

1. Catalog description of the program (program goals and objective)

De Anza College's Business programs prepare individuals for a broad range of opportunities in companies and organizations of all sizes. Students learn the fundamental of successful business operations and management, including course work in accounting, business law, marketing, and leadership. De Anza prides itself offering a comprehensive business curriculum with De Anza's including the transfer-preparatory Business Administration program and career technical education programs Management, Marketing Management, and Real Estate. Within the breadth of these curricular offerings, individuals at all points along the career continuum can find a Business program that addresses their personal circumstances: those wishing to advance within their current profession, those preparing to reenter the workforce, and entry-level students needing comprehensive business education in order to prepare for transfer.

The Business Department is housed within the Business and Computer Systems Division and encourages students to take courses in other aligned disciplines; including Accounting and Computer Information Systems. As a result, overall program goals and objectives are aligned and students have the opportunity to select program electives from a wide range of classes. Once students complete foundation courses in the principles of business, management, or marketing knowledge gained can be utilized immediately in the workplace or towards continuing education in the field. Those who complete the Business Administration, Management, and Marketing Management programs with previous education and training in a related field may qualify for management positions or promotions within their employers. Graduates of De Anza's Real Estate programs meet the education requirements established by the California Department of Real Estate and are prepared to sit for the state licensure examination.

2. Certificate and degree programs offered (title and units)

Business Administration

Certificate of Achievement – **Business Administration** – 25-27 units (quarter)

Certificate of Achievement – **Entrepreneurship** – 23-25 units
A.A. Degree – **Business Administration** – 49.5 units plus General Education

Management

Certificate of Achievement – **Management** – 24 units
A.A. Degree – **Management** – 53 units plus General Education

Marketing Management

Certificate of Achievement – **Marketing Management** – 24 units
Certificate of Achievement-Advanced – **Marketing Management** – 44 units
A.A. Degree – **Marketing Management** – 53 units plus General Education

Project Management

Certificate Achievement – **Project Management Practitioner** – 19-21 units

Real Estate

Certificate of Achievement-Advanced – **Real Estate** – 37 units
A.A. Degree – **Real Estate** – 47 units plus General Education

3. Program-level Student Learning Outcomes

4. Data on certificate and degree awards for previous year (2009-10)

<u>Certificates of Achievement</u>	Business Administration – 24 awards Marketing Management – 6 Project Management Practitioner – 6
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<u>Certificates of Achievement-Advanced</u> <i>formerly Certificates of Proficiency</i>	Marketing Management - 2 Real Estate – 2
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<u>Associate in Arts degrees</u>	Business Administration – 21 Management – 2 Marketing Management – 8
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5. Regional and State Labor Market Data

Employment opportunities for Business program graduates exist in business, government agencies, and non-profit organizations of all sizes. Individuals with certificates and degrees in Business Administration, Management, and Marketing Management can also secure employment in positions that require strong written and verbal communication skills, as well as a basic understanding of finance and accounting principles. Those wishing to start careers as real estate agents or brokers need to complete approved college courses and pass licensure examinations

administered by the California Department of Real Estate. Individuals with a larger repertoire of technical skills, education, and professional experience have the greatest potential for securing employment. According to the California Employment Development Department's Labor Market Information data for the San Jose-Sunnyvale-Santa Clara MSA, there are projected to be 1,015 combined annual openings for business operations specialists, 2,391 annual openings for management occupations, and 3,906 annual openings in sales and related occupations for the period 2006-2016. All occupations demonstrate steady growth rates of 13.2%, 7%, and 10.1% respectively. The regional projections for real estate sales agents indicate 18 annual openings and 670 openings statewide for the period 2008-2018. However, it should be noted that most real estate agents are self-employed and government projections do not fully capture future labor market demand. The California statewide employment projections indicate 18,080 annual openings for business operations specialists and 64,040 annual openings in sales in related applications for the period 2008-2018. It should also be noted that many of De Anza College's Business Department faculty members are actively engaged in their own business or consulting work and maintain strong contacts with potential employers in the region.

6. Areas for new course and/or program development

7. Recommendations of Advisory Committee (retain or delete program)