

Program Information Report

Digital Business Marketing and Sales (CTBSMS) AKA CTBSLM Certificate

Program Effective Term: Fall 2019

High Demand Occupation High Skill Occupation High Wage Occupation

This certificate is designed to provide students with the opportunity for employment in digital marketing and sales that require basic digital business applications. Specific skills include customer interface, basic market research, business trends, presentation content, presentation tools and business market analysis. This program allows students to obtain this certificate as a specialized credential as they progress towards an advanced business certificate, Associate Degree or a transfer pathway to a four-year university.

Program Admission Requirements:

Competency in keyboarding and internet navigation skills are necessary for success in this program. If students need to improve keyboarding skills, take BOS 101A before beginning the program.

Major/Area Requirements		(12 credits)
BMG 160	Principles of Sales	3
BMG 205	Creating the Customer Experience	3
BMG 207	Business Communication	3
BMG 155 or	Business on the Internet*	
BMG 250	Principles of Marketing	3
Minimum Credits Required for the Program:		12

Notes:

**It is advised that students planning to transfer to EMU complete BMG 155 because BMG 250 is a required course in the EMU business program.*

PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: **CTBSLM** Program Name: **Business Sales and Marketing**

Effective Term: **Fall 2019**

Division Code: **CIDT** 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 checked="" type="checkbox"/> Program title (title was Business Sales and Marketing .) | <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:

1. Title change to reflect industry skills (**Digital Business Marketing and Sales**)
2. Program outcomes more relevant to certificate course outcomes

Financial/staffing/equipment/space implications:

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

Signatures:

Reviewer	Print Name	Signature	Date
Initiator	Donna Rochester		7-16-18
Department Chair	Douglas Waters		7-17-18
Division Dean/Administrator	Eva Samulski		7-18-18
Vice President for Instruction	Kimberly Hurns		7-19-18

Do not write in shaded area. Entered in: Banner _____ C&A Database 2/1/19 Log File 2/1/19 Board Approval _____

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

Digital Business Marketing and Sales
Business Sales and Marketing (CTBSLM)

Certificate

2016 - 2017 2017 - 2018 2018 - 2019

Description

This program prepares students for ~~immediate employment in sales jobs that require skills in sales presentation, negotiation, customer service, display preparation, inventory analysis, and basic market research.~~ The courses in the program may be applied toward an Associate in Applied Science degree in Management.

Proposed
 Description

Admissions Requirements

and internet Navigation Skills are
 Competency in keyboarding necessary for success in this program. If students need to improve keyboarding skills, take BOS 101A before beginning the program.

Contact Information

Division: Business/Computer Technologies
 Department: Business Department
 Advisors: ~~Sandra Tuccinardi~~ ~~Donna Pochester~~
 Sandra Tuccinardi

Requirements

(Items marked in orange are available online.)

Major/Area Requirements

Class	Title	Minimum Credits
BMG 160	Principles of Sales	3
BMG 205	Creating the Customer Experience	3
BMG 207	Business Communication	3
BMG 155 or	Business on the Internet *	3
BMG 250	Principles of Marketing	3
Total		12

Total Credits Required: 12

Footnotes

*It is advised that students planning to transfer to EMU complete BMG 155 because BMG 250 is a required course in the EMU business program.

Program
~~Course~~ Description

This certificate is designed to provide students ^{with} the opportunity for employment in digital marketing and sales ~~positions~~ that require basic digital business applications. Specific skills include customer interface, basic market research, business trends, presentation content, presentation tools, and business market analysis. This program allows students to obtain this certificate as a specialized credential as they progress towards an advanced [✓] certificate, Associate Degree or a transfer pathway to a four year university.

business

PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: CTBSLM

Program Name: Business Sales and Marketing (Certificate)

Effective Term: Fall 2012

Division Code: 13200 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 checked="" type="checkbox"/> Add course(s): <u>BMG155 Business on the Internet</u> | <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:

We want to be able to add curriculum options that are current to changes in marketing. Technology has a growing presence in marketing and those concepts should be included in the marketing certificate. Furthermore, we want to provide students with options that allow them to take advantage of EMU transfer opportunities without taking courses at WCC that will be required to take at EMU (i.e. Principles of Marketing).

Financial/staffing/equipment/space implications:

N/A

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

N/A

Signatures:

Reviewer	Print Name	Signature	Date
Initiator	Kimberly Hurns		2/9/12
Department Chair	COLETTE Young		2/9/12
Division Dean/Administrator	Rosemarie Wilson		2/10/12
Vice President for Instruction	Steve Steinhilber		2-5-12
President			

Do not write in shaded area. Entered in: Banner _____ C&A Database 4/5 Log File 4/5/12 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.

John logged 2/10/12 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.

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 (if one exists) and General Education requirements.

Business

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

Business Sales and Marketing (CTBSLM)

Certificate

Program Effective Term: Fall 2012

This program prepares students for immediate employment in sales jobs that require skills in sales presentation, negotiation, customer service, display preparation, inventory analysis, and basic market research. The courses in this program may be applied toward an Associate in Applied Science degree in Management Supervision.

Program Admission Requirements:

Competency in keyboarding is necessary for success in this program. If students need to improve keyboarding skills, take BOS 101A before beginning the program.

BMG 160	Principles of Sales	3
BMG 205	Creating the Customer Experience	3
BMG 207	Business Communication	3
BMG 155 or	Business on the Internet*	
BMG 250	Principles of Marketing	3

Minimum Credits Required for the Program: 12

Notes:

**It is advised that students planning to transfer to EMU complete BMG 155 because BMG 250 is a required course in the EMU business program.*

PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: CTBSLM Program Name: Business Sales & Marketing
 Division Code: CIDT Department: Business

Effective Term: Fall 2010

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): BMG 140 Introduction to Business | <input type="checkbox"/> Continuing eligibility requirements |
| <input checked="" type="checkbox"/> Add course(s): BMG 205 Creating the Customer Experience | <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:

- Switching out the Intro to Bus course for the Customer Experience course strengthens the certificate in three ways:
- The material covered is more relevant to the Sales and Marketing Certificate outcomes.
 - The course provides more real application of customer related concepts.
 - The course provides more recent viewpoints on the total customer interaction experience.

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	Steve Ennes	<i>Steve Ennes</i>	1-05-10
Department Chair	Colette Young	<i>Colette Young</i>	1/5/10
Division Dean/ Administrator	Rosemary Wilson	<i>Rosemary Wilson</i>	1/7/10
Vice President for Instruction	Phyllis Grzegorzcyk	<i>Phyllis Grzegorzcyk</i>	2-8-10
President	Larry Whitworth	<i>Larry Whitworth</i>	

Do not write in shaded area. Entered in: Banner *2/8/10* C&A Database *2/8/10* Log File *1/8/10* Board Approval *2/8/10*

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.

Program Information Report

School of Business and Entrepreneurial Studies

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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.

Business Sales & Marketing (CTBSLM)

Certificate

Program Effective Term: Fall 2010

This program prepares students for immediate employment in sales jobs that require skills in sales presentation, negotiation, customer service, display preparation, inventory analysis, and basic market research. The courses in this program may be applied toward an Associate in Applied Science degree in Management Supervision.

Program Admission Requirements:

Competency in keyboarding is necessary for success in this program. If students need to improve keyboarding skills, take BOS 101A before beginning the program.

Major/Area Requirements	Credits
BMG 160 Principles of Sales	3
BMG 205 Creating the Customer Experience	3
BMG 207 Business Communication	3
BMG 250 Principles of Marketing	3

Minimum Credits Required for the Program: 12

BUSINESS

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

Business Sales & Marketing (CTBSLM)

Certificate

Major/Area Requirements	(12 credits)
BMG 140 Introduction to Business*	3
BMG 160 Principles of Sales	3
BMG 207 Business Communication	3
BMG 250 Principles of Marketing	3
BMG 205 <i>Creating the Customer Experience</i>	3
Minimum Credits Required for the Program:	12

Notes:

~~BMG 140 should be taken before other program courses. For students with business experience, credit for BMG 140 may be awarded through credit for prior learning experience. Talk to your faculty advisor for more information.~~

Business Sales & Marketing (CTBSLM)

This program prepares students for immediate employment in sales jobs that require skills in sales presentation, negotiation, customer service, display preparation, inventory analysis, and basic market research. The courses in this program may be applied toward an Associate in Applied Science degree in Management Supervision.

Program Admission Requirements: Competency in keyboarding is necessary for success in this program. If students need to improve keyboarding skills, take BOS 101A before beginning the program.

Human Resource Management (CTHRSC)

Certificate

Major/Area Requirements	(15 credits)
BMG 150 Labor-Management Relations	3
BMG 200 Human Relations in Business	3
BMG 240 Human Resources Management	3
BMG 279 Performance Management	3
CIS 100 or Introduction to Computers and Software Applications	
CIS 110 Introduction to Computer Information Systems	3
Minimum Credits Required for the Program:	15

Human Resource Management (CTHRSC)

This program prepares students for entry-level jobs as a human resource assistant or specialist where they will be assisting in activities that range from recruiting, interviewing and hiring job candidates to evaluating jobs, negotiating contracts, and ensuring company compliance with equal opportunity regulations. This program also provides students with basic management skills that will improve their ability to manage people.

**Business Sales & Marketing (CTBSLM)
Certificate**

Program Effective Term: Fall 2004

This program prepares you for immediate employment in sales jobs that require skills in sales presentation, negotiation, customer service, display preparation, inventory analysis, and basic market research. The courses in this program may be applied toward an Associate in Applied Science degree in Management Supervision.

Program Admission Requirements:

Competency in keyboarding is necessary for success in this program. If you need to improve your keyboarding skills you should take BOS 101A before beginning the program.

Major/Area Requirements		(12 credits)
BMG 140 *	Introduction to Business	3
BMG 160	Principles of Sales	3
BMG 207	Business Communication	3
BMG 250	Principles of Marketing	3

Minimum Credits Required for the Program: 12

Notes:

**BMG 140 should be taken before other program courses. For students with business experience, credit for BMG 140 may be awarded through credit for prior learning experience. Talk to your faculty advisor for more information.*

5-17-00 *ds*

**Washtenaw Community College
Program Change Request Form**

Program Code: BSMC **Program Title:** Business Sales & Marketing Certificate

Effective Year: F 2000

BSLS

1. Course Related Program Changes:

Course	Course Title	Elective Group (if applicable)	Credit	Sem	Change(s)
COM 101	Fundamentals Of Speaking		3.00		Remove <input checked="" type="checkbox"/> Add <input type="checkbox"/> Change Title <input type="checkbox"/> <input type="checkbox"/> Change Credit (was: _____) <input type="checkbox"/> Shift in Sequence (was: _____)
PSY 100	Introductory Psychology		3.00		Remove <input checked="" type="checkbox"/> Add <input type="checkbox"/> Change Title <input type="checkbox"/> <input type="checkbox"/> Change Credit (was: _____) <input type="checkbox"/> Shift in Sequence (was: _____)
BMG 111	Business Law I		3.00		Remove <input checked="" type="checkbox"/> Add <input type="checkbox"/> Change Title <input type="checkbox"/> <input type="checkbox"/> Change Credit (was: _____) <input type="checkbox"/> Shift in Sequence (was: _____)
BMG 200	Human Relations In Business		3.00		Remove <input checked="" type="checkbox"/> Add <input type="checkbox"/> Change Title <input type="checkbox"/> <input type="checkbox"/> Change Credit (was: _____) <input type="checkbox"/> Shift in Sequence (was: _____)
BMG 207	Business Communications		3.00		Remove <input type="checkbox"/> Add <input checked="" type="checkbox"/> Change Title <input type="checkbox"/> <input type="checkbox"/> Change Credit (was: _____) <input type="checkbox"/> Shift in Sequence (was: _____)
BMG 160	Principles Of Sales Change To: Professional Selling		3.00		Remove <input type="checkbox"/> Add <input type="checkbox"/> Change Title <input checked="" type="checkbox"/> <input type="checkbox"/> Change Credit (was: _____) <input type="checkbox"/> Shift in Sequence (was: _____)
BMG 250	Principles Of Marketing Change To: Marketing Concepts		3.00		Remove <input type="checkbox"/> Add <input type="checkbox"/> Change Title <input checked="" type="checkbox"/> <input type="checkbox"/> Change Credit (was: _____) <input type="checkbox"/> Shift in Sequence (was: _____)
ELECTIVES	Remove All		12.0 0		Remove <input checked="" type="checkbox"/> Add <input type="checkbox"/> Change Title <input type="checkbox"/> <input type="checkbox"/> Change Credit (was: _____) <input type="checkbox"/> Shift in Sequence (was: _____)

2. Total Credit Hours for Program: Before Proposed Changes: 33 After Proposed Changes: 12

Non-Course Related Program Changes: (description, advisors, admission criteria, title, etc.)
 Change title from (BSLS) Business Sales to: (BSMC) Business Sales & Marketing Certificate

4. Rationale for Proposed Changes: A. Reduce credit hours from 33cr hrs: Business Sales Mastery Certificate
 B. Identification of Certificate as Sales/Marketing (BSMC)
 C. Market ability and coordination with Associates in Management

5. Financial/Staffing/Equipment/Space Implications: None

6. Has the department consulted with all departments that may be impacted? Yes No NA

7. Signatures:

Reviewer	Print Name	Signature	Date
Program Change Initiator:	Steven Ennes	<i>Steven Ennes</i>	4-17-00
Department Chair:	Granville Lee	<i>Granville Lee</i>	4/18/00
Division Dean:	Bella Parker	<i>Bella Parker</i>	4/18/00
VP, Instruction/Student Services:	Guy Altieri		

If significant changes are proposed, please attach a copy of the most recent program listing from the College Bulletin with changes marked on it. If courses are being changed as part of this proposal, course changes must be approved using the Course/Syllabus Approval Form.

Business Sales & Marketing (CTBSLM) Certificate

This program prepares you for immediate employment in sales jobs that require skills in sales presentation, negotiation, customer service, display preparation, inventory analysis, and basic market research. The courses in this program may be applied toward an Associate in Applied Science degree in Management Supervision.

Business Department

Advisor: Steve Ennes

Program Admission Requirements:

None

Note: Competency in keyboarding is necessary for success in this program. If you need to improve your keyboarding skills you should take BOS 101A before beginning the program.

Course Number	Course Title	Credit Hours
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Major/Area Requirements

BMG 140*	Introduction to Business.....	3
BMG 160	Principles of Sales	3
BMG 207	Business Communication.....	3
BMG 250	Principles of Marketing.....	3

Credits Required for the Program:..... 12

**BMG 140 should be taken before other program courses. For students with business experience, credit for BMG 140 can sometimes be awarded through credit for prior learning experience. Talk to your faculty advisor for more information.*

Washtenaw Community College does not discriminate on the basis of race, sex, color, religion, national origin, age, disability, height, weight, marital status, or veteran status in provision of its educational programs and services or in employment opportunities and benefits. WCC is committed to compliance in all of its activities and services with the requirements of Title IX of the Educational Amendments of 1972, Public Act 453, Section 504 of the Rehabilitation Act of 1973, Title VII of the Civil Rights Act of 1964 as amended, Public Act 220, and the Americans with Disabilities Act of 1990.

Inquiries concerning programs and services under Title IX and Section 504, and the Americans with Disabilities Act should be directed to the Office of the Dean of Student Services; Room 225A, Student Center Building, 734- 973-3536. Inquiries regarding compliance in employment should be directed to the College Affirmative Action Officer in the Office of Human Resource Management, Room 120, Business Education Building, 934- 973-3497. Inquiries concerning access to facilities should be directed to the Director of Plant Operations, Plant Operations Building, 734- 677-5300.

Washtenaw Community College Program Change Request Form

Program Code: BSLS Program Title: Business Sales

Effective Year: Fall 98

1. Course Related Program Changes:

Course	Course Title	Restricted Elective Group (if applicable)	Credit	Sem	Change(s)
BMG 299	Work Experience Seminar	Business Elective	1		Remove <u>X</u> Add ___ Change Title ___ ___ Change Credit (was: ___) ___ Shift in Sequence (was: ___)
					Remove ___ Add ___ Change Title ___ ___ Change Credit (was: ___) ___ Shift in Sequence (was: ___)
					Remove ___ Add ___ Change Title ___ ___ Change Credit (was: ___) ___ Shift in Sequence (was: ___)
					Remove ___ Add ___ Change Title ___ ___ Change Credit (was: ___) ___ Shift in Sequence (was: ___)
					Remove ___ Add ___ Change Title ___ ___ Change Credit (was: ___) ___ Shift in Sequence (was: ___)
					Remove ___ Add ___ Change Title ___ ___ Change Credit (was: ___) ___ Shift in Sequence (was: ___)
					Remove ___ Add ___ Change Title ___ ___ Change Credit (was: ___) ___ Shift in Sequence (was: ___)
					Remove ___ Add ___ Change Title ___ ___ Change Credit (was: ___) ___ Shift in Sequence (was: ___)
					Remove ___ Add ___ Change Title ___ ___ Change Credit (was: ___) ___ Shift in Sequence (was: ___)

2. Total Credit Hours for Program: Before Proposed Changes: 33 After Proposed Changes: 33

3. Non-Course Related Program Changes: (description, advisors, admission criteria, title, etc.)

4. Rationale for Proposed Changes:

BMG 299 was terminated. PK

5. Financial/Staffing/Equipment/Space Implications:

6. Has the department consulted with all affected instructional departments? Yes ___ No ___ NA ___

7. Signatures:

Reviewer	Print Name	Signature	Date
Program Change Initiator:			
Department Chair:			
Division Dean:			
VP, Instruction/Student Services:			

If significant changes are proposed, please attach a copy of the most recent program listing from the College Bulletin with changes marked on it. If courses are being changed as part of this proposal, course changes must be approved using the Course/Syllabus Approval Form.

**WASHTENAW COMMUNITY COLLEGE
PROGRAM CHANGE REQUEST**

(1) Program Title: Business Sales Program Number: BSLS Effective Term: Fall 1997

(2) Change Information:

Current Program Course Requirements:			Proposed Program Course Requirements		
Course Number	Course Title	Credit Hours	Course Number	Course Title	Credit Hours
			BOS 030	has been changed to BOS 101A	
			BOS 103	has been deleted.	
			Please make these changes in the program description as shown on Page 67 of the 1996-1997 catalog.		
			A copy of Page 67 showing these changes is attached.		
Current Total Credits:			Proposed Total Credits:		
Non-Course Program Requirements:			Non-Course Program Requirements:		

(3) Rationale for Proposed Changes:
 Course information should be accurate so students are clear about keyboarding requirements.

(4) Financial/Staffing/Resource Implications of Change

(5) Has this program change been reviewed by all affected instructional departments? yes no

(6) Signatures	Comments	Signature	Date
Program Change Initiator			4-22-97
Department Chair(s) or Area Director(s)			4-22-97
Dean(s)			4/30/97
VP for Instruction/Student Services			5/1/97

CWC: N/A DATA: 5/7/97

Business Sales

College Certificate Program: Code BSLS

Advisors: Steve Ennes, Ron Zeeb

This College Certificate program offers a wide range of beginning career opportunities primarily in the field of sales. The program provides marketing skills in sales presentation, negotiation and customer service. Additional areas of concentration include display preparation, inventory analysis and basic market research.

Course Number	Course Title	Credit Hours
First Semester		
BMG 140	Introduction to Business	3
COM 101	Fundamentals of Speaking.....	3
ENG 100	Communication Skills or	
ENG 111	Composition I	4
MTH 163	Business Mathematics (or 169 or higher).....	3-4
PSY 100	Introductory Psychology	<u>3</u>
		16-17
Second Semester		
ACC 091	Fundamentals of Accounting I or	
ACC 111	Principles of Accounting I.....	3
BMG 111	Business Law I	3
BMG 160	Principles of Sales.....	3
BMG 200	Human Relations in Business and Industry.....	3
BMG 250	Principles of Marketing.....	3
Elective	Restricted Business Elective	<u>2-3</u>
		17-18

Total credit hours for program: 33-35

Restricted Business Electives		
BMG 174	Business Co-op I.....	1-3
BMG 255	Marketing & Management Career Development	2
BMG 270	Advertising Principles.....	3
BMG 299	Work Experience Seminar.....	1
CIS 100	Introduction to Computers	3

NOTE: All students seeking a Business certificate must demonstrate keyboarding proficiency either by successfully completing one of the following courses: BOS 101, BOS 101A, or BOS 102; or by passing a keyboarding proficiency test.

Business Sales College Certificate Program: Code BSLS

Advisors: Steve Ennes, Ron Zeeb

This College Certificate program offers a wide range of beginning career opportunities primarily in the field of sales. The program provides marketing skills in sales presentation, negotiation and customer service. Additional areas of concentration include display preparation, inventory analysis and basic market research.

Course Number	Course Title	Credit Hours
First Semester		
BMG 140	Introduction to Business	3
CMT 101	Fundamentals of Speaking	3
ENG 100	Communication Skills or	
ENG 111	Composition I.....	4
MTH 163	Business Mathematics (or 169 or higher)	3
PSY 100	Introductory Psychology	3
		16
Second Semester		
ACC 091	Fundamentals of Accounting I or	
ACC 111	Principles of Accounting I	3
BMG 111	Business Law I	3
BMG 160	Principles of Sales.....	3
BMG 200	Human Relations in Business and Industry	3
BMG 250	Principles of Marketing	3
Elective	Restricted Business Elective	2-3
		17-18

Total credit hours for program: 33-34

Restricted Business Electives

BMG 174	Business Co-op I
BMG 255	Marketing & Management Career Development
BMG 270	Advertising Principles
BMG 299	Work Experience Seminar
CIS 100	Introduction to Computers

NOTE: All students seeking a Business certificate must demonstrate keyboarding proficiency either by successfully completing one of the following courses: BOS 030, BOS 101, BOS 102, or BOS 103; or by passing a keyboarding proficiency test.

PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code:
CTBSLM

Program Name: Business Sales and Marketing (Certificate)

Effective Term: Fall 2012

Division Code: 13200 **Department:** Business

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:

- | | |
|---|---|
| <input type="checkbox"/> Review | <input type="checkbox"/> Program admission requirements |
| <input type="checkbox"/> Remove course(s): _____ | <input type="checkbox"/> Continuing eligibility requirements |
| <input checked="" type="checkbox"/> Add course(s): <u>BMG155 Business on the Internet</u> | <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:

We want to be able to add curriculum options that are current to changes in marketing. Technology has a growing presence in marketing and those concepts should be included in the marketing certificate. Furthermore, we want to provide students with options that allow them to take advantage of EMU transfer opportunities without taking courses at WCC that will be required to take at EMU (i.e. Principles of Marketing).

Financial/staffing/equipment/space implications:

N/A

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

N/A

Signatures:

Reviewer	Print Name	Signature	Date
Initiator	Kimberly Hurns		2/9/12
Department Chair	COLETTE Young		2/9/12
Division Dean/Administrator	Rosemarie Wilson		2/10/12
Vice President for Instruction	Steve Steinhilber		4-5-12
President			

Do not write in shaded area. Entered in: Banner _____ C&A Database 4/5 Log File 4/8/12 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.

John logged 2/10/12 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.

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 (if one exists) and General Education requirements.

Business

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

Business Sales and Marketing (CTBSLM)

Certificate

Program Effective Term: Fall 2012

This program prepares students for immediate employment in sales jobs that require skills in sales presentation, negotiation, customer service, display preparation, inventory analysis, and basic market research. The courses in this program may be applied toward an Associate in Applied Science degree in Management Supervision.

Program Admission Requirements:

Competency in keyboarding is necessary for success in this program. If students need to improve keyboarding skills, take BOS 101A before beginning the program.

BMG 160	Principles of Sales	3
BMG 205	Creating the Customer Experience	3
BMG 207	Business Communication	3
BMG 155 or	Business on the Internet*	
BMG 250	Principles of Marketing	3

Minimum Credits Required for the Program: 12

Notes:

**It is advised that students planning to transfer to EMU complete BMG 155 because BMG 250 is a required course in the EMU business program.*

PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: CTBSLM Program Name: Business Sales & Marketing
 Division Code: CIDT Department: Business

Effective Term: Fall 2010

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): BMG 140 Introduction to Business | <input type="checkbox"/> Continuing eligibility requirements |
| <input checked="" type="checkbox"/> Add course(s): BMG 205 Creating the Customer Experience | <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:

- Switching out the Intro to Bus course for the Customer Experience course strengthens the certificate in three ways:
- The material covered is more relevant to the Sales and Marketing Certificate outcomes.
 - The course provides more real application of customer related concepts.
 - The course provides more recent viewpoints on the total customer interaction experience.

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	Steve Ennes	<i>Steve Ennes</i>	1-05-10
Department Chair	Colette Young	<i>Colette Young</i>	1/5/10
Division Dean/ Administrator	Rosemary Wilson	<i>Rosemary Wilson</i>	1/7/10
Vice President for Instruction	Phyllis Grzegorzcyk	<i>Phyllis Grzegorzcyk</i>	2-8-10
President	Larry Whitworth	<i>Larry Whitworth</i>	

Do not write in shaded area. Entered in: Banner *2/8/10* C&A Database *2/8/10* Log File *1/8/10* Board Approval *2/8/10*

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.

Program Information Report

School of Business and Entrepreneurial Studies

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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.

Business Sales & Marketing (CTBSLM)

Certificate

Program Effective Term: Fall 2010

This program prepares students for immediate employment in sales jobs that require skills in sales presentation, negotiation, customer service, display preparation, inventory analysis, and basic market research. The courses in this program may be applied toward an Associate in Applied Science degree in Management Supervision.

Program Admission Requirements:

Competency in keyboarding is necessary for success in this program. If students need to improve keyboarding skills, take BOS 101A before beginning the program.

Major/Area Requirements	Credits
BMG 160 Principles of Sales	3
BMG 205 Creating the Customer Experience	3
BMG 207 Business Communication	3
BMG 250 Principles of Marketing	3

Minimum Credits Required for the Program: 12

BUSINESS

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

Business Sales & Marketing (CTBSLM)

Certificate

Major/Area Requirements	(12 credits)
BMG 140 Introduction to Business*	3
BMG 160 Principles of Sales	3
BMG 207 Business Communication	3
BMG 250 Principles of Marketing	3
BMG 205 <i>Creating the Customer Experience</i>	3
Minimum Credits Required for the Program:	12

Notes:

~~BMG 140 should be taken before other program courses. For students with business experience, credit for BMG 140 may be awarded through credit for prior learning experience. Talk to your faculty advisor for more information.~~

Business Sales & Marketing (CTBSLM)

This program prepares students for immediate employment in sales jobs that require skills in sales presentation, negotiation, customer service, display preparation, inventory analysis, and basic market research. The courses in this program may be applied toward an Associate in Applied Science degree in Management Supervision.

Program Admission Requirements: Competency in keyboarding is necessary for success in this program. If students need to improve keyboarding skills, take BOS 101A before beginning the program.

Human Resource Management (CTHRSC)

Certificate

Major/Area Requirements	(15 credits)
BMG 150 Labor-Management Relations	3
BMG 200 Human Relations in Business	3
BMG 240 Human Resources Management	3
BMG 279 Performance Management	3
CIS 100 or Introduction to Computers and Software Applications	
CIS 110 Introduction to Computer Information Systems	3
Minimum Credits Required for the Program:	15

Human Resource Management (CTHRSC)

This program prepares students for entry-level jobs as a human resource assistant or specialist where they will be assisting in activities that range from recruiting, interviewing and hiring job candidates to evaluating jobs, negotiating contracts, and ensuring company compliance with equal opportunity regulations. This program also provides students with basic management skills that will improve their ability to manage people.

**Business Sales & Marketing (CTBSLM)
Certificate**

Program Effective Term: Fall 2004

This program prepares you for immediate employment in sales jobs that require skills in sales presentation, negotiation, customer service, display preparation, inventory analysis, and basic market research. The courses in this program may be applied toward an Associate in Applied Science degree in Management Supervision.

Program Admission Requirements:

Competency in keyboarding is necessary for success in this program. If you need to improve your keyboarding skills you should take BOS 101A before beginning the program.

Major/Area Requirements		(12 credits)
BMG 140 *	Introduction to Business	3
BMG 160	Principles of Sales	3
BMG 207	Business Communication	3
BMG 250	Principles of Marketing	3

Minimum Credits Required for the Program: 12

Notes:

**BMG 140 should be taken before other program courses. For students with business experience, credit for BMG 140 may be awarded through credit for prior learning experience. Talk to your faculty advisor for more information.*

5-17-00 *ds*

**Washtenaw Community College
Program Change Request Form**

Program Code: BSMC **Program Title:** Business Sales & Marketing Certificate

Effective Year: F 2000

1. Course Related Program Changes:

Course	Course Title	Elective Group (if applicable)	Credit	Sem	Change(s)
COM 101	Fundamentals Of Speaking		3.00		Remove <input checked="" type="checkbox"/> Add <input type="checkbox"/> Change Title <input type="checkbox"/> <input type="checkbox"/> Change Credit (was: _____) <input type="checkbox"/> Shift in Sequence (was: _____)
PSY 100	Introductory Psychology		3.00		Remove <input checked="" type="checkbox"/> Add <input type="checkbox"/> Change Title <input type="checkbox"/> <input type="checkbox"/> Change Credit (was: _____) <input type="checkbox"/> Shift in Sequence (was: _____)
BMG 111	Business Law I		3.00		Remove <input checked="" type="checkbox"/> Add <input type="checkbox"/> Change Title <input type="checkbox"/> <input type="checkbox"/> Change Credit (was: _____) <input type="checkbox"/> Shift in Sequence (was: _____)
BMG 200	Human Relations In Business		3.00		Remove <input checked="" type="checkbox"/> Add <input type="checkbox"/> Change Title <input type="checkbox"/> <input type="checkbox"/> Change Credit (was: _____) <input type="checkbox"/> Shift in Sequence (was: _____)
BMG 207	Business Communications		3.00		Remove <input type="checkbox"/> Add <input checked="" type="checkbox"/> Change Title <input type="checkbox"/> <input type="checkbox"/> Change Credit (was: _____) <input type="checkbox"/> Shift in Sequence (was: _____)
BMG 160	Principles Of Sales Change To: Professional Selling		3.00		Remove <input type="checkbox"/> Add <input type="checkbox"/> Change Title <input checked="" type="checkbox"/> <input type="checkbox"/> Change Credit (was: _____) <input type="checkbox"/> Shift in Sequence (was: _____)
BMG 250	Principles Of Marketing Change To: Marketing Concepts		3.00		Remove <input type="checkbox"/> Add <input type="checkbox"/> Change Title <input checked="" type="checkbox"/> <input type="checkbox"/> Change Credit (was: _____) <input type="checkbox"/> Shift in Sequence (was: _____)
ELECTIVES	Remove All		12.0 0		Remove <input checked="" type="checkbox"/> Add <input type="checkbox"/> Change Title <input type="checkbox"/> <input type="checkbox"/> Change Credit (was: _____) <input type="checkbox"/> Shift in Sequence (was: _____)

2. Total Credit Hours for Program: Before Proposed Changes: 33 After Proposed Changes: 12

Non-Course Related Program Changes: (description, advisors, admission criteria, title, etc.)
 Change title from (BSLS) Business Sales to: (BSMC) Business Sales & Marketing Certificate

4. Rationale for Proposed Changes: A. Reduce credit hours from 33cr hrs: Business Sales Mastery Certificate
 B. Identification of Certificate as Sales/Marketing (BSMC)
 C. Market ability and coordination with Associates in Management

5. Financial/Staffing/Equipment/Space Implications: None

6. Has the department consulted with all departments that may be impacted? Yes No NA

7. Signatures:

Reviewer	Print Name	Signature	Date
Program Change Initiator:	Steven Ennes	<i>Steven Ennes</i>	4-17-00
Department Chair:	Granville Lee	<i>Granville Lee</i>	4/18/00
Division Dean:	Bella Parker	<i>Bella Parker</i>	4/18/00
VP, Instruction/Student Services:	Guy Altieri		

If significant changes are proposed, please attach a copy of the most recent program listing from the College Bulletin with changes marked on it. If courses are being changed as part of this proposal, course changes must be approved using the Course/Syllabus Approval Form.

Business Sales & Marketing (CTBSLM) Certificate

This program prepares you for immediate employment in sales jobs that require skills in sales presentation, negotiation, customer service, display preparation, inventory analysis, and basic market research. The courses in this program may be applied toward an Associate in Applied Science degree in Management Supervision.

Business Department

Advisor: Steve Ennes

Program Admission Requirements:

None

Note: Competency in keyboarding is necessary for success in this program. If you need to improve your keyboarding skills you should take BOS 101A before beginning the program.

Course Number	Course Title	Credit Hours
---------------	--------------	--------------

Major/Area Requirements

BMG 140*	Introduction to Business.....	3
BMG 160	Principles of Sales	3
BMG 207	Business Communication.....	3
BMG 250	Principles of Marketing.....	3

Credits Required for the Program:..... 12

**BMG 140 should be taken before other program courses. For students with business experience, credit for BMG 140 can sometimes be awarded through credit for prior learning experience. Talk to your faculty advisor for more information.*

Washtenaw Community College does not discriminate on the basis of race, sex, color, religion, national origin, age, disability, height, weight, marital status, or veteran status in provision of its educational programs and services or in employment opportunities and benefits. WCC is committed to compliance in all of its activities and services with the requirements of Title IX of the Educational Amendments of 1972, Public Act 453, Section 504 of the Rehabilitation Act of 1973, Title VII of the Civil Rights Act of 1964 as amended, Public Act 220, and the Americans with Disabilities Act of 1990.

Inquiries concerning programs and services under Title IX and Section 504, and the Americans with Disabilities Act should be directed to the Office of the Dean of Student Services; Room 225A, Student Center Building, 734- 973-3536. Inquiries regarding compliance in employment should be directed to the College Affirmative Action Officer in the Office of Human Resource Management, Room 120, Business Education Building, 934- 973-3497. Inquiries concerning access to facilities should be directed to the Director of Plant Operations, Plant Operations Building, 734- 677-5300.

Washtenaw Community College Program Change Request Form

Program Code: BSLS Program Title: Business Sales

Effective Year: Fall 98

1. Course Related Program Changes:

Course	Course Title	Restricted Elective Group (if applicable)	Credit	Sem	Change(s)
BMG 299	Work Experience Seminar	Business Elective	1		Remove <u>X</u> Add ___ Change Title ___ ___ Change Credit (was: ___) ___ Shift in Sequence (was: ___)
					Remove ___ Add ___ Change Title ___ ___ Change Credit (was: ___) ___ Shift in Sequence (was: ___)
					Remove ___ Add ___ Change Title ___ ___ Change Credit (was: ___) ___ Shift in Sequence (was: ___)
					Remove ___ Add ___ Change Title ___ ___ Change Credit (was: ___) ___ Shift in Sequence (was: ___)
					Remove ___ Add ___ Change Title ___ ___ Change Credit (was: ___) ___ Shift in Sequence (was: ___)
					Remove ___ Add ___ Change Title ___ ___ Change Credit (was: ___) ___ Shift in Sequence (was: ___)
					Remove ___ Add ___ Change Title ___ ___ Change Credit (was: ___) ___ Shift in Sequence (was: ___)
					Remove ___ Add ___ Change Title ___ ___ Change Credit (was: ___) ___ Shift in Sequence (was: ___)
					Remove ___ Add ___ Change Title ___ ___ Change Credit (was: ___) ___ Shift in Sequence (was: ___)

2. Total Credit Hours for Program: Before Proposed Changes: 33 After Proposed Changes: 33

3. Non-Course Related Program Changes: (description, advisors, admission criteria, title, etc.)

4. Rationale for Proposed Changes:

BMG 299 was terminated. PK

5. Financial/Staffing/Equipment/Space Implications:

6. Has the department consulted with all affected instructional departments? Yes ___ No ___ NA ___

7. Signatures:

Reviewer	Print Name	Signature	Date
Program Change Initiator:			
Department Chair:			
Division Dean:			
VP, Instruction/Student Services:			

If significant changes are proposed, please attach a copy of the most recent program listing from the College Bulletin with changes marked on it. If courses are being changed as part of this proposal, course changes must be approved using the Course/Syllabus Approval Form.

**WASHTENAW COMMUNITY COLLEGE
PROGRAM CHANGE REQUEST**

(1) Program Title: Business Sales Program Number: BSLS Effective Term: Fall 1997

(2) Change Information:

Current Program Course Requirements:			Proposed Program Course Requirements		
Course Number	Course Title	Credit Hours	Course Number	Course Title	Credit Hours
			BOS 030	has been changed to BOS 101A	
			BOS 103	has been deleted.	
			Please make these changes in the program description as shown on Page 67 of the 1996-1997 catalog.		
			A copy of Page 67 showing these changes is attached.		
Current Total Credits:			Proposed Total Credits:		
Non-Course Program Requirements:			Non-Course Program Requirements:		

(3) Rationale for Proposed Changes:
 Course information should be accurate so students are clear about keyboarding requirements.

(4) Financial/Staffing/Resource Implications of Change

(5) Has this program change been reviewed by all affected instructional departments? yes no

(6) Signatures	Comments	Signature	Date
Program Change Initiator			4-22-97
Department Chair(s) or Area Director(s)			4-22-97
Dean(s)			4/30/97
VP for Instruction/Student Services			5/1/97

CWC: N/A DATA: 5/7/97

Business Sales

College Certificate Program: Code BSLS

Advisors: Steve Ennes, Ron Zeeb

This College Certificate program offers a wide range of beginning career opportunities primarily in the field of sales. The program provides marketing skills in sales presentation, negotiation and customer service. Additional areas of concentration include display preparation, inventory analysis and basic market research.

Course Number	Course Title	Credit Hours
First Semester		
BMG 140	Introduction to Business	3
COM 101	Fundamentals of Speaking.....	3
ENG 100	Communication Skills or	
ENG 111	Composition I	4
MTH 163	Business Mathematics (or 169 or higher).....	3-4
PSY 100	Introductory Psychology	3
		<u>16-17</u>
Second Semester		
ACC 091	Fundamentals of Accounting I or	
ACC 111	Principles of Accounting I.....	3
BMG 111	Business Law I	3
BMG 160	Principles of Sales.....	3
BMG 200	Human Relations in Business and Industry.....	3
BMG 250	Principles of Marketing.....	3
Elective	Restricted Business Elective	<u>2-3</u>
		17-18

Total credit hours for program: 33-35

Restricted Business Electives		
BMG 174	Business Co-op I	1-3
BMG 255	Marketing & Management Career Development	2
BMG 270	Advertising Principles.....	3
BMG 299	Work Experience Seminar.....	1
CIS 100	Introduction to Computers	3

NOTE: All students seeking a Business certificate must demonstrate keyboarding proficiency either by successfully completing one of the following courses: BOS 101, BOS 101A, or BOS 102; or by passing a keyboarding proficiency test.

Business Sales College Certificate Program: Code BSLS

Advisors: Steve Ennes, Ron Zeeb

This College Certificate program offers a wide range of beginning career opportunities primarily in the field of sales. The program provides marketing skills in sales presentation, negotiation and customer service. Additional areas of concentration include display preparation, inventory analysis and basic market research.

Course Number	Course Title	Credit Hours
First Semester		
BMG 140	Introduction to Business	3
CMT 101	Fundamentals of Speaking	3
ENG 100	Communication Skills or	
ENG 111	Composition I.....	4
MTH 163	Business Mathematics (or 169 or higher)	3
PSY 100	Introductory Psychology	3
		16
Second Semester		
ACC 091	Fundamentals of Accounting I or	
ACC 111	Principles of Accounting I	3
BMG 111	Business Law I	3
BMG 160	Principles of Sales.....	3
BMG 200	Human Relations in Business and Industry	3
BMG 250	Principles of Marketing	3
Elective	Restricted Business Elective	2-3
		17-18

Total credit hours for program: 33-34

Restricted Business Electives

BMG 174	Business Co-op I
BMG 255	Marketing & Management Career Development
BMG 270	Advertising Principles
BMG 299	Work Experience Seminar
CIS 100	Introduction to Computers

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