

## **Management Program: CTE Program Review**

### **1. How strong is the occupational demand for the program?**

The management program provides students with a broad education in the principles of management and supervision. The management function is required not only in all departments within business, but is also required in government, non-profit, public agency, and many other organized efforts throughout society. The occupational demand for the program will continue to be significant so long as the program is kept contemporary with modern management theory, industry needs, and societal customs.

In order to ensure the program is contemporary with current student and industry needs, the management program has had a major update over the 2013/2014 year. Almost every course in the program has been reviewed and its curriculum updated to reflect modern management theory and industry needs. The final courses yet to be reviewed are currently in review, with updated curriculum planned to be submitted to CCC in the 2014/2015 academic year.

### **2. How has the demand changed in the past five years and what is the outlook for the next five years?**

Occupations in Business dipped by -5% over the past five years, nearly all jobs in the field contributed to the decline. Occupations that dropped substantially include Construction Managers and Cost Estimators which may have been a result of the downturn in the Real Estate market. Industrial Product Managers took a hard hit as well. Over the next five years, occupations in Business will increase by 5%; Social and Community Service Managers, Management Analysts and First-Line Supervisors of Housekeeping and Janitorial Workers will encounter the most growth. – El Camino Institutional Research

As the management function exists in every organization, public or private, demand for employees in management tend to follow the overall job market. As a result, the Employment Development Department returns over 275 Occupational Outlook codes when searching for keyword “manager” and over 70 Occupational Outlooks when searching for the keyword “management.” With such a broad cross-section of the job market represented, a review of the overall job market is required. Occupations in management during the recession of the last five years have reduced as overall employment has dropped. As the economy recovers, however, the outlook for the next five years should show an increase in demand.

Unemployment in Los Angeles has dropped steadily over the past four years, from its high of 14.7% in 2010 to a June 2014 rate of 9.1%, which is significantly higher than the statewide average of 7.4%. The UCLA Anderson Forecast suggests a continued slow but steady drop in California unemployment, forecasted to drop to 5.7 % by the end of 2016. "The fundamentals of California and the U.S. suggest the most likely evolution of the California economy is more of the same — slow, steady, and unexceptional growth," -Jerry Nickelsburg, a senior economist with the forecast.

### **3. What is the district’s need for the program?**

The importance of the management function in for-profit, non-profit, government, public agency, and other organizations makes it vital that the district offer the program to students. Students in almost

every profession have aspirations of moving into management positions in their field. Furthermore, business has a need for employees with management skills at all levels of the organization, from line supervisors, department managers, directors, to executives. Without a management program, El Camino students would be at a significant disadvantage over students at other colleges.

4. What is the state's need for the program?

As the economy grows, careers in management will grow along with them. As California attempts to move out of a recessionary environment into a higher employment environment, new supervisors, managers, directors, and other management positions will be required to coordinate the efforts of the newly-hired employees.

An Institutional Research sampling of management positions shows significant growth in many management occupations, with an overall average growth of 4% in Los Angeles County.

**Demand for next 5 years (2013-2018):**

Region	2013 Jobs	2018 Jobs	Change	% Change	Median Hourly Earnings
All Available Counties	409,690	430,323	20,633	5%	\$43.21
State	734,642	776,526	41,884	6%	\$43.83
Los Angeles County	190,560	198,217	7,657	4%	\$44.30
Nation	5,750,621	6,057,869	307,248	5%	\$40.09

**Occupation Breakdown - % Change (2013 vs. 2018):**

Occupation	Description	All Available Counties	State	Los Angeles County	Nation
11-9151	Social and Community Service Managers	12%	11%	13%	11%
13-1111	Management Analysts	11%	12%	10%	9%
37-1011	First-Line Supervisors of Housekeeping and Janitorial Workers	8%	8%	5%	6%
39-1021	First-Line Supervisors of Personal Service Workers	6%	6%	6%	7%
13-1051	Cost Estimators	6%	7%	7%	8%
11-3011	Administrative Services Managers	6%	7%	5%	7%
11-1021	General and Operations Managers	6%	7%	5%	6%
11-3071	Transportation, Storage, and Distribution Managers	5%	5%	3%	5%
11-2022	Sales Managers	4%	5%	3%	5%
39-1011	Gaming Supervisors	2%	3%	4%	4%
11-9199	Managers, All Other	2%	2%	1%	2%
11-1011	Chief Executives	1%	2%	0%	3%
11-9021	Construction Managers	(3%)	(2%)	(3%)	(3%)
11-3051	Industrial Production Managers	(6%)	(3%)	(10%)	(2%)
	Total	5%	6%	4%	5%

5. How does the program address needs that are not met by similar programs in the region?

El Camino College is situated in between two metropolitan areas; the greater Los Angeles metropolitan area and Long Beach. As a result, students have the opportunity to choose from many programs that provide similar educations within Management. Management is a core discipline of study in colleges and universities, providing a very similar field of study for students when compared to other programs in the region.

El Camino's program, however, has undergone a major revision of course curriculum in 2013/2014, bringing our program up to date with contemporary management theory. The programs core courses have also been accepted for transfer to the Haas School of Business at UC Berkeley and to UC Riverside. As a result, El Camino has transferred its first student into the Haas School of Business, an elite institution that is one of the top business schools in the world. This provides students at El Camino College an opportunity not provided by many other programs in the region.

6. Are the students satisfied with their preparation for employment?

The Career and Technical Education Employment Survey for 2013 found that 91% of students were satisfied with their education and training from the El Camino CTE programs, with 58% of students stating "very satisfied."

7. Are the employers in the field satisfied with the level of preparation of our graduates?

No data has been collected on the level of employer satisfaction with the level of preparation of our graduates.

8. What are the completion, success, and employment rates for the students?

Overall, student completion rates have increased in the department. Degrees awarded in Business Administration have increased steadily each year over the past five years from 101 degrees awarded in 2008/2009 to 158 degrees awarded in 2012/2013. Additionally, 21 Business Management Degrees and 19 Business Management Certificates were awarded in 2012/2013, consistent with previous years.

The business program has a success rate of 62% with a retention rate of 80% for Fall 2013 and a success rate of 66% and retention rate of 82% for Spring 2014. Additionally, core courses in the management degree have significant success and retention rates.

	Success Retention	
BUS 25 – Intro to Business	58%	75%
BUS 20 – Business Management	74%	92%
BUS 24 – Small Business Entrepreneurship	88%	88%

(Fall 2013 success rates, which are comparable to other semesters)

As would be expected, the more advanced courses have higher success and retention rates than the introductory courses. Students in advanced courses are generally more committed to and better prepared in their field of study. With the recent change in curriculum and the hiring of new full-time and part-time instructors, we will likely see a future decrease in success rates for Management courses as the program increases its rigor. This should be seen as a sign of positive progress toward better preparing students for an occupation.

9. What is the role of the advisory committee and what impact does it have on the program?

The Business Division does not currently have an advisory council; however the division does have plans to identify individuals who could effectively advise the division on its program. In the absence of an advisory council, the faculty has used industry data, peer-reviewed journal articles, and other authoritative sources to assist them in developing the programs.

10. If there is a licensure exam for students to work in their field of study, please list the exam and the pass rate. If there are multiple licensure exams in the program, includes them all.

No licensure exam is present for the field of study.