Formal presentations
 - h. Junior Culminating Projects – May 23, 24, & 25, from 12:10 pm – 2:30 pm
 - i. One-on-one (student and board member) sharing stock portfolio

- i. Freshmen Culminating Projects – May 26 & 27, from 10:10 am – 1:00 pm
 - i. Financial Literacy Fair
- j. Pathway Exhibition – May 25 & May 26, from 4:00 pm – 6:00 pm
 - i. PUSD wants to bring more awareness to elementary-level students
- k. PAB Recruitment Video (determine the events we want to highlight in our video)
 - i. Michele mentioned the PAB Team’s critique of our current video:
 - 1. Identify clothing – Dress for Success
 - 2. Captions for identifying speakers
 - 3. Highlight Student Store, TCFCU and VITA, student experiences
- 4. TCFCU Report – Michele (Deborah Sierra is in Florida at a Credit Union conference)
 - a. Bite of Reality:
 - i. Everyone loved the event
 - ii. Vendors were great – enthusiastic
 - iii. Students were given pad folios with their IDs, marital/family status, college education, credit card debt, etc.
 - iv. Some comments from students:
 - 1. They didn’t want to participate at first, but they were glad they did.
 - 2. It was an eye-opener for them
 - 3. Kids are expensive!
 - v. Gordon Young mentioned that the students did a great job of writing checks
 - vi. Dennis mentioned being the “fickle finger of fate” and some of the cards he had to deal to students (some were brutal)
 - b. Oversight Committee Meeting
 - i. Curriculum: Changes were made to core competencies
 - b. TCFCU Corporate Office visit:
 - i. Students did a great job of presenting their experiences working in the PHS branch of the credit union
 - ii. CEO Phil Clarey was very interested in the students, and engaged them in productive conversation
 - c. Applications for next year:
 - i. We need more interest from students
 - ii. Will only be scheduled for periods 5, 6, and 7
 - iii. Branch will not be open after school
 - iv. No training over the summer – branch will not open the first day of school
 - d. NAF Benefit Gala – New York City, June 1st
 - i. Deborah Sierra will chaperone 2 students
 - ii. Estefania Chavez and Aide Pompa
 - iii. Networking event
 - 1. Students will have their iPads with their PowerPoint presentation and will mingle with the crowd
 - e. TCFCU Student Branch – last day open will be Friday, June 3rd, 2016
 - i. It was suggested that we have exit interviews for TCFCU students
 - f. April is Financial Literacy Month – there are a couple of activities planned, and they will do more next year for this month
- 6. Porterville College – Business Management courses
 - a. course numbers 100 or above are transferable
 - b. Degree is not transferrable, but some classes are
 - c. Associate in Science degree in Business with areas of emphasis and certificate of achievement options in:
 - i. Accounting
 - ii. Human Resources
 - iii. Logistics
 - iv. Entrepreneurship
 - d. The general associate in science degree in business is another option in addition to the associate in science for transfer (AST) in business degree offered at Porterville College.

- e. Student can earn up to 60 PC transferable units and/or an AA degree by the end of high school
- f. Partner with CSU Fresno – Entrepreneurship
 - i. 30 students – competing (elevator pitch) on Thursday, April 14, 2016 from 6:00 to 8:00 – invited PAB students to observe
- g. Program (currently at Burton – Summit Charter Collegiate Academy):
 - i. High school students take GE classes in high school and graduate from high school with an Associate of Arts degree for a transfer into a Business program at a 4-year college.
 - 1. Raul suggested that high school students could informally work with college students (i.e.: business plan)
 - ii. These classes are dual credit, and are free to high school students
 - iii. Increases high school graduation rate

NOTE: PAB Advisory Board is supportive of these programs

Next meeting: May 10, 2016 at 4:00 p.m. PHS Career Center

Business & Finance Advisory Board

#	Last Name	First Name	Voting Member	Initials	Business Name	Address	Primary Phone	E-mail
1	Della	Dustin	Y		Suncrest Bank	65 W. Olive Avenue Porterville, CA 93257	559-306-1343	ddella@suncrestbank.com
2	Fioronti	Tom	Y		Porterville College	100 East College Avenue Porterville, CA 93257	559-641-8681	tfioronti@gmail.com
3	Halopoff	Michele	Y		PHS-PAB Director	465 W. Olive Avenue Porterville, CA 93257	559-793-3469	halom@portervilleschools.org
4	Martinez	George	Y		St Anne's Parish	378 North F St. Porterville, CA 93257	559-783-2200	gpmartinez13@yahoo.com
5	McKinley	Jan	Y		William S McKinley CPA	16521 Mustang Drive Springville, CA 93265	559-539-2706	jan.mckinley@yahoo.com
6	Pickett	Raul	Y		Retired Financial Instit. Manager	1501 E Olive Avenue Porterville, CA 93257	559-781-7289	raul.pickett@gmail.com
7	Prescott	Debbie	Y		Prescott Ranch	11020 Road 264 Porterville, CA 93257	559-359-3027	debbiepres@gmail.com
8	Ramirez	Adriana	Y		PAB Senior Student Representative	465 W. Olive Avenue Porterville, CA 93257	559-793-3459	ar110868@mypusd.org
9	Sexton	Dennis	Y		Westsood Capital Services	20502 Avenue 164 Porterville, CA 93257	559-280-7365	dennis@aglend.com
10	Sierra	Deborah	Y		Tulare County Federal Credit Union	617 N. Main Street Porterville, CA 93257	559-781-0519	dsierra@tularefcu.org
11	Valdez	Jose	Y		PHS-Principal	465 W. Olive Avenue Porterville, CA 93257	559-793-3497	valdez@portervilleschools.org
12	White	Julie	Y		PHS-PAB Teacher	465 W. Olive Avenue Porterville, CA 93257	559-793-3468	jkwhite@portervilleschools.org
13	Young	Gordon	Y		Pan American Bank	268 N. Main Street Porterville, CA 93258	559-784-1780	gyoung@panambk.com
14	Aunai	Sam	N		Porterville College Dean of Instruct.	100 East College Avenue Porterville, CA 93257	559-791-2308	sam.aunai@portervillecollege.edu
15	Galvan	Ronaldo	N		PAB Junior Student Representative	465 W. Olive Avenue Porterville, CA 93257	559-793-3459	RonaldoGalvan15@gmail.com
16	Knutson	Kailani	N		Porterville College	100 East College Avenue Porterville, CA 93257	559-791-2294	kknutson@portervillecollege.edu
			Guest					
			Guest					
			Guest					
			Guest					

Business & Finance Advisory Board

#	Last Name	First Name	Voting Member	Initials	Business Name	Address	Primary Phone	E-mail
1	Aiello	Joy	N		PHS-PAB Teacher	465 W. Olive Avenue Porterville, CA 93257	559-793-3675	jaiello@portervilleschools.org
2	Alvarez	Maria	N		PHS-PAB Guidance Counselor	465 W. Olive Avenue Porterville, CA 93257	793-3427	mariaalvarez@portervilleschools.org
3	Aziz	Salma	N		PHS-PAB Administrator	465 W. Olive Avenue Porterville, CA 93257	559-793-3400 ext. 3484	saziz@portervilleschools.org
4	Bailey	Ashley	N		PHS-PAB Teacher	465 W. Olive Avenue Porterville, CA 93257	559-782-7210	abailey@portervilleschools.org
5	Brackley	Kate	N		PHS-PAB Academy Assistant	465 W. Olive Avenue Porterville, CA 93257	559-793-3459	kbrackley@portervilleschools.org
6	Bowser	Jim	N		PHS-PAB Teacher	465 W. Olive Avenue Porterville, CA 93257	559-793-3630	jbowser@portervilleschools.org
7	Carson	Rebecca	N		PHS-PAB Teacher	465 W. Olive Avenue Porterville, CA 93257	559-793-3400 ext. 3613	rebeccacarson@portervilleschools.org
8	Flores	Placido	N		PHS-PAB Student Store Manager	465 W. Olive Avenue Porterville, CA 93257	559-793-3457	placflor@gmail.com
9	Herrera	Dave	N		PHS-PAB Teacher	465 W. Olive Avenue Porterville, CA 93257	559-793-3656	dhererra@portervilleschools.org
10	Kasimoff	Michael	N		PHS-PAB Teacher	465 W. Olive Avenue Porterville, CA 93257	559-782-7210	mkasimoff@portervilleschools.org
11	Kunelis	Bill	N		PHS-PAB Teacher	465 W. Olive Avenue Porterville, CA 93257	559-793-3460	bkunelis@portervilleschools.org
12	Lombardi	Kevin	N		PHS-PAB Teacher	465 W. Olive Avenue Porterville, CA 93257	559-782-7210	klomba@portervilleschools.org
13	Nielsen	Kurt	N		PHS-PAB Teacher	465 W. Olive Avenue Porterville, CA 93257	559-793-3465	brackniel@msn.com
14	Solis	Tamara	N		PHS-PAB Teacher	465 W. Olive Avenue Porterville, CA 93257	559-782-7210	tamarasolis@portervilleschools.org
15	Taylor	Richard	N		PHS-PAB Teacher	465 W. Olive Avenue Porterville, CA 93257	559-793-3466	rtaylor@portervilleschools.org
16	Vela	Denise	N		PHS-PAB Teacher	465 W. Olive Avenue Porterville, CA 93257	559-793-3463	denisevela@portervilleschools.org
PUSD Pathways Office								
1	Alvarez	Ruben	N		PUSD Pathways Office	600 W. Grand Avenue, Porterville, CA 93257	559-793-2493	ralvarez@portervilleschools.org
2	Schuler	Mimi	N		PUSD Pathways Office	600 W. Grand Avenue, Porterville, CA 93257	559-793-2493	mschuler@portervilleschools.org
3			Guest					