

Program Information Report**School of Business and Entrepreneurial Studies**

Learn the fundamentals you will need to become a business leader or entrepreneur. These programs help you develop entry-level skills in various aspects of business. Whether your goal is to make your place in an existing industry or branch out on your own, these programs can provide the foundation for success.

Washtenaw Community College offers programs at several levels for students who want to begin new careers, or advance in their existing careers. The first level is the certificate, which can vary from nine to thirty-six credits, depending on the field. Certificates generally prepare students for entry-level jobs.

After completing a certificate, students can progress to the next level, the advanced certificate. The credit hours required for these programs also vary. This type of certificate provides a more specialized level of skill development, and often allows students to upgrade their positions at their places of employment.

The next level, an Associate in Applied Science, is available for some programs. For some career fields, it is possible to earn a certificate, an advanced certificate, and an Associate in Applied Science degree in the same field. In these cases, the credit hours from the certificate and advanced certificate can be applied to the credit hours needed for the Associate in Applied Science degree.

Alternatively, students can earn an AAS in Occupational Studies by completing a certificate, advanced certificate (if one exists) and General Education requirements.

Business

Choose one or more areas in the field of business as you prepare for your future.

Program Information Report

Retail Management (APRM)
Associate in Applied Science Degree
Program Effective Term: Fall 2018

High Demand Occupation High Skill Occupation High Wage Occupation
Program is also available online

This program emphasizes both the theoretical knowledge and the practical skills needed to succeed in both customer-facing and behind-the-scenes jobs in any type of retail setting. The curriculum was developed with input from industry experts and topics include the role of retailing in the supply chain, retailing formats and locations, organizational structure and key positions, growth and expansion, consumer communication, and brands and private labels. Student also learn about productivity, operational and financial measures, purchasing and inventory control, pricing schemes, and merchandise layout and presentation.

Students will take restricted electives toward completing a certificate as part of the program requirement in one of the following areas (9-16 credits): Accounting for Business Certificate, Human Resource Management (HRM) Certificate, Business Sales and Marketing Certificate, Entrepreneurship and Innovation Certificate, Management Advanced Certificate or a Certificate or Degree in any occupational/technical area.

Articulation:
 Eastern Michigan University, BBA degree

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site: <http://www.wccnet.edu/curriculum/articulation/levelone/colleges/>.

First Semester		(16 credits)
BMG 205	Creating the Customer Experience	3
BMG 206	Retail Principles and Practices	3
Elective	Soc. Sci. Elective(s) 1	3
Elective	Nat. Sci. Lab Elective(s) 1	4
	Restricted Elective(s) 1: Choose a course toward completion of selected certificate.	3

Second Semester		(16 credits)
BMG 228	Purchasing and Inventory Control	3
Elective	Nat. Sci. Elective(s) 2	3
MTH 125 or	Everyday College Math	
MTH 160 or	Basic Statistics	
	Math Elective(s) Any math level 4 or higher course	4
COM 101 or	Fundamentals of Speaking	
COM 102	Interpersonal Communication	3
	Restricted Elective(s) 2: Choose a course toward completion of selected certificate.	3

Third Semester		(16 credits)
BMG 273	Managing Operations	3
BMG 275	Business and Supply Chain Analytics	4
Elective	Soc. Sci. Elective(s) 2	3
Elective	Arts/Human. Elective(s) 1	3
	Restricted Elective(s) 3: Choose a course toward completion of selected certificate.	3

Fourth Semester		(12 credits)
BMG 230	Management Skills	3
BMG 295	Supply Chain Field Studies	2
ENG 111	Composition I	4
Elective	Arts/Human. Elective(s) 2	3
	Restricted Elective(s) 4 0-7 credits: Choose course(s) toward completion of selected certificate as needed.	

Minimum Credits Required for the Program: 60

PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: APRM Program Name: Retail Management Associate Degree

Effective Term: Winter 2018

Division Code: BCT Department: Business

Directions:

1. Attach the current program listing from the WCC catalog or Web site and indicate any changes to be made.
2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.
3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using a Master Syllabus form, but should be submitted at the same time as the program change form.

Requested Changes:

- | | |
|--|---|
| <input type="checkbox"/> Review | <input type="checkbox"/> Program admission requirements |
| <input type="checkbox"/> Remove course(s): _____ | <input type="checkbox"/> Continuing eligibility requirements |
| <input type="checkbox"/> Add course(s): _____ | <input checked="" type="checkbox"/> Program outcomes |
| <input type="checkbox"/> Program title (title was _____) | <input type="checkbox"/> Accreditation information |
| <input checked="" type="checkbox"/> Description | <input type="checkbox"/> Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses) |
| <input type="checkbox"/> Type of award | <input type="checkbox"/> Other <u>Assessment Plan</u> |
| <input type="checkbox"/> Advisors | |
| <input type="checkbox"/> Articulation information | |

Show all changes on the attached page from the catalog.

Rationale for proposed changes or discontinuation:

The program description and outcomes need to more accurately reflect the intended goals of the program. Current language is rather obtuse and not straightforward. The goal is for added clarity so students have clear expectations about what they will learn in the retail program.

Financial/staffing/equipment/space implications:

None

List departments that have been consulted regarding their use of this program.

None

Signatures:

Reviewer	Print Name	Signature	Date
Initiator	<i>Sheryl Byers</i>	<i>[Signature]</i>	12-13-17
Department Chair	<i>Jodi Lee</i>	<i>Shelianne Davis</i>	12/13/17
Division Dean/Administrator	<i>Eva Samulski</i>	<i>Eva Samulski</i>	12-18-17
Vice President for Instruction	<i>[Signature]</i>	<i>Kimberly HUGNS</i>	2/13/18
President			

Do not write in shaded area. Entered in: Banner 2/21/18 C&A Database 2/21/18 Log File _____ Board Approval NSA

Please submit completed form to the Office of Curriculum and Assessment (SC 257).

Reviewed by CC 2/8/18

logged 12/20/17 cd

Retail Management (APRM)

Associate in Applied Science Degree

Description - See revisions below:

This program prepares students to be knowledgeable, capable and enthusiastic employees who can handle both customer-facing and behind-the-scenes jobs in a retail setting. These retail jobs can be divided into four main areas: customer relations, store upkeep, product handling and administration. Students who complete this associates degree will have had exposure to all four of these areas, and they will gain the skills and knowledge to project a can-do, professional and results-focused attitude.

Students will take restricted electives toward completing a certificate as part of the program requirement in one of the following areas (9-16 credits): Accounting for Business Certificate, Human Resource Management (HRM) Certificate, Business Sales and Marketing Certificate, Entrepreneurship and Innovation Certificate, Management Advanced Certificate or a Certificate or Degree in any occupational/technical area

Articulation

Eastern Michigan University, BBA degree

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site: www.wccnet.edu/curriculum/articulation/levelone/colleges/.

Contact Information

Division: Business/Computer Technologies

Department: Business Department

Advisors: [Cheryl Byrne](#)

Requirements See Revision made for MTA process.

(Items marked in orange are available online.)

First Semester

Class	Title	Credits
<u>BMG 205</u>	Creating the Customer Experience	3
<u>BMG 206</u>	Retail Principles and Practices	3
<u>Elective(s)</u>	<u>Computer and Information Literacy</u>	3
<u>Elective(s)</u>	<u>Writing</u>	3 - 4
	Restricted Elective(s) 1: Select a course toward completion of a certificate.	3
Total		15 - 16

Second Semester

Class	Title	Credits
<u>BMG 228</u>	Purchasing and Inventory Control	3
<u>Elective(s)</u>	<u>Arts and Humanities</u>	3
<u>MTH 125</u>	or Everyday College Math	
<u>MTH 160</u>	or Basic Statistics	
	Math Elective(s) Any math level 4 or higher course	4
<u>Elective(s)</u>	<u>Speech</u>	3
	Restricted Elective(s) 2: Select a course toward completion of a certificate.	3
Total		16

Third Semester

APRM - Retail Management Associate Degree

Current Sequencing		Proposed Sequencing	
First Semester	Credits	First Semester	Credits
BMG 205 Creating the CX	3	BMG 205 Creating the CX	3
BMG 206 Retail	3	BMG 206 Retail	3
Computer/Info Literacy	3	Social & Behavioral Science	3
Writing	4	Natural Science (Lab)	4
Restricted Elective	3	Restricted Elective	3
	16		16
Second Semester		Second Semester	
BMG 228 Purchasing & Inv	3	BMG 228 Purchasing & Inv	3
Arts & Humanities	3	Natural Science	3
Math	4	Math	4
Speech	3	Speech <i>Com 101 or 102</i>	3
Restricted Elective	3	Restricted Elective	3
	16		16
Third Semester			
BMG 230 Management Skills	3	BMG 273 Managing Ops	3
Natural Science	3	BMG 275 Bus & SC Analytics	4
Social & Behavioral Science	3	Social & Behavioral Science	3
Restricted Elective	3	Arts & Humanities	3
Restricted Elective	3	Restricted Elective	3
	14		16
Fourth Semester		Fourth Semester	
BMG 273 Managing Ops	3	BMG 230 Management Skills	3
BMG 295 Field Studies	2	BMG 295 Field Studies	2
BMG 275 Bus & SC Analytics	4	English Composition	4
		Arts & Humanities	3
Electives to reach 60	6	Restricted Elective	0 - 3 7
	15	(if needed for 2nd certificate)	
	60		15
			60 - 63

Proposed Description

This program emphasizes both the theoretical knowledge and the practical skills needed to succeed in both customer-facing and behind-the-scenes jobs in any type of retail setting. The curriculum was developed with input from industry experts and topics include the role of retailing in the supply chain, retailing formats and locations, organizational structure and key positions, growth and expansion, consumer communication, and brands and private labels. Students also learn about productivity, operational, and financial measures, purchasing and inventory control, pricing schemes, and merchandise layout and presentation.

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Proposed Outcomes

Research and explain, in detail, the role and contribution made by each entity in the supply chain for a retail-related product, or products (raw material to manufacturer to distributor to retail to end-customer)

Compare and contrast the supply chains of different and diverse retail products

Identify the concepts and practices related to brick-and-mortar and online retail environments, managing the retail offering, communicating the offering, and managing the operations

Proposed Assessment Plan

Program outcome to be assessed	Assessment tool	When assessment will take place	Courses/Other Populations	Number of students to be assessed
Research and explain, in detail, the role and contribution made by each entity in the supply chain for a retail-related product or products (raw material to manufacturer to distributor to retail to end-customer)	BMG 295 Report	Winter 2021	Students enrolled in BMG 295 (Capstone) course	All
Compare and contrast the supply chains of different and diverse retail products	BMG 295 Report	Winter 2021	Students enrolled in BMG 295 (Capstone) course	All
Identify retail-related concepts and practices related to the retail environment, managing the retail offering, communicating the offering, and managing the operations	Departmentally-developed Retail Management test	Winter 2021	Students enrolled in BMG 295 (Capstone) course	All

Current Scoring and Analysis Plan

Scoring and analysis plan:

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally developed rubric, external evaluation, other). Attach the rubric.

The Capstone report will be scored using a departmentally developed rubric.

2. Indicate the standard of success to be used for this assessment.

75% of students who score an average of 10.5 or better on the BMG 295 Capstone Report

3. Indicate who will score and analyze the data.

The Capstone report will be scored by selected members of the School of Business and Entrepreneurial Studies Advisory Board. The program lead will analyze the data.

4. Explain how and when the assessment results will be used for program improvement.

After the program lead analyzes the data, that person will prepare a report summarizing the findings and recommending changes and enhancements to the program. This report will be shared with the Dean, the other departmental members, and the School of Business and Entrepreneurial Studies Advisory Board.

Proposed Scoring and Analysis Plan

1. Indicate how the above assessments will be scored and evaluated (e.g. departmentally developed rubric, external evaluation, other).

The BMG 295 Capstone report will be scored using a departmentally-developed rubric.

2. Indicate the standard of success to be used for this assessment.

75% of students who score an average of 10.5 (70%) or better out of 15 points on each outcome as well as the whole report

75% of students who score 70% or better on the departmentally developed test

3. Indicate who will score and analyze the data

The BMG 295 Capstone report will be scored by selected members of the School of Business and Entrepreneurship Studies Advisory Board (at least 10 members). The program lead will analyze the data.

The departmentally developed test will be auto-scored using the WCC LMS. The program lead will analyze the data.

4. Explain how and when the assessment results will be used for program improvement

After the program lead analyzes the data, that person will prepare a Program Assessment Report summarizing the findings and recommending changes and enhancements to the program. This report will be shared with the Dean, the Department Chair, and other department members for their input and feedback prior to submitting the report to the Curriculum and Assessment Committee.

PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: APRM Program Name: Retail Management

Effective Term: Fall 2013

Division Code: BUSD Department: Business

Directions:

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Requested Changes:

- | | |
|--|---|
| <input type="checkbox"/> Review | <input checked="" type="checkbox"/> Program admission requirements <i>make change in footnote jg</i> |
| <input type="checkbox"/> Remove course(s): _____ | <input type="checkbox"/> Continuing eligibility requirements |
| <input type="checkbox"/> Add course(s): _____ | <input type="checkbox"/> Program outcomes |
| <input type="checkbox"/> Program title (title was _____) | <input type="checkbox"/> Accreditation information |
| <input type="checkbox"/> Description | <input type="checkbox"/> Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses) |
| <input type="checkbox"/> Type of award | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Advisors | |
| <input type="checkbox"/> Articulation information | |

Show all changes on the attached page from the catalog.

Rationale for proposed changes or discontinuation:

Math requirement was changed for courses, but not the program - change to academic math level 4 or higher or MTH 125 or MTH 160.

Financial/staffing/equipment/space implications:

List departments that have been consulted regarding their use of this program.

Signatures:

Reviewer	Print Name	Signature	Date
Initiator	Cheryl Byrne		12-16-2012
Department Chair	Colette Young		12/17/2012
Division Dean/Administrator	Rosemary Wilson		12/18/12
Vice President for Instruction	Stuart Blacklaw		1/31/13

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Please submit completed form to the Office of Curriculum and Assessment.

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Program Information Report

School of Business and Entrepreneurial Studies

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Business

Choose one or more areas in the field of business as you prepare for your future.

**Retail Management (APRM)
Associate in Applied Science Degree**

Program Effective Term: Fall 2013

This program prepares students to be knowledgeable, capable and enthusiastic employees who can handle both customer-facing and behind-the-scenes jobs in a retail setting. These retail jobs can be divided into four main areas: customer relations, store upkeep, product handling and administration. Students who complete this associates degree will have had exposure to all four of these areas, and they will gain the skills and knowledge to project a can-do, professional and results-focused attitude.

Students will take restricted electives toward completing a certificate as part of the program requirement in one of the following areas (9-16 credits): Accounting for Business Certificate, Human Resource Management (HRM) Certificate, Business Sales and Marketing Certificate, Entrepreneurship and Innovation Certificate, Management Advanced Certificate or a Certificate or Degree in any occupational/technical area

First Semester		(15 credits)
BMG 205	Creating the Customer Experience	3
BMG 206	Retail Principles and Practices	3
	Computer Lit. Elective(s)	3
	Writing Elective(s)	3-4
	Restricted Elective(s) 1: Select a course toward completion of a certificate.	3
Second Semester		(16 credits)
BMG 211	Merchandising and Inventory Management	3
	Arts/Human. Elective(s)	3
MTH 125 or	Everyday College Math	
MTH 160 or	Basic Statistics	
	Math Elective(s) Any math level 4 or higher course	4
	Speech Elective(s)	3
	Restricted Elective(s) 2: Select a course toward completion of a certificate.	3
Third Semester		(15 credits)
BMG 230	Management Skills	3
	Nat. Sci. Elective(s)*	3
	Soc. Sci. Elective(s)	3
	Restricted Elective(s) 3: Select a course toward completion of a certificate.	3
	Restricted Elective(s) 4: Select a course toward completion of a certificate.	3
Fourth Semester		(15 credits)
BMG 273	Managing Operations	3
BMG 275	Business and Supply Chain Analytics	4

Program Information Report

BMG 295	Supply Chain Field Studies	2
	Elective(s) to reach a minimum of 60 credits.	6

Minimum Credits Required for the Program:

61

Notes:

**Students who plan to transfer should elect a lab-based Natural Science course. They should also meet with an advisor to ensure MACRAO requirements are met.*

Retail Management (APRM)

Associate in Applied Science Degree

- [2011 - 2012](#)
- [2012 - 2013](#)

Description

This program prepares students to be knowledgeable, capable and enthusiastic employees who can handle both customer-facing and behind-the-scenes jobs in a retail setting. These retail jobs can be divided into four main areas: customer relations, store upkeep, product handling and administration. Students who complete this associates degree will have had exposure to all four of these areas, and they will gain the skills and knowledge to project a can-do, professional and results-focused attitude.

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Contact Information

Division
Business/Computer Technologies
Department
Business Department
Advisors
[Cheryl Byrne](#)

See
next
page

Requirements

First Semester

Class	Title	Credits
BMG 205	Creating the Customer Experience	3
BMG 206	Retail Principles and Practices	3
Elective(s)	Computer and Information Literacy	3
Elective(s)	Writing	3 - 4
	Restricted Elective(s) 1: Select a course toward completion of a certificate.	3
Total		15 - 16

Second Semester

Class	Title	Credits
<u>BMG 211</u>	Merchandising and Inventory Management	3
Elective(s)	<u>Arts and Humanities</u>	3
Elective(s)	<u>Math*</u> MATH <i>MATH LEVEL 4 OR HIGHER OR MATH 125 OR MATH 160</i>	4
Elective(s)	<u>Speech</u>	3
	Restricted Elective(s) 2: Select a course toward completion of a certificate.	3
Total		16

Third Semester

Class	Title	Credits
<u>BMG 230</u>	Management Skills	3
Elective(s)	<u>Natural Sciences**</u>	3
Elective(s)	<u>Social and Behavioral Science</u>	3
	Restricted Elective(s) 3: Select a course toward completion of a certificate.	3
	Restricted Elective(s) 4: Select a course toward completion of a certificate.	3
Total		15

Fourth Semester

Class	Title	Credits
	Elective(s) to reach a minimum of 60 credits.	6
<u>BMG 273</u>	Managing Operations	3
<u>BMG 275</u>	Business and Supply Chain Analytics *	4
<u>BMG 295</u>	Supply Chain Field Studies	2
Total		15
Total Credits Required		
61 - 62		

Footnotes

or higher
~~or MTH 125 or MTH 160~~

*Academic Math Level 4 is required to enroll in BMG 275.

**Students who plan to transfer should elect a lab-based Natural Science course. They should also meet with an advisor to ensure MACRAO requirements are met.

Program Requirements:

~~Level I Prereq: Academic Reading and Writing Levels of 6; Academic Math Level 4 or MTH 125 or MTH 160, minimum grade "C", CIS 100 or CIS 110~~

or higher

PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: APRM Program Name: Retail Management AAS

Effective Term: W 2012

Division Code: BCT Department: School of Business & Entrepreneurial Studies

Directions:

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Requested Changes:

- | | |
|--|---|
| <input type="checkbox"/> Review | <input type="checkbox"/> Program admission requirements |
| <input type="checkbox"/> Remove course(s): _____ | <input type="checkbox"/> Continuing eligibility requirements |
| <input type="checkbox"/> Add course(s): _____ | <input type="checkbox"/> Program outcomes |
| <input type="checkbox"/> Program title (title was _____) | <input type="checkbox"/> Accreditation information |
| <input type="checkbox"/> Description | <input type="checkbox"/> Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses) |
| <input type="checkbox"/> Type of award | |
| <input type="checkbox"/> Advisors | |
| <input type="checkbox"/> Articulation information | |

XX Other: Changes to Course Curriculum—better organized and more student centered (course change submitted using Curricunet)

Show all changes on the attached page from the catalog.

Rationale for proposed changes or discontinuation:

Changes reflect:

- changes to the Retail & Business Operations Certificate
- changes to reflect BMG 295 capstone course (1 credit – 2 credits)
- changes to how the CTRBO can be combined with other certificates to achieve credits for AAS degree

Financial/staffing/equipment/space implications:

List departments that have been consulted regarding their use of this program.

Signatures:

Reviewer	Print Name	Signature	Date
Initiator	Cheryl Byrne		1-15-2012
Department Chair	Cliff Young		1/17/12
Division Dean/Administrator	Rosemary Wilson		1/20/12
Vice President for Instruction	Stuart Blacklaw		2/3/12
President			

Do not write in shaded area. Entered in: Banner C&A Database 3/12/12 Log File 3/12/12 Board Approval

Please submit completed form to the Office of Curriculum and Assessment and email an electronic copy to sjohn@wccnet.edu for posting on the website.

logged 1/20/12 sjv
Office of Curriculum & Assessment

Program Information Report

School of Business and Entrepreneurial Studies

Learn the fundamentals you will need to become a business leader or entrepreneur. These programs help you develop entry-level skills in various aspects of business. Whether your goal is to make your place in an existing industry or branch out on your own, these programs can provide the foundation for success.

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Retail Management (APRM)

Associate in Applied Science Degree

Program Effective Term: Fall 2012

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General Education Requirements

Writing	Elective(s)	3-4
Speech	Elective(s)	3
Math	Elective(s)*	3-4
Nat. Sci.	Elective(s)**	3-4
Soc. Sci.	Elective(s)	3
Arts/Human.	Elective(s)	3
Computer Lit.	Elective(s)	3

Major/Area Requirements

BMG 205	Creating the Customer Experience	3
BMG 206	Retail Principles and Practices	3
BMG 211	Merchandising and Inventory Management	2
BMG 273	Managing Operations	3
BMG 275	Business and Supply Chain Analytics*	4
Elective	Complete one of the following certificates:	9-16
Elective	Accounting Certificate, Human Resource Management Certificate, Business Sales and Marketing Certificate, Entrepreneurship Certificate, Management Supervision Advanced Certificate or a Certificate or Degree in any occupational/technical area	

Requirements

BMG 230	Management Skills	3
BMG 295	Capstone: Retail Management	2
	Elective(s) to reach a minimum of 60 credits.	10

Minimum Credits Required for the Program:

60

Notes:

*Academic Math Level 4 is required to enroll in BMG 275.

**Select a lab-based course. Students who plan to transfer should meet with an advisor to ensure MACRAO requirements are met.

PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: APRM Program Name: Retail Management AAS

Effective Term: W 2012

Division Code: BCT Department: School of Business & Entrepreneurial Studies

Directions:

1. Attach the current program listing from the WCC catalog or Web site and indicate any changes to be made.
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Requested Changes:

- | | |
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| <input type="checkbox"/> Review | <input type="checkbox"/> Program admission requirements |
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| <input type="checkbox"/> Add course(s): _____ | <input type="checkbox"/> Program outcomes |
| <input type="checkbox"/> Program title (title was _____) | <input type="checkbox"/> Accreditation information |
| <input type="checkbox"/> Description | <input type="checkbox"/> Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses) |
| <input type="checkbox"/> Type of award | XX Other: Changes to Course Curriculum—better organized and more student centered |
| <input type="checkbox"/> Advisors | |
| <input type="checkbox"/> Articulation information | |

Show all changes on the attached page from the catalog.

Rationale for proposed changes or discontinuation:

Changes reflect:

- changes to the Retail & Business Operations Certificate
- changes to reflect changes in course credits for BMG 211 and 275
- changes to how the CTRBO can be combined with other certificates to achieve credits for AAS degree

Financial/staffing/equipment/space implications:

List departments that have been consulted regarding their use of this program.

Signatures:

Reviewer	Print Name	Signature	Date
Initiator	Cheryl Byrne		10-4-11
Department Chair	Collette Young		10/10/11
Division Dean/Administrator	Rosemary Wilson		10/12/11
Vice President for Instruction			10-1-11
President			

Do not write in shaded area. Entered in: Banner C&A Database Log File 10/21/11 Board Approval

Please submit completed form to the Office of Curriculum and Assessment and email an electronic copy to sjohn@wccnet.edu for posting on the website.

John 12/19/11 done

<p>Curriculum</p> <p>List the courses in the program as they should appear in the catalog. List minimum credits required. Include any notes that should appear below the course list.</p>	<p>Gen Ed (21 - 24 credits)</p> <ul style="list-style-type: none"> ▪ Writing 3 - 4 credits ▪ Speech 3 credits ▪ MATH 3 - 4 credits ▪ NATURAL SCIENCE W/LAB 3 - 4 credits ▪ SOC SCI 3 credits ▪ ARTS/HUM 3 credits ▪ COMP LIT 3 credits <p>Major/Area Requirements (36 credits)</p> <ul style="list-style-type: none"> ▪ Retail & Business Operations Certificate 15 credits <ul style="list-style-type: none"> BMG 205 Creating the Customer Experience 3 credits BMG 206 Retail Principles and Practices 3 credits BMG 273 Managing Operations 3 credits BMG 211 Merchandising & Inventory Control 2 credits BMG 275 Business and Supply Chain Analytics 4 credits ▪ One of the following certificates 9- 16 credits <ul style="list-style-type: none"> Accounting Certificate (15 credits) Business Sales & Marketing Certificate (12 credits) Entrepreneurship Certificate (12 credits) Human Resource Management Certificate (15 credits) Management Supervision Advanced Certificate (12 credits) Certificate or degree in any occupational/technical area (9-16 credits) ▪ Associate Degree Requirements 5 credits <ul style="list-style-type: none"> BMG 230 Management Skills 3 credits BMG 295 Field Studies 2 credits ▪ Electives to reach a minimum of 60 credits: 0 - 10 <p style="text-align: right;">TOTAL 60 Credit minimum</p> <p>Footnote: Students who intend to transfer to another academic institution should meet with a WCC counselor to ensure MACRAO requirements are met.</p>
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Curriculum

List the courses in the program as they should appear in the catalog. List minimum credits required. Include any notes that should appear below the course list.

Gen Ed (24 credits)

- ENG 111 Composition I 4 credits
- COM 101 Fundamentals of Speaking 3 credits
- MATH 4 credits
 - College Level 5 OR
 - MTH 125 or
 - MTH 176 or
 - MTH 181
- NATURAL SCIENCE W/LAB 4 credit
 - BIO 101
 - PHY 100
 - GLG 100
- SOC SCI 3 credits
- ARTS/HUM 3 credits
- COMP LIT (CIS 100 or CIS 110) 3 credits

*General Education Electives
per Cheryl Byrre 10/19/11*

Major/Area Requirements (36 credits)

- **Retail & Business Operations Certificate 15 credits**
 - BMG 205 Creating the Customer Experience 3 credits
 - BMG 206 Retail Principles and Practices 3 credits
 - BMG 273 Managing Operations 3 credits

~~If not taken as part of the Supply Chain Operations Certificate:~~

- BMG 211 Merchandising & Inventory Control 2 credits
- BMG 275 Business and Supply Chain Analytics 4 credits

*See attached revised copy
Complete a certificate or degree in any*

▪ **One of the following certificates 9- 16 credits**

- Accounting Certificate (15 credits)
- Business Sales & Marketing Certificate (12 credits)
- Entrepreneurship Certificate (12 credits)
- Human Resource Management Certificate (15 credits)
- Management Supervision Advanced Certificate (12 credits)
- Occupational/Technical Area Certificate (9-16 credits)

▪ **Associate Degree Requirements 5 credits**

- BMG 230 Management Skills 3 credits
- BMG 295 Field Studies 2 credits

▪ **Plus Electives from the following areas: As needed**

- School of Business & Entrepreneurial Studies
- School of Computer Information Systems
- School of Culinary Arts & Hospitality
- School of Digital Media Arts

Electives to reach 60

0-7 *0-10*
TOTAL 60 Credit minimum

Footnote: Students who intend to transfer to another academic institution should meet with a WCC counselor to ensure MACRAO requirements are met.

Program Information Report

School of Business and Entrepreneurial Studies

Learn the fundamentals you will need to become a business leader or entrepreneur. These programs help you develop entry-level skills in various aspects of business. Whether your goal is to make your place in an existing industry or branch out on your own, these programs can provide the foundation for success.

Washtenaw Community College offers programs at several levels for students who want to begin new careers, or advance in their existing careers. The first level is the certificate, which can vary from nine to thirty-six credits, depending on the field. Certificates generally prepare students for entry-level jobs.

After completing a certificate, students can progress to the next level, the advanced certificate. The credit hours required for these programs also vary. This type of certificate provides a more specialized level of skill development, and often allows students to upgrade their positions at their places of employment.

The next level, an Associate in Applied Science, is available for some programs. For some career fields, it is possible to earn a certificate, advanced certificate, and an Associate in Applied Science degree in the same field. In these cases, the credit hours from the certificate and advanced certificate can be applied to the credit hours needed for the Associate in Applied Science degree.

Alternatively, students can earn an AAS in Occupational Studies by completing a certificate, advanced certificate and General Education requirements.

Business

Choose one or more areas in the field of business as you prepare for your future.

Retail Management (APRM)

Associate in Applied Science Degree

Program Effective Term: Fall 2012

This program prepares students to be knowledgeable, capable and enthusiastic employees who can handle both customer-facing and behind-the-scenes jobs in a retail setting. These retail jobs can be divided into four main areas: customer relations, store upkeep, product handling and administration. Students who complete this associates degree will have had exposure to all four of these areas, and they will gain the skills and knowledge to project a can-do, professional and results-focused attitude.

X

Writing	Elective(s)	3-4
Speech	Elective(s)	3
Math	Elective(s)*	3-4
Nat. Sci.	Elective(s)**	3-4
Soc. Sci.	Elective(s)	3
Arts/Human.	Elective(s)	3
Computer Lit.	Elective(s)	3

BMG 205	Creating the Customer Experience	3
BMG 206	Retail Principles and Practices	3
BMG 211	Merchandising and Inventory Management	2
BMG 273	Managing Operations	3
BMG 275	Business and Supply Chain Analytics*	4
Elective	Complete one of the following certificates:	9-16
Elective	Accounting Certificate, Human Resource Management Certificate, Business Sales and Marketing Certificate, Entrepreneurship Certificate, Management Supervision Advanced Certificate or a Certificate or Degree in any occupational/technical area	

BMG 230	Management Skills	3
BMG 295	Capstone: Retail Management	1
	Elective(s) to reach a minimum of 60 credits.	11-0

Minimum Credits Required for the Program: 60

Notes:

*Academic Math Level 4 is required to enroll in BMG 275.

**Select a lab-based course. Students who plan to transfer should meet with an advisor to ensure MACRAO requirements are met.

PROGRAM PROPOSAL FORM

- Preliminary Approval** – Check here when using this form for preliminary approval of a program proposal, and respond to the items in general terms.
- Final Approval** – Check here when completing this form after the Vice President for Instruction has given preliminary approval to a program proposal. For final approval, complete information must be provided for each item.

<p>Program Name:</p> <p>Division and Department:</p> <p>Type of Award:</p> <p>Effective Term/Year:</p> <p>Initiator:</p>	<p><u>Retail Management (AAS)</u></p> <p><u>Computer and Business Technologies/ School of Business and Entrepreneurial Studies</u></p> <p><input type="checkbox"/> AA <input type="checkbox"/> AS <input checked="" type="checkbox"/> XXXX AAS Cert. Adv. Cert. <input type="checkbox"/> Post-Assoc. Cert. <input type="checkbox"/> Cert. of Comp.</p> <p><u>Fall 2011</u></p> <p><u>Cheryl Byrne, PhD</u></p>	<p>Program Code: APRM</p> <p>CIP Code:</p>
<p>Program Features Program's purpose and its goals. Criteria for entry into the program, along with projected enrollment figures. Connection to other WCC programs, as well as accrediting agencies or professional organizations. Special features of the program.</p>	<p>The purpose of this program is to provide a series of courses that give students the ability to be knowledgeable, capable, and enthusiastic employees who can handle both customer-facing and behind the scenes jobs in a retail setting. This ability will ultimately result in financial success for the company and career success for the students. The students will gain skills and knowledge to project a can-do and results-focused attitude.</p> <p>The standard college-level reading and writing levels are required. Our conservative estimate is that 15 students will be enrolled by the end of year 1 and 30 by the end of year 2.</p> <p>This program dovetails with the Supervisory certificates offered by the School of Business and Entrepreneurial Studies and supports any of the occupational programs where students will be working in a retail setting. Students will also be in a good position to take the National Retail Federation national certification tests.</p>	
<p>Need Need for the program with evidence to support the stated need.</p>	<p>It takes a large number of people working in customer-facing roles as well as behind the scenes in a retail operation in order to keep employees, customers, and investors happy. These retail jobs can be divided into 4 main areas: customer relations, store upkeep, product handling, and administration. Students who complete this Associates degree will have had exposure to all four of these areas.</p> <p>The U.S. Department of Labor reports that there are more than 15 million people working in retail jobs and almost 12% of all jobs available are in the retail industry. According to the U.S. Bureau of Labor Statistics, 14.4 million people were employed in the U.S. Retail Industry as of April, 2010.</p> <p>Although retail employment was increasing every month at the beginning of 2010, retail employment numbers were still the lowest they've been for the past decade. Because of the decline in retail jobs and the increase in overall unemployment, the retail job market in 2010 is extremely competitive at all levels. That gives a student with an Associates Degree an edge over other job seekers.</p>	

*JW 4/8/11
 Office of Curriculum & Assessment
 logged 2/8/11 jrg ✓*

Program Outcomes/Assessment	<u>Outcomes</u>	<u>Assessment method</u>
<p>State the knowledge to be gained, skills to be learned, and attitudes to be developed by students in the program.</p> <p>Include assessment methods that will be used to determine the effectiveness of the program.</p>	<ol style="list-style-type: none"> 1. Apply the process of uncovering and fulfilling internal and external customer needs. 2. Apply the principles of communication and relationship management when interacting with internal and external customers 3. Identify and apply the techniques used to make and communicate decisions related to strategy, profits, productivity, projects, and processes when managing the operations aspect of a business unit. 4. Identify and apply the principles and practices of managing, marketing, selling, promoting, and distributing retail goods and services. 	<ol style="list-style-type: none"> 1. BMG 295 Capstone Report 2. BMG 295 Capstone Report 3. BMG 295 Capstone Report 4. BMG 295 Capstone Report

Please return completed form to the Office of Curriculum & Assessment and email an electronic copy to sjohn@wccnet.edu for posting on the website.

Budget		START-UP COSTS	ONGOING COSTS
	Specify program costs in the following areas, per academic year:	Faculty	\$.
Training/Travel		.	.
Materials/Resources		.	.
Facilities/Equipment		.	.
Other		.	.
TOTALS:		\$ 00 .	\$ 00 .
Program Description for Catalog and Web site	<p>This program prepares students to be knowledgeable, capable, and enthusiastic employees who can handle both customer-facing and behind the scenes jobs in a retail setting. These retail jobs can be divided into four main areas: customer relations, store upkeep, product handling, and administration. Students who complete this Associates degree will have had exposure to all four of these areas and they will gain the skills and knowledge to project a can-do, professional, and result-focused attitude.</p>		
Program Information	<p>Accreditation/Licensure - none</p> <p>Advisors – Cheryl S. Byrne, PhD</p> <p>Advisory Committee – School of Business and Entrepreneurial Studies Advisory Board</p> <p>Admission requirements – College Level Reading and Writing; Certificate: Managing the Customer Experience; Advanced Certificate: Managing Retail Operations</p> <p>Articulation agreements - TBD</p> <p>Continuing eligibility requirements - NA</p>		

Assessment plan:

Program outcomes to be assessed	Assessment tool	When assessment will take place	Courses/other populations	Number students to be assessed
Apply the process of uncovering and fulfilling internal and external customer needs.	Report	Fall 2014	Students enrolled in BMG 295 (Capstone) and completing the degree during the assessment semester	All
Apply the principles of communication and relationship management when interacting with internal and external customers	Report	Fall 2014	Students enrolled in BMG 295 (Capstone) and completing the degree during the assessment semester	All
Identify and apply the techniques used to make and communicate decisions related to strategy, profits, productivity, projects, and processes when managing the operations aspect of a business unit.	Report	Fall 2014	Students enrolled in BMG 295 (Capstone) and completing the degree during the assessment semester	All
Identify and apply the principles and practices of managing, marketing, selling, promoting, and distributing retail goods and services.	Report	Fall 2014	Students enrolled in BMG 295 (Capstone) and completing the degree during the assessment semester	All

Curriculum	Gen Ed (24 CREDITS):
List the courses in the program as they should appear in the catalog. List minimum credits required. Include any notes that should appear below the course list.	<ul style="list-style-type: none"> ▪ ENG 111 Composition I 4 credits ▪ COM 101 Fundamentals of Speaking 3 credits ▪ MATH 4 credits <li style="padding-left: 20px;">College Level 5 OR <li style="padding-left: 20px;">MTH 125 or 160 <li style="padding-left: 20px;">MTH 176 or <li style="padding-left: 20px;">MTH 181 ▪ NATURAL SCIENCE W/LAB 4 credit <li style="padding-left: 20px;">BIO 101 <li style="padding-left: 20px;">PHY 100 <li style="padding-left: 20px;">GLG 100 ▪ SOC SCI 3 credits ▪ ARTS/HUM 3 credits ▪ COMP LIT (CIS 100 or CIS 110) 3 credits
<p style="font-size: 1.2em; margin-top: 20px;">4/18/11 set up math requirements same as (AA BAS) Business</p>	<p>Major/Area Requirements (37 credits)</p> <ul style="list-style-type: none"> ▪ BMG 155 Business on the Internet 3 credits ▪ BMG 205 Creating the Customer Experience 3 credits ▪ BMG 206 Retail Principles and Practices 3 credits ▪ BMG 207 Business Communication 3 credits ▪ BMG 211 Merchandising & Inventory Control 3 credits ▪ BMG 230 Management Skills 3 credits ▪ BMG 273 Managing Operations 3 credits ▪ BMG 275 Business and Supply Chain Analytics 3 credits ▪ BMG 295 Capstone 1 credit Plus 1 of the following: 3 credits ▪ BMG 160 Principle of Sales ▪ BMG 250 Principles of Marketing Plus 3 of the following: 9 credits ▪ ACC 111 Accounting ▪ BMG 111 Business Law ▪ BMG 140 Introduction to Business ▪ BMG 200 Human Relations in Business ▪ BMG 220 Principles of Finance ▪ BMG 240 Human Resource Management ▪ BMG 279 Performance Management ▪ BMG 291 Project Management
	<p>TOTAL 61 Credits</p> <p>Footnote: Students who intend to transfer to another academic institution should meet with a school counselor to ensure MACRAO requirements are met.</p>

Scoring and analysis plan:

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally developed rubric, external evaluation, other). Attach the rubric.

The Capstone report will be scored using a departmentally developed rubric.

2. Indicate the standard of success to be used for this assessment.

75% of students who score an average of 10.5 or better on the BMG 295 Capstone Report

3. Indicate who will score and analyze the data.

The Capstone report will be scored by selected members of the School of Business and Entrepreneurial Studies Advisory Board. The program lead will analyze the data.

4. Explain how and when the assessment results will be used for program improvement.

After the program lead analyzes the data, that person will prepare a report summarizing the findings and recommending changes and enhancements to the program. This report will be shared with the Dean, the other departmental members, and the School of Business and Entrepreneurial Studies Advisory Board.

REVIEWER	PRINT NAME	SIGNATURE	DATE
Department Chair/Area Director	COLETTE YOUNG	<i>[Signature]</i>	2/24/2011
Dean	ROSEMARY WILSON	<i>[Signature]</i>	2/25/11
Vice President for Instruction <input type="checkbox"/> Approved for Development <input checked="" type="checkbox"/> Final Approval	Shant Blacklow	<i>[Signature]</i>	3/23/11
LARRY WHITWORTH President	STEVEN HARDY	<i>[Signature]</i>	3/23/11
Board Approval			3/22/11

Program Information Report

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Program Admission Requirements:

Students must have:

- Academic Math Level of 2 to enroll in MTH 125
- Academic Math Level of 3 to enroll in MTH 160
- Academic Math Level of 4 to enroll in MTH 176 or MTH 181

General Education Requirements		(24 credits)
ENG 111	Composition I	4
COM 101	Fundamentals of Speaking	3
MTH 125 or	Everyday College Math	
MTH 160 or	Basic Statistics	
MTH 176 or	College Algebra	
MTH 181	Mathematical Analysis I	4
BIO 101 or	Concepts of Biology	
GLG 100 or	Introduction to Earth Science	
PHY 100	Physics for Elementary Teachers	4
Soc. Sci.	Elective(s)	3
Arts/Human.	Elective(s)	3
Computer Lit.	Elective(s)	3

Major/Area Requirements		(37 credits)
BMG 155	Business on the Internet	3
BMG 205	Creating the Customer Experience	3
BMG 206	Retail Principles and Practices	3
BMG 207	Business Communication	3
BMG 211	Merchandising & Inventory Management	3
BMG 230	Management Skills	3
BMG 273	Managing Operations	3
BMG 275	Business and Supply Chain Analytics	3
BMG 295	Capstone: Retail Management	1
BMG 160 or	Principles of Sales	
BMG 250	Principles of Marketing	3

Program Information Report

Elective Choose 3 of the following courses: ACC 111, BMG 111, BMG 140, BMG 200, BMG 220, BMG 240, BMG 279, BMG 291. 9

Minimum Credits Required for the Program: 61

Notes:

Students who plan to transfer should meet with an advisor to ensure MACRAO requirements are met.