

Program Information Report

**Broadcast, Communication, Visual, Digital & Fine Arts**

**Web Design and Development (APWDDD)**

**Associate in Applied Science Degree**

**Program Effective Term: Fall 2019**

**High Demand Occupation High Skill Occupation High Wage Occupation**

This degree prepares you for the multi-faceted industry of Web design and development. The content in Web coding, Web programming, Web design, user experience and digital strategy provide a rich variety of classes that prepare you to enter the Web industry with a range of skills and knowledge. By focusing on one or more areas in the degree, you will gain skills that translate to marketable skills and career paths. Completion of one of the following certificates is required to complete this degree.

**Client-side Web Developer Certificate**

- WEB 110 Web Development I
- WEB 210 Web Development II
- Any WEB, CIS or CPS course

**Interface Designer Certificate**

- WEB 115 Interface Design I
- WEB 215 Interface Design II
- Any WEB or GDT course

**User Experience Designer Certificate**

- WEB 113 Web User Experience I
- WEB 213 Web User Experience II
- Any WEB or GDT course

**Server-side Web Developer Certificate**

- CPS 276 Web Programming Using Apache, MySQL, and PHP
- WEB 230 Advanced JavaScript
- Any WEB, CIS or CPS course

**Digital Strategist Certificate**

- BMG 155 Business on the Internet
- WEB 133 Digital Strategy
- WEB 163 User Research and Project Management

**Articulation:**

Eastern Michigan University, BS 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/>.

**Continuing Eligibility Requirements:**

For successful continuation in the program, a minimum grade of "C" is required for all WEB courses.

First Semester		(17 credits)
	Certificate Course 1	4
Elective	Writing Elective(s)	3
Elective	Arts/Human. Elective(s)	3
Elective	Restricted Elective(s) 1 - Choose from any of the following disciplines: ANI, CIS, CPS, ENG 107, ENG 209, GDT, PHO, WEB.	4
Elective	Open Elective(s)	3-4
Second Semester		(14 credits)
	Certificate Course 2	4
Elective	Math Elective(s)	3
Elective	Soc. Sci. Elective(s)	3



PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code:  
AWDDD

Program Name: Web Design and Development

Effective Term: Fall 2019

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P

Division Code: BCT      Department: DMA

**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 checked="" type="checkbox"/> Remove course(s): _WEB 235, WEB 255	<input type="checkbox"/> Continuing eligibility requirements
<input checked="" type="checkbox"/> Add course(s): WEB 100, WEB 230, WEB 270	<input checked="" type="checkbox"/> Program outcomes
<input type="checkbox"/> Program title (title was _)	<input type="checkbox"/> Accreditation information
<input checked="" type="checkbox"/> Description (see attached)	<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 checked="" type="checkbox"/> Other <i>Remove Concentrations</i>
<input checked="" type="checkbox"/> Advisors	
<input type="checkbox"/> Articulation information	

Show all changes on the attached page from the catalog.

**Rationale for proposed changes or discontinuation:**

Based on Jason Withrow and Kelley Gottschang’s sabbatical research, the WEB discipline found that many WEB students do not complete their certificates or degrees. Many don’t need a full degree or a long certificate. Professionals in the community want targeted, focused certificates as their jobs require more and more skills. Transfer students have a hard time, as there are no direct transfer programs anywhere. Younger students who want to join the Web workforce aren’t ready to tackle intense, extensive deep dives in to one part of the industry. They are looking for broad skills that translate to entry-level jobs. This new program allows for all three of these types of students to succeed in the WEB program.

In addition, we found that our students use the APOST degree quite often as they need to cobble together the courses that work for them and make sense in their professional life. We modeled this new AAS after the APOST to capture those students who need flexibility and customization without eliminating paths for students to deep dive in to specific topics.

This plan was developed with the understanding that:



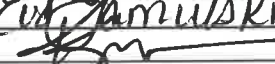

- Adult learners need short, quick certificates for career enhancement and professional development opportunities. Many people find they are asked to wear more than one hat in the new economy and these certificates are designed to allow them to quickly master new skills.
- Certificates and credit classes are important to adult learners.
- The plan allows students to develop their own path, pick the courses relevant to their future while maintaining rigor and focus.
- Students new to Web will be able to take a few courses, find their strengths, then focus on their chosen path.
- The plan allows flexibility in degree requirements with a close monitoring by the faculty with intrusive advising.
- The new program focuses on our strengths and allows students flexibility to create their own educational and/or career paths.

HEAVEN EST. 10/15/10 SEP 28 10

Financial/staffing/equipment/space implications:

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

**Signatures:**

Reviewer	Print Name	Signature	Date
Initiator	Kelley K. Gottschang		9/24/18
Department Chair	Walter Anderson		9/24/18
Division Dean/Administrator	Fin Samulski		9-27-18
Vice President for Instruction	Kimberly Horvath		10/11/2018
President			

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

*2/6/19*  
*JK*

**WCC General Education Requirements**  
Effective Fall 2018

Associate degree programs were updated to meet the revised WCC general education requirements below.

### Course Distribution Requirements

Associate degree students must complete courses from each of six General Education content areas. The requirements vary, depending on which degree is being earned. The number of general education credit hours required for each degree is as follows.

	AA	AS	AAS
Writing/Composition	3-4 credits	3-4 credits	3-4 credits
2nd Writing/Composition or Communication	3-4 credits	3 credits	3 credits
Mathematics	3-4 credits	3-4 credits	3-4 credits
Natural Sciences <sup>1</sup>	7-8 credits	7-8 credits	3-4 credits
Social & Behavioral Science <sup>2</sup>	6 credits	6 credits	3 credits
Arts and Humanities <sup>3</sup>	6 credits	6 credits	3 credits
General Education Electives to reach 30 credits	0-2 credits	0-2 credits	N/A
Minimum	30 credits	30 credits	18 credits

<sup>1</sup> Two courses in Natural Science including one with laboratory experience (from two disciplines)

<sup>2</sup> From two disciplines

<sup>3</sup> From two disciplines

Program Information Report

**School of Digital Media Arts**

Creativity abounds in the School of Digital Media Arts which encompasses the disciplines of animation, graphic design, web design and development, photography and digital video. The programs in Digital Media Arts introduce students to foundational skills in these disciplines and prepare them for creative jobs.

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.

The next level, an Associate Degree, is available for some programs. Credit hours from the certificate can be applied to the credit hours needed for the Associate Degree.

**Web Design and Development**

Join the Web development industry through the completion of these certificates and degree.

**Web Design and Development (APWDDD)**

**Associate in Applied Science Degree**

**Program Effective Term: Fall 2018**

**High Demand Occupation High Skill Occupation High Wage Occupation**

This is a comprehensive, rigorous program for students interested in a career in the Web development industry. Coursework prepares students for employment as Web Developers, with options to specialize in Web Design or Web Development. Completion of the Web Design and Development Certificate and one of the related advanced certificates is required in order to complete this degree.

**Articulation:**

Eastern Michigan University, BS 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/>.

**Continuing Eligibility Requirements:**

For successful continuation in the program, a minimum grade of "C" is required for all WEB courses.

**Minimum Concentration Credits Required for the Program:**

**60**

Select a concentration for requirements and total credits required for program.

**Web Design and Development Concentrations**

<b>Web Design (WDES)</b>		<b>(60 credits)</b>
<b>First Semester</b>		<b>(16 credits)</b>
WEB 110	Web Development I	4
WEB 113	Web User Experience I	4
WEB 115	Introduction to Interface Design	4
ENG 111	Composition I	4
<b>Second Semester</b>		<b>(15 credits)</b>
WEB 210	Web Development II	4
WEB 213	Web User Experience II	4
WEB 215	Intermediate Interface Design	4
COM 101	Fundamentals of Speaking	3
<b>Third Semester</b>		<b>(16 credits)</b>
WEB 235	Advanced Interface Design	4
Elective	Any course from the following disciplines: ANI, GDT, PHO, VID or WEB.	3
Elective	WEB 233 or any GDT course.	3
	Soc. Sci. Elective(s)	3
	Arts/Human Elective(s)	3
<b>Fourth Semester</b>		<b>(13 credits)</b>
WEB 255	Interaction Design	4
	Math Elective(s)	3
	Nat. Sci. Elective(s)	4
Elective	Any course from the following disciplines: ANI, GDT, PHO, VID or WEB to meet a minimum of 60 credit	2

**Program Information Report**

hours.

**Minimum Credits Required for the Concentration or Option: 60**

**Web Development (WDVP) (60 credits)**

**First Semester (16 credits)**

WEB 110	Web Development I	4
WEB 113	Web User Experience I	4
WEB 115	Introduction to Interface Design	4
ENG 111	Composition I	4

**Second Semester (15 credits)**

WEB 210	Web Development II	4
WEB 213	Web User Experience II	4
WEB 215	Intermediate Interface Design	4
COM 101	Fundamentals of Speaking	3

**Third Semester (16 credits)**

WEB 230	Advanced JavaScript	4
Elective	Any course from the following disciplines: ANI, GDT, PHO, VID or WEB.	3
Elective	Any CPS class or CIS 121 or CIS 282.	3
	Soc. Sci. Elective(s)	3
	Arts/Human Elective(s)	3

**Fourth Semester (13 credits)**

WEB 250	PHP and MySQL	4
	Math Elective(s)	3
	Nat. Sci. Elective(s)	4
Elective	Any course from the following disciplines: ANI, GDT, PHO, VID or WEB to meet a minimum of 60 credit hours.	2

**Minimum Credits Required for the Concentration or Option: 60**

**Minimum Credits Required for the Program: 60**

Done 1/28/18  
NN

**WASHTENAW COMMUNITY COLLEGE**  
**GENERAL EDUCATION REVISION AAS PROGRAM CHANGE FORM 2018-2019**

Due December 8, 2017

<b>Program Code:</b> APWDDD	<b>Program Name:</b> Web Design + Development - Design Track
<b>Division Code:</b> BCT	<b>Department:</b> DMA - Programming Track

This form is to be used only for General Education Revision Program Changes for Associate in Applied Science (AAS) programs. Any other program changes should be submitted separately using a standard Program Change Form.

**Directions:**

- Review each general education area under **Requested Changes** below and respond as needed.
- Attach the semester program layout showing the current program listing from the WCC catalog.
  - Indicate any changes to be made on the semester layout.
  - Draw a line through any courses that should be removed on the semester layout.
  - Write in any courses that need to be added on the semester layout.
- Submit this form and semester program layout to the Office of Curriculum and Assessment (SC 257).

Current General Education Requirements		Revised General Education Requirements 2018-2019	
AAS		AAS	
Writing	3-4 credits	English Composition	3 - 4 credits
Speech	3 credits	2 <sup>nd</sup> Course in English Composition or one course in Communication	3 - 4 credits
Mathematics	3 - 4 credits	Mathematics	3 - 4 credits
Natural Sciences	3 - 4 credits	Natural Sciences	3 - 5 credits
Social & Behavioral Sciences	3 credits	Social & Behavioral Sciences	3 credits
Arts & Humanities	3 credits	Arts & Humanities from	3 credits
Critical Thinking	0 credits	Total	18 credits
Computer & Information Literacy	3 credits		
<b>Total</b>	<b>21-24 credits</b>		

Please review each General Education Area in the chart below, and record the needed changes in the chart and on the attached semester program layout.

REQUESTED CHANGES	
<b>General Education Area</b>	
<b>English Composition</b> – The requirement for one writing/English composition course remains the same. No changes will be made unless specifically requested below. (Use Writing Elective or ENG 111)	
Optional Change:	ENG 111
<b>2<sup>nd</sup> Course in English Composition or one course in Communication</b> WCC previously required both a second composition/writing course and a communication course. Your options are:	
<ol style="list-style-type: none"> <li>Allow students to select any course that meets composition/writing or communication (recommended).</li> <li>Require students to take a specific composition course (identify course below and on semester layout).</li> <li>Require students to take a specific communication course (identify course below and on semester layout).</li> </ol>	
Requested Change:	COM 101



	<b>Mathematics</b> – The requirement for one mathematics course remains the same. However, the courses that meet the MTA requirement have changed slightly. See the course listing for details
Optional Change:	<i>Any Math that meets MTA</i>
	<b>Natural Sciences</b> - The requirement for one natural science course remains the same. No changes will be made unless specifically requested below.
Optional Change:	<i>Any <sup>Nat.</sup> Science that meets MTA</i>
	<b>Social &amp; Behavioral Sciences</b> – The requirement for one social and behavioral science course remains the same. No changes will be made unless specifically requested below.
Optional Change:	<i>Any S+B Science that meets MTA</i>
	<b>Arts &amp; Humanities</b> – The requirement for one arts and humanities course remains the same. No changes will be made unless specifically requested below. (Note: A department can designate a COM course as a requirement here. The same course cannot be counted in two areas.)
Optional Change:	<i>Any A+H that meets MTA</i>
	<b>Computer and Information Literacy</b> The requirement for computer and information literacy has been removed. Your options are:
	<ol style="list-style-type: none"> <li>1. Continue to require a specific computer course. If a specific course is required in your program, we will leave it there. If you previously used "Computer and Information Literacy Course," you will need to specify either a specific course or a list of courses from which to choose.</li> <li>2. Remove the computer and information literacy course if the program will still meet the minimum of 60 credit hours.</li> <li>3. Remove the computer and information literacy course and replace the course with elective or other credits as needed to meet the minimum of 60 credit hours.</li> </ol>
Required Change:	

Reviewer	Print Name	Signature	Date
Initiator	Kelley Gottschang	<i>Kelley K. Gottschang</i>	12/14/17
Department Chair	MICHAEL ANKERSON	<i>[Signature]</i>	12/14/17
Division Dean/ Administrator	Eva Samulski	<i>Eva Samulski</i>	12-18-17
Vice President for Instruction		<i>[Signature]</i>	1/9/18

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*1/29/18* *1/29/18*

**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/>.

<b>First Semester</b>		<b>(16 credits)</b>
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

<b>Second Semester</b>		<b>(16 credits)</b>
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

<b>Third Semester</b>		<b>(16 credits)</b>
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

<b>Fourth Semester</b>		<b>(12 credits)</b>
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 [unclear]</i>	<i>Shelianne Davis</i>	12/13/17
Division Dean/Administrator	<i>Erin Samulski</i>	<i>Erin Samulski</i>	12-18-17
Vice President for Instruction	<i>[Signature]</i>	<i>Kimberly HUGNS</i>	2/13/18
President			

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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/](http://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	
<b>First Semester</b>	<b>Credits</b>	<b>First Semester</b>	<b>Credits</b>
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
 <b>Second Semester</b>		 <b>Second Semester</b>	
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
 <b>Third Semester</b>		 <b>Third Semester</b>	
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
 <b>Fourth Semester</b>		 <b>Fourth Semester</b>	
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 - <del>3</del> 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.

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.

### 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:**

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 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

Do not write in shaded area.

Entered in: Banner \_\_\_\_\_ C&A Database *2/6/13* Log File *2/6/13*

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

*in done 2/6/13 logged 12/20/12 sjv*



## 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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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.

#### 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.

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

### Contact Information

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

See  
next  
page

### Requirements

#### First Semester

Class	Title	Credits
<a href="#">BMG 205</a>	Creating the Customer Experience	3
<a href="#">BMG 206</a>	Retail Principles and Practices	3
<a href="#">Elective(s)</a>	<a href="#">Computer and Information Literacy</a>	3
<a href="#">Elective(s)</a>	<a href="#">Writing</a>	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> <del>MATH</del> <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
<b>Total</b>		<b>16</b>

**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
<b>Total</b>		<b>15</b>

**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
<b>Total</b>		<b>15</b>
<b>Total Credits Required</b>		
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:**

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 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                   | <b>XX Other: Changes to Course Curriculum—better organized and more student centered (course change submitted using Curricunet)</b>                       |
| <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 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](mailto: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.

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.

**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.
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 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                   | <b>XX Other: Changes to Course Curriculum—better organized and more student centered</b>  |
| <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](mailto:sjohn@wccnet.edu) for posting on the website.

*John 12/19/11 done*



<p><b>Curriculum</b></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><b>Gen Ed (21 - 24 credits)</b></p> <ul style="list-style-type: none"> <li>▪ Writing 3 - 4 credits</li> <li>▪ Speech 3 credits</li> <li>▪ MATH 3 - 4 credits</li> <li>▪ NATURAL SCIENCE W/LAB 3 - 4 credits</li> <li>▪ SOC SCI 3 credits</li> <li>▪ ARTS/HUM 3 credits</li> <li>▪ COMP LIT 3 credits</li> </ul> <p><b>Major/Area Requirements (36 credits)</b></p> <ul style="list-style-type: none"> <li>▪ <b>Retail &amp; Business Operations Certificate 15 credits</b> <ul style="list-style-type: none"> <li>BMG 205 Creating the Customer Experience 3 credits</li> <li>BMG 206 Retail Principles and Practices 3 credits</li> <li>BMG 273 Managing Operations 3 credits</li> <li>BMG 211 Merchandising &amp; Inventory Control 2 credits</li> <li>BMG 275 Business and Supply Chain Analytics 4 credits</li> </ul> </li> <li>▪ <b>One of the following certificates 9- 16 credits</b> <ul style="list-style-type: none"> <li>Accounting Certificate (15 credits)</li> <li>Business Sales &amp; Marketing Certificate (12 credits)</li> <li>Entrepreneurship Certificate (12 credits)</li> <li>Human Resource Management Certificate (15 credits)</li> <li>Management Supervision Advanced Certificate (12 credits)</li> <li>Certificate or degree in any occupational/technical area (9-16 credits)</li> </ul> </li> <li>▪ <b>Associate Degree Requirements 5 credits</b> <ul style="list-style-type: none"> <li>BMG 230 Management Skills 3 credits</li> <li>BMG 295 Field Studies 2 credits</li> </ul> </li> <li>▪ <b>Electives to reach a minimum of 60 credits: 0 - 10</b></li> </ul> <p style="text-align: right;"><b>TOTAL 60 Credit minimum</b></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 area*

▪ **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

*0-7 0-10*

*Electives to reach 60*

**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**

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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 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><b>Program Name:</b></p> <p><b>Division and Department:</b></p> <p><b>Type of Award:</b></p> <p><b>Effective Term/Year:</b></p> <p><b>Initiator:</b></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><b>Program Code:</b> APRM</p> <p><b>CIP Code:</b></p>
<p><b>Program Features</b>          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><b>Need</b>          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 ✓*

<b>Program Outcomes/Assessment</b>	<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"> <li>1. Apply the process of uncovering and fulfilling internal and external customer needs.</li> <li>2. Apply the principles of communication and relationship management when interacting with internal and external customers</li> <li>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.</li> <li>4. Identify and apply the principles and practices of managing, marketing, selling, promoting, and distributing retail goods and services.</li> </ol>	<ol style="list-style-type: none"> <li>1. BMG 295 Capstone Report</li> <li>2. BMG 295 Capstone Report</li> <li>3. BMG 295 Capstone Report</li> <li>4. BMG 295 Capstone Report</li> </ol>

Please return completed form to the Office of Curriculum & Assessment and email an electronic copy to [sjohn@wccnet.edu](mailto: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		.	.
<b>TOTALS:</b>		<b>\$ 00 .</b>	<b>\$ 00 .</b>
<b>Program Description for Catalog and Web site</b>	<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>		
<b>Program Information</b>	<p><b>Accreditation/Licensure - none</b></p> <p><b>Advisors – Cheryl S. Byrne, PhD</b></p> <p><b>Advisory Committee – School of Business and Entrepreneurial Studies Advisory Board</b></p> <p><b>Admission requirements – College Level Reading and Writing; <del>Certificate: Managing the Customer Experience; Advanced Certificate: Managing Retail Operations</del></b></p> <p><b>Articulation agreements - TBD</b></p> <p><b>Continuing eligibility requirements - NA</b></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"> <li>▪ ENG 111 Composition I 4 credits</li> <li>▪ COM 101 Fundamentals of Speaking 3 credits</li> <li>▪ MATH 4 credits</li> <li style="padding-left: 20px;"><del>College Level 5 OR</del></li> <li style="padding-left: 20px;">MTH 125 or 160</li> <li style="padding-left: 20px;">MTH 176 or</li> <li style="padding-left: 20px;">MTH 181</li> <li>▪ NATURAL SCIENCE W/LAB 4 credit</li> <li style="padding-left: 20px;">BIO 101</li> <li style="padding-left: 20px;">PHY 100</li> <li style="padding-left: 20px;">GLG 100</li> <li>▪ SOC SCI 3 credits</li> <li>▪ ARTS/HUM 3 credits</li> <li>▪ COMP LIT (CIS 100 or CIS 110) 3 credits</li> </ul>
<p style="font-size: 1.2em; font-weight: bold; margin: 0;">4/18/11 set up math requirements same as (AA BAS) Business</p>	<p><b>Major/Area Requirements (37 credits)</b></p> <ul style="list-style-type: none"> <li>▪ BMG 155 Business on the Internet 3 credits</li> <li>▪ BMG 205 Creating the Customer Experience 3 credits</li> <li>▪ BMG 206 Retail Principles and Practices 3 credits</li> <li>▪ BMG 207 Business Communication 3 credits</li> <li>▪ BMG 211 Merchandising &amp; Inventory Control 3 credits</li> <li>▪ BMG 230 Management Skills 3 credits</li> <li>▪ BMG 273 Managing Operations 3 credits</li> <li>▪ BMG 275 Business and Supply Chain Analytics 3 credits</li> <li>▪ BMG 295 Capstone 1 credit</li> <li>Plus 1 of the following: 3 credits</li> <li>▪ BMG 160 Principle of Sales</li> <li>▪ BMG 250 Principles of Marketing</li> <li>Plus 3 of the following: 9 credits</li> <li>▪ ACC 111 Accounting</li> <li>▪ BMG 111 Business Law</li> <li>▪ BMG 140 Introduction to Business</li> <li>▪ BMG 200 Human Relations in Business</li> <li>▪ BMG 220 Principles of Finance</li> <li>▪ BMG 240 Human Resource Management</li> <li>▪ BMG 279 Performance Management</li> <li>▪ BMG 291 Project Management</li> </ul>
	<b>TOTAL 61 Credits</b>
	Footnote: Students who intend to transfer to another academic institution should meet with a school counselor to ensure MACRAO requirements are met.

**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
<del>LARRY WHITWORTH</del> President	STEVEN HARDY	<i>[Signature]</i>	3/23/11
Board Approval			3/22/11



**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 2011**

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.

**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

<b>General Education Requirements</b>		<b>(24 credits)</b>
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

<b>Major/Area Requirements</b>		<b>(37 credits)</b>
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.*