

# Announcement of Intent to Develop a New CTE Program

## Submission Narrative

College: Chaffey College

Date: 1/14/2017

Program Title (may be a working title): International Business A.S.

Proposed TOPS: 0508.00

Award Type (check all that apply): **Certificate:**  12-17 units  18+ units **Degree:**  AS  AA

1. Overview of program being proposed.

The International Business Program integrates the foundation of international trade, marketing, law, management. This degree focuses on global business practices used in culturally diverse, global economy and is designed for the student seeking a career in International Business upon completion of the Associate Degree. This Associate Degree may also be appropriate for students planning to transfer to a four-year institution other than a California State University.

2. Advisory Committee Recommendations. Describe the college relationship with local employers and attach advisory committee minutes that documents their recommendation(s) for the program being proposed:

Members Present:

Joy Haerens, Dean, School of Business and Applied Technology;

Thierry Brusselle, Chaffey Faculty

Abel Chen, Chaffey Faculty

David Karp, Chaffey Faculty

Carol Dickerson, Chaffey Faculty

Mike Acheson, Market Manager, Wal-Mart Corp.

Patricia Hartley, small business owner, accountant, author

Mona Farid-Nejad, Evaluation & Development Consultant and Ph.D. candidate at Claremont Graduate University Patrick Cabildo, CPA

Kimberly Wingson, CTE Counselor

Rosa Kuybus, Chaffey student

Jeannette Morales, Chaffey student

1. *Business Department*

a. *Kim & David explained CTE Programs*

b. *International Business Degree and Certificate*

i. *Profs Karp and Brusselle will meet with Prof. Robert Spich, UCLA Center of International Business and Education Director, this summer to discuss the creation of the IB program.*

ii. *Because the IB program ties into the Logistics program in the Inland Empire (per Institutional Research data), the committee recommends that these two programs be linked*

iii. *Logistics Pathways for transfer are currently being developed between Chaffey College Business and Cal State San Bernardino (CSUSB).*

iv. *Plan to discuss IB transfer pathway to CSUSB thereafter*

v. *OIR data indicate that career tracks for IB include Upper Management and the Logistics industry.*

vi. *The committee indicated that the timing is outstanding, core classes are appropriate, the Inland Empire is the perfect location.*

vii. *The committee recommended considering making Introduction to Logistics a core class for the IB program*

viii. *The committee indicated that having a transfer pathway and a CTE pathway was an appropriate for the IB program.*

ix. *The committee stated that there were jobs available for graduates pursuing the IB degree or certificate program.*

x. *Voting: committee unanimously approved moving forward with the IB degree and certificate programs*

3. LMI: Brief narrative describing the need for the program. The narrative should respond to the LMI data provided by the COE and any additional LMI data you have collected. Be sure to include additional data you have collected.

In the Riverside-San Bernardino-Ontario MSA, international business related occupations are expected to increase 11% between 2015 and 2020. Nearly 9,000 international business job opportunities will be available over the five-year projection period due to new job growth in this occupation group and replacement need (e.g. retirements), or nearly 1,800 jobs openings each year during the five-year time frame. As shown in the table below, general and operations managers is the occupation with the most annual job openings. Cargo and freight agents will be the fastest growing jobs, increasing by 32 percent in the two-county region.

Across the full-year 2016, there were a total of 9,918 online job ads for international business related occupations in the Riverside-San Bernardino-Ontario MSA. Nearly 71% of the job listings were for sales representatives, wholesale and manufacturing, except technical and scientific products (7,015 ads), although a single job ad does not equal a job opening as an employer may post a job ad for multiple openings or post multiple job ads for a single opening.

In the Riverside-San Bernardino-Ontario MSA, the average entry-level wage for international business related occupations is \$18.71 per hour, above the MIT Living Wage estimate of \$11.75 per hour for a single adult living in the Riverside-San Bernardino-Ontario MSA. The average annual earnings for these occupations are \$88,754 per year, assuming full-time employment.

According to the Bureau of Labor Statistics, two of the international business occupations require a minimum of a high school diploma or equivalent to enter employment: sales representatives, wholesale and manufacturing, except technical and scientific products; and cargo and freight agents. **The other occupations (general operations managers, marketing managers, and wholesale and retail buyers except farm products) require a least a bachelor's degree for employment: general and operations managers; marketing managers; wholesale and retail buyers, except farm products; sales representatives, wholesale and manufacturing, technical and scientific products.**

4. Describe the impact (positive and/or negative) this new program will have on other regional programs? Is there a plan for coordination with other regional community college programs, secondary schools and/or transfer institutions to develop pathways and the CTE pipeline?

**According to the CCC Curriculum Inventory, there are no similar programs in Region 9**

	Certificate			
	Locally Approved*	Less than 18	18+ Units	Degree
Barstow	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chaffey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
College of the Desert	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Copper Mountain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crafton Hills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Moreno Valley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Certificate			
	Locally Approved*	Less than 18	18+ Units	Degree
Mt. San Jacinto	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Norco	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Palo Verde	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Riverside City	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
San Bernardino Valley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Victor Valley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

\*Locally approved certificates would not be included on the Chancellor's Office inventory. The CTE Deans will contribute this information when the program is being announced.

Secondary District/High School	Comments (list pathway name if known)
CJUHSD, CRYROP, FUSD	BUSMGT 45 pass approved exam or project (70% or better)
<a href="#">Click here to enter text.</a>	<a href="#">Click here to enter text.</a>
<a href="#">Click here to enter text.</a>	<a href="#">Click here to enter text.</a>
<a href="#">Click here to enter text.</a>	<a href="#">Click here to enter text.</a>

Transfer Institution	Comments (list program name if known)
----------------------	---------------------------------------

Cal Poly Pomona	ECON 2, BUS 28A
CSU Fullerton	ECON 2, BUS 28A

5. Other information the college wishes to share.