

Narrative: Certificate of Achievement Business Information Worker

Item 1. Program Goals and Objectives

The Computer Business Technology Department at San Diego City College strongly advocates for the inclusion of a Certificate of Achievement in Business Information Worker. As part of our mission, we seek to prepare students for entry-level employment in the field of Business Information Technology. To this end, the Business Information Worker Certificate of Achievement is designed to provide students with practical, career-oriented skills in professional office environments using current industry technologies. Students receive hands-on experience in the fundamentals of business communications and human relations in addition to the basics of keyboarding, the Windows environment, Word, Excel and Outlook, and introductory computer information systems concepts. In addition, students are introduced to, and guided through, job search, resume writing and interview skills specific to the entry-level positions in a variety of office environments.

The Certificate of Achievement is often used by students who already have Associate or Bachelor's Degrees who want to change careers or enhance their skills. The Certificate of Achievement in Business Information Worker is ideal for students seeking to be trained in a field different from their previous work experience, and offers an affordable alternative to more costly private college and university programs in this field of study.

Upon successful completion of the Certificate of Achievement in Business Information Worker, students should be able to: produce basic business correspondence and reports with appropriate formatting using Word, maintain an office calendar for one or more individuals, develop simple spreadsheets with charting, discuss computer equipment and programming systems needs and troubleshoot basic computer problems. Moreover, students should be prepared to communicate, make informed decisions, and handle personnel problems in office environments.

After successful completion of the Certificate of Achievement in Business Information Worker, employment possibilities include: General Office Clerk, Retail Salespersons, Customer Service Representatives, and Receptionists and Information Clerks.

Student Selection and Fees:

No additional entry criteria are required and the selection process complies with California Code of Regulations, Title 5, Section 58106. There are no mandatory fees aside from the ordinary course enrollment fee prescribed in Education Code section 76300. Fees for materials and equipment will vary from course to course; students may spend between five (5) and three hundred (300) dollars during their course of study.

Licensing or Accreditation Standards:

There are no licensing or accrediting standards that apply to this degree.

Curriculum Standards

In accordance with Title 5 this program has now been approved by the City College curriculum committee as well as the curriculum Technical Review board. The proposed Certificate of Achievement is consistent with requirements of accrediting agencies as applicable.

Compliance

The design of the courses in the certificate program does not conflict with any law, including state and federal laws, both statutes and regulations. Laws that particularly affect community colleges, as well as any other laws that may affect the program or course, such as licensing laws in a particular occupation, are in compliance.

Based on Model Curriculum (if applicable)

The certificate design is in compliance with all Title V Code of Regulations pursuant to the compliance requirement. The courses in this degree do not violate any state or federal statutes or laws, nor do they conflict with any laws specific to community colleges or this particular program of study. This degree is not aligned within the Transfer Model Curriculum as developed during the implementation of the California Education Code, section 66746.

Item 2. Catalog Description

Program Description:

The Business Information Worker Certificate of Achievement is designed to prepare students for entry-level office and administrative support in a variety of fields or businesses.

Program Goals:

The goal of the Business Information Workers Certificate of Achievement is to prepare students for entry-level office and administrative support in the following areas: Basic oral and written business communications; basic computer application skills, including beginning Excel, Word, and Outlook; the fundamentals of computer systems; and critical thinking and problem solving.

Program Emphasis:

The emphasis of the Business Information Worker Certificate of Achievement is to prepare students in a broad range of entry-level office skills and applications in order to prepare them for further on the job training specific to each work environment.

Students who successfully complete the Business Worker Certificate of Achievement will be able to:

- Improve keyboarding and proofreading skills;
- Determine the most appropriate software for a specific project or task; and
- Work in teams analyzing and solving business problems.

Career Options:

Students who successfully complete the Business Information Worker Certificate of Achievement are prepared for entry-level positions in general office environments in a variety of fields, such as general office clerks, retail salespersons, customer service representatives, receptionists, and information clerks.

Item 3. Program Requirements

The certificate program requirements are consistent with the catalog description. The number of units, specific course requirements and design of individual courses, and the sequence of the courses are coherent, complete, and appropriate, given the program objectives and the resources with which the college has to work. The set of requirements reflect the recommendations of the advisory committee. Minutes of the advisory committee including location, and members attended is attached. Notes of importance are highlighted.

Certificate of Achievement in Business Information Worker Program Requirements:

Requirements	Dept. Name/#	Name	Units	Sequence
	BUSE 119	Business Communications	3	Year 1, Fall
	BUSE 150	Human Relations in Business	3	Year 1, Spring
	CBTE 094	Introduction to Computer Keyboarding	1	Year 1, Fall
OR	CBTE 095	Keyboarding Skill Development	1	Year 1, Fall
	CBTE 114	Introduction to Microsoft Windows	1	Year 1, Fall
	CBTE 120	Beginning Microsoft Word	2	Year 1, Fall
	CBTE 140	Microsoft Excel	2	Year 1, Spring
	CBTE 164	Introduction to Microsoft Outlook	1	Year 1, Spring
	CISC 150	Introduction to Computer and Information Sciences	3	Year 1, Spring
OR	CISC 181	Principles of Information Systems	4	Year 1, Spring
Total Units			16 – 17	

PROPOSED SEQUENCE

<u>YEAR, SEMESTER</u>	<u>UNITS</u>
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Year 1, Fall 1	7
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Year 1, Spring

9 - 10

Total Units

16 - 17

General Education [GE]: N/A

Item 4. Master Planning

The Computer Business Technology Department at San Diego City College has a long history of working with industry advisors to develop and maintain curriculum that is relevant to current industry standards. The Business Information Worker Certificate of Achievement was created based on county-wide industry advisor recommendations regarding the skills required to meet current demand for employees in various office environments throughout the county. Moreover, the Business Information Worker Certificate of Achievement is currently being used as a model for community colleges throughout the State of California.

The need for entry-level office employees with the skills included in the Business Information Worker Certificate of Achievement was brought to the attention of the Computer Business Technology faculty at San Diego City College by small business owners and large hiring firms throughout San Diego County. San Diego City College is the only community college in the region to group these skills together into one certificate.

According to the Employment Development Department (EDD) Labor Market Information Division, between 2010 and 2020, the following business information occupations in the San Diego County area are expected to grow significantly. For example, the EDD projects that within this time frame, there will be entry-level job openings for 12,000 additional General Office Clerks (\$14.32 median hourly rate, SOC 43-9061); 19,250 additional Retail Salespersons (\$11.01 median hourly rate, SOC 41-2031); 9,210 additional Customer Service Representatives (\$17.17 median hourly rate, SOC 43-4051); and 4,470 additional Receptionists and Information Clerks (\$13.64 median hourly rate, SOC 43-4171).

Adequate Resources:

This department, school, and college have the resources to maintain the courses at the level of quality described in this proposal. This includes funding for faculty compensation, facilities and equipment, software and hardware.

Library and Learning Resources Plan:

No additional library or learning resources will be required for this certificate program beyond the college's current resources.

Facilities and Equipment Plan:

Computer labs with specific hardware and software requirements, as well as regular maintenance and upgrades, will be necessary for this program's success and sustainability.

Financial Support Plan:

The Proposition S & N renovations are not supplying the college with the technology, infrastructure or initial equipment to offer this degree. The courses included in the certificate are already in progress using equipment and technology, and infrastructure already in place. Normal funding sources, as well as grant funds such as CTEA, are projected to maintain the program in the future.

Faculty Qualifications and Availability:

The courses for this Certificate of Achievement will be adequately staffed and managed by faculty who meet state minimum qualifications and who have adequate knowledge and experience in the program area.

Explanation of Employer Relationship

The need for entry-level office employees with the skills included in the Business Information Worker Certificate of Achievement was brought to the attention of the Computer Business Technology faculty at San Diego City College by small business owners and large hiring firms throughout San Diego County. These small business owners and large hiring firms are eager to employ our program completers.

Item 5. Enrollment and Completer Projections

(A) Enrollment Data

This section includes enrollment (student headcount) data or a survey of prospective students and completer projections information.

		2012-2013		2013-2014	
Course Department Number	Course Title	Annual Sections	Annual Enrollment Total	Annual Sections	Annual Enrollment Total
BUSE 119	Business Communications	4	175	4	175
BUSE 150	Human Relations in Business	4	175	4	175
CBTE 094	Introduction to Computer Keyboarding	4	200	4	200
CBTE 095	Keyboarding Skill Development	2	100	2	100
CBTE 114	Introduction to Microsoft Windows	2	80	2	80
CBTE 120	Beginning Microsoft Word	4	200	4	200

CBTE 140	Microsoft Excel	2	80	2	80
CBTE 164	Introduction to Microsoft Outlook	2	80	2	80
CISC 150	Introduction to Computer and Information Sciences	6	300	6	300
CISC 181	Principles of Information Systems	10	500	10	500

The enrollment and completer projections are compared to the net annual labor demand projection entered into the CCC Curriculum Inventory field and is stated in the Labor Market Information and Analysis provided as Supporting Documentation. The data demonstrates adequate demand for the completer projections entered into the CCC Curriculum Inventory field.

Item 6. Place of Program in Curriculum

The Business Information Worker Certificate of Achievement is distinct from all other current Computer Business Technology program awards at San Diego City College in that it is based on the specific skills and knowledge required for entry-level employee success in diverse fields, according to the industry advisory council made up of small business owners and large hiring firms throughout San Diego County.

Item 7. Similar Programs at Other Colleges in Service Area

No similar program awards currently exist at San Diego City College nor do any exist in the region. In fact, the Business Information Worker Certificate of Achievement is currently being used as a model for similar program awards throughout the state of California under the direction of the *Doing What Matters* initiative.