

Program Information Report

**Business & Culinary Management**

**Business Enterprise Basics (CTBUSB)**

**Certificate**

**Program Effective Term: Fall 2019**

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

**Program is also available online**

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

Major/Area Requirements		(15 credits)
ACC 100 or	Accounting Practices for Business	3
ACC 111	Principles of Accounting I*	3
BMG 140	Introduction to Business	3
BMG 207	Business Communication	3
BMG 230	Principles of Management	3
BMG 250	Principles of Marketing	3

**Minimum Credits Required for the Program: 15**

**Notes:**

\*A math level of 4 is required for ACC 111.

**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>Business Enterprise Basics Certificate</u></p> <p><u>Business/Computer Technologies - Business</u></p> <p><input type="checkbox"/> AA   <input type="checkbox"/> AS   <input type="checkbox"/> AAS  <input checked="" type="checkbox"/> Cert.   <input type="checkbox"/> Adv. Cert.   <input type="checkbox"/> Post-Assoc. Cert.   <input type="checkbox"/> Cert. of Comp.</p> <p><u>Fall 2019</u></p> <p><u>Donna Rochester</u></p>	<p><b>Program Code:</b></p> <p><u>CTBUSB</u></p> <p><b>CIP Code:</b></p> <p><u>52.0201</u></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>This program will provide the student with business foundation skills and knowledge, and it is the first credential of two certificates that "nest" into the A.A.S. Business Enterprise degree at WCC. Further, this certificate will allow the student to determine a specific field of study in business.</p>	
<p><b>Need</b>          Need for the program with evidence to support the stated need.</p>	<p>This 15-credit certificate will "nest" into an advanced business certificate then into the A.A.S. Business Enterprise degree.</p> <p>The WCC student can determine the area of business concentration they may wish to pursue in the advanced business certificate (Business Enterprise Essentials Certificate).</p> <p>The Bureau of Labor Statistics cites "Employment of business and financial operations occupations is projected to grow 10 percent from 2016 to 2026, faster than the average for all occupations." In addition, "This medium annual wage for business and financial occupations was \$67,710 in May 2017, which was higher than the median annual wage for all occupations of \$37,690."</p>	
<p><b>Program Outcomes/Assessment</b>          State the knowledge to be gained, skills to be learned, and attitudes to be developed by students in the program.          Include assessment methods that will be used to determine the effectiveness of the program.</p>	<p><u>Outcomes</u></p> <ol style="list-style-type: none"> <li>1. Identify the process steps used to create, analyze, and improve both written and spoken business messages.</li> <li>2. Identify the functions of business and how they work together to meet organizational goals.</li> <li>3. Identify basic management concepts and principles that promote organizational success.</li> <li>4. Identify a company's marketing strategy.</li> </ol>	<p><u>Assessment method</u></p> <ol style="list-style-type: none"> <li>1. BMG 207 Comprehensive Departmental Exam.</li> <li>2. BMG 140 Comprehensive Departmental Exam.</li> <li>3. BMG 230 Comprehensive Departmental Exam.</li> <li>4. BMG 250 Comprehensive Departmental Exam.</li> </ol>

<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>Associate degree programs must provide a semester by semester program layout.</p>	<p>BMG 207 Business Communication – 3 credit hours          BMG 140 Introduction to Business – 3 credit hours          BMG 250 – Principles of Marketing – 3 credit hours          BMG 230 – Principles of Management – 3 credit hours          ACC 100 – Accounting Practices for Business – 3 credit hours          Or ACC 111 – Principles of Accounting I (requires math level 4)</p> <p>Total: 15 credit hours</p>		
<p><b>Budget</b></p> <p>Specify program costs in the following areas, per academic year:</p> <p>Current courses and current faculty</p>		<p><b>START-UP COSTS</b></p>	<p><b>ONGOING COSTS</b></p>
	<p><b>Faculty</b></p>	<p>\$ .</p>	
	<p><b>Training/Travel</b></p>	<p>.</p>	<p>.</p>
	<p><b>Materials/Resources</b></p>	<p>.</p>	<p>.</p>
	<p><b>Facilities/Equipment</b></p>	<p>.</p>	<p>.</p>
	<p><b>Other</b></p>	<p>.</p>	<p>.</p>
	<p><b>TOTALS:</b></p>	<p>\$ . 0</p>	<p>\$ . 0</p>
<p><b>Program Description for Catalog and Web site</b></p>	<p>In this program, students will develop a foundational understanding of business operations basics. It will provide a framework for students to develop a plan for future study in the business field.</p>		
<p><b>Program Information</b></p>	<p><b>Accreditation/Licensure – N/A</b></p> <p><b>Advisors – Sandro Tuccinardi Donna Rochester</b></p> <p><b>Advisory Committee - Yes</b></p> <p><b>Admission requirements – N/A</b></p> <p><b>Articulation agreements – N/A</b></p> <p><b>Continuing eligibility requirements – N/A</b></p>		

**Assessment plan:**

Program outcomes to be assessed	Assessment tool	When assessment will take place	Courses/other populations	Number students to be assessed
Identify the process steps used to create, analyze, and improve both written and spoken business messages.	Departmental Comprehensive Exam	Winter 2023	All sections of BMG 207	All Students

Identify the functions of business and how they work together to meet organizational goals.	Departmental Comprehensive Exam	Winter 2023	All Sections of BMG 140	All Students
Identify basic management concepts and principles that promote organizational success.	Departmental Comprehensive Exam	Winter 2023	All Sections of BMG 230	All Students
Identify a company's marketing strategy.	Departmental Comprehensive Exam	Winter 2023	All Sections of BMG 250	All students

**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.

Comprehensive Departmental Exams

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

70% of students will score 70% or better

3. Indicate who will score and analyze the data.

Departmental Faculty

REVIEWER	PRINT NAME	SIGNATURE	DATE
Department Chair/Area Director	Doug Waters	<i>[Signature]</i>	2/21/19
Dean	Eva Samulski	<i>[Signature]</i>	2-21-19
Curriculum Committee Chair	LISA VEASEY	<i>[Signature]</i>	4/4/19
<b>Please submit completed form to the Office of Curriculum and Assessment (SC 257).            Once reviewed by the appropriate faculty committees, we will secure the signature of the VPI and President.</b>			
Vice President for Instruction <input type="checkbox"/> Approved for Development <input checked="" type="checkbox"/> Final Approval	Kimberly Hurns	<i>[Signature]</i>	4/16/2019
President	Rose Bellanca	<i>[Signature]</i>	6/6/19
Board Approval			6/25/19