

## Program Information Report

## Business &amp; Entrepreneurship

**Business Enterprise (APBUSD)****Associate in Applied Science Degree**

Program Effective Term: Fall 2024

High Demand Occupation High Skill Occupation High Wage Occupation

[Program is also available online](#)

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.

<b>First Semester</b>		<b>(15 credits)</b>
BMG 140	Introduction to Business	3
BMG 207	Business Communication	3
Elective	Writing Elective(s)	3
Elective	Math Elective(s)	3
Elective	Restricted Elective(s)*	3
<b>Second Semester</b>		<b>(15 credits)</b>
ACC 111	Principles of Financial Accounting	3
Elective	Speech/Comp. Elective(s)	3
Elective	Nat. Sci. Elective(s)	3
Elective	Restricted Elective(s)*	3
Elective	Restricted Elective(s)*	3
<b>Third Semester</b>		<b>(15 credits)</b>
BMG 230	Principles of Management	3
Elective	Soc. Sci. Elective(s)	3
Elective	Arts/Human. Elective(s)	3
Elective	Restricted Elective(s)*	3
Elective	Restricted Elective(s)*	3
<b>Fourth Semester</b>		<b>(15 credits)</b>
BMG 250	Principles of Marketing	3
BMG 293	Business Enterprise Essentials Capstone	1
Elective	Open elective(s) to reach a minimum of 60 credits.	11

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

**Notes:**

\*Restricted Elective(s) select any course from the following disciplines: ACC, BMG, BOS.

WASHTENAW COMMUNITY COLLEGE

PROGRAM CHANGE FORM

<b>Program Code: APBUSD</b>	<b>Current Program Name: Business Enterprise</b>	<b>Effective Term: Fall 2024</b>
<b>Division Code: BCT</b>	<b>Department: Business</b>	

**Directions:**

1. Attach the current program listing from the WCC catalog or website 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 CurricUNET, but should be submitted at the same time as the program change form.
4. If changes affect the program assessment plan or if program outcomes are updated, please submit a Program Assessment Plan Change form. These changes must be approved separately from the program change form and should be submitted at the same time. Current program assessment plans can be found on the Curriculum and Assessment, Program Information page.

**Requested Changes:**

Remove course(s): ACC 100 Accounting for Business

Add course(s): \_\_\_\_\_

Program title (new title is \_\_\_\_\_)

Description

Advisors

Program admission requirements

Continuing eligibility requirements

Program outcomes (may also result from removing or adding a course)\*

Program assessment plan\*

Accreditation information

Other

Note: A change to the Award Type requires the submission of a new program proposal form and a separate program inactivation form. Contact the Director of Curriculum & Assessment for more information.

**Show all changes on the catalog page you attach.**


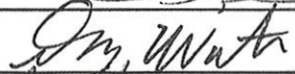
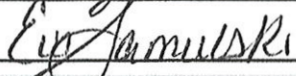
\* Please submit a Program Assessment Plan Change form.

**Rationale for proposed changes:**  
 ACC 100 should be removed as the course is being sunsetted.

**Financial/staffing/equipment/space implications:**  
None

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

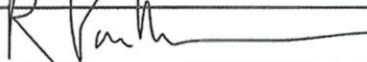
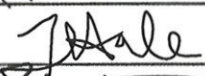

**Signatures:**

Reviewer	Print Name	Signature	Date
Initiator	Donna Beckwith		10/12/23
Department Chair	DOUG WATER		10-12-23
Division Dean/Administrator	Eric Samuski		10-12-23
<p><i>Please return completed form to the Office of Curriculum &amp; Assessment, SC 257 or by e-mail to curriculum.assessment@wccnet.edu Once reviewed by the appropriate faculty committees we will secure the signature of the VPI.</i></p>			
Reviewer	Print Name	Signature	Date

Office of Curriculum & Assessment Page 1 of 2 Revised 4/1/21

WASHTENAW COMMUNITY COLLEGE

**PROGRAM CHANGE FORM**

Curriculum Committee Chair	Randy Van Wagnen		1-22-24
Assessment Committee Chair	Jessica Hale		1/30/24
Vice President for Instruction	Dr. Brandon Tucker		2/8/24

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Reviewed by C&A Committees 11/16/23

## Program Information Report

## Business &amp; Culinary Arts

**Business Enterprise (APBUSD)****Associate in Applied Science Degree**

Program Effective Term: Fall 2020

High Demand Occupation High Skill Occupation High Wage Occupation

[Program is also available online](#)

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 165, BMG 181, 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 CHANGE OR DISCONTINUATION FORM**

**Program Code:**    **Course Name:** Business Enterprise  
**APBUSD**

**Effective Term:** Fall 2020

**Division Code:**    **Department:** Business  
**BCT**

**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 200_____ | <input type="checkbox"/> Continuing eligibility requirements  |
| <input checked="" type="checkbox"/> Add course(s): _____ BMG 165_____    | <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:**

BMG 200 always struggled to fill and was never converted to an online format, which is especially crucial in the COVID environment. As such, BMG 200 has been discontinued.

BMG 165 will be used as a replacement course.

**Financial/staffing/equipment/space implications:**

None.

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

Business.

**Signatures:**

Reviewer	Print Name	Signature	Date
Initiator	Doug Waters	/s/ Doug Waters	9/28/20
Department Chair	Doug Waters	/s/ Doug Waters	9/28/20
Division Dean/Administrator	Eva Samulski	/s/ Eva Samulski	9/29/20
<b>Please submit completed form to the Office of Curriculum and Assessment (SC 257).</b> Once reviewed by the appropriate faculty committees we will secure the signature of the VPI and President.			
Vice President for Instruction	Kimberly Hurns	Kimberly Hurns	10/19/2020
President	Rose B. Bellanca		

Do not write in shaded area. Entered in: Banner \_\_\_\_\_ C&A Database \_\_\_\_\_ Log File \_\_\_\_\_ Board Approval \_\_\_\_\_

Reviewed by C&A Committees 10/15/20

## 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
<b>Minimum Credits Required for the Program:</b>		<b>60</b>

**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</u></p> <p><u>Business/Computer Technologies - Business</u></p> <p><input type="checkbox"/> AA   <input type="checkbox"/> AS   <input checked="" type="checkbox"/> <b>AAS</b>  <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><b>Program Code:</b></p> <p><u>APBUSD</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 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><b>Need</b>  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><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. Define a business problem appropriate to the case study provided.</li> <li>2. Acquire appropriate industry research.</li> <li>3. Apply critical thinking and three business enterprise essential skills to the problem.</li> <li>4. Make and explain a recommendation to solve the identified problem.</li> </ol>	<p><u>Assessment method</u></p> <ol style="list-style-type: none"> <li>1. BMG 293 Capstone course project.</li> <li>2. BMG 293 Capstone course project.</li> <li>3. BMG 293 Capstone Course Project.</li> <li>4. BMG 293 Capstone Course Project.</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><b>Semester 1</b></p> <table border="0"> <tr> <td>BMG 207 Business Communication</td> <td>3 credit hours</td> </tr> <tr> <td>BMG 140 Introduction to Business</td> <td>3 credit hours</td> </tr> <tr> <td>BMG 250 Principles of Marketing</td> <td>3 credit hours</td> </tr> <tr> <td>BMG 230 Principles of Management</td> <td>3 credit hours</td> </tr> <tr> <td>ACC 100 Accounting Practices for Business</td> <td>3 credit hours</td> </tr> <tr> <td>Or ACC 111 Principles of Accounting I</td> <td>3 credit hours</td> </tr> <tr> <td></td> <td><b>15 cr.</b></td> </tr> </table> <p><b>Semester 2</b></p> <p>Select 15 credits from the following courses:</p> <p>BMG 200 Relationship Skills in the Workplace - 3 credit hours  BMG 240 Human Resources Management - 3 credit hours  ACC 131 QuickBooks - 3 credit hours  ACC 110 Payroll Accounting - 3 credit hours  BOS 184 Spreadsheet Software Applications I - 3 credit hours  BMG 111 Business Law I - 3 credit hours  BMG 160 Principles of Sales - 3 credit hours  BMG 205 Creating the Customer Experience - 3 credit hours  BMG 206 Retail Principles and Practices - 3 credit hours  BMG 228 Purchasing and Inventory Control - 3 credit hours  BMG 181 Introduction to Supply Chain Management - 3 credit hours  BMG 273 Managing Operations - 3 credit hours</p> <p><b>Semester 3</b></p> <table border="0"> <tr> <td>BMG 293 Business Enterprise Essentials Capstone</td> <td>1 credit hour</td> </tr> <tr> <td>Writing/Composition</td> <td>3 - 4 credit hours</td> </tr> <tr> <td>Mathematics</td> <td>3 - 4 credit hours</td> </tr> <tr> <td>Natural Sciences</td> <td>3 - 4 credit hours</td> </tr> <tr> <td>Open Electives</td> <td>5 credit hours</td> </tr> <tr> <td></td> <td><b>15 cr.</b></td> </tr> </table> <p><b>Semester 4</b></p> <table border="0"> <tr> <td>2<sup>nd</sup> Writing/Composition</td> <td>3 - 4 credit hours</td> </tr> <tr> <td>Social and behavioral Sciences</td> <td>3 credit hours</td> </tr> <tr> <td>Arts and Humanities</td> <td>3 credit hours</td> </tr> <tr> <td>Open Electives</td> <td>2 - 6 credit hours</td> </tr> <tr> <td></td> <td><b>15 cr.</b></td> </tr> </table> <p style="text-align: right;"><b>Minimum <u>60 credits</u></b></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	3 credit hours		<b>15 cr.</b>	BMG 293 Business Enterprise Essentials Capstone	1 credit hour	Writing/Composition	3 - 4 credit hours	Mathematics	3 - 4 credit hours	Natural Sciences	3 - 4 credit hours	Open Electives	5 credit hours		<b>15 cr.</b>	2 <sup>nd</sup> Writing/Composition	3 - 4 credit hours	Social and behavioral Sciences	3 credit hours	Arts and Humanities	3 credit hours	Open Electives	2 - 6 credit hours		<b>15 cr.</b>
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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