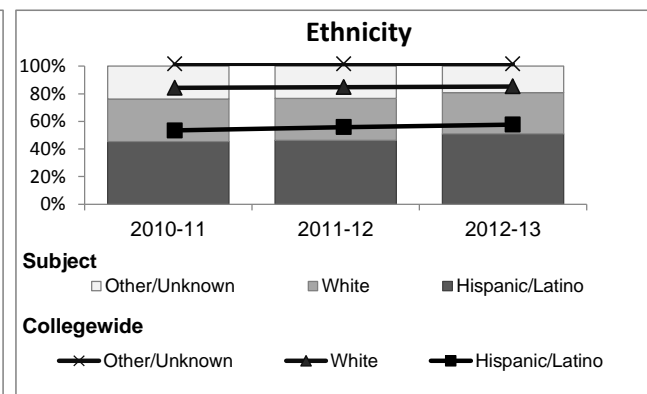
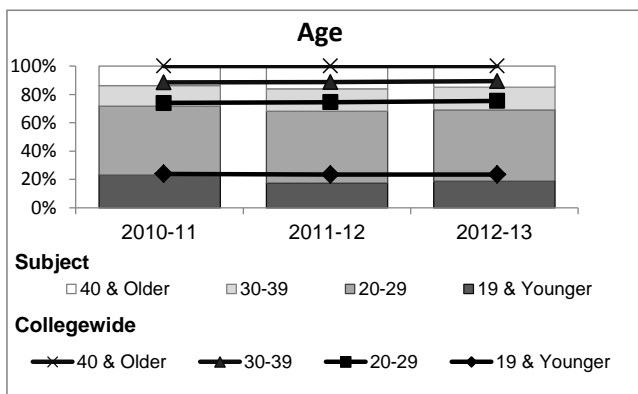
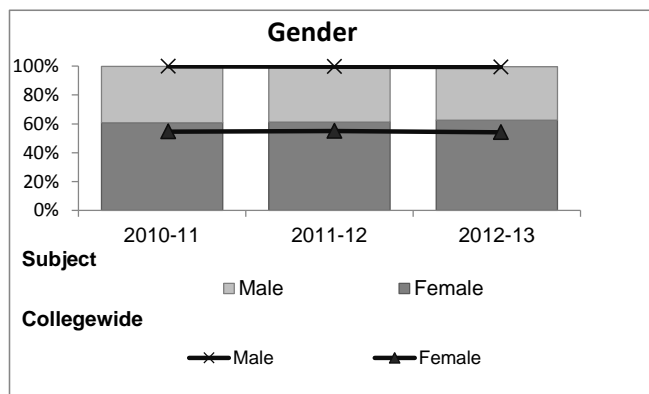


## Business Administration

### Student Demographic Information

Student Headcount	2008-09		2009-10		2010-11		2011-12		2012-13		2012-13	
	Subject		Collegewide		Subject		Collegewide		Subject		Collegewide	
	#	% change - Prior Yr	#	% change - Prior Yr	#	% change - Prior Yr	#	% change - Prior Yr	#	% change - Prior Yr	#	% change - Prior Yr
Unduplicated <sup>2</sup>	2,309	--	2,624	14%	2,859	9%	2,423	-15%	2,070	-15%	24,186	-4%

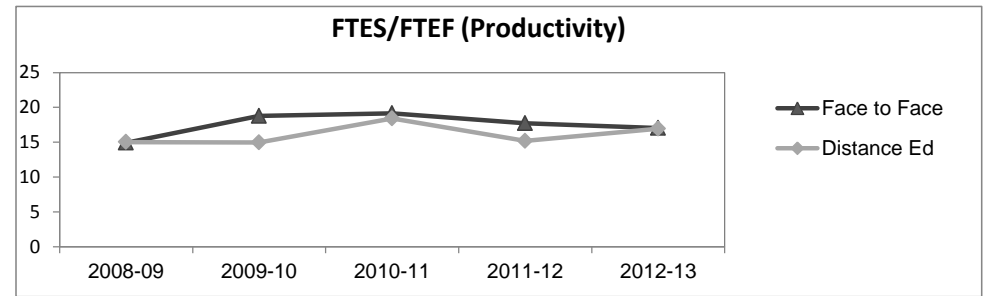
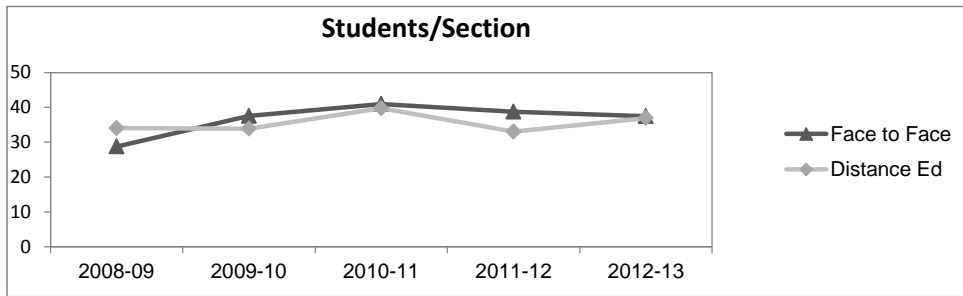
	2008-09		2009-10		2010-11		2011-12		2012-13		2012-13	
	Subject		Collegewide		Subject		Collegewide		Subject		Collegewide	
	#	%	#	%	#	%	#	%	#	%	#	%
<b>Gender</b>												
Female	1,362	59%	1,507	57%	1,736	61%	1,486	61%	1,296	63%	13,002	54%
Male	941	41%	1,116	43%	1,116	39%	926	38%	768	37%	11,007	46%
Unknown	6	0%	1	0%	7	0%	11	0%	6	0%	177	1%
<b>Age</b>												
19 & Younger	502	22%	655	25%	658	23%	423	17%	387	19%	5,879	24%
20-29	1,131	49%	1,278	49%	1,394	49%	1,228	51%	1,046	51%	12,407	51%
30-39	313	14%	371	14%	413	14%	388	16%	332	16%	3,344	14%
40 & Older	363	16%	320	12%	394	14%	384	16%	305	15%	2,555	11%
<b>Ethnicity</b>												
African American	251	11%	314	12%	388	14%	323	13%	182	9%	1,479	6%
American Indian	27	1%	29	1%	27	1%	24	1%	8	0%	148	1%
Asian/Filipino/Pac Islander	140	6%	155	6%	140	5%	122	5%	113	5%	1,180	5%
Hispanic/Latino	936	41%	1,166	44%	1,296	45%	1,122	46%	1,056	51%	13,518	56%
White	852	37%	853	33%	886	31%	738	30%	619	30%	6,706	28%
Two or more races	42	2%	67	3%	109	4%	92	4%	89	4%	802	3%
Unknown	61	3%	40	2%	13	0%	2	0%	3	0%	353	1%



## Business Administration

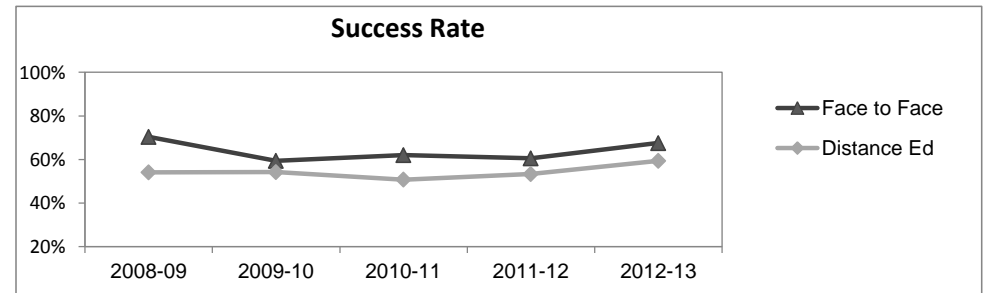
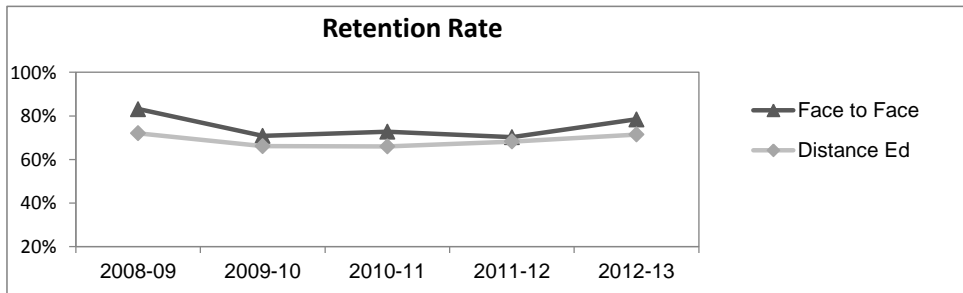
### Course Enrollments - Productivity

	2008-09			2009-10			2010-11			2011-12			2012-13			2012-13		
	F-t-F <sup>3</sup>	DE	Total	F-t-F <sup>3</sup>	DE	Total	F-t-F <sup>3</sup>	DE	Total	F-t-F <sup>3</sup>	DE	Total	Subject	Subject	Subject	Collegewide	Collegewide	Collegewide
Number of Sections	111	24	135	97	19	116	100	19	119	89	22	111	86	18	104	3,285	193	3,478
Enrollment <sup>4</sup>																		
Census	3,195	817	4,012	3,642	644	4,286	4,098	755	4,853	3,447	727	4,174	3,225	665	3,890	99,531	8,125	107,656
Students/Section <sup>5</sup>	29	34	30	38	34	37	41	40	41	39	33	38	38	37	37	30	42	31
Productivity																		
FTES <sup>6</sup>	299.2	75.7	374.9	316.1	57.9	374.0	341.5	68.8	410.4	267.8	66.9	334.7	257.1	61.1	318.2	11,680.8	901.0	12,581.8
FTEF <sup>6</sup>	20.0	5.0	25.1	16.8	3.9	20.7	17.8	3.7	21.6	15.1	4.4	19.5	15.1	3.6	18.7	667.0	37.4	704.4
Contract			50%			53%			50%			51%			53%			61%
Overload			6%			10%			9%			5%			7%			9%
Adjunct			38%			33%			39%			41%			35%			22%
Summer			5%			4%			2%			3%			5%			7%
FTES/FTEF <sup>7</sup>	14.9	15.0	14.9	18.8	15.0	18.1	19.1	18.4	19.0	17.7	15.2	17.2	17.0	17.0	17.0	17.5	24.1	17.9



### Outcomes

	2008-09			2009-10			2010-11			2011-12			2012-13			2012-13		
	F-t-F <sup>3</sup>	DE	Total	F-t-F <sup>3</sup>	DE	Total	F-t-F <sup>3</sup>	DE	Total	F-t-F <sup>3</sup>	DE	Total	Subject	Subject	Subject	Collegewide	Collegewide	Collegewide
Retention Rate <sup>8</sup>	83.1%	72.1%	80.9%	70.8%	66.0%	70.1%	72.7%	66.0%	71.8%	70.2%	68.2%	69.9%	78.4%	71.5%	77.2%	85.9%	76.0%	85.1%
Success Rate <sup>8</sup>	70.3%	54.1%	67.1%	59.4%	54.2%	58.6%	62.0%	50.7%	60.4%	60.5%	53.3%	59.3%	67.5%	59.3%	66.1%	69.1%	53.4%	67.9%



## Business Administration

## Degrees - Certificates

	2008-09			2009-10			2010-11			2011-12			2012-13			Collegewide		
	AA	AS	CERT	AA	AS	CERT	AA	AS	CERT	AA	AS	CERT	AA	AS	CERT	AA	AS	CERT
Awards related to or contributed to by Business																		
Accounting & Bookkeeping	22	0	10	18	0	22	13	0	11	17	0	17	15	0	21			
Business Administration	65	0	0	60	0	0	75	0	0	73	0	0	75	0	0			
Business Communication	0	0	103	0	0	79	0	0	0	0	0	0	0	0	0			
General Business	0	0	18	0	0	36	0	0	22	0	0	20	0	0	32			
General Management	0	0	0	0	0	3	0	0	0	0	0	5	0	0	3			
Office/Administrative Assistant	3	0	4	4	0	13	5	0	10	5	0	7	6	0	23			
Marketing	4	0	0	7	0	2	1	0	2	3	0	3	7	0	3			
Real Estate	3	0	3	1	0	3	3	0	2	4	0	1	1	0	0			
Retail Management-Supermarket	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0			
<b>Total Awards by Type</b>	97	0	138	90	0	160	97	0	47	102	0	53	104	0	82	534	260	969
<b>% of total awards by type</b>	41%	0%	59%	36%	0%	64%	67%	0%	33%	66%	0%	34%	56%	0%	44%	30%	15%	55%
<b>Total Awards</b>	235			250			144			155			186			1,763		

**Notes**<sup>1</sup> Source: ODS Reports (July, 2013)<sup>2</sup> Student Headcount, **Unduplicated**: Number of students enrolled on census day, where each student is counted one time.<sup>3</sup> F-t-F: Face to Face instructional delivery mode.<sup>4</sup> Enrollment: Every course in which students are enrolled on census day.<sup>5</sup> Students/Section: Student enrollments per section on census day. Cross-listed sections are not combined.<sup>6</sup> Acronyms FTES and FTEF represent full-time equivalent students and full-time equivalent faculty, respectively.<sup>7</sup> FTES/FTEF: A measurement of productivity where the generally accepted target is 17.5.<sup>8</sup> Success rate numerator: Number of course enrollments with a successful passing grade (A,B,C,P/CR).

Retention rate numerator: Number of course enrollments retained through the semester (grade = A,B,C,P/CR,D,F,NP/NC,I).

Success and Retention rate denominator: Number of enrollments retained (A,B,C,P/CR,D,F,NP/NC,I), withdrawn (W), and dropped after Census Day (DR).