

Program Information Report

Business & Culinary Management

Business Enterprise (APBUSD) Associate in Applied Science Degree Program Effective Term: Fall 2019

High Demand Occupation High Skill Occupation High Wage Occupation

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

First Semester		(15 credits)
ACC 100 or	Accounting Practices for Business	
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
Second Semester		(15 credits)
Restricted Elective(s): Select 15 credits from ACC 110, ACC 131, BMG 111, BMG 160, BMG 181, BMG 200, BMG 205, BMG 206, BMG 228, BMG 240, BMG 273, BOS 184		15
Third Semester		(15 credits)
BMG 293	Business Enterprise Essentials Capstone	1
Elective	Writing Elective(s)	3-4
Elective	Math Elective(s)	3-4
Elective	Nat. Sci. Elective(s)	3-4
Elective	Open Electives	5
Fourth Semester		(15 credits)
Elective	Speech/Comp. Elective(s)	3-4
Elective	Soc. Sci. Elective(s)	3
Elective	Arts/Human. Elective(s)	3
Elective	Open Electives	6
Minimum Credits Required for the Program:		60

PROGRAM PROPOSAL FORM

Preliminary Approval – Check here when using this form for preliminary approval of a program proposal, and respond to the items in general terms.

Final Approval – Check here when completing this form after the Vice President for Instruction has given preliminary approval to a program proposal. For final approval, complete information must be provided for each item.

<p>Program Name:</p> <p>Division and Department:</p> <p>Type of Award:</p> <p>Effective Term/Year:</p> <p>Initiator:</p>	<p><u>Business Enterprise</u></p> <p><u>Business/Computer Technologies - Business</u></p> <p><input type="checkbox"/> AA <input type="checkbox"/> AS <input checked="" type="checkbox"/> AAS <input type="checkbox"/> Cert. <input type="checkbox"/> Adv. Cert. <input type="checkbox"/> Post-Assoc. Cert. <input type="checkbox"/> Cert. of Comp.</p> <p><u>Catalog Year 2020</u></p> <p><u>Donna Rochester</u></p>	<p>Program Code:</p> <p><u>APBUSD</u></p> <p>CIP Code:</p> <p><u>52.0201</u></p>
<p>Program Features Program's purpose and its goals. Criteria for entry into the program, along with projected enrollment figures. Connection to other WCC programs, as well as accrediting agencies or professional organizations. Special features of the program.</p>	<p>This program will provide the student with an A.A.S. in Business Enterprise that will prepare the student with appropriate skills and knowledge to enter the business workforce.</p> <p>This is the third credential in the business enterprise program (Business Enterprise Basics Certificate and Business Enterprise Essentials Advanced Certificate).</p>	
<p>Need Need for the program with evidence to support the stated need.</p>	<p>This A.A.S. Business Enterprise degree is a completion credential for employment in business.</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>Program Outcomes/Assessment 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"> 1. Define a business problem appropriate to the case study provided. 2. Acquire appropriate industry research. 3. Apply critical thinking and three business enterprise essential skills to the problem. 4. Make and explain a recommendation to solve the identified problem. 	<p><u>Assessment method</u></p> <ol style="list-style-type: none"> 1. BMG 293 Capstone course project. 2. BMG 293 Capstone course project. 3. BMG 293 Capstone Course Project. 4. BMG 293 Capstone Course Project.

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

70% of students will score 70% or higher

3. Indicate who will score and analyze the data.

Departmental Faculty

REVIEWER	PRINT NAME	SIGNATURE	DATE
Department Chair/Area Director	Doug Waters	<i>Doug Waters</i>	2/21/19
Dean	Eva Samulski	<i>Eva Samulski</i>	2-21-19
Curriculum Committee Chair	Deasey	<i>Deasey</i>	4/4/19
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.			
Vice President for Instruction <input type="checkbox"/> Approved for Development <input type="checkbox"/> Final Approval	Kimberly Hurns	<i>Kimberly Hurns</i>	4/16/19
President	Rose Bellanca	<i>RB Bellanca</i>	6/6/19
Board Approval			6/25/19