

DISCUSSION

4800 E. Huron River Drive
Ann Arbor, Michigan 48105-4800

Subject
Recommendations for New Programs 2019 - 20

Date
June 25, 2019

RECOMMENDATION

That the Board of Trustees approve the New Programs and 3 +1 Articulation Agreements for Fall 2019 as listed below:

- ❁ Business Enterprise Basics Certificate – Business/Computer Technologies Division – Business Department
- ❁ Business Enterprise Essentials Basics Advanced Certificate – Business/Computer Technologies Division – Business Department
- ❁ Business Enterprise Associate in Applied Science – Business/Computer Technologies Division – Business Department

- ❁ WCC AAS in Accounting and Eastern Michigan University BBA with any Business Major
- ❁ WCC AAS in Computer System and Networking/Computer and Network Security and Eastern Michigan University BS in Information Assurance and Cyber Defense
- ❁ WCC AS in Environmental Science and Siena Heights University BS in Environmental Sciences
- ❁ WCC AAS In Graphic design and Eastern Michigan University BFA with Graphic Design Concentration
- ❁ WCC AAS in management and Eastern Michigan University BBA with any Business Major
- ❁ WCC AAS in Nursing and University of Michigan-Flint BS in Nursing
- ❁ WCC AAS in Retail Management and Easter Michigan University BBA with any Business Major
- ❁ WCC AAS in Retail Management and Eastern Michigan University BFA in Apparel, Textiles and Merchandising
- ❁ WCC AAS in Supply Chain and Eastern Michigan University BBA with any Business Major

Prepared by: Dr. Kimberly Hurns

Recommended by: Rose B. Bellanca Ed.D.

Title: Vice President for Instruction

Rose B. Bellanca, President

**Business Enterprise Basics
Certificate – 15 credits
Business/Computer Technologies Division – Business Department**

Description: In this program, students will develop a foundational understanding of business operations basics. It will provide a framework for students to develop a plan for future study in the business field.

This program will provide the student with business foundation skills and knowledge, and it is the first credential of two certificates that “nest” into the A.A.S. Business Enterprise degree at WCC. Further, this certificate will allow the student to determine a specific field of study in business.

Need/Job Demand: The Bureau of Labor Statistics cites “Employment of business and financial operations occupations is projected to grow 10 percent from 2016 to 2026, faster than the average for all occupations.”

Student Learning Outcomes:

1. Identify the process steps used to create, analyze, and improve both written and spoken business messages.
2. Identify the functions of business and how they work together to meet organizational goals.
3. Identify basic management concepts and principles that promote organizational success.
4. Identify a company's marketing strategy.

Curriculum Review: Reviewed by the Curriculum and Assessment Committees 3/28/19.

Wage Data: This medium annual wage for business and financial occupations was \$67,710 in May 2017, which was higher than the median annual wage for all occupations of \$37,690.¹

Program Requirements:

Semester 1	
BMG 207 Business Communication	3
BMG 140 Introduction to Business	3
BMG 250 – Principles of Marketing	3
BMG 230 – Principles of Management	3
ACC 100 – Accounting Practices for Business	
Or ACC 111 – Principles of Accounting I	3-4
Total Credit Required:	15-16

¹ Occupational Outlook Handbook Bureau of Labor Statistics

**Business Enterprise Essentials Basics
Advanced Certificate – 16 credits
Business/Computer Technologies Division – Business Department**

Description: In this program, students will build the essential skills for daily business operations, spanning the major fields of practice. Students will select courses from business management, marketing, finance and communication to build a personal career path.

This 16-credit advanced certificate will “nest” into the A.A.S. Business Enterprise degree. The WCC student can select the major field of business concentration they may wish to pursue and develop appropriate skills.

Need/Job Demand: The Bureau of Labor Statistics cites “Employment of business and financial operations occupations is projected to grow 10 percent from 2016 to 2026, faster than the average for all occupations.”

Student Learning Outcomes:

1. Define a business problem appropriate to the case study provided.
2. Acquire appropriate industry research.
3. Apply critical thinking and three business enterprise essential skills to the problem.
4. Make and explain a recommendation to solve the identified problem.

Curriculum Review: Reviewed by the Curriculum and Assessment Committees 3/28/19.

Wage Data: This medium annual wage for business and financial occupations was \$67,710 in May 2017, which was higher than the median annual wage for all occupations of \$37,690.

Program Requirements:

BMG 293 Business Enterprise Essentials Capstone	1
Plus 15 credits from the following courses:	
BMG 200 Relationship Skills in the Workplace	3
BMG 240 Human Resources Management	3
ACC 131 QuickBooks	3
ACC 110 Payroll Accounting	3
BOS 184 Spreadsheet Software Applications I	3
BMG 111 Business Law I	3
BMG 160 Principles of Sales	3
BMG 205 Creating the Customer Experience	3
BMG 206 Retail Principles and Practices	3

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BMG 228 Purchasing and Inventory Control	3
BMG 181 Introduction to Supply Chain Management	3
BMG 273 Managing Operations	3
Total Credits Required:	16

Suggested Career Path

<i>Management</i>	
BMG 240 Human Resources Management	3
BMG 111 Business Law I	3
BMG 228 Purchasing and Inventory Control	3
BMG 181 Intro to Supply Chain Management	3
BMG 273 Management Operations	3
BMG 293 Business Enterprise Essentials Capstone	1

<i>Finance</i>	
ACC 131 QuickBooks	3
ACC 110 Payroll Accounting	3
BOS 184 Spreadsheet Software Applications I	3
BMG 228 Purchasing & Inventory Control	3
BMG 111 Business Law I	3
BMG 293 Business Enterprise Essentials Capstone	1

<i>Marketing and Communications</i>	
BMG 200 Relationship Skills in the Workplace	3
BMG 240 Human Resources Management	3
BMG 160 Principles of Sales	3
BMG 205 Creating the Customer Experience	3
BMG 206 Retail Principles and Practices	3
BMG 293 Business Enterprise Essentials Capstone	1

**Business Enterprise
Associate in Applied Science – 60 credits
Business/Computer Technologies Division – Business Department**

Description: In this program, students will develop a practical background in daily business operations, spanning the major fields of practice. Students will gain the knowledge and skills necessary to enter or advance in Business. Students can focus on one or more of the areas such as business management, marketing or finance.

This is the third credential in the business enterprise program (Business Enterprise Basics Certificate and Business Enterprise Essentials Advanced Certificate) and is a completion credential for employment in business.

Need/Job Demand: The Bureau of Labor Statistics cites “Employment of business and financial operations occupations is projected to grow 10 percent from 2016 to 2026, faster than the average for all occupations.”

Student Learning Outcomes:

1. Define a business problem appropriate to the case study provided.
2. Acquire appropriate industry research.
3. Apply critical thinking and three business enterprise essential skills to the problem.
4. Make and explain a recommendation to solve the identified problem.

Curriculum Review: Reviewed by the Curriculum and Assessment Committees 3/28/19.

Wage Data: This medium annual wage for business and financial occupations was \$67,710 in May 2017, which was higher than the median annual wage for all occupations of \$37,690.

Program Requirements:

Semester 1	
BMG 207 Business Communication	3
BMG 140 Introduction to Business	3
BMG 250 – Principles of Marketing	3
BMG 230 – Principles of Management	3
ACC 100 – Accounting Practices for Business	
Or ACC 111 – Principles of Accounting I	3-4
Total Credit Required:	15-16
Semester 2	

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Complete 15 credits from the following courses:	
BMG 200 Relationship Skills in the Workplace	3
BMG 240 Human Resources Management	3
ACC 131 QuickBooks	3
ACC 110 Payroll Accounting	3
BOS 184 Spreadsheet Software Applications I	3
BMG 111 Business Law I	3
BMG 160 Principles of Sales	3
BMG 205 Creating the Customer Experience	3
BMG 206 Retail Principles and Practices	3
BMG 228 Purchasing and Inventory Control	3
BMG 181 Introduction to Supply Chain Management	3
BMG 273 Managing Operations	3
	15
Semester 3	
BMG 293 Business Enterprise Essentials Capstone	1
Writing/Composition	3
Mathematics	3
Natural Sciences	3
Open Electives	5
	15
Semester 4	
2 nd Writing/Composition	3
Social and behavioral Sciences	3
Arts and Humanities	3
Open Electives	6
	15
Total Credits Required:	60 - 61

3 + 1 Articulation Agreement Degree Programs

**Washtenaw Community College – AAS in Accounting
And
Eastern Michigan University – BBA with any Business Major**

General Education/MTA	30 credits
WCC Accounting Requirements and Electives	52 credits
Total Transfer Credits	82 credits

**Washtenaw Community College – AAS in Computer System & Networking/ Computer and
Network Security
And
Eastern Michigan University – BS in Information Assurance and Cyber Defense**

General Education/MTA	30 credits
WCC Computer Systems & Networking Requirements and Electives	49 credits
Total Transfer Credits	79 credits

**Washtenaw Community College – AS in Environmental Science
And
Siena Heights University – BS in Environmental Science**

General Education/MTA	30 credits
WCC Environmental Science Requirements and Electives	60 credits
Total Transfer Credits	90 credits

**Washtenaw Community College – AAS in Graphic Design
And
Eastern Michigan University – BFA with Graphic Design Concentration**

General Education/MTA	30 credits
WCC Graphic Design Requirements and Electives	55 credits
Total Transfer Credits	85 credits

**Washtenaw Community College – AAS in Management
And
Eastern Michigan University – BBA with any Business Major**

General Education/MTA	30 credits
WCC Management Requirements and Electives	52 credits
Total Transfer Credits	82 credits

**Washtenaw Community College – AAS Nursing
And
University of Michigan - Flint – Bachelor of Science in Nursing**

General Education/MTA	30 credits
WCC Nursing Requirements and Electives	45 credits
Total Transfer Credits	75 credits

**Washtenaw Community College – AAS in Retail Management
And
Eastern Michigan University – BBA with any Business Major**

General Education/MTA	30 credits
WCC Retail Management Requirements and Electives	52 credits
Total Transfer Credits	82 credits

**Washtenaw Community College – AAS in Retail Management
And
Eastern Michigan University – BFA in Apparel, Textiles and Merchandising**

General Education/MTA	30 credits
WCC Retail Management Requirements and Electives	43 credits
Total Transfer Credits	73 credits

Washtenaw Community College – AAS in Supply Chain

**And
Eastern Michigan University – BBA with any Business Major**

General Education/MTA	30 credits
WCC Supply Chain Requirements and Electives	52 credits
Total Transfer Credits	82 credits