



BACHELOR OF ARTS IN BUSINESS ADMINISTRATION

ACADEMIC PROGRAM REVIEW 2025



MEET OUR TEAM

Patrick Blackwater, Dean

Rosalind Smith, Assistant Professor

M.G.M., Arizona State University, Global Management
Southern Utah

M.S., Grand Canyon University, Leadership
Phoenix, Accountancy

B.A., Grand Canyon University, Business Management
University, Accountancy

M.B.A., University of

MAcc, University of

B.S., Southern Utah

A.S., College of Eastern Utah, Business Administration

Gregory I. Redhouse, Assistant Professor, Program Lead

Ph.D., University of Arizona, American Indian Studies

M.S., University of Houston, Victoria, Economic Development & Entrepreneurship

B.S. University of Northern Colorado, Office Administration

M.A., University of Arizona, American Indian Studies

B.A., University of Arizona, Political Science

Milton Bluehouse, Jr., Associate Professor

J.D., University of Wisconsin, Madison, Federal Indian Law, Constitutional Law, Business Law

B.A., University of Arizona. Political Science, History

James Denney, Instructor

King Mike, Instructor, Emeriti

M.B.A. University of Guam, Business Administration

Southern California, Business Administration

M.B.A., University of

Mission of Diné College

“Rooted in Diné language and culture, our mission is to advance quality post-secondary student learning and development to ensure the well-being of the Diné People.”



VISION & MISSION

01. Purpose

The Bachelors of Arts in Business Administration with an emphasis in Tribal Management and Economic Development degree program will prepare students to be the catalyst of change on the Navajo Nation, and all other Native American Nations where there is no such college, program, or opportunity.

02. Mission

Diné College's Bachelor of Arts in Business Administration, with an emphasis in Tribal Management and Economic Development degree program, will prepare students to be the catalyst of change, not only on the Navajo Nation, and all other Nations where there is no such college, program or opportunity.

Program History

Historical Background

1980 – A.A. Business Administration and A.A.S. Business Management

1990 - A.A. Business Administration, A.A.S. Business Management and Office Administration

2014 – B.A. and A.A. Business Administration, A.A.S. Business Management and Office Administration

Degree Program Organization

DC Board of Regents

Office of the President

- Office of the Provost

- School of Business and Social
Science

- Tsaile Faculty

- Shiprock Faculty

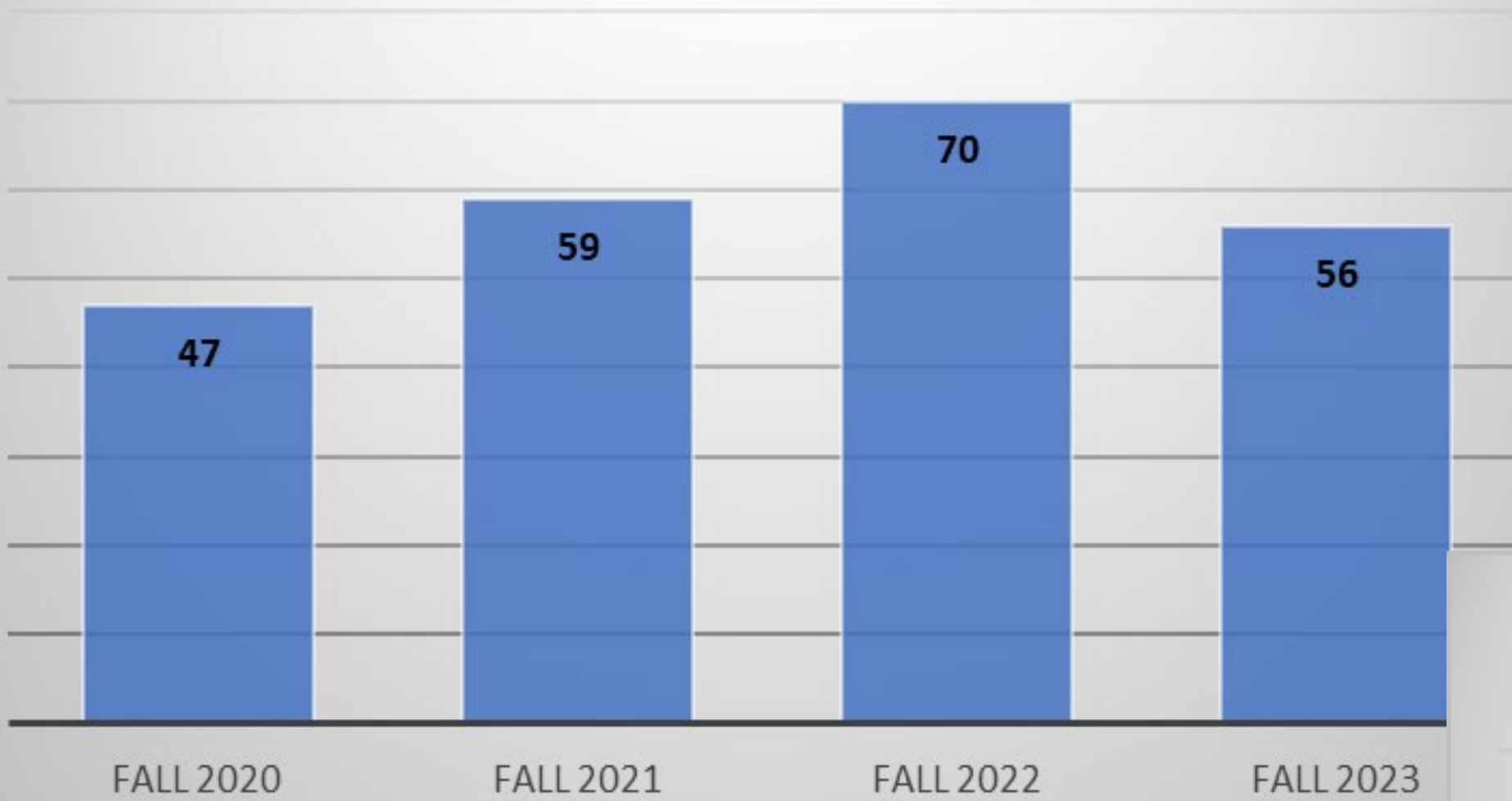
- Adjunct Faculty



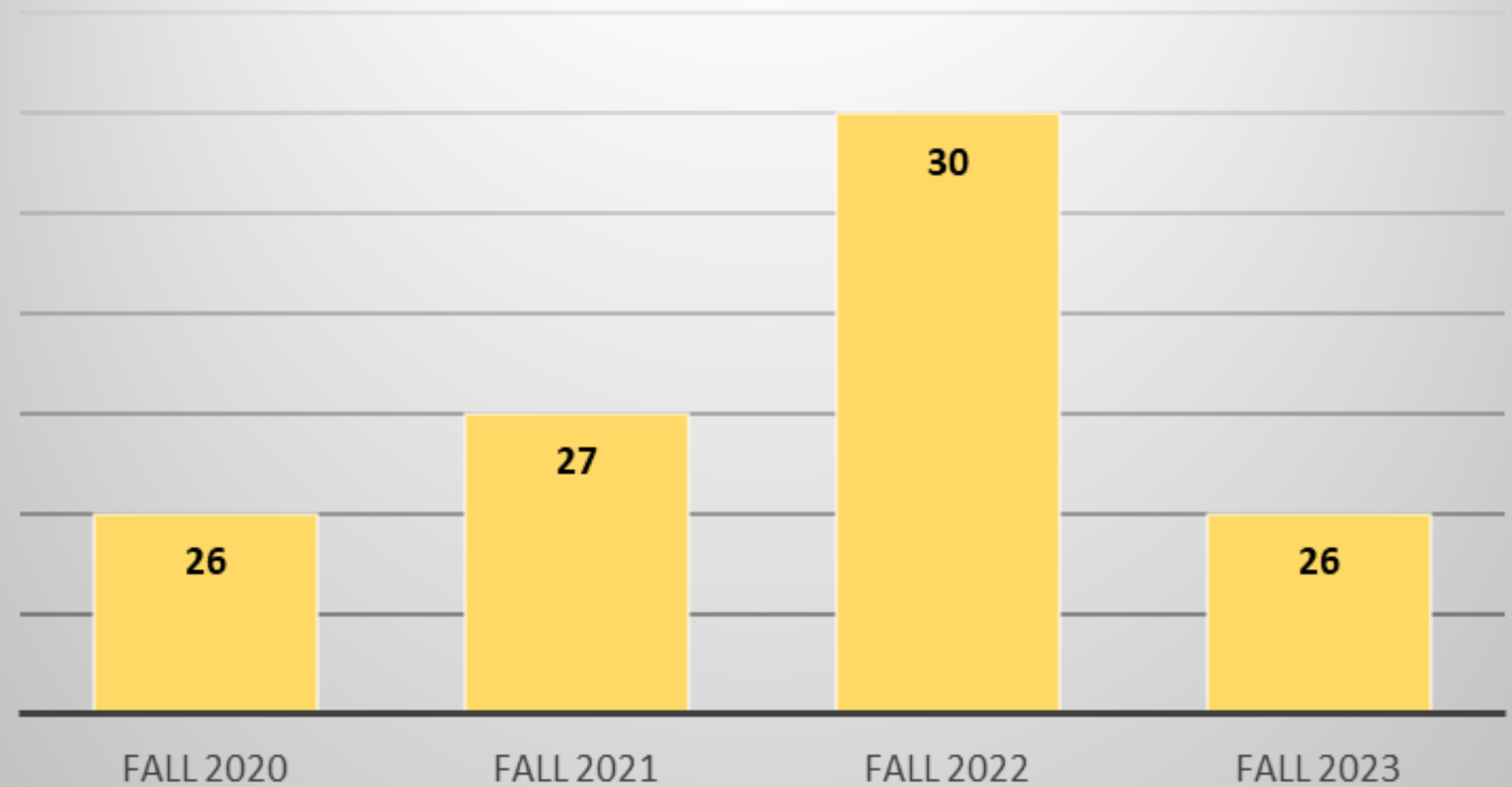
Overview Data Summary

Overview – Fall Only	Fall 2020	Fall 2021	Fall 2022	Fall 2023
Undergraduate Headcount	47	59	70	56
Total Student Full-time Enrollment	26	27	30	26
Total Student Part-time Enrollment	21	32	40	30
Total Students that graduated (fall & spring)	7	7	7	13
Cohorts: The data shown here are cohorts by term.	Fall 2020	Fall 2021	Fall 2022	Fall 2023
# of students in cohort (FTF & NT)				
Persistence Trend (fall to spring)	100%	0%	0%	33%
Retention Trend	0%	0%	0%	33%
Graduation Trend				
Following a Cohort of students from 2018 over the course of six years, ALL programs at the institution have a 7% chance of students declaring a major and graduating with the major.				

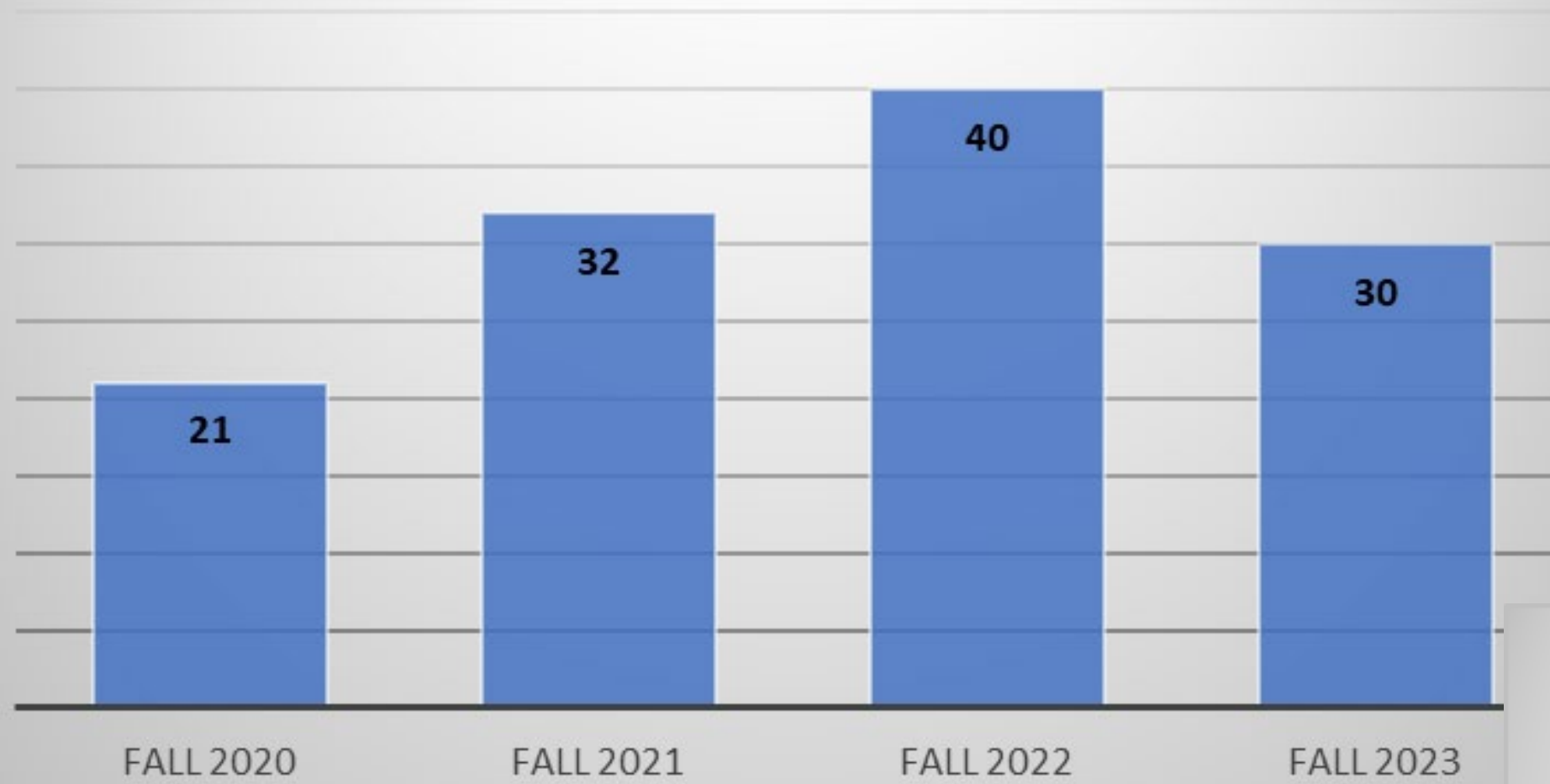
Undergraduate Headcount



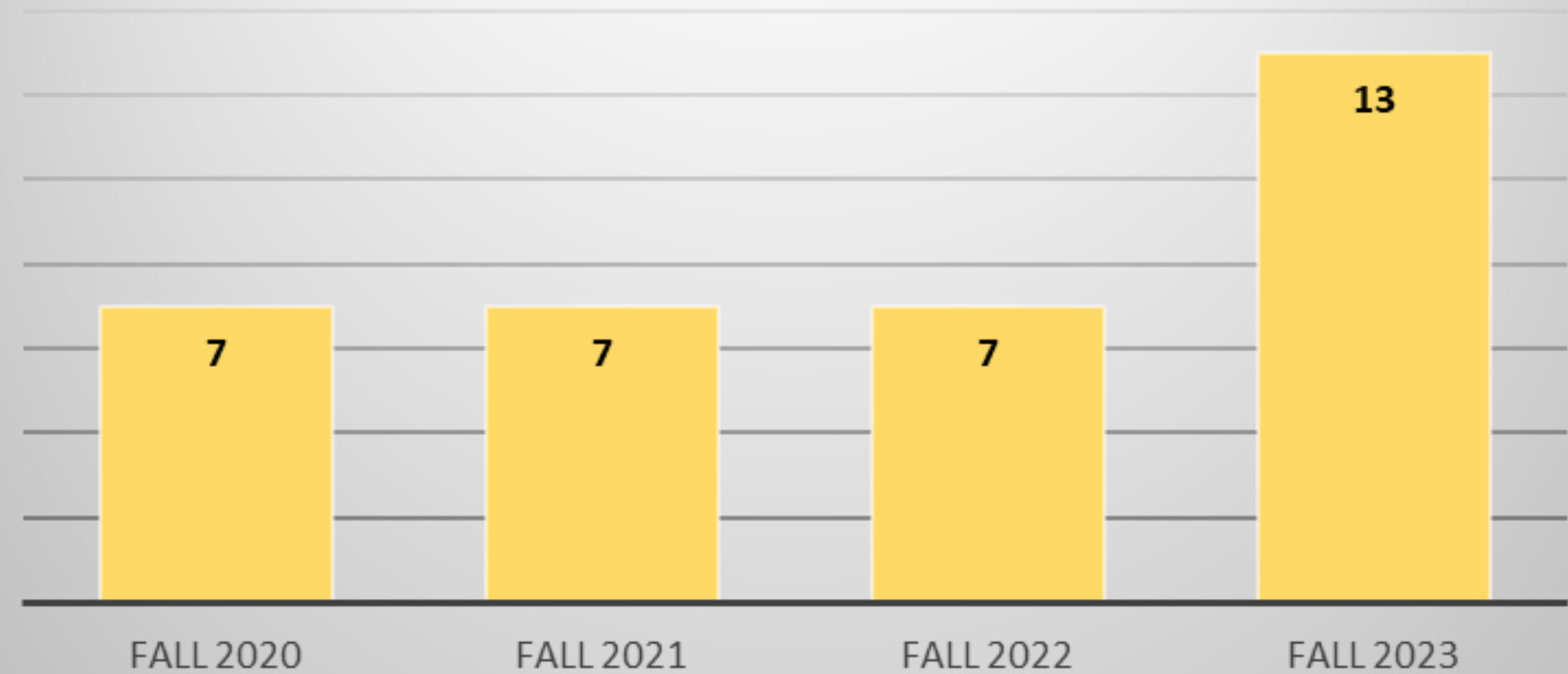
Total Student Full-time Enrollment



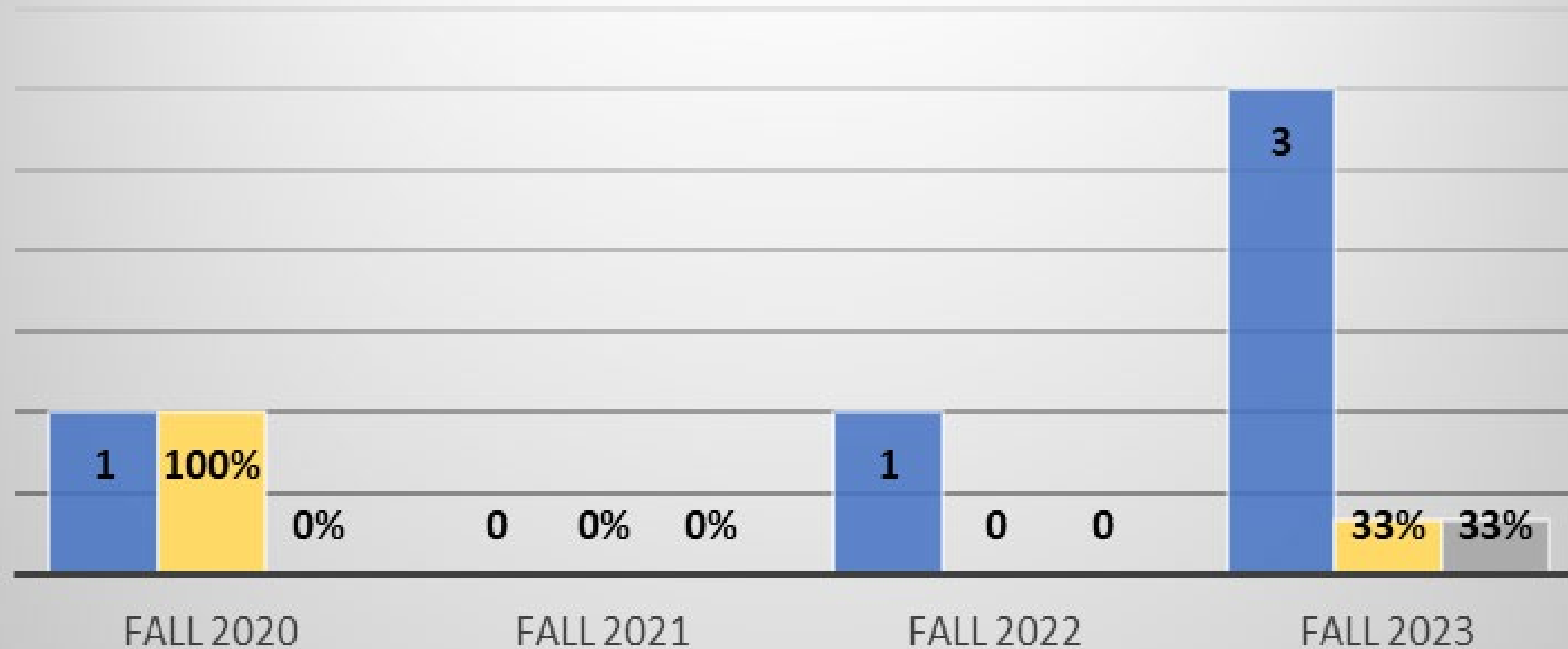
Total Student Part-time Enrollment



Total Students that graduated (fall & spring)



Cohorts: Fall 2020-2023



■ # of students in cohort (FTF or NT) ■ Persistence Trend (fall to spring)
■ Retention Trend

Changes since the last APR

01

APR review on March 21, 2017.

Faculty Overloaded

Coordination for recruitment and retention.

Salary Rate: recommend implementing faculty ranking

Job Placement Coordinator (track all alumni)

02

Due to the pandemic, the APR review scheduled for 2021 was canceled.

GCB renovated and equipped with an HVAC system.

New computers were supposed to be installed in the new computer labs.

DEGREE PROGRAM OVERVIEW

Description Here

The baccalaureate program is an interdisciplinary major that provides the fundamentals in management, accounting, marketing, and information systems, while incorporating Navajo Nation/Tribal business, governance, and emerging economies perspectives. The business program provides students with the necessary development and scope of critical thinking and occupational skills so they may pursue employment in business related fields and non-profit organizations.



Classification of BABA Students

A student may be admitted to years 1 (freshman), 2 (sophomore) or 3 (junior) based on their academic record. Admission requirements are one of the following:

- An A.A. degree in Business Administration for junior level.
- Any other Associate degree will require students to take additional courses that meets Diné College's A.A. in Business Administration requirements and placed in the sophomore level, or
- High school diploma with a CGPA of 2.5 or higher, and GED with equivalent grade, and eligible to be placed in ENG 101 and MTH 110 will be admitted as a freshman (www.dinecollege.edu)
- Completed DC Application (\$20 fee), if applicable;
- Completed BA Business Application;
- Cover letter, provide a self-profile covering;
 - How do you meet and exceed the minimum admission requirements;
 - Why do you want to get into the program;
 - How will this program help your career goals;
- Unofficial transcripts (or copies) of all college coursework.



CURRICULUM

- Arizona General Education Curriculum (AGEC)
- Business Administration.
 - o Dine College - 39 - 45 credits
 - o Arizona - 35 credits
 - o New Mexico - 35 credits
- Difference in credits - Navajo Studies

AGEC-B Requirement for Business Administration Majors		
Subject Area	# of Courses	# of Semester Credits
Freshman Composition	2	6
Mathematics*	1	4
Arts and Humanities	2-3	6-9
Social and Behavioral Science**	2-3	6-9
Physical and Biological Science	2	8
Computer Information Systems: Introduction to CIS	1	3
Navajo Studies***	2	6
Total Semester Hours:		39-45

* *Mathematics requirements: MTH 191.*

***History courses are included under social and behavioral sciences.*

*** *Navajo Studies, two courses from the following three options: (1) NAV 101 or 211; (2) NIS 111; (3) NIS 221.*

Source: DC Course Catalog

2017 - 2018 Graduation Advisement Checklist

BASET DIVISION (B.A.) Bachelor of Arts Degree Program							
STUDENT:		ID:	Bachelor of Arts in Business Administration				
ADVISOR:		DATE:	(125-127 hrs)				
<i>Must pass reading proficiency or test out: ENG 075 _____ grade or test scores _____ Final: March 17, 2017</i>							
COURSE NO. & TITLE		Credit	Transfer	Grade	COURSE NO. & TITLE		Credit Transfer Gra
GENERAL EDUCATION CORE (40-43 hrs) *				UPPER DIVISION REQUIREMENTS (60 hrs)			
COMMUNICATIONS (6 hrs)				Year 3 (Junior) Semester 1:			
ENG 101 Freshman English I		3.0			ACC 360 Finance		3.0
ENG 102 Freshman English II		3.0			BUS 360 Business Professional Ethics		3.0
					MGT 330 Tourism & Hospitality Management		3.0
HUMANITIES/FINE ARTS (6 hrs)					MGT 340 Organizational Behavior		3.0
Student must take 2 courses with different prefixes (6 hrs) from the given list				MGT 360 Principles of Management		3.0	
Choose from: ARH; FA; HUM; ENG 212, 213, 231, 233, 234, 241, 297; THR 101, 102							15 hrs
		3.0			Year 3 (Junior) Semester II:		
		3.0			ACC 310 Government & Non-Profit Accounting		3.0
					BUS 340 Technical & Grants Writing		3.0
MATHEMATICS (4 hrs)					BUS 360 Business of Gaming Industry		3.0
MTH 110 College Algebra		3.0/4.0			MGT 320 Tribal Government/Management		3.0
					MGT 350 Human Resources Management		3.0
NAVAJO STUDIES (0-10 hrs)							15 hrs
One NAV course, based on placement test				Year 4 (Senior) Semester III:			
NAV 101, 102, 201, 202 or 211		4.0			BUS 460 Tribal & Federal Laws		3.0
NIS 111 Foundations of Navajo Culture		3.0			MGT 420 Tribal Enterprises & Entrepreneurship		3.0
NIS 221 Navajo History to Present		3.0			MGT 440 Project Management		3.0
					MKT 420 Public Relations		3.0
PHYSICAL EDUCATION & HEALTH EDUCATION (2-3 hrs)					MKT 430 Quality Management		3.0
PEH 122 (2 hrs) or HEE 110, 111, or 112 (3 hrs), or choose two courses from PEH 113 through 148 (1 hr each)							15 hrs
					Year 4 (Senior) Semester IV:		
HEE/PEH		2.0/3.0			BUS 480 Internship		3.0
					CIS 420 Management Information Systems		3.0
LABORATORY SCIENCE (8 hrs)					ECO 460 Tribal Economic Issues & Development Strategies		3.0
Choose one Life Science with lab from: BIO; and one Physical Science with lab from: AGR, AST, CHM, ENV, GLG, PHY, or PHS				MGT 450 Strategic Management		3.0	
BIO		4.0			MGT 460 Tribal Leadership Challenges		3.0
		4.0					15 hrs
					Prog Req 60 hrs		
SOCIAL & BEHAVIORAL SCIENCES (6 hrs)							
Choose one from HST 101, 102, 135 or 136							
HST		3.0					
ECO 200 Principles of Macroeconomics		3.0			Expected Graduation Date: _____		
				Advisor Signature: _____			
LOWER DIVISION PROGRAM REQUIREMENTS (24 hrs)							
ACC 200 Financial Accounting		3.0			Notes:		
ACC 201 Managerial Accounting		3.0			a). All AA Business Administration and AA CIS graduates will be accepted as		
BUS 204 Business Law		3.0			juniors		
BUS 265 Statistical Analysis for Business		3.0			b). All others Associates degree holders will be placed as freshman or		
BUS 270 Quantitative Methods in Business		3.0			sophomore based on transcript evaluation		
CIS 111 Introduction to Computers		3.0					
ECO 201 Principles of Microeconomics		3.0					
MKT 240 Marketing		3.0			The ECO 200 course MUST be completed under the General Education		
		Credits: (65-67 hrs)			requirements for Social & Behavioral Sciences.		

2018 - 2019 Advisement Checklist

BASET DIVISION (B.A.) Bachelor of Arts Degree Program							
STUDENT:		ID:	Bachelor of Arts in Business Administration				
ADVISOR:		DATE:	(125-127 hrs)				
<i>Must pass reading proficiency or test out: ENG 075 _____ grade or test scores _____ Final: May 18, 2018</i>							
COURSE NO. & TITLE		Credit	Transfer	Grade	COURSE NO. & TITLE		Credit Transfer Grade
GENERAL EDUCATION CORE (40-43 hrs) *				UPPER DIVISION REQUIREMENTS (60 hrs)			
COMMUNICATIONS (6 hrs)				Year 3 (Junior) Semester 1:			
ENG 101 Freshman English I		3.0			ACC 360 Finance		3.0
ENG 102 Freshman English II		3.0			BUS 360 Business Professional Ethics		3.0
					MGT 330 Tourism & Hospitality Management		3.0
HUMANITIES/FINE ARTS (6 hrs)					MGT 340 Organizational Behavior		3.0
Student must take 2 courses with different prefixes (6 hrs) from the given list				MGT 360 Principles of Management		3.0	
Choose from: ARH, COM 121, HUM, ENG 212, 213, 231, 233, 234, 241, 297; THR 101, 102							15 hrs
		3.0			Year 3 (Junior) Semester II:		
		3.0			ACC 310 Government & Non-Profit Accounting		3.0
					BUS 340 Technical & Grants Writing		3.0
MATHEMATICS (4 hrs)					BUS 360 Business of Gaming Industry		3.0
MTH 110 College Algebra		3.0/4.0			MGT 320 Tribal Government/Management		3.0
					MGT 350 Human Resources Management		3.0
NAVAJO STUDIES (0-10 hrs)							15 hrs
One NAV course, based on placement test				Year 4 (Senior) Semester III:			
NAV 101, 102, 201, 202 or 211		4.0			BUS 460 Tribal & Federal Laws		3.0
NIS 111 Foundations of Navajo Culture		3.0			MGT 420 Tribal Enterprises & Entrepreneurship		3.0
NIS 221 Navajo History to Present		3.0			MGT 440 Project Management		3.0
					MKT 420 Public Relations		3.0
PHYSICAL EDUCATION & HEALTH EDUCATION (2-3 hrs)					MKT 430 Quality Management		3.0
PEH 122 (2 hrs) or HEE 110, 111, or 112 (3 hrs), or choose two courses from PEH 113 through 148 (1 hr each)							15 hrs
					Year 4 (Senior) Semester IV:		
HEE/PEH		2.0/3.0			BUS 480 Internship		3.0
					CIS 420 Management Information Systems		3.0
LABORATORY SCIENCE (8 hrs)					ECO 460 Tribal Economic Issues & Development Strategies		3.0
Choose one Life Science with lab from: BIO; and one Physical Science with lab from: AGR, AST, CHM, ENV, GLG, PHY, or PHS				MGT 450 Strategic Management		3.0	
BIO		4.0			MGT 460 Tribal Leadership Challenges		3.0
		4.0					15 hrs
					Prog Req 60 hrs		
SOCIAL & BEHAVIORAL SCIENCES (6 hrs)							
Choose one from HST 101, 102, 135 or 136							
HST		3.0					
ECO 200 Principles of Macroeconomics		3.0			Expected Graduation Date: _____		
				Advisor Signature: _____			
LOWER DIVISION PROGRAM REQUIREMENTS (24 hrs)							
ACC 200 Financial Accounting		3.0			Notes:		
ACC 201 Managerial Accounting		3.0			a). All AA Business Administration and AA CIS graduates will be accepted as		
BUS 204 Business Law		3.0			juniors		
BUS 265 Statistical Analysis for Business		3.0			b). All others Associates degree holders will be placed as freshman or		
BUS 270 Quantitative Methods in Business		3.0			sophomore based on transcript evaluation		
CIS 111 Introduction to Computers		3.0					
ECO 201 Principles of Microeconomics		3.0					
MKT 240 Marketing		3.0			The ECO 200 course MUST be completed under the General Education		
		Credits: (65-67 hrs)			requirements for Social & Behavioral Sciences.		

Advisement Checklist for 2019 - 2020 (B.A.) Bachelor of Arts Degree Program												
STUDENT:			ID:		Bachelor of Arts Business Administration (125-127 hrs)							
ADVISOR:			DATE:									
Must pass reading proficiency or test out: ENG 075 _____ grade or test scores _____												
COURSE NO. & TITLE			Credit	Transfer	Grade	COURSE NO. & TITLE			Credit	Transfer	Grade	
GENERAL EDUCATION CORE (40-43 hrs)					UPPER DIVISION REQUIREMENTS (60 hrs)							
COMMUNICATIONS (6 hrs)					Year 3 (Junior) Semester 1:							
ENG 101 Freshman English I			3.0			ACC 310 Government & Non-Profit Accounting			3.0			
ENG 102 Freshman English II			3.0			BUS 350 Business Professional Ethics			3.0			
						MGT 330 Tourism & Hospitality Management			3.0			
HUMANITIES/FINE ARTS (6 hrs)					MGT 340 Organizational Behavior					3.0		
Student must take 2 courses with different prefixes (6 hrs) from the given list					MGT 360 Principles of Management					3.0		
Choose from: ARH, COM 121, HUM, ENG 212, 213, 231, 233, 234, 241, 297; THR 101, 102												15 hrs
			3.0			Year 3 (Junior) Semester II:						
			3.0			ACC 350 Finance			3.0			
						BUS 340 Technical & Grants Writing			3.0			
MATHEMATICS (4 hrs)					BUS 360 Business of Gaming Industry					3.0		
MTH 110 College Algebra			3.0/4.0			MGT 320 Tribal Government/Management			3.0			
						MGT 350 Human Resources Management			3.0			
NAVAJO STUDIES (9-10 hrs)											15 hrs	
One NAV course, based on placement test					Year 4 (Senior) Semester III:							
NAV 101, 102, 201, 202 or 211			4.0			BUS 460 Tribal & Federal Laws			3.0			
NIS 111 Foundations of Navajo Culture			3.0			MGT 420 Tribal Enterprises & Entrepreneurship			3.0			
NIS 221 Navajo History to Present			3.0			MGT 440 Project Management			3.0			
					BUS 420 Public Relations					3.0		
PHYSICAL EDUCATION & HEALTH EDUCATION (2-3 hrs)					MGT 430 Quality Management					3.0		
PEH 122 (2 hrs) or HEE 110, 111, or 112 (3 hrs), or choose two courses											15 hrs	
from PEH 113 through 148 (1 hr each)					Year 4 (Senior) Semester IV:							
HEE/PEH			2.0/3.0			BUS 485 Policy Development & Analysis			3.0			
						MGT 425 Management Information Systems			3.0			
LABORATORY SCIENCE (8 hrs)					ECO 460 Tribal Economic Issues & Development Strategies					3.0		
Choose one Life Science with lab from: BIO; and one Physical					MGT 450 Strategic Management					3.0		
Science with lab from: AGR, AST, CHM, ENV, GLG, PHY, or PHS					MGT 460 Tribal Leadership Challenges					3.0		
BIO			4.0									15 hrs
			4.0									
SOCIAL & BEHAVIORAL SCIENCES (6 hrs)											Prog Req 60 hrs	
Choose one from HST 101, 102, 135 or 136												

Bachelor of Arts Degree														
STUDENT:			ID:		Bachelor of Arts, Business Administration 123 - 125 hrs									
ADVISOR:			DATE:											
COURSE NO. & TITLE			Credit	Transfer	Grade	COURSE NO. & TITLE			Credit	Transfer	Grade			
GENERAL EDUCATION CORE (38-41 hrs)						UPPER DIVISION REQUIREMENTS (60 hrs)								
COMMUNICATIONS (6 hrs)						Year 3 (Junior) Semester I:								
ENG 101 College Composition I			3.0			ACC 310 Government & Non-Profit Accounting			3.0					
ENG 102 College Composition II			3.0			BUS 350 Business Professional Ethics			3.0					
						MGT 330 Tourism & Hospitality Management			3.0					
HUMANITIES/FINE ARTS (6 hrs)						MGT 340 Organizational Behavior						3.0		
Student must take 2 courses with different prefixes (6 hrs) from the given list						MGT 360 Principles of Management						3.0		
Choose from: ARH, COM 121, FA, HUM, ENG 212, 213, 231, 233, 234, 241, 297, THR 101, 102												15 hrs		
			3.0			Year 3 (Junior) Semester II:								
			3.0			ACC 350 Finance			3.0					
						BUS 340 Technical & Grants Writing			3.0					
MATHEMATICS (4 hrs)						BUS 360 Business of Gaming Industry						3.0		
MTH 110 College Algebra			3.0/4.0			MGT 320 Tribal Government/Management			3.0					
						MGT 350 Human Resources Management			3.0					
NAVAJO STUDIES (0-10 hrs)												15 hrs		
One NAV course, based on placement test						Year 4 (Senior) Semester III:								
NAV 101, 102, 201, 202 or 211			3.0/4.0			BUS 460 Tribal & Federal Laws			3.0					
NIS 111 Foundations of Navajo Culture			3.0			MGT 420 Tribal Enterprises & Entrepreneurship			3.0					
NIS 221 Navajo History to Present			3.0			MGT 440 Project Management			3.0					
						BUS 420 Public Relations			3.0					
LABORATORY SCIENCE (8 hrs)						MGT 430 Quality Management						3.0		
Choose one Life Science with lab from: BIO; and one Physical Science with lab from: AGR, AST, CHM, EMV, GLG, PHY, or PHS												15 hrs		
BIO			4.0			Year 4 (Senior) Semester IV:								
			4.0			BUS 485 Policy Development & Analysis			3.0					
						MGT 425 Management Information Systems			3.0					
						ECO 460 Tribal Economic Issues & Development Strategies			3.0					
SOCIAL & BEHAVIORAL SCIENCES (6 hrs)						MGT 450 Strategic Management						3.0		
Choose one from HST 101, 102, 135 or 136						MGT 460 Tribal Leadership Challenges						3.0		
HST			3.0									15 hrs		
ECO 200 Principles of Macroeconomics			3.0									Prog Req 60 hrs		
LOWER DIVISION PROGRAM REQUIREMENTS (24 hrs)														
ACC 200 Financial Accounting			3.0			Expected Graduation Date: _____								
ACC 201 Managerial Accounting			3.0			Advisor Signature: _____								
BUS 204 Business Law			3.0											
BUS 265 Statistical Analysis for Business			3.0											
BUS 270 Quantitative Methods in Business			3.0			Notes:								
CIS 111 Introduction to Computers			3.0			a). All AA Bus Administration & AA CIS graduates will be accepted as Juniors								
ECO 201 Principles of Microeconomics			3.0			b). All others Associates degree holders will be placed as freshman or sophomore based on transcript evaluation								
MKT 240 Marketing			3.0											
			Credits: (63-65 hrs)											
Completed all requirements for: AA: _____ / _____ / Conferred: _____						The ECO 200 course MUST be completed under the General Education requirements for Social & Behavioral Sciences.								

YEAR 3 – FALL (Junior)			YEAR 3 – SPRING (Junior)		
ACC 310	Government and Non-Profit Accounting	3 cr.	ACC 350	Finance	3 cr.
BUS 350	Business Professional Ethics	3	BUS 340	Technical and Grant Writing	3
MGT 330	Tourism and Hospitality Management	3	BUS 360	Business of Gaming Industry	3
MGT 340	Organizational Behavior	3	MGT 320	Tribal Government Management	3
MGT 360	Principles of Management	3	MGT 350	Human Resources Management	3
<i>Total Credits</i>		<i>15 cr.</i>	<i>Total Credits</i>		<i>15 cr.</i>

YEAR 4 – FALL (Senior)			YEAR 4 – SPRING (Senior)		
BUS 460	Tribal and Federal Laws	3 cr.	BUS 485	Policy Development and Analysis	3 cr.
BUS 420	Public Relations	3	MGT 425	Management Information Systems	3
MGT 430	Quality Management	3	ECO 460	Tribal Economic Issues & Development Strategies	3
MGT 420	Tribal Enterprises and Entrepreneurship	3	MGT 450	Strategic Management	3
MGT 440	Project Management	3	MGT 460	Tribal Leadership Challenges	3
<i>Total Credits</i>		<i>15 cr.</i>	<i>Total Credits</i>		<i>15 cr.</i>

DINÉ IDENTITY & PROGRAM UNIQUENESS

General Education requirements:

Navajo Studies, 9 - 10 credits

- NAV 101, 102, 201, 202 or 211
- NIS 111 Foundation of Navajo Culture
- NIS 221 Navajo History to Present

Sa'ah Naaghai Bik'eh Hozhoon (SNBH)

“The good path to old age”

Navajo Cultural Paradigm

Four (4) principles values

N'tshahee (thinking)

Nahat'a (planning)

Iina (living/doing)

Siihasin (reflecting/assessing)

T'áá hó 'ájí t'éego

(only you can take the initiative)

Four (4) faculty members are Navajo speakers.



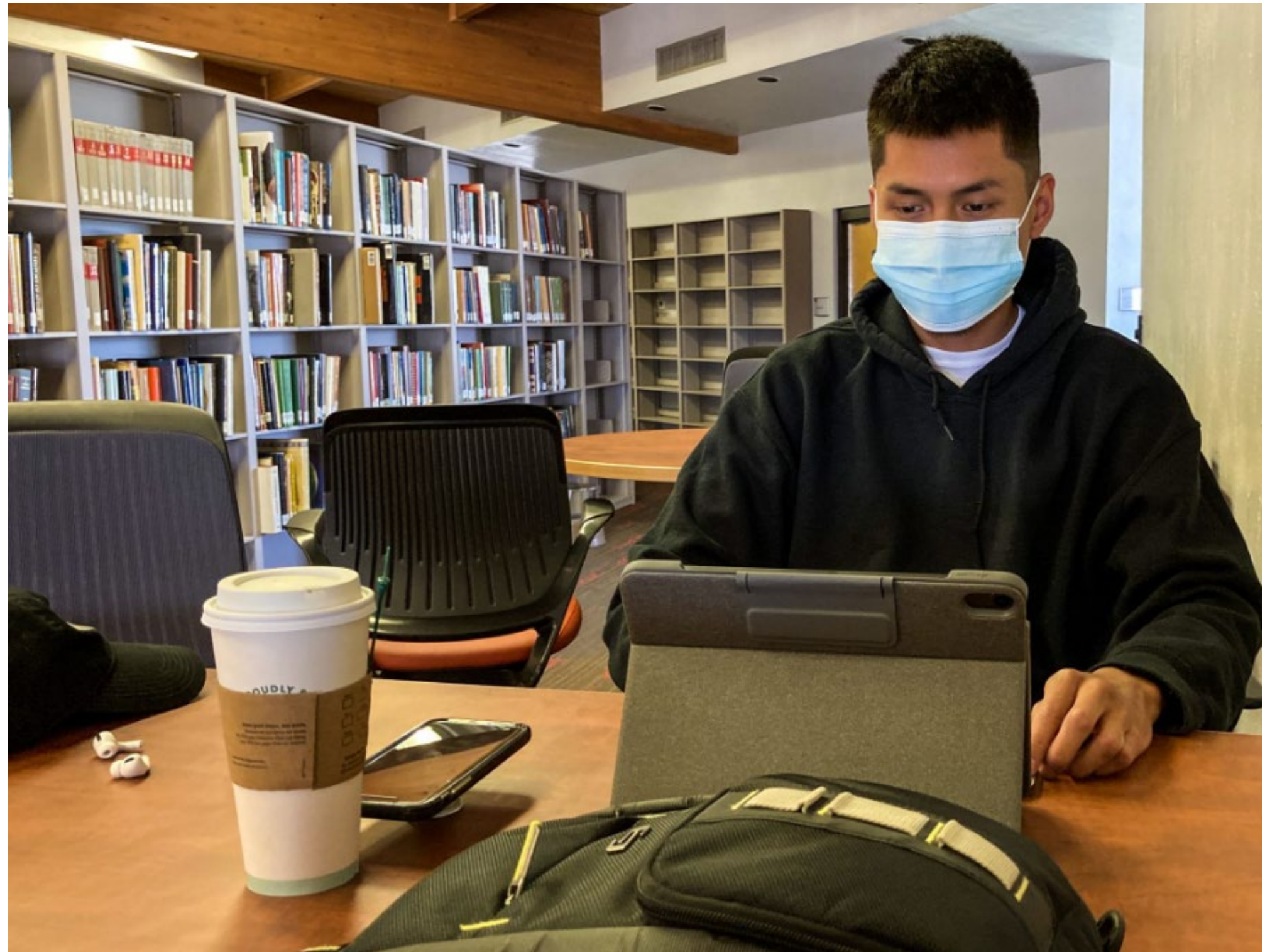
INSTRUCTION METHODS

Before March 2020 (pre -pandemic)

- 300/400 level courses
- 75% were Face-to-Face
- 25% were ITV

April 2020 to Present

- Online learning (remote instruction)
 - Live video Classes using Zoom
 - Recorded lectures
 - Learning Management System
 - Blackboard to Canvas
- Hybrid/Blended Learning
- Asynchronous Learning
- Synchronous Learning
- Education Apps and Tools
- Printed Handouts
- Mobile Learning
- Project-based or Independent Learning
- Virtual Labs
- Communication Tools





ASSESSMENT OF STUDENT LEARNING

OUTCOMES

PSLO1: Identify major problems: Identify major problems facing business and economic development processes in their respective tribal economies.

PSLO2: Research and Recommend Strategies: Research and recommend creative and innovative strategies to overcome tribal business and economic problems.

PSLO3: Design Development Plans: Design and execute strategic development plans in their respective communities.

Degree Program Assessment Report 2 (DPAR2)

AY2015-2016 2020	AY2019-
AY2016-2017 2021	AY2020-
AY2017-2018 2023	AY2022-
AY2018-2019 2024	AY2023-



PROGRAM FACULTY

- Milton Bluehouse, Associate Professor, Tsaile
- James Denney, Instructor, Tsaile
- Gloria Price, Instructor, Shiprock
- Dr. Gregory I. Redhouse, Assistant Professor, Tsaile
- Rosalind Smith, Assistant Professor, Tsaile
- King Mike, Retired, Shiprock
- Juanita Fraley, Retired, Shiprock





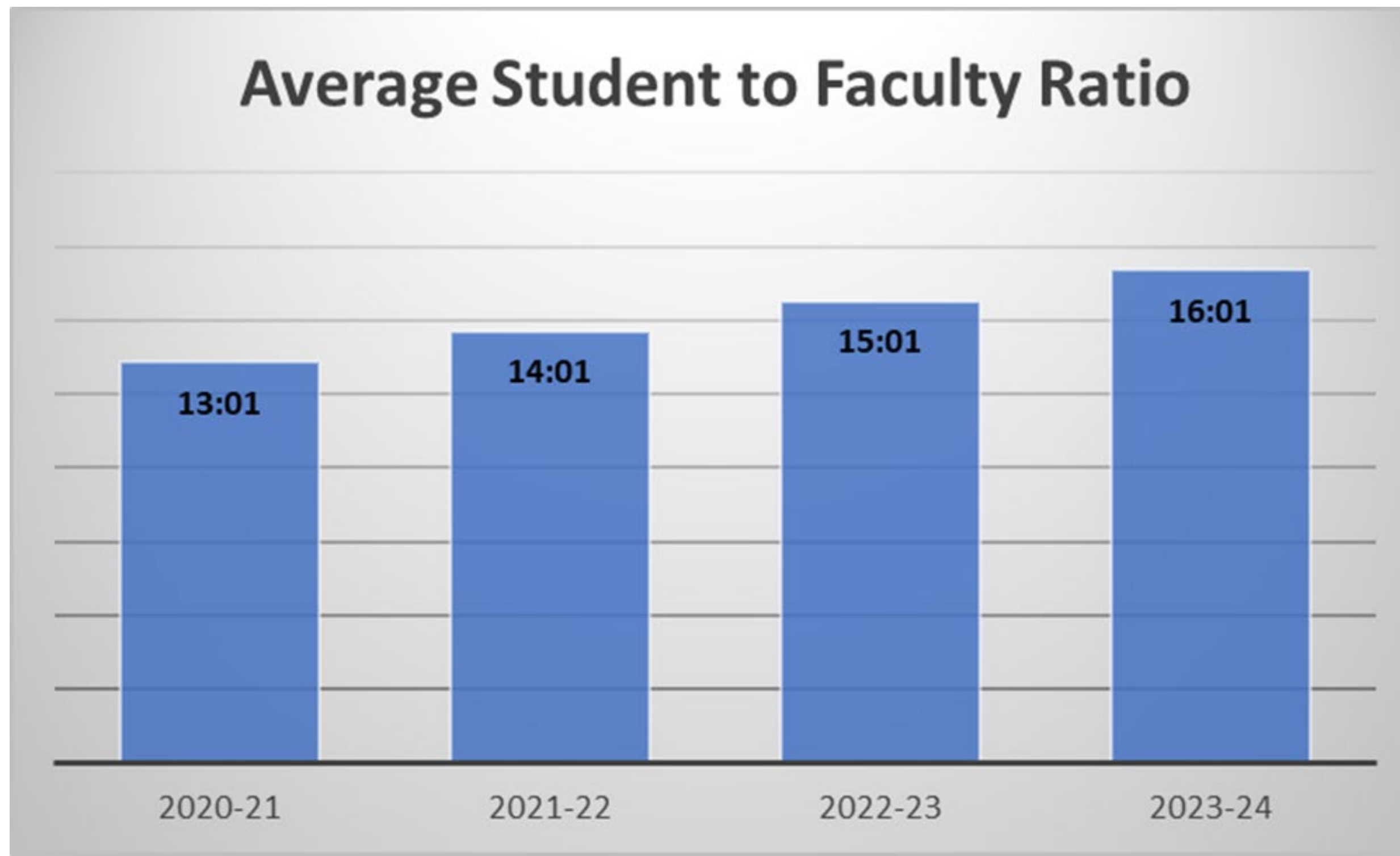
PROGRAM FACULTY PROFILE

	2020-21	2021-22	2022-23	2023-24
Total Program Faculty/Instructors	6	6	6	6
Full-Time Faculty	6	6	6	6
Education (PhD, MA, BA)	1 PhD, 5 MBA	1 PhD, 1 JD, 4 MBA	1 PhD, 1 JD, 4 MBA	1 PhD, 1 JD 4 MBA
Rank	<i>4 Ranked:</i> <ul style="list-style-type: none"> · 1 Associate Professor, · 3 Assistant Professors 	<i>4 Ranked:</i> <ul style="list-style-type: none"> · 2 Associate Professor, · 2 Assistant Professors 	<i>4 Ranked:</i> <ul style="list-style-type: none"> · 2 Associate Professor, · 2 Assistant Professors 	<i>4 Ranked:</i> <ul style="list-style-type: none"> · 2 Associate Professor, · 2 Assistant Professors
Adjunct Faculty	3	3	3	4
Education (PhD, MA, BA)	3 MBAs	3 MBAs	3 MBAs	4 MBAs
Rank	0	0	0	0
Gender (Female/Male)	2/4	2/5	2/5	3/4
Race/Ethnic (Native/Non-Native)	4/2	4/2	4/2	4/2
Salary Range	\$48,000-	\$48,000-	\$52,000-	\$52,000-



STUDENT TO FACULTY RATIO

	2020-21	2021-22	2022-23	2023-24
Average Student to Faculty Ratio	13:1	14:1	15:1	16:1



REFLECTION ON FACULTY MANAGEMENT, CONTRIBUTION & EVALUATION

- Teaching Loads
- Professional Development
- Research Opportunities
- Faculty Ranking and Promotion
- Salary & Benefits
- Faculty Association and Committees
- Teaching Performance
- Adjunct Faculty Contribution



Contributions to the Community

- American Indian Higher Education Consortium (AIHEC) Student Conference
- Tribal Economic Outlook Conference
- American Indigenous Business Leaders (AIBL) organization
- Advised students at the beginning of the semester, and throughout the semester (Fall and Spring Semesters) including the School as a whole (Shiprock and Tsaile Students). Assist students with their Graduation Checklist (Appendix #11) and Course Sequence throughout the semester (Fall and Spring Students). Assist students fill out their Graduation petitions, letters of recommendations, etc.
- Business Incubator
- A faculty served as the Principle Investigator and ‘Supervisor’ of a team of four B.A. seniors interns, assigned the task of designing a Business Incubator for Diné College. The business plan explains how this could provide benefits to the Navajo entrepreneurs, Diné College and the students and ultimately to the Navajo Nation’s economy.
- Business Faculty serve on multiple Committees

E. STUDENT PROFILE

This section analyzes BA Program students over a 4-academic-year period:

2020-21;

2021-22;

2022-23; and

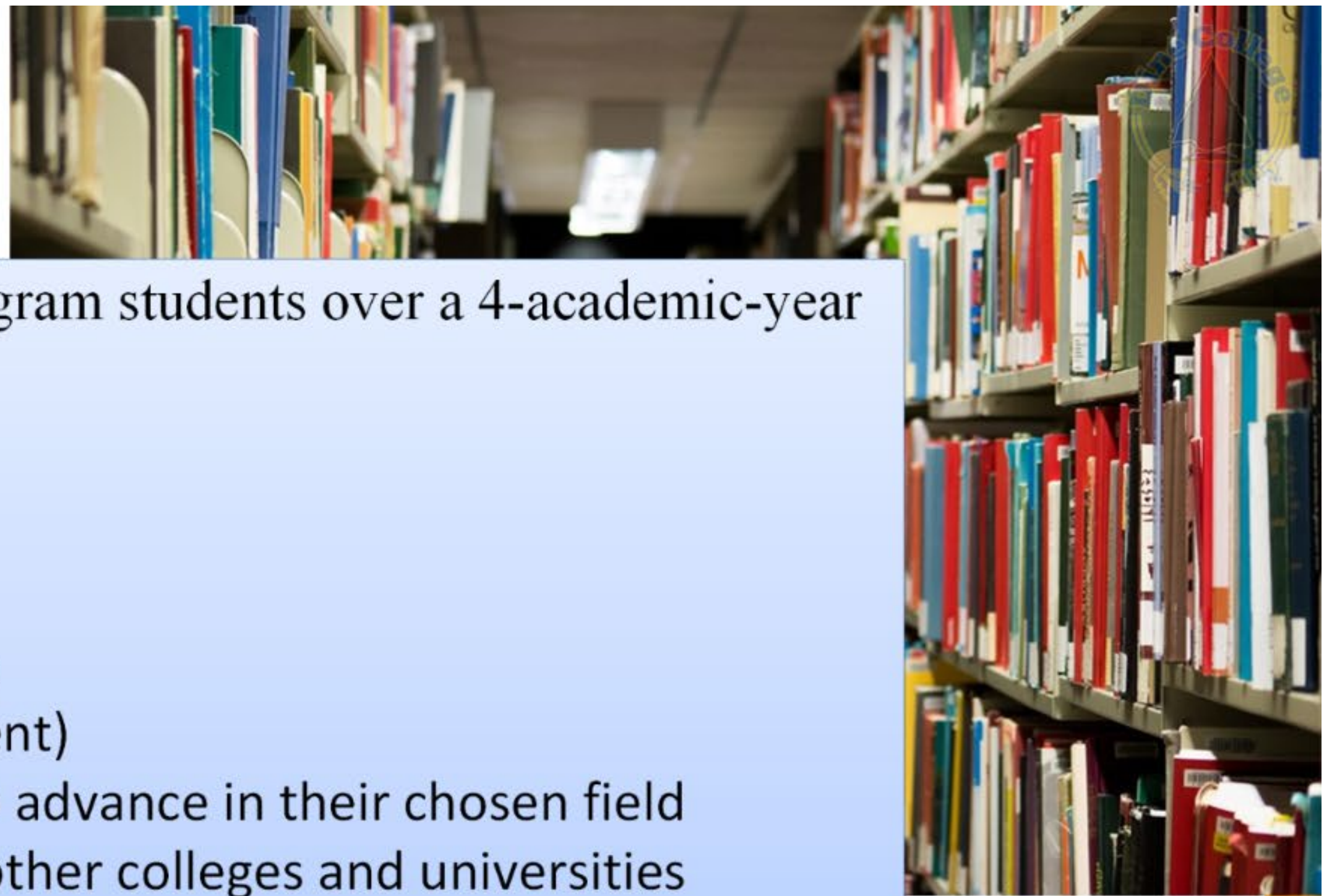
2023-24.

The program serves students:

- employed (past or present)
- preparing themselves to advance in their chosen field
- transfer students from other colleges and universities
- And three (3) high school graduates – based on age grouping.

Students reside in all parts of Arizona but also in many other states.

The Gender Ratio is 83% to 17% (Female to Male)





E. STUDENT PROFILE

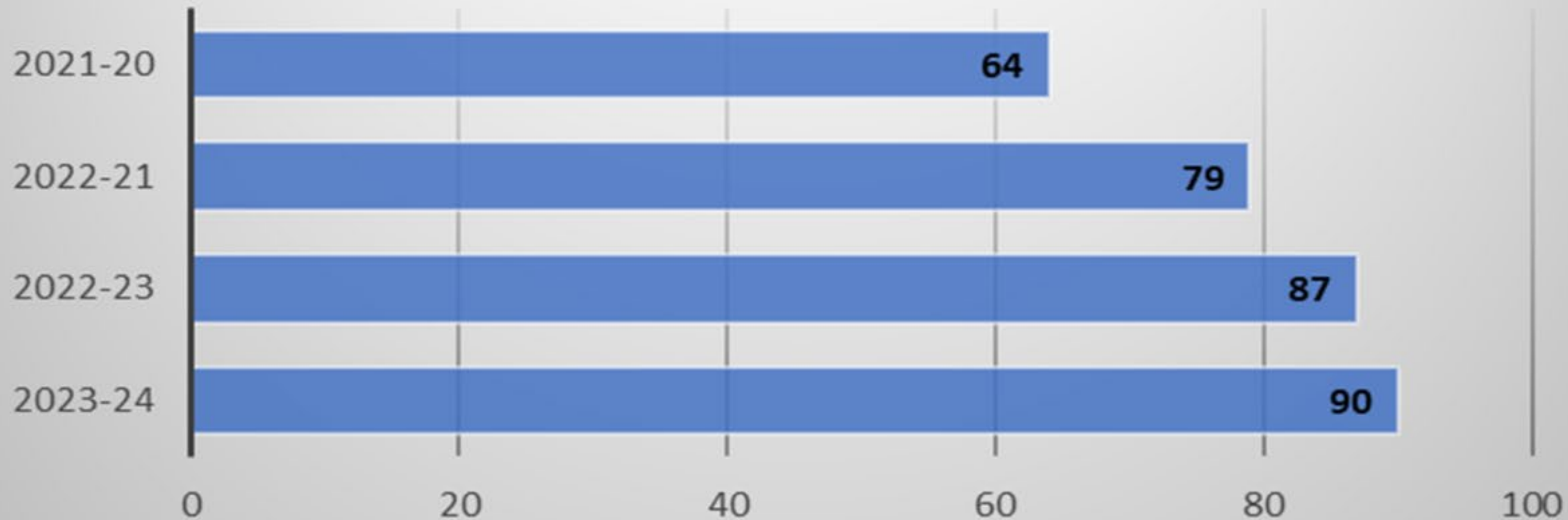
E.1. Student demographics over a four-year period.

Table 4: Overview of Student Profile

	2020-21	2021-22	2022-23	2023-24
Full-Time & Part-Time Students – unduplicated, includes fall, spring and summer terms	64	79	87	90
First Time First Year Enrollees	0	0	0	1
Transfer Students	1	0	4	2
Pell Grant Recipient – at least one term	51	61	72	77
Gender = F/M	53/11	63/16	75/12	74/16
Race/Ethnic = Native/Non-Native	64/0	79/0	87/1	90/1
Age Range:				
13-17	0	0	0	0
18-21	0	0	1	2
22-24	4	6	8	9
25-34	24	21	25	19
35-49	29	38	39	43
50 & Older	7	14	14	17

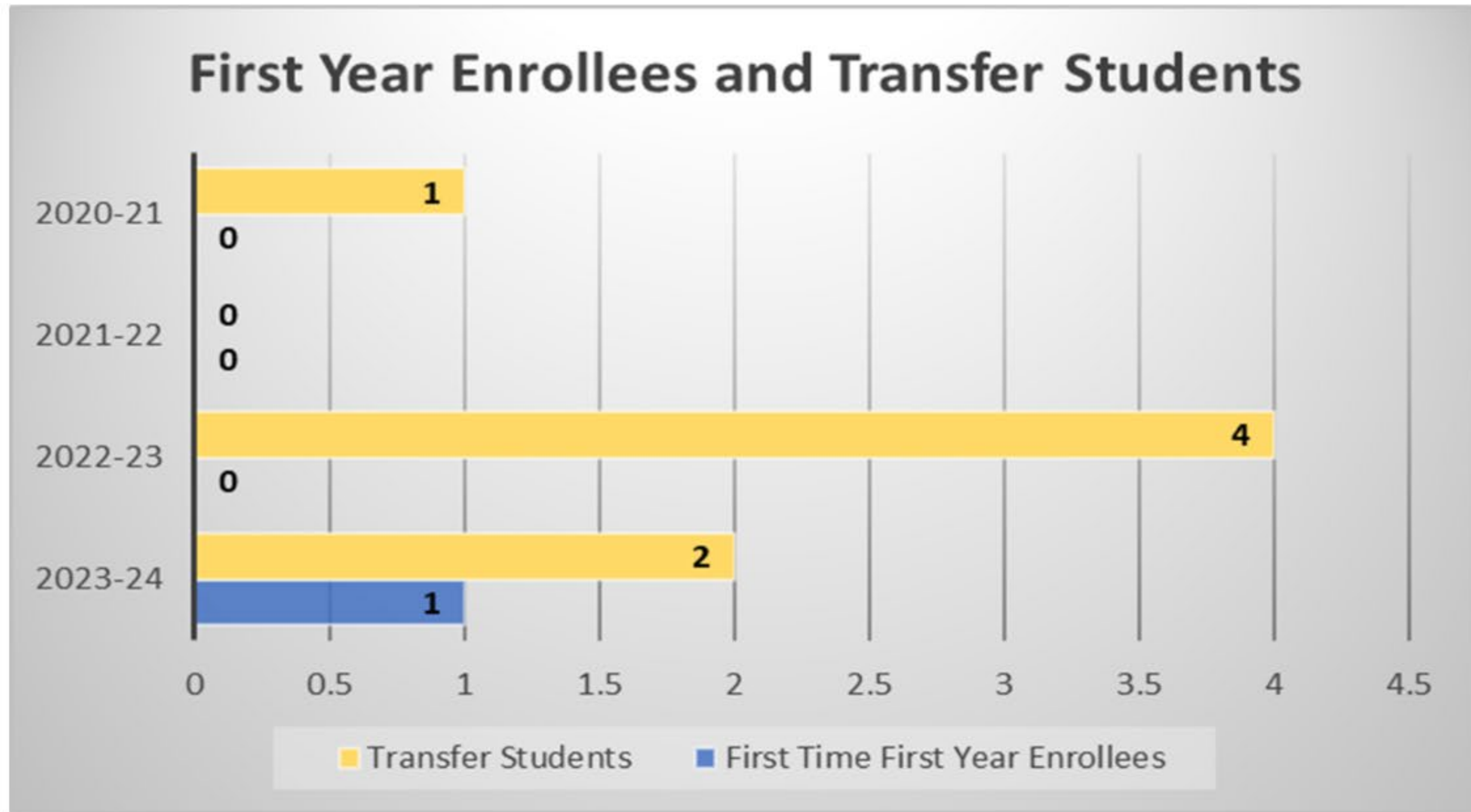


Full-Time & Part-Time Students – unduplicated, includes fall, spring and summer terms



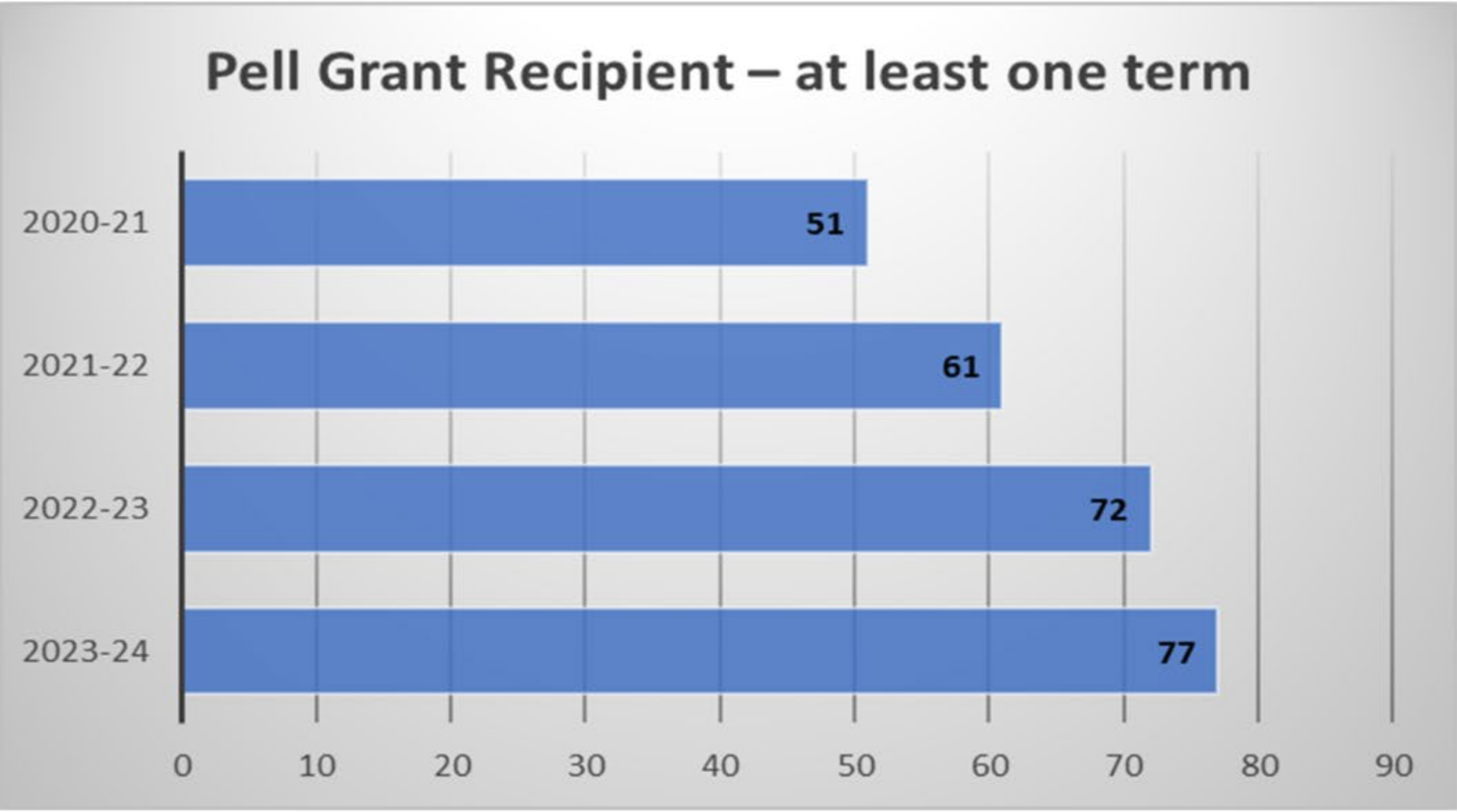
Unduplicated Full-Time and Part-Time Students - per Academic Year

The BA Program Experienced a 41% Increase in Students from AY 2021 to AY 2024.



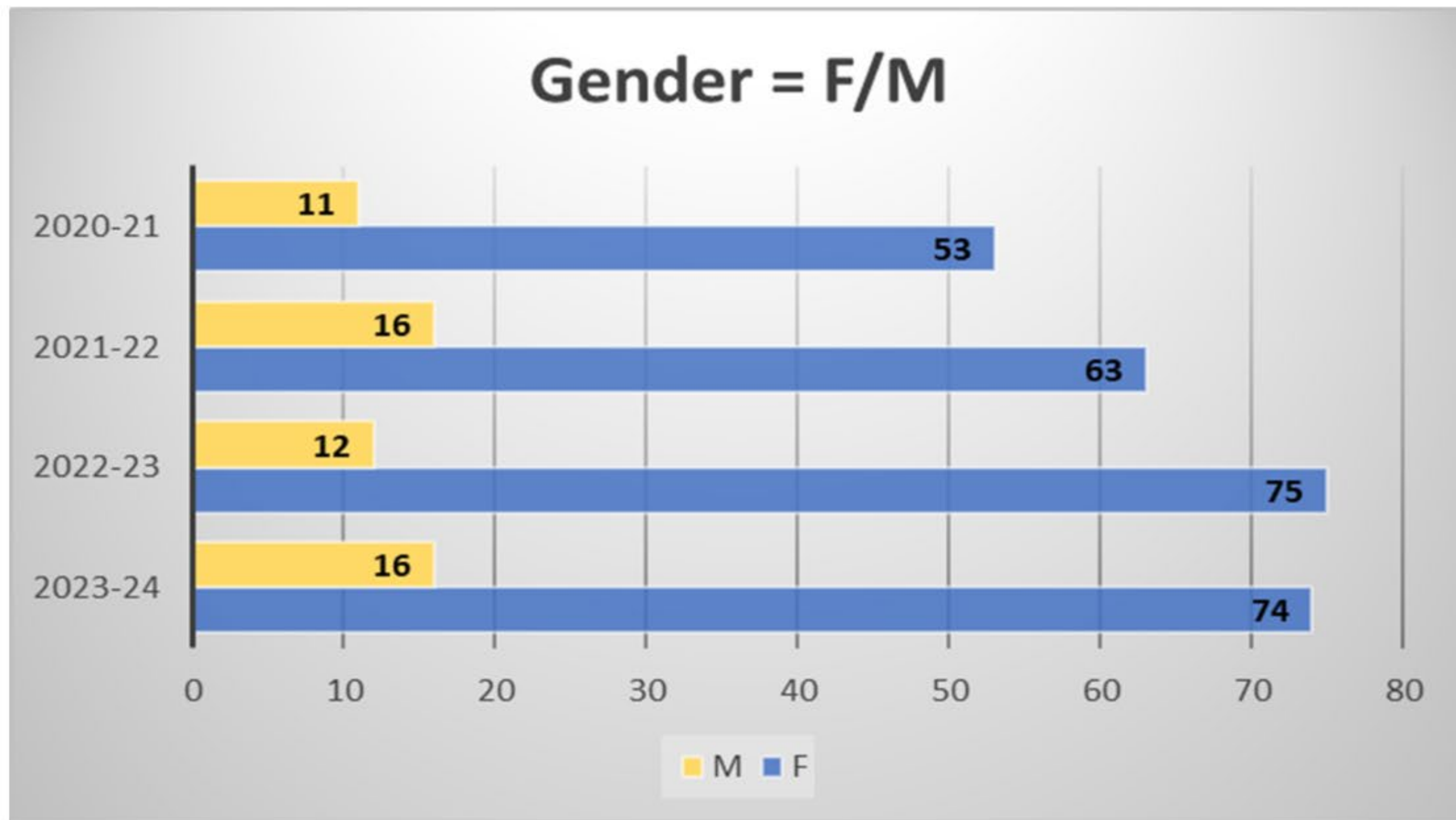
First Year Enrollees Plus Transfer Students per Academic Year

The BA Program had more Transfer Students than First Time, First Year Enrollees. (Possibly due to free tuition).



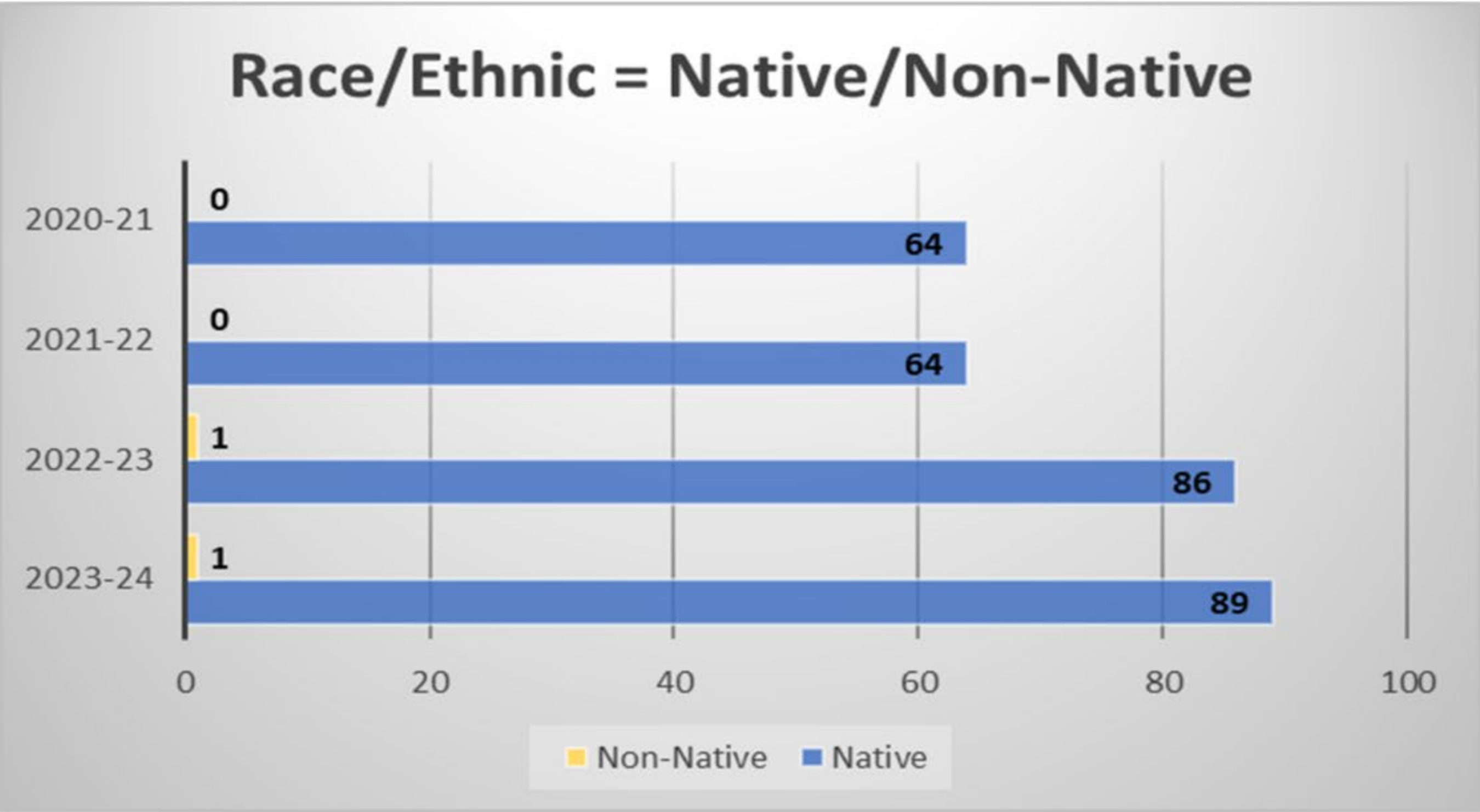
Pell Grant Recipients per Academic Year

The BA Program gained a 51% increase from AY 2021 to AY 2024.



Gender: Female vs Male

BA Program: 83% Females; 17% Males



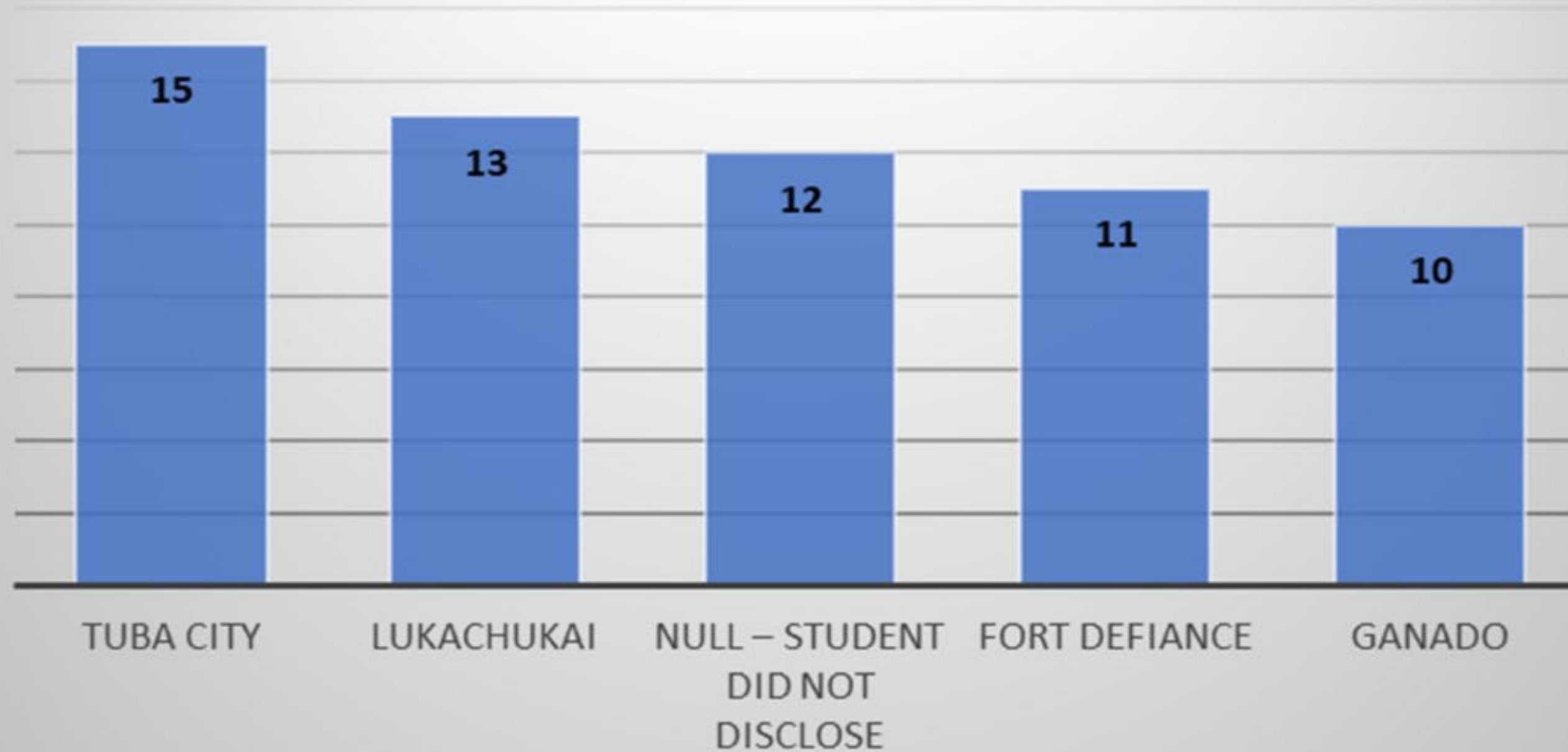
Native American vs Non-Native Students
99.4% Native Americans with 0.6% Non-Native

E.2. Student by Chapter affiliation – Top 5 over a 4-year period

Table 5: Overview of BA Students Enrolled, by Chapter

Chapter	Total # of students enrolled
Tuba City	15
Lukachukai	13
Null – student did not disclose	12
Fort Defiance	11
Ganado	10

Total number of students enrolled



Total Number of Students Enrolled, per semester, by Chapter

Tuba City has Attracted the Largest Number, 25%, of Students in the BA Program.



F. STUDENT ENGAGEMENT & LEARNING OPPORTUNITIES

- F.1. Community Engagement
- F.2. High Impact Practices
- F.3. Co-curricular
 - i. Library Services
 - ii. Student Success Services
- F.4. Course Satisfaction
- F.5. Graduation Survey





F.1. COMMUNITY ENGAGEMENT

- Since 2014, 5 business students have been taken each year to the annual AIHEC conference for the Business Bowl Competition.
- Each year since 2015, business faculty have sponsored the AIBL organization at the Tsaile Campus. This club fund raises and organizes community service events on campus so the students can participate in the annual AIBL Conference.
- Faculty attend the annual Arizona and New Mexico Articulation Meeting.
- Since 2018, School of Business has not conducted any Community Engagement activities
- In 2018, Business, Applied Science, Economics and Technology (BASET) and the Social Science **were combined** into School of Business and Social Science (SBSS)
- COVID-19 Pandemic disrupted community interaction.
- Teaching load hinders time contributed to community activities.



F.2. HIGH IMPACT PRACTICES

Interaction with faculty and students is encouraged by assigning course:

1. group activities and projects and
 2. activities that relate subject matter back to family and community life which results in
- Both of which result in frequent constructive feedback from the instructors.

BUS 460: Tribal and Federal Laws introduces students to the historical cornerstones of Federal-Indian Law and Policy of the early 19th century

In ACC310 Governmental & Not-For-Profit Accounting students analyze an Annual Comprehensive Financial Report (ACFR) for a State, County, or City governmental organization.





F.3. Co-curricular

i. Library Services

- The Diné College Libraries are located on the Tsaile, Shiprock (south campus), and Crownpoint sites.
- In addition to books, the library's homepage gives access to electronic databases and other resources.
- At the Tsaile campus, the Kinyaa'aanii Library houses the R.C. Gorman Collection,
 - a large movie and documentary selection
 - a large selection of Navajo and Native American books
- At the Shiprock campus, the Senator John Pinto Library houses the David Brugge Collection
- The library at the Crownpoint site houses the Mary Shepardson Collection
- The Diné College Libraries provide supplemental books and videos that can be accessed online and/or in-person.



F.3. Co-curricular

ii. STUDENT SUCCESS SERVICES meets the needs of our students in the areas of:

- Academic Advising,
- Transfer Assistance
- First Year Experience, and
- Retention

Student with Retention Issue:

When faculty recognizes a possible retention issue:

1. Faculty emails the VP of Student Services with student ID number.
2. Student Services then:
3. Contacts the student for consultation
4. Analyzes the issue and then
5. Consults or routes the student to the appropriate department

F. 4. COURSE SATISFACTION

- The student evaluation report stated the instructor's knowledge and fair grading practices were strong.
- Students also acknowledged a strong sense of online flexibility
- Areas of concern were also based on online courses.
 - Students recommended a synchronous (Zoom) approach to online courses
 - Students also acknowledged a need for real-world applications
 - Home budgets guiding purchase of a vehicle
 - Students also recommended industry collaborations and networking opportunities –
 - Such as a Business Incubator that helps guide an individual who wants to start their own business.

F. 5. GRADUATION SURVEY

As reported by OIPR, “Overall, the report indicates high level of student satisfaction with the quality of education at Diné College. While most students rated their courses and instructors positively, opportunities exist to enhance engagement, communication, and instructional delivery. These findings can guide future curriculum and faculty development initiatives.”

School of Business and Social Science
<p>Success Factors:</p> <ul style="list-style-type: none"><input checked="" type="checkbox"/> Strong instructor knowledge and fair grading practices.<input checked="" type="checkbox"/> Engaging real-world applications in business law, marketing, and psychology.<input checked="" type="checkbox"/> Online flexibility was valued by students balancing work and school. <p>Areas of Concern & Recommendations:</p> <p>⚠ Lack of Instructor Engagement in Online Courses</p> <ul style="list-style-type: none">Some students felt disconnected from their instructors in online courses.Recommendation: Implement weekly Zoom check-ins or recorded lectures to enhance engagement. <p>⚠ Need for More Practical, Real-World Applications</p> <ul style="list-style-type: none">Some students requested additional case studies, hands-on projects, and guest speakers.Recommendation: Increase applied learning through industry collaborations, simulations, and networking opportunities. <p>⚠ Coursework Load & Deadline Management</p> <ul style="list-style-type: none">Students found some assignments clustered too closely together.
<ul style="list-style-type: none">Recommendation: Stagger deadlines to balance workload across multiple courses.

PROGRAM RESOURCES



Description Here

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PROGRAM RESOURCES - FACILITIES

Diné College provides instructional services to seven sites on the Navajo reservation: three in Arizona (Tsaile, Tuba City, and Window Rock), two in New Mexico (Shiprock and Crownpoint), and two microsites (Aneth, UT, and Newcomb, NM). Previously, all sites had at least one regular classroom and one ITV classroom. Three sites have libraries: Tsaile, Shiprock, and Crownpoint, with the main library housed in Tsaile.



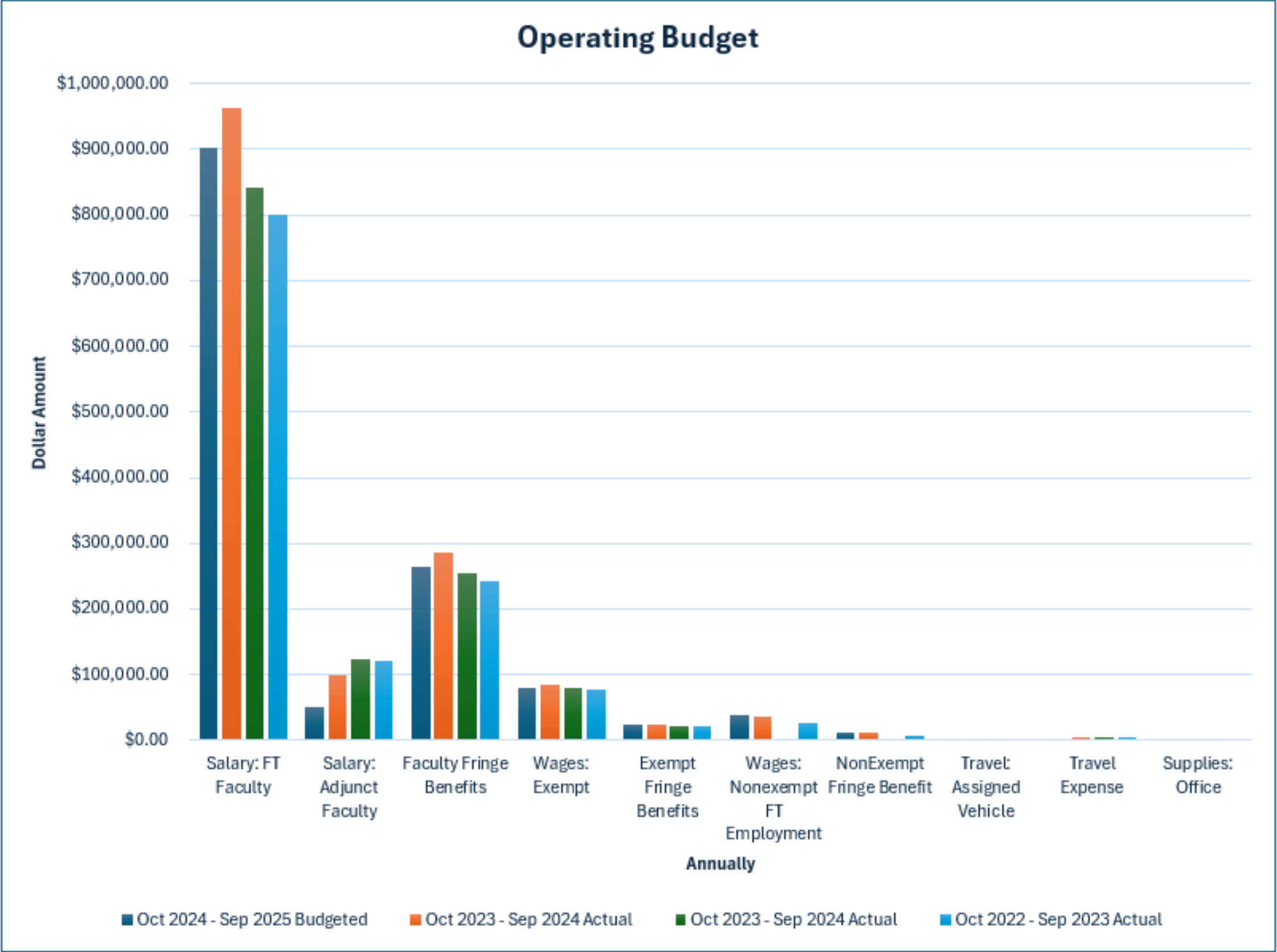
The Diné College's Tsaile facilities, used by the School of Business for the four-degree programs, include four classrooms (a regular classroom, two computer labs, and one ITV classroom (shared with other academic Schools), four faculty office spaces, and an office space for two administrative/clerical/college work-study and staff/employees. All classrooms except the ITV classroom, which has its projection method, have a projector connected to an instructor's computer for faculty presentation usage.





PROGRAM RESOURCES - OPERATING BUDGET

With the creation of the School of Business and Social Science in 2018, the previously separate program budgets were combined into one integrated budget. Neither program is allocated a specific financial provision; therefore, all degree programs within the school must share the same budget.



THANK
YOU!

Questions?

