Program Review
April 2021
2015-16 through 2019-20

Associate of Applied Science

MARKETING & MANAGEMENT
Certificate and Degree Programs

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SECTION 1: ALIGNMENT OF MGMK PROGRAMS MISSION AND PURPOSES WITH MISSION AND PURPOSES OF NCCC

The mission of the Neosho County Community College MGMK program correlates with the institutional mission statement: *to enrich our communities and our students' lives.*

The MGMK program contributes to each of NCCC's purposes as follows:

NCCC Purpose 1: Student learning through:
- Integrating effective curriculum, teaching, and technology to build engaging educational environments
- Using effective assessment processes for educational environments
- Advancing critical thinking and open exchange of ideas

The MGMK program is a quality educational program. The program is one of several business programs fully accredited by the Association of Collegiate Business Schools and Programs (ACBSP), thus it meets the rigorous standards of excellence. NCCC is one of five Kansas community colleges the ACBSP has accredited and the only accredited community college in southeast Kansas (March 2021) https://acbsp.org/page/membership_list. Note that the highest performing community colleges in the region are members. ACBSP confirmed excellence in practices during the self-study process that was conducted during the 2013-2014 academic year and multiple routine quality assurances studies since.

Table 1: Two-Year ACBSP Accredited Institutions (AR, KS, MO, OK)

College	City	State
NorthWest Arkansas Community College	Bentonville	AR
Cossatot Community College of the University of Arkansas	DeQueen	AR
National Park College	Hot Springs	AR
North Arkansas College	Harrison	AR
Phillips Community College of the University of Arkansas	Helena	AR
Neosho County Community College	Chanute	KS
Butler Community College	El Dorado	KS
Kansas City Kansas Community College	Kansas City	KS
Johnson County Community College	Overland Park	KS
Pratt Community College	Pratt	KS
Three Rivers College	Poplar Bluff	MO
Oklahoma City Community College	Oklahoma City	OK
Northern Oklahoma College	Tonkawa	OK

Technology is used in teaching, curriculum, and assessment in face-to-face and online core courses. For example; the Smart board which is used by all face-to-face instructors along with the Smart Podium tablets in select classrooms. Online and software programs used include myNeosho learning management system (LMS) for course assignments and testing, Sapling Learning/Achieve online platform and Connect online platform used for assignments and testing, and TestOut simulation software for teaching Microsoft Office. Additionally, iPads are used to lecture in the classroom in conjunction with AppleTV's connected to a large-format viewing devices such as large monitors or projectors.

The MGMK program follows the assessment processes which have been established at NCCC in an effort to improve student learning of course and program outcomes. Assessment will be discussed in more detail in Section 2 of this report.

Critical thinking is encouraged primarily through methods of instruction. For example, case studies encourage students to think broadly, the way in which questions are asked encourages critical thought, forum or peer exercises help students consider other perspectives, and current event exercises help apply what they learn to the real world.

NCCC Purpose 2: Student success through:
- Facilitating student goal completion, retention and persistence
- Promoting accessibility via college/career readiness efforts, affordability, flexible scheduling & modalities
- Using a comprehensive system of proactive support
- Embracing diversity

NCCC employs the philosophy that personal attention and individualized advising are essential for student success. All full-time professors hold open door office hours routinely, nearly every day. Additionally, office hours are available via video conferencing software. Jim Halstead and Richard Webber advise business administration majors on the Chanute campus. Since there is no full-time business instructor on the Ottawa campus, advising duties are shared among TLC staff and Ottawa faculty members. Jim and Richard provide additional assistance to the Ottawa campus when needed. An open-door policy allows students to discuss their college and career plans at any time throughout the year with both instructors.

Courses within the program are regularly offered in accordance with the course rotation schedule on the Chanute campus and the online campus. All courses are available online while high-demand courses are also offered face-to-face or as hybrid courses.

Business Administration program students benefit from the variety of student services to promote individual success. Free tutoring services is available for the many subjects. STARS program is available to students that qualify. Students are proactively warned multiple times throughout each semester using the Early Academic Warning (EAW)

system if their grades fall below a set threshold, giving them time to take corrective action.

Diversity is encouraged in a variety of ways. The college typically has a robust foreign exchange student program. Most students have the opportunity through the course of the semester to interact with students from other countries and cultures. Additionally, the athletic programs on campus recruits from all over the US, often from cultures far different from rural Kansas. Classroom instruction also highlights working with and in different cultures.

NCCC Purpose 3: Accountability to stakeholders through:
- Communicating openly with all constituencies
- Managing resources ethically & effectively
- Implementing systematic, evidence-based integrated plans
- Supporting and developing college employees
- Providing safe and comprehensive facilities

A major focus within the ACBSP is accountability in providing quality educational offerings. In addition, the development of leaders is certainly a focus within the program. The ACBSP accepted NCCC's business program Quality Assurance Report, submitted February, 2012. *ACBSP voted "best practices" in all areas.*

Quality Assurance Report Analyzed:
- Student Learning Results
- Student and Stakeholder Focused Results
- Budgetary, Financial and Market Results
- Faculty and Staff Focused Results
- Organizational Performance Results

The MGMK program is able to work in collaboration with business and industry representatives to provide training necessary for business program students, depending on their goals, whether that is to transfer to a university or directly enter the workforce. The majority of this feedback comes from the Business and Technology Advisory Board, which provides input into the program to assure that NCCC is meeting the needs of business and local industry.

The Advisory Board meets each semester. The Advisory Board has reviewed and provided feedback for the program emphasis sheets and program outcomes for all of the business programs, including the MGMK programs. They have reviewed and provided feedback for additions or changes to the management and marketing program courses, addition of entrepreneurship courses, and addition of finance courses. Advisory Board members are listed in section 2.

NCCC Purpose 4: Meeting community needs through:
- Facilitating community and economic development by providing an informed citizenry & skilled workforce
- Fostering cultural, educational, and athletic enrichment
- Offering learning opportunities for all
- Inspiring a spirit of innovation and entrepreneurship

The MGMK program offers learning opportunities for all, including traditional, non-traditional students, place-bound students, and students near our campus or anywhere in the world via online. The MGMK program meets the needs of both students that wish to train and enter the workforce directly after graduation and students wishing to transfer to a university for further education. Additionally, many working professionals take one or more courses to enhance their skills without a goal of a degree or certificate.

The MGMK program provides learning opportunities for all via affordable instruction for students, with standard tuition rates and a textbook loan program. Most courses do not require additional fees. Business program scholarships are available to full-time business students who are Neosho County residents and are taking at least nine credit hours of business courses per year. The scholarships apply toward tuition and book costs. See requirements in addendum. Note that accounting is shown as reference.

Table 2: Business Scholarships Awarded

Business Scholarships Awarded by Year					
	2015-16	2016-17	2017-18	2018-19	2019-20
Management	1	0	0	0	0
Marketing	0	0	0	0	0
Accounting	0	1	0	0	0

The MGMK program offers courses on entrepreneurship and innovation. The Kansas Core Outcomes Group has approved Leadership for state-wide transfer. The program is currently evaluating the possibility of adding a Leadership course.

The MGMK program offers cultural and educational enrichment to students in the program, as well as all students at NCCC, via the Business and Innovation club. This student club focuses on career development and promoting innovation. The club offers industry guest speakers, tours of companies, both locally and regionally, tours of business related facilities, e.g., the Federal Reserve Bank of Kansas City, and business related conferences. See addendum 1.

Previous SWOT
Previous Strengths

1. Accredited by the national accrediting agency Association of Collegiate Business Schools and Programs (ACBSP). One of seven community

colleges in Kansas and the only community college accredited in southeast Kansas.
2. The mission statement of the MGMK program correlates with NCCC's mission statement.
3. The MGMK program contributes to all of the institution's publicly stated purposes.
4. Assessment data provides documentation that most course and program outcomes are being met and student learning is continually improving.
5. Communication with Business and Technology Advisory Board in Chanute is occurring in an effort to monitor new trends and developments.
6. Enrollments in core courses is stable and are supported by other business programs.
7. Efforts are made to schedule courses at various times of the day, especially in Ottawa, and most courses are available online.
8. Small class sizes allow for greater student-teacher interaction.
9. Business program scholarships provide opportunities for Neosho County students to enroll in the program.
10. Courses within the program serve other programs as well. There are little additional costs involved in providing this program.
11. Facilities are adequate, with effective computer labs and software available for use within the program.
12. NCCC has a 2 + 2 cooperative program in place with Baker University, Kansas State University, Franklin University, and continues to seek new cooperative agreements.
13. Students in the program have the opportunity to participate in the Business and Innovation Club.
14. Block scheduling in Ottawa allows working adults to attend face-to-face courses.

Previous Weaknesses

1. Richard Webber is the only full time faculty in either program outside of the core ACCT or CSIS required course that are primary to other programs.
2. There is no full-time MGMK instructor on the Ottawa campus.
3. The lack of full-time MGMK instructor on the Ottawa campus weakens NCCC's position for ACBSP accreditation.
4. The lack of full-time MGMK instructor diminishes the program's credibility and places the program at a disadvantage when attracting students.
5. The lack of full-time MGMK instructor is a barrier to proper business student advising. While Ottawa administrators advise MGMK students, their depth of knowledge may be insufficient.
6. Current full-time faculty may not be able to provide instructional support for continuing education and local industry needs should local unemployment numbers rise.

7. Lack of marketing and promotion of our programs as ACBSP accredited.
8. The loss of the Business and Technology advisory board in Ottawa.
9. The availability of adjunct instructors is limited.
10. Opportunities and pay are substantially greater with a bachelor's degree in management or marketing, therefore students are encouraged the AS transfer path.

Previous Opportunities

1. Additional courses could be developed.
2. The program is almost fully online, with the exception of speech.
3. The program should maintain flexibility in course offerings, scheduling courses at various times and places and using various modalities in response to student and area business and industry needs.
4. Educational and training needs of business and industry could provide an excellent opportunity for growth.
5. Articulation agreements with other universities presents an opportunity for the program.
6. One-year fast track programs.
7. Collaboration with local high schools. Articulation agreements have been created with Chanute High School and Manhattan High School for the Marketing Program, and with Parson's High School for the Management Program.
8. Promotion of the program should be increased, including ACBSP accreditation, which makes it one of seven community colleges in Kansas with such distinction and the only accredited community college in southeast Kansas.
9. NCCC has an opportunity to be a leader in SEK.
10. There is an opportunity to attract students to the Ottawa campus.
11. Recruitment of non-traditional students could be increased

Previous Threats

12. Decreased funding of the program constitutes a threat.
13. Competition from area community colleges.
14. Loss of additional faculty.
15. High turnover of existing faculty, causing loss of focus within the program.
16. Low instructor salaries compared to rural peers makes hiring faculty and adjuncts difficult, especially on the Ottawa campus. (NCES National Center for Educational Statistics, 2021)

Previous SWOT Changes of Note

There have only been a few significant changes in the last five years. For strengths,

NCCC has started a classroom modernization program but has not yet updated the business classrooms. This is now a weakness. Program leadership was exploring additional transfer agreements with universities. Since the Kansas Board of Regent's state wide transfer program, Kansas Core Outcomes Group (KCOG), has standardized many of the business courses for state wide transfer, new transfer agreements have not been pursued.

History of Management & Marketing

Prior to 1987, the marketing instructor position was held by Charles Moore and was half Foreign Language and half Marketing Education. The main courses taught at that time were: Sales and Display, Retailing, Marketing, Advertising, Small Business Management, and Human Relations. In the spring of 1987, Mr. Moore announced his retirement and at that time the unemployment rate in Neosho County was 13.5 percent. The Administration saw the need for business training and took the appropriate action by taking the bold step of turning the position into a full-time Marketing position. In the fall of 1987, Dave Fewins was hired as the full-time Marketing and Management program Coordinator. At that time, most of the department enrollment was from non-traditional adults wanting skills to reenter the job market as soon as possible.

During the period from 1987 to approximately 1997 the department changed its focus to reflect the training needs of the business community, and the result put more focus on management related classes. New courses were developed: Introduction to Management, Safety Management, Mid-Management Field Study, and Introduction to Total Quality Management. The department worked closely with the Continuing Education Department to provide in-house training to several local businesses in the Chanute and Ottawa areas.

When the unemployment rate decreased, non-traditional student enrollment started declining. As a result the Management and Marketing programs had to focus more on the needs of the traditional transfer student. During this time the Introduction to Business course was created. Less time was needed to provide support for the Continuing Education Department as other personnel were hired to meet those needs.

In 2005, Ottawa instructor Dewayne Dotson passed away and Dr. Mark Watkins was hired for the Ottawa position. In 2009, Dave Fewins retired and Dr. Watkins transferred from the Ottawa campus to Dave's position on the Chanute campus. The Ottawa campus position was not filled, leaving a void of a full-time business instructor on that campus. In addition, Dave Fewins had been on a ten-month contract serving as program coordinator, but Dr. Watkins continued with only a nine-month contract and assumed the duties of the teaching position. The coordinator position was left unfilled.

Dave Fewins had many contacts within the community and used that network to bolster enrollment for applied business courses. After his departure, there was a notable decline in credit hours taught in the Management and Marketing programs.

In the fall of 2011, Dr. Watkins took a leadership position at another college. His position on the Chanute campus was filled by Richard Webber.

During the 2013-14 year, Richard attempted to fill the full-time instructor void on the Ottawa campus by teaching physically on that campus one-day-a-week. The Dean of the Ottawa Campus, Dale Ernst, was working with Richard to develop a one day a week business course rotation for the Ottawa campus. The attempts showed promise with a small following starting to develop after only two semesters. Ultimately, the trial was abandoned due to overwhelming work load of teaching on two campuses.

The spring of 2015, Charles Babb retired and his position teaching approximately half math and half computer science was left unfilled, leaving another void on the Chanute campus in the Business and Technology group.

Courses taught continued to evolve under Richard Webber's stewardship. When Richard took over in the fall of 2013, the only marketing course still in the rotation was MGMK 251 Marketing. A level I certificate requires two courses and a level II certificate requires three. A goal was set for the marketing program to reach the three courses on the rotation required to fulfill a level II marketing certificate. In the spring of 2016, a new course MGMK 252 Internet Marketing was added to address new techniques in the rapidly evolving field. The new course was a success and is currently offered online each spring. After evaluating the local market, it was determined that there was demand for jobs in sales. In an effort to remain gender neutral, the Principles of Salesmanship course was renamed to MGMK 132 Principles of Sales. It was updated with a new book and new coursework and placed on the schedule. The course lacked sufficient enrollment the first semester reoffered in the spring of 2016 as a morning face-to-face course to offer. MGMK 260 Management and Marketing Seminar course was created in the spring of 2019. This allows teaching one-off courses and testing new course ideas.

Closely related to Management and Marketing is Entrepreneurship. There is an emphasis nationally and regionally to add entrepreneurial training to college programs. It is also an emphasis of NCCC's purpose statement no. 4. For example, nearby Pittsburg State University added a minor in Entrepreneurship. The previous vice president for student learning led an initiative on campus to expand and update offerings in entrepreneurship. The first course created at NCCC, ENTR 130 Entrepreneurial Mindset, was successfully taught both times offered, but demand has been too low since. A second course, ENTR 201 Exploring Innovation

and Business Transformation added in the spring of 2016, but has lacked adequate enrollment each semester offered.

Other management courses, including Introduction to Business, Small Business Management, Human Relations and Supervision, and Introduction to Management continue on the regular course rotation. In addition, the Total Quality Management course and four courses in logistics and warehousing are courses of record, but not currently offered. Business Law and Elementary Statistics are also included in the program.

The business program is ACBSP accredited. The ACBSP's mission statement is: *ACBSP's global mission is to pursue a better tomorrow by advancing and recognizing excellence in business education through continuous improvement* (ACBSP, 2021) https://acbsp.org/page/about-who-we-are. To receive initial accreditation, a full self-study of the business programs, including the MGMK program, was conducted by ACBSP in 2003-2004. Another full on-site visit occurred during the Fall of 2014. In accordance with rigorous standards established by the Association of Collegiate Business Schools and Programs (ACBSP), upon the stated evaluation visit by the ACBSP, the MGMK program was among the business programs granted a full 10-year ACBSP accreditation. Quality assurance updates have been due every two to four years since (2005-06, 2007-08, 2009-10, 2011-12, 2013-14, 2015-16, 2018-19).

SECTION 2: CURRICULUM OF PROGRAM AND OUTCOMES ASSESSMENT

Program outcomes, courses in the program, assessment methods/results are presented on the pages that follow.

Program Sheets and Core Courses

The Program Sheets on the following pages were taken from the 2020-21 College Catalog. The Management program sheet appeared on page 100, and the Marketing program sheet appeared on page 101.

Management
Level I and Level II Certificates
Associate of Applied Science

The Associate of Applied Science in Management is a two-year degree for students who intend to seek employment upon graduation rather than transfer to a university. Level I certification exposes students to fundamental business concepts. Level II certification provides more in depth business content. Career areas may include: office manager, assistant personnel manager, wholesale and retail sales, service manager, production supervisor, assistant purchasing agent, and insurance agent.

Accreditation
The Associate of Applied Science degree is accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

Prerequisites
The student will need to demonstrate proficiencies in reading, English, and mathematics based on the Mandatory Placement Policy or by taking the recommended/ required classes. Some of the courses in this curriculum have specific prerequisites.

General Education (GE) Courses
In order to graduate with a college degree, students are required to take certain general education courses. These include PSYC100 First Year Seminar, and ENGL101 English Composition I, COMM213 Interpersonal Communication or MGMK135 Human Relations and Supervision, CSIS100 Computer Concepts and Applications. Other general education electives may be required to meet degree requirements.

Program Core Courses
MGMK101 Intro to Business, CSIS100 Computer Concepts and Applications, ACCT108 College Accounting, MGMK147 Intro to Management, and MGMK136 Marketing are core requirements for this degree.

Program Elective Courses
Several electives are available in Marketing/Management, Accounting, Computer Science, and Office Technology.

Program Outcomes
All program outcomes are included in Level I certification. Level II certification provides more in depth content for program outcomes 2-7.
1. Evaluate several theories of management.
2. Discuss different kinds of planning as related to different levels of management.
3. Describe the importance of conducting an environmental scan and/or a SWOT analysis as related to proactive planning.
4. Evaluate elements of the organizing process.
5. Compare the informal organization to the formal organization.
6. Explain the role of managers and employees in creating an organizational culture.
7. Evaluate elements of the staffing function.
8. Contrast several theories of motivation.
9. Evaluate the benefits and costs of team-based management.
10. Analyze the main elements of a control process.

Course Sequence
The following list is a recommended sequence of courses for full-time students. Part-time students or those that have transferred courses from another school should generally complete the courses listed under Semester I before moving on to Semester II. Please be sure to consult the course descriptions. The student should consult with an advisor for information specific to their academic situation. Many courses are offered day and evening on both campuses and online.

Recommended Sequence of Courses

(Fall) Semester I		Cr Hrs
MGMK 101	Intro to Business	3
ACCT 108	College Accounting	3
CSIS 100	Computer Concepts and Applications	3
ENGL 101	English Composition I	3
CURR 100	First Year Seminar	1
	Approved Business Program Electives	3
	Total	16

(Spring) Semester II		
COMM 213	Interpersonal Communications or	3
MGMK 135	Human Relations and Supervision	
MGMK 147	Intro to Management	3
ACCT 201	Financial Accounting I	3
MGMK 251	Marketing	3
ECON 201	Macroeconomics	3
	Total	15

Level I Certificate Credits 30-33

(Fall) Semester III		
MGMK 141	Mid-Management Field Study	2
CSIS 117	Intro to Web Page Design	1
ACCT 202	Managerial Accounting	3
MGMK 105	Small Business Management	3
BUSI 118	Business Communications	3
	Approved Business Program Electives	5
	Total	17

Level II Certificate Credits 46-49

(Spring) Semester IV		
COMM 207	Fundamentals of Speech	3
SOSC 101	American Government	3
MATH 113	College Algebra	3
PSYC 155	General Psychology	3
	Approved Business Program Electives	4
	Total	16

Associate of Applied Science Degree Program Credits 64

This curriculum is not designed for students who wish to transfer.

For more information contact:
Program advisor
Richard Webber, 620-432-0307
rwebber@neosho.edu

Marketing Program Sheet

Marketing
Level I and Level II Certificates
Associate of Applied Science

The Associate of Applied Science in Marketing is a two-year degree for students who intend to seek employment upon graduation rather than transfer to a university. Level I certification exposes students to fundamental marketing concepts. Level II certification provides more in depth marketing content. Career areas may include: office manager, assistant personnel manager, wholesale and retail sales, service manager, warehouse manager, assistant purchasing agent, media specialist, and real estate salesperson.

Accreditation
The Associate of Applied Science degree is accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

Prerequisites
The student will need to demonstrate proficiencies in reading, English, and mathematics based on the Mandatory Placement Policy, or by taking the recommended/required classes. Some of the courses in this curriculum have specific prerequisites.

General Education (GE) Courses
In order to graduate with a college degree, all students are required to take certain general education courses. These include PSYC100 First Year Seminar, ENGL101 English Composition I, MGMK135 Human Relations and Supervision or COMM213 Interpersonal Communication, and CSIS100 Computer Concepts and Applications. Other general education electives may be required to meet degree requirements.

Program Core Courses
MGMK101 Intro to Business, CSIS100 Computer Concepts and Applications, ACCT108 College Accounting, MGMK132 Principle of Sales, and MGMK136 Marketing are core requirements for this degree.

Program Elective Courses
Several electives are available in Marketing/Management, Accounting, Computer Science, and Office Technology.

Program Outcomes
All program outcomes are included in Level I certification. Level II certification synthesizes and applies these program outcomes.
1. Describe the importance of conducting an environmental scan and/or a SWOT analysis as related to proactive planning.
2. Contrast differences that exist between consumer and organizational buying behavior.
3. Evaluate methods for identifying market segments and targets.
4. Explain the product life-cycle concept and relate a marketing strategy to each stage.
5. Discuss several pricing strategies.
6. Explain what is meant by a marketing channel of distribution.
7. Describe factors considered by marketing executives when selecting and managing a marketing channel.
8. Evaluate the unique characteristics of each promotional mix element.
9. Discuss the main elements of the personal selling process.
10. Explain the relationship of supply to demand as related to pricing.

Course Sequence
The listing that follows is a recommended sequence of courses for full-time students. Part-time students or those that have transferred courses from another school should generally complete the courses listed under Semester I before moving on to Semester II. Please be sure to consult the course descriptions. The student should consult with an advisor for information specific to their academic situation. Many courses are offered day and evening on both campuses and online.

Recommended Sequence of Courses

(Fall) Semester I — Cr Hrs

Code	Course		Cr Hrs
MGMK 101	Intro to Business	▶	3
ACCT 108	College Accounting		3
CSIS 100	Computer Concepts and Applications	▶	3
ENGL 101	English Composition I	▶	3
CURR 100	First Year Seminar		1
	Approved Business Program Electives		3
	Total		16

(Spring) Semester II

Code	Course		Cr Hrs
COMM 213	Interpersonal Communications or	▶	3
MGMK 135	Human Relations and Supervision		
MGMK 132	Principles of Sales		3
ACCT 201	Financial Accounting I	▶	3
MGMK 251	Marketing		3
ECON 201	Macroeconomics	▶	3
	Total		15

Level I Certificate Credits — 30-33

(Fall) Semester III

Code	Course		Cr Hrs
MGMK 138	Marketing Education Field Study		2
CSIS 117	Intro to Web Page Design		1
ACCT 202	Managerial Accounting	▶	3
MGMK 105	Small Business Management		3
BUSI 118	Business Communications		3
	Approved Business Program Electives		5
	Total		17

Level II Certificate Credits — 46-49

(Spring) Semester IV

Code	Course		Cr Hrs
COMM 207	Fundamentals of Speech	▶	3
SOSC 101	American Government	▶	3
MATH 113	College Algebra	▶	3
PSYC 155	General Psychology	▶	3
	Approved Business program Electives		4
	Total		16

Associate of Applied Science Degree Program Credits — 64

This curriculum is not designed for students who wish to transfer.

For more information contact:
Program advisor
Richard Webber, 620-432-0307
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Core Courses

Management
- MGMK101 Intro to Business
- CSIS100 Computer Concepts and Applications
- ACCT108 College Accounting
- MGMK147 Intro to Management
- MGMK136 Marketing

Marketing
- MGMK101 Intro to Business
- CSIS100 Computer Concepts and Applications
- ACCT108 College Accounting
- MGMK132 Principle of Sales
- MGMK136 Marketing

The definition of "core courses" was changed from courses required for the degree or certificate to courses on the assessment matrix. Not all of the courses above are on the assessment matrix for Marketing or Management. The program sheet will be updated to remove non-matrix courses from the core course section and to clarify which courses are required for each degree or certificate.

Program Assessment Methods

A variety of assessment methods have been used within the programs. Individual instructors are free to employ assessment methods of their choice. The following list is a sample of assessment methods used in the core courses:

- Exams – Written, multiple choice, T/F, graphing, calculations
- Business Plan – Writing a business plan
- Marketing Plan – Writing a marketing plan
- Projects – Creating a poster, prototype, writing, or presentation
- SWOT Analysis – Strength, Weakness, Opportunity, Threats
- Group Projects – Performing any other assessment method as a team
- Case Studies – Analyzing a topic related case.
- Class Discussion – For credit

Program Outcomes and Matrix

AAS MANAGEMENT PROGRAM OUTCOMES

1. Evaluate several theories of management.
2. Discuss different kinds of planning as related to different levels of management.
3. Describe the importance of conducting an environmental scan and/or a SWOT analysis as related to proactive planning.
4. Evaluate elements of the organizing process.
5. Compare the informal organization to the formal organization.
6. Explain the role of managers and employees in creating an organizational culture.
7. Evaluate elements of the staffing function.
8. Contrast several theories of motivation.
9. Evaluate the benefits and costs of team-based management.
10. Analyze the main elements of a control process.

Table 3: AAS Management Program Outcomes Matrix

Course Number	Course Name	Program Outcome									
		1	2	3	4	5	6	7	8	9	10
MGMK 101	Intro to Business	CO4	CO1 CO2 CO4 CO5 CO6 CO8 CO9	CO3	CO4 CO8	CO4 CO8	CO4 CO6 CO8 CO10 CO12	CO4 CO6 CO8	CO 4	CO 4 CO10	CO1 CO2 CO4 CO5 CO12
MGMK 105	Small Business Management	CO3 CO6 CO7	CO1 CO2 CO3 CO4 CO5 CO6 CO7	CO5	CO1 CO3 CO6 CO7	CO1 CO3 CO6 CO7	CO1 CO3 CO6 CO7	CO1 CO3 CO7	CO 1 CO3 CO7	CO3 CO7	CO3 CO4 CO6 CO7
MGMK 135	Human Relations and Supervision	CO1				CO1	CO4 CO5		CO3	CO5	
MGMK 141	Mid-Mgmt Field Study		CO1			CO1	CO1				
MGMK 147	Intro to Management	CO1 CO3 CO4	CO3 CO4 CO6	CO4 CO5 CO6	CO4 CO6	CO1 CO2 CO4	CO1 CO2 CO3 CO4	CO4 CO6	CO1 CO3 CO4	CO1 CO4	CO3 CO4
MGMK 251	Marketing			CO1 CO2							

CO = Course Outcome Number

1. Describe the importance of conducting an environmental scan and/or a SWOT analysis as related to proactive planning.
2. Contrast differences that exist between consumer and organizational buying behavior.
3. Evaluate methods for identifying market segments and targets.
4. Explain the product life-cycle concept and relate a marketing strategy to each stage.
5. Discuss several pricing strategies.
6. Explain what is meant by a marketing channel of distribution.
7. Describe factors considered by marketing executives when selecting and managing a marketing channel.
8. Evaluate the unique characteristics of each promotional mix element.
9. Discuss the main elements of the personal selling process.
10. Explain the relationship of supply to demand as related to pricing.

Table 4: AAS Marketing Program Outcomes Matrix

Course Number	Course Name	Program Outcome									
		1	2	3	4	5	6	7	8	9	10
MGMK 101	Introduction to Business	CO3 CO4 CO6	CO3 CO9	CO3 CO6 CO9	CO3 CO6 CO9	CO3 CO9	CO9	CO9	CO3 CO8 CO9	CO3	CO3 CO7
MGMK 105	Small Business Management	CO1 CO2 CO3 CO6	CO3	CO1 CO2 CO3 CO5	CO1 CO3 CO5	CO5	CO5	CO3 CO5	CO5	CO5	CO3 CO4 CO5
MGMK 132	Principles of Salesmanship	CO2	CO2	CO2	CO2				CO2	CO1	
MGMK 138	Marketing Education Field Study		CO1	CO1							
MGMK 251	Marketing	CO1 CO2	CO3 CO4 CO5	CO1 CO2 CO3	CO3 CO4 CO5	CO4 CO5	CO4	CO4	CO5	CO5	CO3

CO = Course Outcome Number

Assessments – Course and Program

Course Assessment – Management & Marketing Core Courses

Assessment goals have been set at 70% in all of the following core courses. Weighted average mean scores for each outcome in each core course are presented below.

Table 5: ACCT 108 – College Accounting Assessment

	15-16	16-17	17-18	18-19	19-20
CO1	88	86	91	90	91
CO2	82	86	86	93	89
CO3	81	85	87	90	88
CO4	78	77	86	86	85
CO5	79	79	86	90	84
CO6	XX	XX	XX	82	83

Accounting assessment scores are above goal and stable.

Table 6: CSIS 100 – Computer Concepts and Applications Assessment

	15-16	16-17	17-18	18-19	19-20
CO1	87	78	78	74	83
CO2	89	82	71	72	83
CO3	85	83	79	81	84
CO4	79	72	71	**68**	74
CO5	75	73	**66**	**66**	73
CO6	79	**60**	58	**59**	**68**
CO7	78	75	75	77	81
CO8	82	78	73	**69**	78
CO9	79	78	**69**	70	80

Computer Concepts and Application scores went down substantially starting in 2017-18. After a discussion with the instructor, the reason is three-fold. The first is the course has a substantial amount of incomplete work. The instructor also switched to only using the high-stakes exams in a new curriculum. Finally, CO6 is on databases, a subject most students are unfamiliar with and struggle to complete it successfully without substantial studying.

Table 7: MGMK 101 – Introduction to Business Assessment

	15-16	16-17	17-18	18-19	19-20
CO1	82	71	76	84	89
CO2	78	79	77	83	82
CO3	71	72	75	76	81
CO4	80	72	75	81	81
CO5	76	72	71	75	79
CO6	80	76	74	76	78
CO7	XX	XX	XX	77	84
CO8	XX	XX	XX	75	78
CO9	XX	XX	XX	74	83
CO10	XX	XX	XX	80	79
CO11	XX	XX	XX	78	81
CO12	XX	XX	XX	81	77

Starting in the year 2018-19, the course was standardized statewide using the Kansas Core Outcomes Group. At that time, it moved to 12 outcomes. The 2016-17 year had lower outcomes than other years for unknown reasons. The last two years' outcome scores have been stable and acceptable.

Table 8: MGMK 105 – Small Business Management

	15-16	16-17	17-18	18-19	19-20
CO1	79	70	85	XX	89
CO2	79	**61**	71	XX	82
CO3	79	73	74	XX	79
CO4	84	**68**	73	XX	77
CO5	**66**	**65**	74	XX	74
CO6	78	73	**100**	XX	78
CO7	XX	XX	95	XX	71

CO 5: *Evaluate details of your marketing plan* is consistently the lowest score. CO5: *Evaluate global aspects of business* had one outcome that was 100%. It was based on one assignment that was graded on completion. This course is on an every other spring rotation. The year 2016-17 section had several scores below target. That section was taught by an adjunct. The newest data shows all outcomes above target. With the every other year taught by full-time faculty data it is difficult to spot real trends.

Table 9: MGMK 132 – Principles of Sales

	15-16	16-17	17-18	18-19	19-20
CO1	XX	XX	XX	XX	XX
CO2	XX	XX	XX	XX	XX
CO3	XX	XX	XX	XX	XX
CO4	XX	XX	XX	XX	XX
CO5	XX	XX	XX	XX	XX
CO6	XX	XX	XX	XX	XX

Principles of Sales was targeted as a course with potential demand in our service area. An adjunct was identified with substantial experience teaching this course at a larger college. The textbook was updated to match her prior experience. The adjunct has a full course set of homework prepared derived from prior experience. The course was offered one time as a morning face-to-face course and did not receive enough enrollment to teach. Marketing professors have requested to offer this course, taught by an adjunct, possibly over the summer, in an online modality, but to date that has not happened.

Table 10: MGMK 135 – Human Resources and Supervision

	15-16	16-17	17-18	18-19	19-20
CO1	80	**67**	95	85	95
CO2	80	71	85	82	87
CO3	77	71	86	78	87
CO4	73	73	86	83	81
CO5	77	**59**	78	84	77
CO6	77	**61**	81	85	84

This course is steady except for one outlier semester in 2016-17. Research was unable to determine the cause for this section. As all outcomes are low, it was most likely one or two non-performing students.

Table 11: MGMK 138 – Marketing Education Field Study

	15-16	16-17	17-18	18-19	19-20
CO1	XX	XX	XX	XX	XX

This course was not taught in the study period.

Table 12: MGMK 141 – Mid-Management Field Study

	15-16	16-17	17-18	18-19	19-20
CO1	XX	XX	XX	XX	XX

This course was not taught in the study period.

Table 13: MGMK 147 – Introduction to Management Assessment

	15-16	16-17	17-18	18-19	19-20
CO1	78	82	83	78	91
CO2	80	81	79	**61**	82
CO3	78	81	**69**	**69**	80
CO4	81	94	82	**58**	79
CO5	70	75	74	**60**	81
CO6	87	80	83	**48**	79

The 2018-19 section with low scores was taught by an adjunct. The reason for the low scores is unknown. 2017-18 had one score below target. The course was taught by Professor Richard Webber, but the assessment report is no longer available. The reason for the one low score is unknown.

Table 14: MGMK 251 (Prior MGMK 136) – Marketing Assessment

	15-16	16-17	17-18	18-19	19-20
CO1	82	89	70	89	87
CO2	85	83	**68**	86	90
CO3	82	82	**67**	90	87
CO4	85	91	**66**	88	**72**
CO5	92	86	**59**	86	91
CO6	77	77	**47**	93	**68**

The 2017-18 scores were below expectations. That class had 3 of 7 students that did not complete substantial amounts of work. The means without zeros were 87, 93, 95, 96, 91, and 82 for outcomes 1 through 6 respectively. The 2019-20 section ended with 4 students, one of which did not complete substantial amounts of work. The no-zero scores for outcomes 1 through 6 for that class were 90, 94, 91, 96, 98, and 90 respectively.

Program Assessments

Table 15: Management Program Outcomes Assessment

	15-16	16-17	17-18	18-19	19-20
PO 1	79	73	78	81	83
PO 2	79	74	80	78	81
PO 3	75	74	76	77	81
PO 4	78	74	74	77	80
PO 5	75	77	81	77	80
PO 6	72	74	79	78	79
PO 7	80	77	82	76	79
PO 8	78	76	76	76	81
PO 9	75	72	76	78	80
PO 10	82	77	76	80	81
Weighted Average	77	75	78	78	81

Table 16: Marketing Program Outcomes Assessment

	15-16	16-17	17-18	18-19	19-20
PO 1	75	75	74	79	80
PO 2	78	79	70	78	82
PO 3	78	78	71	77	81
PO 4	78	79	70	77	81
PO 5	78	77	71	77	82
PO 6	75	75	72	76	82
PO 7	75	75	72	76	82
PO 8	75	74	72	76	81
PO 9	76	76	70	78	81
PO 10	78	73	72	78	82
Weighted Average	77	76	71	77	81

Management and Marketing Program assessment results indicate the goal of 70% has been exceeded in all outcomes in both the Management and the Marketing Programs over the study years. The overall trend is stable and slightly positive.

Efforts to Stay Current in Curriculum

Advisory Board

Business and Technology Advisory Board provides input into the program in regard to the latest trends in business and industry. Board members report preferences and use of industry-standard software and technology, including Office 2013/2016, QuickBooks, and online resources.

Table 17: Advisory Board

Chanute Business and Technology Advisory Board		
Name	Title	Business Affiliation
Tom Byler	Regional Director	Kansas Small Business Development Center
Gail Chaney	Manager	Chanute Housing Authority
Chris Cleaver	President	Cleaver Farm & Home
Aime Cope	Workforce Specialist	Southeast Kansas Works
Rusty Crites	IT	RK Steel
Clark Dacia	Consultant	Kansas Small Business Development Center
Susie Ellis	Workforce Specialist	Southeast Kansas Works
Phil Fewins	CPA	Stafford & Westervelt
Heather Gardner	Personnel Manager	Chanute Manufacturing
Mathew Godinez	Director	Chanute Regional Development Authority
David Hogard	Director Academic Advising	Pittsburg State University
Ken Lickteig	Senior Vice President	Bank of Commerce
Mike Page	President	Home State Bank
Jeff Ports	Broker/Owner	United County Real Estate Sonic Drive-In Restaurant
Charlene Riley	Agent	Farmers Insurance
Sarah Schoenecker	Purchasing Manager	Chanute Manufacturing
Rick Willis	Data Processing Manager	City of Chanute

Kansas Core Outcomes Group

Faculty members are active in all relevant course discussion and revisions as part of the Kansas Core Outcomes Group (KCOG). Business faculty attend all KCOG meeting for courses in their teaching disciplines. Richard Webber attended the KCOG meeting for MGMK 101 in the Fall of 2016 and 2017, for ECON 200 and ECON 201 in Fall 2018, for MGMK Introduction to Management in Fall 2019, and

MGMK Marketing in the Fall of 2020. Principals of Leadership was not attended, but approved effective Summer 2019. This course is not currently offered at NCCC.

Professional Development

Faculty members within the program take advantage of professional development opportunities in an effort to stay current. Most 2020 conferences were canceled due to the Coronavirus pandemic. A partial list of continuing education for Richard Webber:

- Summer 2015: Colleague to Colleague Higher Ed Conference
- Summer 2016: ESU graduate course *Active Learning through Makerspace*
- Summer 2016: ACBSP national conference on accreditation requirements
- January 2017: National Certified Work Ethic Trainer Workshop at NCCC
- Spring 2017: League of Innovations Conference and the East Asia: Communism, Capitalism, Gone Girls and Godzilla Conference
- Spring 2018: iTrak Instructional Technology Conference
- Summer 2018: UB Tech Educational Technology Conference
- Fall 2018: Professors Conference at Federal Reserve Bank of St. Louis.
- Spring 2019: Kansas State Transfer Conference.
- Fall 2019: Professors Conference at Federal Reserve Bank of St. Louis.
- Spring 2021: Baker graduate course *Flipgrid- What is it and how do I use it?*
- Various: Richard has participated in numerous 1-hour webinars on various business and education subjects such as Dumping Textbooks, Getting Started with Game-Based Learning, Rigor is Not a Four-letter Word, and a few others. Also, various 1-hour lunch bytes on various instructional topics at NCCC

  Other methods of professional development:
- Richard is the advisor for the Business and Innovation Club.

Professional Development Barriers

The limiting factor in Professional Development as part of the Management and Marketing Programs is funding for discipline specific training or conferences. The current professional development funding is not typically sufficient to cover airfare plus hotel plus the conference fee. For example the SXSW-EDU conference is $595. Hotels in major cities are often $200 a night and sometimes more. Flights start at $300 and go up. This makes most conferences held in major cities unaffordable on the current professional development fund of $750 per year (Neosho County Community College, 2021). It is possible to apply for and receive additional funds, but additional funds are not guaranteed.

SECTION 3: DATA—ENROLLMENT AND RESOURCES

Enrollment Data
Enrollment per Course

Headcount per Course
Table 18: Headcount/ Course/ Academic Year

Headcount / Course / Academic Year	15-16	16-17	17-18	18-19	19-20	Totals
MGMK 101 - Introduction to Business	62	58	65	53	76	314
MGMK 105 - Small Business Management	13	16	26	8	5	68
MGMK 132 - Principles of Sales	0	0	0	0	0	0
MGMK 135 - Human Relations and Supervision	8	12	6	8	10	44
MGMK 138 - Marketing Education Field Study	0	0	0	0	0	0
MGMK 141 - Mid-Management Field Study	0	0	0	0	0	0
MGMK 147 - Introduction to Management	16	20	15	7	25	83
MGMK 251 - Marketing	0	20	7	9	4	40
TOTALS	99	126	119	85	120	549

Credit Hours Generated per Course
Table 19: Generated Hours/ Course/ Academic Year

Generated Hours / Course / Academic Year	15-16	16-17	17-18	18-19	19-20	Totals
MGMK 101 - Introduction to Business	186	174	195	159	228	942
MGMK 105 - Small Business Management	39	48	78	24	15	204
MGMK 132 - Principles of Sales	0	0	0	0	0	0
MGMK 135 - Human Relations and Supervision	24	36	18	24	30	132
MGMK 138 - Marketing Education Field Study	0	0	0	0	0	0
MGMK 141 - Mid-Management Field Study	0	0	0	0	0	0
MGMK 147 - Introduction to Management	48	60	45	21	75	249
MGMK 251 - Marketing	0	60	21	27	12	120
TOTALS	297	378	357	255	360	1647

FTE Per Course

Table 20: FTE / Course / Academic Year

FTE/ Course/ Academic Year (Generated Hrs/30)	15-16	16-17	17-18	18-19	19-20	TOTALS
MGMK 101 - Introduction to Business	6.2	5.8	6.5	5.3	7.6	31.4
MGMK 105 - Small Business Management	1.3	1.6	2.6	0.8	0.5	6.8
MGMK 132 - Principles of Sales	0.0	0.0	0.0	0.0	0.0	0.0
MGMK 135 - Human Relations and Supervision	0.8	1.2	0.6	0.8	1.0	4.4
MGMK 138 - Marketing Education Field Study	0.0	0.0	0.0	0.0	0.0	0.0
MGMK 141 - Mid-Management Field Study	0.0	0.0	0.0	0.0	0.0	0.0
MGMK 147 - Introduction to Management	1.6	2.0	1.5	0.7	2.5	8.3
MGMK 251 - Marketing	0.0	2.0	0.7	0.9	0.4	4.0
TOTALS	9.9	12.6	11.9	8.5	12.0	54.9

Most MGMK courses are offered on a rotation basis either online or on campus every academic year. A few courses are on a two-year rotation or are taught "on demand".

Grade Distribution Per Course with Withdraw Numbers and Percentages

Table 21: Grade Distribution MGMK 101 with Withdraw

MGMK 101 - Intro to Business						
GRADE/YR	15-16	16-20	17-18	18-19	19-20	TOTALS
A	27	13	25	26	43	134
B	22	14	14	14	15	79
C	7	12	6	4	5	34
D	2	6	4	3	3	18
F	3	6	13	4	7	33
I	0	0	0	0	0	0
W	1	4	2	2	2	11
WA	0	3	1	0	1	5
TOTALS	62	58	65	53	76	314
ENROLLMENT	62	58	65	53	76	314
WITHDRAWS	1	7	3	2	3	16
WITHDRAW %	2%	12%	5%	4%	4%	5%

Table 22: Grade Distribution MGMK 105 with Withdraw

MGMK 105 - Small Business Management						
GRADE/YR	15-16	16-20	17-18	18-19	19-20	TOTALS
A	4	4	10	5	4	27
B	5	4	6	1	0	16
C	3	1	4	0	0	8
D	1	1	1	0	0	3
F	0	5	4	1	1	11
I	0	1	0	0	0	1
W	0	0	1	1	0	2
WA	0	0	0	0	0	0
TOTALS	13	16	26	8	5	68
ENROLLMENT	13	16	26	8	5	68
WITHDRAWS	0	0	1	1	0	2
WITHDRAW %	0%	0%	4%	13%	0%	3%

Table 23: Grade Distribution MGMK 135 with Withdraw

MGMK 135 - Human Relations & Supervision						
GRADE/YR	15-16	16-20	17-18	18-19	19-20	TOTALS
A	3	5	2	6	6	22
B	3	4	2	1	1	11
C	1	2	0	0	0	3
D	0	0	1	0	2	3
F	1	1	0	1	1	4
I	0	0	0	0	0	0
W	0	0	1	0	0	1
WA	0	0	0	0	0	0
TOTALS	8	12	6	8	10	44
ENROLLMENT	8	12	6	8	10	44
WITHDRAWS	0	0	1	0	0	1
WITHDRAW %	0%	0%	17%	0%	0%	2%

Table 24: Grade Distribution MGMK 147 with Withdraw

MGMK 147 - Intro to Management						
GRADE/YR	15-16	16-20	17-18	18-19	19-20	TOTALS
A	1	5	4	1	14	25
B	9	7	7	1	2	26
C	4	4	2	1	3	14
D	1	0	0	0	3	4
F	1	2	1	4	1	9
I	0	0	0	0	0	0
W	0	1	1	0	1	3
WA	0	1	0	0	1	2
TOTALS	16	20	15	7	25	83
ENROLLMENT	16	20	15	7	25	83
WITHDRAWS	0	2	1	0	2	5
WITHDRAW %	0%	10%	7%	0%	8%	6%

Table 25: Grade Distribution MGMK 251 with Withdraw

MGMK 251 - Marketing						
GRADE/YR	15-16	16-20	17-18	18-19	19-20	TOTALS
A	0	0	10	7	5	22
A	0	7	1	6	2	16
B	0	5	3	1	1	10
C	0	1	0	1	0	2
D	0	1	0	0	0	1
F	0	3	3	1	1	8
I	0	0	0	0	0	0
W	0	3	0	0	0	3
WA	0	0	0	0	0	0
TOTALS	0	20	7	9	4	40
ENROLLMENT	0	20	7	9	4	40
WITHDRAWS	0	3	0	0	0	3
WITHDRAW %	0%	15%	0%	0%	0%	8%

No issues with grade distribution found.

Enrollment by Site, Day / Night

Headcount

Table 26: Management Program Headcount Generated by Site

Headcount/ Site-Time/ Academic Year	15-16	16-17	17-18	18-19	19-20	TOTALS
Chanute - Day	147	181	154	157	253	892
Chanute - Day	99	141	96	87	135	**558**
Chanute - Night	0	0	0	0	0	**0**
Southern - Outreach	0	0	36	9	0	**45**
Ottawa - Day	54	0	0	0	0	**54**
Ottawa - Night	0	0	0	0	0	**0**
Northern - Outreach	0	0	0	0	0	**0**
Hybrid	0	0	0	21	33	**54**
Online	144	237	225	138	192	**936**
TOTALS	**297**	**378**	**357**	**255**	**360**	**1647**

Table 27: Marketing Program Headcount Generated by Site

Headcount/Site-Time/Academic Year	15-16	16-17	17-18	18-19	19-20	TOTALS
Chanute - Day	148	183	155	159	253	898
Chanute - Day	33	47	32	29	45	**186**
Chanute - Night	0	0	0	0	0	**0**
Southern - Outreach	0	0	12	3	0	**15**
Ottawa - Day	18	0	0	0	0	**18**
Ottawa - Night	0	0	0	0	0	**0**
Northern - Outreach	0	0	0	0	0	**0**
Hybrid	0	0	0	7	11	**18**
Online	48	79	75	46	64	**312**
TOTALS	**99**	**126**	**119**	**85**	**120**	**549**

Credit Hours Generated

Table 28: Marketing Credit Hours Generated by Site

Generated Hours/ Site-Time/ Academic Year	15-16	16-17	17-18	18-19	19-20	TOTALS
Chanute - Day	33	47	32	29	45	**186**
Chanute - Night	0	0	0	0	0	**0**
Southern - Outreach	0	0	12	3	0	**15**
Ottawa - Day	18	0	0	0	0	**18**
Ottawa - Night	0	0	0	0	0	**0**
Northern - Outreach	0	0	0	0	0	**0**
Hybrid	0	0	0	7	11	**18**
Online	48	79	75	46	64	**312**
TOTALS	**99**	**126**	**119**	**85**	**120**	**549**

Table 29: Management Credit Hours Generated by Site

Generated Hours/ Site- Time/ Academic Year	15- 16	16- 17	17- 18	18- 19	19- 20	TOTALS
Chanute - Day	99	141	96	87	135	558
Chanute - Night	0	0	0	0	0	0
Southern - Outreach	0	0	36	9	0	45
Ottawa - Day	54	0	0	0	0	54
Ottawa - Night	0	0	0	0	0	0
Northern - Outreach	0	0	0	0	0	0
Hybrid	0	0	0	21	33	54
Online	144	237	225	138	192	936
TOTALS	297	378	357	255	360	1647

Instructor Information

The only Full-time faculty members who taught courses within the MGMK program matrix during the review period was Richard Webber. At this time, there are no plans to hire a full-time faculty member to fill the vacated position in Ottawa.

Table 30: Management / Marketing Program - Courses Instructor Information

Management Program Instructors	Credit Hours	%	Enrollment	%	Generated Hours	%
Full Time 2015-20						
Richard Webber	84		425		1275	
Total Full-Time	84	64%	425	77%	1275	77%
Part Time 2015-20						
Hannah Becker	9		22		66	
Elizabeth Cochran	9		15		45	
Tammy Crays	9		27		81	
Michael Deardorff	9		23		69	
Robin Schallie	6		19		57	
Mathew Wilper	6		18		54	
Total Part-Time	48	36%	124	23%	372	23%

AAS Programs and Certificates

Students in Majors / Programs
Table 31: Declared Major by Academic Year

Declared Majors	15-16	16-17	17-18	18-19	19-20
Management AAS	4	4	13	5	4
Management Certificate	0	2	1	4	3
Marketing AAS	4	11	8	9	11
Marketing Certificate	1	1	2	1	1

The majority of students taking business courses at NCCC are AS degree students transferring to a university. The management and marketing numbers above only include AAS terminal degree students. Many students are incorrectly classified. An issue identified is that many students declare marketing but intend to transfer, therefore are placed into the Associate of Science with Business Administration emphasis tract. Will consider ways to make completing as AS-BA degree with a Marketing Level I certificate option more obvious to students.

Number of Graduates / Certificate Completers
The data reflects the number of degrees and certificates awarded annually. There are two levels of certifications included for Management and Marketing, Level 1 and Level 2.

Level I Certification (Management or Marketing): 30 Credit Hours
Level II Certification (Management or Marketing): 46 Credit Hours
Associate of Applied Science Degree (Management or Marketing): 64 Credit Hours

Table 32: Degrees and Certificates Awarded Annually

DEGREE / CERTIFICATES	AAS MGT	AAS MKT	MGT1	MKT1	MGT2	MKT2	TOTAL
2015-16	1	0	5	0	3	0	9
2016-17	1	1	2	0	1	0	5
2017-18	2	0	4	1	3	1	11
2018-19	4	3	5	3	3	3	21
2019-20	0	0	3	0	1	0	4
Total	8	4	19	4	11	4	50

Figure 1: Degrees & Certificate Trend

Total Degrees & Certificate
Long Term Trend
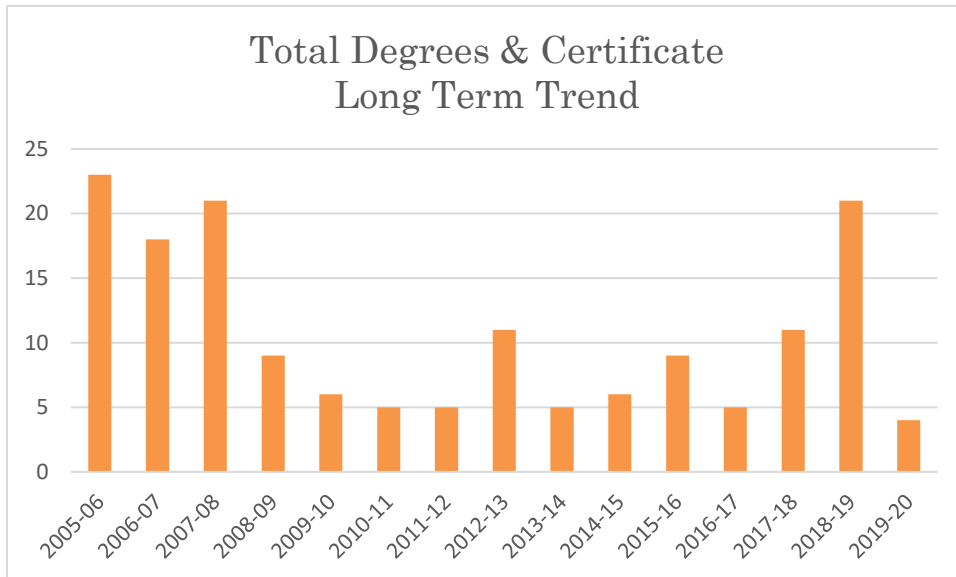
Many students receiving the Management Level I certificate are Associate of Science students that are transferring to universities. One issue identified is advising students that are graduating with an Associate of Science degree that they also qualify for a level I Management or Level I Marketing certificate. Also note that in 2018-19 there were more total graduates than declared majors. This is due to students misclassified in the enrollment management system and many students receiving certificates in multiple disciplines.

Job Placement Information
Several years of Kansas Board of Regents "K-Tip" report was referenced. Meaningful job placement information did not exist for the Management or Marketing programs.

Licensure Exam Pass Rates
Neither Management nor Marketing has a licensure requirement.

Number of Students with Program Emphasis, Graduates

Table 33: Program declarations and degrees awarded

Totals 2015-16 Through 2019-20	Marketing	Management
Declared Certificate	8	25
Declared AAS	5	33
AAS Awarded	4	8
Level I Certificate Awarded	4	11
Level II Certificate Awarded	4	8

The table above shows students that declared into either a management or marketing program, and degrees and certificates completed during the study period.

Many students are misclassified. Students often declare as Marketing or Management major but then follow the Associate of Science degree to prepare to transfer to a university. A possible solution is to pair the AS degree with a Level I marketing certificate.

When Professor Webber started teaching, the marketing program had dwindled to one course on the normal rotation. This made it impossible to complete the program requirements for any certificate or degree without substituting a non-pure marketing course. A second course, MGMK 252 Internet Marketing, was added to the normal course rotation making the level I certificate attainable. A third course, MGMK 132 Principals of Sales, was chosen to offer as a third course to make the level II certificate attainable. The course syllabus, book, and materials were updated based on an adjunct instructor's preferences with extensive experience teaching the course at a large college. It was placed on the schedule once as a morning face-to-face class but did garner sufficient enrollment numbers to teach. On at least two other semesters, Professor Webber has requested the course added to the courses schedule. However, program instructors have little input or voice in courses not directly taught by them. The MGMK 260 Management and Marketing Seminar course was used by Professor Webber for two students to receive a third marketing course in the spring of 2019. The seminar course is again being used for Professor Webber to offer a variation of the Internet Marketing course for the summer 2021 semester (outside of the study period). Professor Webber will continue to search for a possible third course to teach on a regular rotating basis, possibly in the summer semester.

AS Programs and Certificates

Transfer Information to State Universities

Table 34: ESU Management Transfer Information

	*Number of Courses	Total Credit Hours	NCCC Student SUBJECT GPA	ESU SUBJECT GPA	**CC SUBJECT GPA
2013 Fall	3	9	2.33	3.00	3.02
2014 Spring	N/A	N/A	N/A	N/A	N/A
2014 Fall	9	27	2.56	3.29	3.29
2015 Spring	7	21	2.53	3.14	3.23
2015 Fall	N/A	N/A	N/A	N/A	N/A
2016 Spring	12	36	3.06	3.26	3.25
2016 Fall	N/A	N/A	N/A	N/A	N/A
2017 Spring	5	15	3.54	3.25	3.15
2017 Fall	13	39	3.62	3.25	3.20
2018 Spring	11	33	3.82	3.25	3.35
2018 Fall	8	24	3.46	3.20	3.32
2019 Spring	N/A	N/A	N/A	N/A	N/A
2019 Fall	N/A	N/A	N/A	N/A	N/A
2020 Spring	N/A	N/A	N/A	N/A	N/A

Table 35: ESU Marketing Transfer Information

	*Number of Courses	Total Credit Hours	NCCC Student SUBJECT GPA	ESU SUBJECT GPA	**CC SUBJECT GPA
2013 Fall	6	18	2.93	2.88	3.09
2014 Spring	N/A	N/A	N/A	N/A	N/A
2014 Fall	10	30	3.22	2.92	2.96
2015 Spring	8	24	3.04	2.87	3.02
2015 Fall	N/A	N/A	N/A	N/A	N/A
2016 Spring	7	21	3	3.39	3.33
2016 Fall	N/A	N/A	N/A	N/A	N/A
2017 Spring	6	18	3.67	3.16	3.10
2017 Fall	6	18	2.90	3.22	3.32
2018 Spring	8	24	2.38	2.92	2.83
2018 Fall	3	9	3.33	3.40	3.43
2019 Spring	N/A	N/A	N/A	N/A	N/A
2019 Fall	N/A	N/A	N/A	N/A	N/A
2020 Spring	N/A	N/A	N/A	N/A	N/A

Transfer information is included as students' pair management or marketing level I certificates with the core of the Associate of Science degree. The data shows that NCCC transfer students perform close, only slightly better or slightly worse, to four-year native students at Emporia State University (ESU).

Cost Information

Annual Budget

Table 36: Marketing Annual Budget

Account	Description	2015-16	2016-17	2017-18	2018-19	2019-20
12 1205 5 5200 000	Faculty Salary	-	-	-	-	533.94
12 1205 5 5200 626	Faculty Salary	34,935.00	36,769.00	38,617.00	40,162.00	41,768.00
12 1205 5 5910 000	Social Security	3,259.10	3,448.72	3,826.27	3,901.66	3,880.30
12 1205 5 5950 000	Fringe Benefits	1,400.00	1,200.00	1,200.00	1,200.00	1,225.00
12 1205 5 5951 000	Fringe 403(b)	275.00	300.00	300.00	300.00	300.00
12 1205 6 6010 000	Travel	-	8.02	-	-	113.22
12 1205 6 6110 000	Postage	-	-	0.92	8.50	-
12 1205 6 6260 000	Conference	30.00	-	30.00	58.21	-
12 1205 6 6430 000	Copier	43.61	87.92	41.15	-	48.76
12 1205 7 7010 000	Office Supplies	14.50	141.53	3.49	9.90	5.64
12 1205 7 7070 000	Food	270.00	310.85	329.02	202.50	-
	Total	**40,227.21**	**42,266.04**	**44,347.85**	**45,842.77**	**47,874.86**

The marketing budget is shown, the management program does not have a separate budget. Many expenses in the program are paid out of other budgets. For example, overload and adjuncts are paid out of the accounting program budget. Unlike other programs, the budget has very little money to allow for any activities outside of the classroom, for example taking students to an elevator speech contest in KC. This prevents business students from taking part in conferences and activities, e.g., area business competitions. This is offset by using the Business and Innovation Club.

Course or Program Fees

There are no additional fees for the either program directly, and most courses within the program do not assess specific fees.

Fund 70 Accounts

There are no Fund 70 account balances related to this program.

Outside Funding

This program does not qualify for Carl Perkins grant. This program did not utilize any outside funding during the study period.

SECTION 4: SWOT ANALYSIS

Strengths

1. The mission and purposes of the program contribute to NCCC's mission and purposes.
2. The program is accredited by the Accreditation Council of Business Schools and Programs (ACBSP).
3. There are three well-qualified, experienced full-time instructors in the program in Chanute who teach over 60% of the core courses.
4. Other than faculty salary, the program has minimal costs to maintain.
5. For the most part class sizes are small which allows for personalized attention in courses.
6. Assessment data provides documentation that most course and program outcomes are being met and that student learning is occurring.
7. Courses within the program serve other business and technology programs as well (e.g. AAS-Accounting, AAS-Computer Information Systems, etc.).
8. The program can be completed almost entirely online with the exception of the Fundamentals of Speech course.
9. The advisory board is comprehensively comprised of business, community, and institutional leadership, which provides wide breadth and depth when assessing stakeholder needs.
10. Business programs have the highest number of graduates at 4-year universities (National Center for Education Statistics).
11. Students in the program have the opportunity to participate in the Business and Innovation Club.
12. Students get real life experiences through field trips and listening to business presentations given by outside professionals from various business fields.
13. Business program scholarships provide opportunities for Neosho County students to enroll in the program.
14. Some courses in the program, e.g. MGMK 101, MGMK 251, are standardized state wide for transferability via the Kansas Core Outcomes Group.

Weaknesses

1. Richard Webber is the only full time faculty in either program outside of the core ACCT or CSIS required course that are primary to other programs.
2. There is no full-time MGMK instructor on the Ottawa campus.
3. Business faculty do not advise all business students.
4. Lack of marketing and promotion of our programs in general and as ACBSP accredited.

5. The availability of adjunct instructors is limited.
6. Opportunities and pay are substantially greater with a bachelor's degree in management or marketing, therefore students are encouraged to follow the AS transfer path.
7. The budget is lower than other similar programs at the college, limiting program options, e.g., travel to student events.
8. Faculty have little to no voice in what program courses are taught by adjuncts.
9. The Ottawa campus lacks a business course rotation schedule, making marketing to the program problematic.
10. The course search on the college's website lacks the ability to find "business" courses.
11. The program lacks branding.
12. The program portion of the college's website is limited.
13. Enrollment system does not allow designating degree and separate certificate.
14. Rowland Hall, Chanute campus business classrooms, have outdated classroom equipment
15. Business scholarships are only available to Neosho County Residents and only cover tuition.
16. Small program with limited offerings; only one or two summer courses.

Opportunities

1. Transform one classroom into a meeting room atmosphere with boardroom tables (also giving NCCC a larger meeting room).
2. Additional courses could be developed if local needs are identified.
3. The Associate of Applied Science program is possible for fully online students, expanding the possibility of marketing to students in a broader area or to working adults.
4. Educational and training needs of business and industry could provide an excellent opportunity for growth.
5. Articulation agreements with other universities presents an opportunity for the program.
6. New certificates are possible.
7. Collaboration with local high schools for dual credit program courses
8. Promotion of the program should be increased, including ACBSP accreditation, which makes it one of five community colleges in Kansas with such distinction and the only accredited community college in southeast Kansas.
9. There is an opportunity to attract students to the Ottawa campus.
10. Recruitment of non-traditional students could be increased
11. Create a program brand.
12. Create a third marketing course on the regular rotation to allow level II

certificates.
13. Potentially create a transferrable Leadership course using Kansas Core Outcomes.
14. Revise business scholarships to make them available to more students.

Threats

1. Decreased funding of the program
2. Competition from area community colleges
3. Loss of additional faculty or faculty turnover
4. Low number of faculty in program
5. Low instructor salaries compared to rural peers makes hiring faculty and adjuncts difficult, especially on the Ottawa campus.

Additional Analysis
Bachelor Concentration Areas

Bachelor's degrees conferred by postsecondary institutions: 2017-18		
	Bachelor's degrees	
	Total	% Business
All fields, total	1,980,644	
Business All fields, total	386,201	100%
Business/commerce, general	25,128	6.5%
Business administration and management, general	**138,905**	**36.0%**
Logistics, materials, and supply chain management	5,494	1.4%
Business administration, management and operations, other	8,466	2.2%
Accounting	50,128	13.0%
Business/managerial economics	5,535	1.4%
Finance, general	39,479	10.2%
Hospitality administration/management, general	7,522	1.9%
Human resources management/personnel administration, general	6,850	1.8%
Human resources management and services, other	349	0.1%
International business/trade/commerce	5,698	1,5%
Management information systems, general	8,335	2.2%
Marketing/marketing management, general	**37,010**	**9.6%**

National Center for Educational Statistics (NCES) data is presented to show current student interest or demand in various business programs. At the bachelor level, business is the number one degree, making up 19.5% of all graduates in 2017-18. Marketing makes up 9.6% of Business graduates or 1.9% of all graduates. Business Administration and Management make up 36% of business graduates or 7% of all graduates. Note that accounting and finance are the other two major areas of concentration. NCCC has a separate accounting program and has added a Business

Finance course. (National Center for Educational Statistics, 2020)

Course Search

Courses for Management and Marketing degrees are spread over prefix's BUSI, MGMK, ECON, MATH, and ACCT. This makes searching for business courses difficult to impossible unless you know exactly what course you are searching for. Not all business students are advised by business faculty. Community members at large may not get to the enrollment stage if they are not able to find courses they are interested in. By adding searchable "tags" to the course search page, courses from many areas could be grouped together.

Action Plan

Issues not in faculty scope of control are addressed in the "Additional Resources Needed" below. As the sole faculty member for the Marketing and Management degrees, the action plan is given to Professor Richard Webber to complete.

1. Update program degree sheets. 2021-22
2. Review certificates for potential changes, i.e., make it clear Associate of Science degree completers may also receive a level I certificate. 2021-22
3. Work with Online to update website. 2021-22
4. Be more diligent in checking for program certificates when completing intent to graduate forms for Associate of Science completers. Ongoing
5. Evaluate adding Principals of Leadership. Ongoing
6. Continue to investigate the best option for adding a third marketing course to the rotation. Ongoing
7. Full-time faculty in the Ottawa campus. Ongoing
8. Modernize classroom equipment in Rowland Business classrooms. Ongoing
9. Transform one business classroom into a boardroom setting. Ongoing
10. Have voice on business courses taught by adjuncts and in Ottawa. Ongoing
11. Create course rotation for Ottawa. Ongoing
12. Make business courses easily searchable for enrollment on MyNeosho, perhaps by adding searchable tags to the courses for grouping. Ongoing
13. Additional budget for outside student activities. Ongoing
14. Additional professional development funds. Ongoing
15. Have business faculty advise all business students practical. Ongoing
16. Allow the program to brand. Ongoing
17. Revise business scholarships to make them available to more students. Ongoing
18. Use assessment data without zeros for program review. Ongoing
19. Move program websites to a separate but embedded website to allow for more freedom designing program pages, e.g. athletics. Ongoing

SECTION 5: JUSTIFICATION/RECOMMENDATIONS FOR PROGRAM

Maintain, Strengthen, Diminish, or Remove?

The AAS-Management and AAS-Marketing degree programs need strengthened. Business is the number one degree across higher education, comprising 195% of college graduates. (National Center for Educational Statistics, 2020) There are numerous strengths connected with the program. There are no additional resources required in maintaining the program. ACBSP accreditation provides verification of the quality of the program. Course and program assessment data document that students are learning in program courses. The Management and Marketing Program courses are used by the Associate of Science degree with Business Administration emphasis, i.e., students seeking to transfer to a university, a far larger cohort.

References

Accredited Council for Business Schools & Programs. (2021, March 29). *Educational Members*. Retrieved from ACBSP: https://acbsp.org/page/membership_list

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NCES National Center for Educational Statistics. (2021, April 29). Retrieved from NCES National Center for Educational Statistics: nces.ed.gov

Neosho County Community College. (2021, March 14). *Negotiated Agreement*. Retrieved from Neosho.edu: https://www.neosho.edu/Portals/0/Departments/hr/PEA_Negotiated_Agreement.pdf

Addendums
Addendum 1: Business & Innovation Club Events

2015-16
- 2015 – Aug 28: Guest Speaker - Marc Wilson – KSBDC
- 2015 – Sept 25: Trou & talk - Green Parrot Coffee – Lisa Armstrong
- 2015 – Dec 4: Tour KC Federal Reserve Bank of KC
- 2016 – Mar 2: Guest Speaker - Rob Tinsley
- 2016 – Apr 1: Guest Speaker - Shelli Sheerer NMRMC – Human Resources
- 2016 – Apr 28: Tour - Harley Davidson Factory - KC

2016-17
- 2016 – Oct 7: Guest speaker - J. Machan – Small business owner
- 2016 – Nov 7: Guest speaer - Chad Boaz – personal finance
- 2016 – Nov 17: Tour & talk = BW truck marketing team
- 2017 – Mar 16: Tour & talk - KC Start Up Village – entrepreneurship founder panel
- 2017 – Apr 27: Guest speaker - Jeff Ports – Sonic owner, real estate
- 2017 – May 15: Community Service day- collected "I Love Neosho" survey results for NCCC Marketing

2017-18
- 2017- Dec 1: Guest speaker - Ash Grove HR

2018-19
- 2018 - Sept 13: Tour & talk - Coffee entrepreneur Lisa Armstrong
- 2018 - Nov 5: Tour & talk -Bridgewood Cabinets
- 2018 - Dec 5: COF
- 2019 - Mar 5: Tour & talk – Ken Lickteig – Bank of Commerce
- 2019 - Mar 29: Guest speaker - Ag Eagle founder
- 2019 - May 10: Tour & talk – Garmin world HQ

2019-20
- 2019- Oct 24: Tour & talk - Cobalt Boats, Neodesha
- 2019- Nov 11: Guest Speaker: Jennifer Newton, Nursing Manager, NMRMC
- 2019- Nov 19: Tour - Federal Reserve Bank of KC
- 2019- Nov 19: Trip Guest Speaker: Founders of "Bee Organized"
- 2020- Feb 26: Web Conference Speaker: NFL's Brandon Copeland on Personal Finance
- 2020- Mar 10: Tour & talk (and eat!) - Big Ed's Steakhouse

BUSINESS PROGRAM SCHOLARSHIP

_____
Student's First Name   Middle Initial   Last Name

_____   _____
NCCC ID Number   Date

Congratulations! You are eligible for a NCCC Business Program Scholarship. Please indicate your acceptance decision below, sign, & return the letter to the NCCC Financial Aid Office within two weeks.

PROGRAM OF STUDY (circle your main area of interest)

Accounting   Computer Information Systems   Office Administration
              Management   Marketing

****************************IMPORTANT - READ CAREFULLY***************************

Terms of the Scholarship are listed below:

1. Must be a legal Neosho county Kansas resident as per the NCCC Registrar.
2. The scholarship award is for the Fall and Spring semesters only for a maximum of 17 hours of tuition/semester.
3. Be enrolled in a minimum of 12 NCCC hours as of the 11th day of each semester.
4. Successfully complete a minimum of 12 NCCC hours each semester.
5. Maintain a career GPA of 2.0.
6. Should you receive other scholarships or grant - in - aid to pay your tuition and/or books, no refunds can be made to you from this scholarship.
7. The scholarship cannot to be used to pay fees, residence hall charges, and/or other expenses.
8. Scholarships must be counted as a resource when considering your need for federal financial aid.
9. This scholarship is not automatically renewed. It must be awarded and accepted each year.
10. Be enrolled in a minimum of 9 business hours per academic year.
11. Not meeting the above conditions could result in the loss of this scholarship.
12. The following signatures are required for the scholarship to be valid.
13. Please refer to the NCCC Scholarship Handbook for more information.

____ Yes, I accept the scholarship and its terms and conditions.

____ No, I do not accept this scholarship.

_____   _____
Signature of Student   Date

_____   _____
Signature of Business Program Scholarship Sponsor   Date

_____   _____
Signature of Financial Aid Director   Date

Bustec (L):\Schedules\ Business Technology Course Rotation No Times.xlxs

Business & Technology — Master Course Rotation Schedule

The table is organized into two academic-year groups (Academic Year Even, Academic Year Odd). Each group contains three terms, and each term has five modality columns: Face-to-Face Chanute, Face-to-Face Ottawa, Hybrid Chanute, Hybrid Ottawa, Online.

Course Number	Course Title	Even Summer FtF Chanute	Even Summer FtF Ottawa	Even Summer Hyb Chanute	Even Summer Hyb Ottawa	Even Summer Online	Even Fall FtF Chanute	Even Fall FtF Ottawa	Even Fall Hyb Chanute	Even Fall Hyb Ottawa	Even Fall Online	Odd Spring FtF Chanute	Odd Spring FtF Ottawa	Odd Spring Hyb Chanute	Odd Spring Hyb Ottawa	Odd Spring Online	Odd Summer FtF Chanute	Odd Summer FtF Ottawa	Odd Summer Hyb Chanute	Odd Summer Hyb Ottawa	Odd Summer Online	Odd Fall FtF Chanute	Odd Fall FtF Ottawa	Odd Fall Hyb Chanute	Odd Fall Hyb Ottawa	Odd Fall Online	Even Spring FtF Chanute	Even Spring FtF Ottawa	Even Spring Hyb Chanute	Even Spring Hyb Ottawa	Even Spring Online
ACCT 108	College Accounting						X	X			X	X				X						X				X	X				X
ACCT 111	Income Tax										X																				
ACCT 201	Financial Accounting						X					X	X			X						X					X				X
ACCT 202	Managerial Accounting										X	X	X										X			X	X				X
ACCT 107	Payroll Accounting																														X
ACCT 205	QuickBooks Accounting																														X
BUSI 106	Business Math										X															X					
BUSI 112	Business Field Study																														
BUSI 114	Business Law							X						X												X					
BUSI 118	Business Communications								X							X															X
BUSI 130	Personal Finance									X	X																				
ECON 200	Microeconomics						X	X			X	X	X			X					X	X	X			X	X	X			
ECON 201	Macroeconomics					X	X	X			X	X	X									X				X	X				X
ENTR 130	Entrepreneurial Mindset								X					X																	
ENTR 201	Exploring Innovation																														
MGMK 101	Introduction to Business						X				X	X	X									X				X	X	X			
MGMK 105	Small Business Management								X																	X	X	X			
MGMK 132	Principles of Sales							X						X															X		
MGMK 135	Human Relations & Supervision																														X
MGMK 138	Marketing Ed. Field Study																							X							
MGMK 147	Introduction to Management															X							X								
MGMK 230	Business Finance										X		X															X			X
MGMK 251	Marketing								X																	X					
MGMK 252	Internet Marketing										X					X															X

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Business & Technology — Master Course Rotation Schedule

Delivery-mode columns are grouped by term. Academic Year Even covers Even Summer, Even Fall, and Odd Spring. Academic Year Odd covers Odd Summer, Odd Fall, and Even Spring. Within each term the five modes are: Face-to-Face Chanute (FtFC), Face-to-Face Ottawa (FtFO), Hybrid Chanute (HyC), Hybrid Ottawa (HyO), and Online (On).

Course Number	Course Title	EvSu FtFC	EvSu FtFO	EvSu HyC	EvSu HyO	EvSu On	EvF FtFC	EvF FtFO	EvF HyC	EvF HyO	EvF On	OdSp FtFC	OdSp FtFO	OdSp HyC	OdSp HyO	OdSp On	OdSu FtFC	OdSu FtFO	OdSu HyC	OdSu HyO	OdSu On	OdF FtFC	OdF FtFO	OdF HyC	OdF HyO	OdF On	EvSp FtFC	EvSp FtFO	EvSp HyC	EvSp HyO	EvSp On
OTEC 101	Keyboarding I										X															X					
OTEC 102	Keyboarding II															X															X
OTEC 123	Office Machines										X															X					
OTEC 107	Office Systems & Procedures															X															X
CSIS 100	Computer Concepts & Applications					X	X				X	X				X					X	X				X	X				X
CSIS 105	Computer Literacy											X															X				
CSIS 110	Word Processing Applications 1 cr.																														
CSIS 111	Spreadsheet Applications 1 cr.																														X
CSIS 112	Presentation Software Applications 1 cr.																														
CSIS 113	Database Applications 1 cr.																														
CSIS 114	E-mail Applications 1 cr.																														
CSIS 117	Intro. to Web Design 1 cr.											X				X															
CSIS 120	Principles of Word Processing 3 cr.						X																								
CSIS 121	Principles of Spreadsheets 3 cr.																														
CSIS 122	Principles of Presentation Software 3 cr.																														
CSIS 123	Principles of Database Applications 3 cr.																														
CSIS 229	Advanced Web Design																										X				
CSIS 230	Visual Basic																														
CSIS 237	JAVA Programming																					X									
CSIS 240	C++ Programming								X																						
CSIS 250	Advanced Programming Methods																										X				
ETEC 105	Introduction to Networking																					X					X				
ETEC 106	CISCO Networking II													X																	
ETEC 146	Microcomputer Repair-Hardware						X																								
ETEC 147	Microcomputer Repair-Software																					X									

Addendum 4: Course Search Example with Tags

The Kansas University course search interface includes tags. For example, by selecting either the school of School or Business or department of Business brings up all courses with codes: ACCT, BBA, BLAW, BSAN, BUS, ENTR, FIN, IBUS, IST, MGMT, MKTG, SCM.