PROGRAM PROPOSAL

FOR

SAN DIEGO MESA COLLEGE

BUSINESS INFORMATION WORKER I

CERTIFICATE OF ACHIEVEMENT

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PROPOSAL NARRATIVE

Program Rationale

Today's business offices expect workers to have strong skills in the areas of human relations, oral and written communications, and proficiency with computer applications and Internet interactivity that align with industry requirements. We are utilizing existing courses in our department (Digital Technology) as well as courses in other disciplines (Business and Computer and Information Sciences) for this Certificate of Achievement for Business Information Worker I (BIW I). This award is part of the "Doing What Matters" program initiated by the Chancellor's Office.

Program Description

This Certificate of Achievement will prepare students for a broad range of entry-level office and administrative support positions in a variety of business environments.

Program Goal

The goal of the BIW I Certificate of Achievement is to prepare students for entry-level office and administrative support in the following areas: basic oral and written communications; basic computer applications skills, including beginning Word, Excel, and Outlook; the fundamentals of computer systems; as well as critical thinking, problem solving, and interpersonal skills.

Program Emphasis

The emphasis of this award to prepare students in a broad range of entry-level office skills and applications that will be the foundation for further on-the-job training in specific work environments.

COURSES REQUIRED FOR THE CERTIFICATE OF ACHIEVEMENT   UNITS

	BUSE 119	Business Communication	3
	BUSE 150	Human Relations in Business	3
	CBTE 095	Keyboarding Skill Development	1
Or	CBTE 101	Basic Computer Keyboarding	1
	CBTE 114	Introduction to Microsoft Windows	1
	CBTE 120	Beginning Microsoft Word	2
	CBTE 140	Beginning Microsoft Excel	2
	CBTE 164	Introduction to Microsoft Outlook	1
	CISC 150	Introduction to Computer and Information Sciences	3
Or	CISC 181	Principles of Information Systems	4

Total Units   16-17

Catalog Descriptions for Each Course in the Certificate

BUSE 119: This course applies the principles of effective and ethical communication to the creation of letters, memos, emails, and written and oral reports for a variety of business situations. The course emphasizes the development, analysis, organization, and composition of various types of professional-level written messages, analytical reports, and business presentations using word processing and presentation graphics software. Other topics include interpersonal communication, electronic media, and international/cross-cultural communication. This course is intended for students majoring in business and for others working in a business environment.

BUSE 150: This course introduces students to human behavior as it relates to business. Topics include leadership, communication, status, decision making, motivation, and personnel problems. This course is intended for students majoring in business and others who work or intend to work in a business setting such as managers, supervisors, and work team members.

CBTE 095: This course is for students and professionals who want to improve keyboarding skills with emphasis on increasing speed and accuracy through timed exercises.

CBTE 101: This course is an overview of keyboarding techniques using the alphabetic and numeric keys on the computer. Students use computer software to develop keyboard skills to achieve a speed of 25 word per minute. This course is intended for all students interested in improved keyboarding skills for personal and/or business use.

CBTE 114: This course is an overview of the features of the Microsoft Windows operating system and environment. Students learn to use and customize the Start menu, work with Windows accessory programs, manage storage drives, work with folders and files, create shortcuts, and customize the desktop. The course is designed for students intending to use Microsoft Windows for academic, professional, and/or personal purposes.

CBTE 120: This course is an introduction to document formatting using Microsoft Word. Students create flyers, letters, memos, reports, and office documents. Topics include mail merge and table basics. This course is designed for students intending to use Microsoft Word for academic, professional, and/or personal purposes.

CBTE 140: This course is intended for students, office support personnel, and business owners who require a competency in performing tasks in Microsoft Excel. Students receive hands-on instruction on how to create, modify, and enhance workbooks, charts, and formulas.

CBTE 164: This course is an introduction to the features of Microsoft Outlook. Students learn how to manage messages, schedule appointments, organize and manage tasks and contact lists, and customize Outlook. This course is designed for students intending to use Microsoft Outlook for academic, professional, and/or personal purposes.

CISC 150: This course is a survey of computers, computer systems and information sciences. Emphasis is placed on the use of computers in business and technical fields. Topics include computer equipment and programming systems, systems study, design, development and implementation. This course is intended for all students interested in computers and how to use them.

CISC 181: This course is an introduction to basic principles and theory related to problem solving and analysis in business organizations using computers and software packages. Emphasis is placed on computer organization, data processing systems, decision support systems, and systems analysis. Business software is reviewed with an emphasis on spreadsheet systems including hands-on spreadsheet applications. This course is intended for the transfer students planning to major in business, economics, or social science.

LABOR MARKET INFORMATION & JOB OUTLOOK

The two charts in this section are from the *Employment Projections by Industry and Occupation for California* report that was published by the California Employment Development Department in December 2016. The first chart shows the projections by occupation in the San Diego/Carlsbad metropolitan area that could easily represent those individuals who earn a Business Information Worker Certificate of Achievement and, through the program, have developed the skill set required to secure an entry-level position in one of these occupations. Students who complete this certificate would be qualified for the following: Receptionist/Information Clerk, Secretary/Administrative Assistant (except Legal, Medical, and Executive), and General Office Clerk. For these entry-level office and administrative positions, there will be a steady stream of open positions due to anticipated retirements; about 967 of the 1,644 positions are "replacement" positions.

							Average Annual Job Openings		
SOC Code*	Occupational Title	Estimated Employment 2014	Projected Employment 2024	Numeric Change 2014-2024 [1]	Percent Change 2014-2024	Annual Average Percent Change	New Jobs [2]	Replacement Needs [3]	Total Jobs [4]
43-0000	**Office and Administrative Support Occupations**	**207,510**	**228,420**	**20,910**	**10.1%**	**1.0%**	**2,367**	**4,260**	**6,627**
43-4171	Receptionists and Information Clerks	7,890	8,810	920	11.7%	1.2%	92	212	304
43-6014	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	19,600	22,250	2,650	13.5%	1.4%	265	207	472
43-9061	Office Clerks, General	25,390	28,590	3,200	12.6%	1.3%	320	548	868

[1] Numerical employment change is the net difference between the base and projected year employment and reflects job growth or decline. The base and projected year employment are independently rounded to 10. Therefore, numerical change may not equal new jobs.
[2] New job openings are only openings due to growth and do not include job declines. If an occupation's employment change is negative, there is no job growth and new jobs are set to zero. New jobs may not equal numerical change.
[3] Replacement needs estimate the number of job openings created when workers retire or permanently leave an occupation and need to be replaced.

This chart indicates the occupations with the most job openings in the San Diego-Carlsbad Metropolitan area for the 2014-2024 time frame. The occupations that are in 7th and 19th place are occupations that students completing the BIW I Certificate of Achievement would possess.

SOC Code*	Occupational Title	Total Job Openings 2014-2024 [1]	2016 First Quarter Wages [2]	
			Median Hourly	Median Annual
41-2031	Retail Salespersons	20,060	$11.03	$22,947
35-3031	Waiters and Waitresses	17,680	$12.24	$25,453
41-2011	Cashiers	17,160	$9.88	$20,541
35-3021	Combined Food Preparation and Serving Workers, Including Fast Food	15,950	$9.78	$20,344
11-1021	General and Operations Managers	9,910	$51.44	$107,012
39-9021	Personal Care Aides	9,730	$10.47	$21,782
43-9061	**Office Clerks, General**	**8,680**	**$15.87**	**$33,023**
29-1141	Registered Nurses	8,500	$41.69	$86,709
53-7062	Laborers and Freight, Stock, and Material Movers, Hand	8,210	$11.87	$24,694
43-5081	Stock Clerks and Order Fillers	8,070	$11.56	$24,049
43-4051	Customer Service Representatives	7,720	$18.20	$37,854
35-2014	Cooks, Restaurant	7,170	$12.09	$25,157
37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	6,450	$12.80	$26,615
37-3011	Landscaping and Groundskeeping Workers	5,600	$12.70	$26,421
35-2021	Food Preparation Workers	5,510	$10.36	$21,547
13-2011	Accountants and Auditors	5,400	$35.18	$73,169
47-2061	Construction Laborers	5,250	$17.31	$36,001
35-9011	Dining Room and Cafeteria Attendants and Bartender Helpers	4,720	$9.66	$20,079
43-6014	**Secretaries and Administrative Assistants, Except Legal, Medical, and Executive**	**4,720**	**$18.77**	**$39,041**

Table title: **2014-2024 Occupations With the Most Job Openings San Diego-Carlsbad Metropolitan Statistical Area (San Diego County)**

[1] Total jobs are the sum of new jobs and replacement needs.

[2] Median hourly and annual wages are the estimated 50th percentile of the distribution of wages; 50 percent of workers in an occupation earn wages below, and 50 percent earn wages above the medium wage. The wages are from 2016 first quarter and do not include self-employed or unpaid family workers.

In the *California Occupational Employment Projections Between 2016-2018* that was published in May 2017 by the California Employment Development Department, General Office Clerk was listed as having the 7th most job openings in the state with 11,100 new jobs and 14,900 replacement jobs.

The CCCCO Data Mart indicates that in the 5-year period of 2011-2016, the eight (8) community colleges in San Diego county (not counting the Continuing Education Centers) awarded 520 degrees and certificates (requiring from 6 to 60 hours) to the 0514.00 TOP Code. We see this Certificate of Achievement in Business Information Worker I as the foundation for stackable degrees with various specialization areas.

Attached is an announcement on the Business Information Worker II second tier pathway. Like the certificate we are asking to offer, it is based on the in-demand office skills that students need to be successful in the work environment. While the first tier prepares students for entry-level positions, the second tier will help students move to advanced positions. **This announcement also states that review of LMI data supports that BIW is justified at all 113 colleges**.