Washtenaw Community College

Program Discontinuation Request Form

Prior to discontinuation, programs must go through a "phase-out" process. During this time, new students cannot request or enroll in the program, nor can students transfer to the program. Only students currently enrolled in the program will be given up to three years to complete the program requirements and graduate or move to another program. The goals of the phase-out process are to ensure that program discontinuation decisions are data driven, and that all students in the program are given support and adequate time to complete their program or transfer to other programs if preferred. **All efforts should be taken to support students in completing their program.**

Instructions: Complete the information below, process for signatures and forward the document to the Office of Curriculum and Assessment (SC 257 or curriculum.assessment@wccnet.edu).

Program Code:	Program Name:	Effective Academic Year to <u>Begin Phase-out</u> (must begin in Fall term):
APWDDD	Web Design and Development	Fall 2024
Division Code:	**Department:**	**Academic Year to Discontinue Program (3 years following beginning of phase-out):**
BCT	Digital Media Arts	2027-2028

Washtenaw Community College

Program Discontinuation Request Form

Rationale for discontinuation: Comprehensive program analysis must be completed before requesting program discontinuation. Requestor must include with this form data from that analysis justifying the request, *including but not limited to the following:*

Reason for Closure

Despite the strengths of the Web Program(s), we have seen a consistent decline in enrollment over the past five years. This trend has challenged the academic sustainability of the program(s). A comprehensive program review for the WEB program was completed in 2021 and 2023. During the review, the faculty and administration could better analyze the enrollment, retention and completion rates for all of the web program(s) so all parties were aware of the viability of the program(s). Data from these program reviews prompted administration to approve all WEB courses be developed in an online format and the faculty creating additional certificates to attract a more diverse student body. Even with restructuring the certificate pathways, and developing all courses to have an online learning option, student enrollment continued to stay low. Despite efforts by faculty and administration, the program(s) are not viable.

Impact Analysis

WCC is committed to facilitating a smooth transition for our students through personalized academic advising, a teach out plan for students who are currently pursuing a certificate and/or degree and helping them find alternative programs that meet their educational and career goals if that is their choice.

1. Program enrollment for past 5 years

Program Enrollment Based on Current and Recently Discontinued Certificate Programs	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023	1 Year Change in Numbers	1 Year Change in Percentage
Client Side Web Developer (CTWBCD)	0	4	2	5	2	-3	-60%
Interface Designer (CTWBID)	0	1	2	2	1	-1	-50%
Server Side Web Developer (CTWBSD)	0	1	1	1	0	-1	-100%
User Experience Designer (CTWUED)	0	5	5	6	7	1	17%
Web Database Programming Prof. (CVWDPP)	5	10	8	9	6	-3	-33%
Web Design (CVWDSN)	0	0	0	1	0	-1	-100%
Web Design and Development (CTWDDC)	23	13	6	0	0	0	0%
Web Development (CVWDEV)	3	1	0	0	0	0	0%
Web Graphic Design (CTWBGC)	1	0	0	0	0	0	0%

Program Enrollment Based on Degree Concentration										
Pgm Descr	Concentration	Conc Descr	2018-2019	2019-2020	% Change	2020-2021	% Change	2021-2022	% Change	2022-2023	% Change	5yr Change
Web Design and Development	WDES	Web Design	26	23	-12%	17	-26%	10	-41%	2	-80%	-92%
Web Design and Development	WDVP	Web Development	35	31	-11%	16	-48%	12	-25%	6	-50%	-83%

2. Graduation/completion rates

Washtenaw Community College

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Program Graduation Rates Degree Programs

Pgm Descr	Concentration	Conc Descr	2018-2019	2019-2020	% Change	2020-2021	% Change	2021-2022	% Change	2022-2023	1 Year Change	5yr Change
Web Design and Development	WDES	Web Design	5		-100%		0%		0%		0%	-100%
Web Design and Development	WDVP	Web Development	6	2	-67%	1	-50%	1	0%	1	0%	-83%

Program Graduation Rates Certificate Programs	2018-2019	2019-2020	2019-2020	2020-2021	2020-2021	2021-2022	2021-2022	2022-2023	2022-2023
	# Grads	# Grads	% of Change	# of Grads	% of Change	# of Grads	% of Change	# of Grads	% of Change
Client Side Web Developer (CTWBCD)	0	4	100%	3	25%	7	133%	3	57%
Interface Designer (CTWBID)	0	2	100%	4	100%	5	25%	4	-20%
Server Side Web Developer (CTWBSD)	0	0	0%	4	100%	1	-75%	2	100%
User Experience Designer (CTWUED)	0	6	100%	7	17%	11	57%	7	-36%
Web Database Programming Prof. (CVWDPP)	3	2	-33%	1	-50%	1	0%	2	100%
Web Design (CVWDSN)	1	0	-100%	0	0%	0	0%	0	0%
Web Design and Development (CTWDDC)	2	1	-50%	0	-100%	0	0%	0	0%
Web Development (CVWDEV)	3	0	-100%	0	0%	0	0%	0	0%
Web Graphic Design (CTWBGC)	0	0	0%	0	0%	0	0%	0	0%

Current active programs are below:

Certificate Programs

- Client-side Web Developer (CTWBCD)
- Interface Designer (CTWBID)
- Server-side Web Developer (CTWBSD)
- User Experience Designer (CTWUED)

Degree

- Web Design and Development (APWDDD)

3. Estimated current program costs (e.g. personnel, equipment, etc.)

One full-time faculty, Jason Withrow, will be retiring in August of 2024. The other full-time faculty member, Kelley Gottschang will continue to teach graphic design courses. No faculty will be displaced due to the program closure.

4. Job outlook, including wage data, job openings, and projected growth or decline

The demand for web developers and digital designers is expected to grow due to the continuous need for businesses to maintain and enhance their online presence. This includes not just traditional websites but also mobile applications and social media platforms.

Industry has proven that a formal certificate/degree may not always be necessary to secure employment. With the ever-growing tools available to assist with web design and development, individuals have alternative pathways to learning this skill outside of a traditional formal college certificate or degree program(s). Despite numerous efforts to develop online courses and create mini certificate programs at WCC, students are opting to not enroll in the credit program(s). This is particularly important to note in a field where portfolio and demonstrated skills can often outweigh traditional educational credentials.

5. Advisory committee feedback (if applicable)

N/A

Program Discontinuation Request Form

Describe the phase-out plan. Include *at a minimum* the following:

1. Number of currently enrolled students (including those in related Transfer programs).

   See attached Excel spreadsheet.

2. List below or attach separately a list of current students *(do not include names)* with the following information: total credits earned; which courses have been completed; which courses are they in currently; what courses remain to complete.

   See attached Excel spreadsheet

3. Describe your communication plan providing information regarding the phase-out to current students, advisors, and other appropriate parties. Include estimated content and timeline for communications.

   See attached letter that was sent to all students who have declared one of the certificate or degree programs within the last two years. Letter was emailed to students on April 5, 2024 and a copy sent out via USPS to their home address on file at WCC.

4. Are there active Transfer programs associated with this program? *Yes. See below.*

Web Design and Development is included on the following:

- <u>EMU Communication Technology BS – AAS in Web Design & Development</u>
- <u>EMU Technology Management BS</u>

In addition there are WEB courses in the following:
- <u>EMU Graphic Design BFA</u>
- <u>EMU Communication Technology BS – AAS in Graphic Design</u>
- <u>EMU Communication Technology BS – AAS in Photographic Technology</u>
- <u>EMU Communication Technology BS – AAS in Digital Media Arts</u>

List all departments that are currently using this program and the date they were notified of the planned discontinuation:

Programs/Departments that currently use WEB courses in their programs are listed below. Please note that none of the WEB certificates/degrees are used in their entirety in other programs. The WCCEA and Digital Media Arts Dept. was notified of the program(s) closures on February 28, 2024 and the HSS Department notified on May 7, 2024.

Dept. Name	Certificate/Degree Title	Certificate/Degree Code	How WEB Course(s) Impact Program
Digital Media Arts	Audio Production and Engineering	CTMPEA	Restricted Elective
Digital Media Arts	Client-side Web Developer	CTWBCD	Requirement
Digital Media Arts	Digital Media Arts	APDMA	DMA Restricted Elective
Digital Media Arts	Graphic Design	CFGDTC	Requirement
Digital Media Arts	Graphic Design	APGRD	Requirement
Digital Media Arts	Interface Designer	CTWBID	Requirement

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English and College Readiness	Journalism	AAJOUR	Restricted Elective
Digital Media Arts	Photographic Technology	APPHOT	Restricted Elective WEB 110
Digital Media Arts	Server-side Web Developer	CTWBSD	Requirement
English and College Readiness	Technical Communication	CTTC	Restricted Elective
English and College Readiness	Technical Communication	AATCD	Restricted Elective
Digital Media Arts	User Experience Designer	CTWUED	Requirement
Digital Media Arts	Web Design and Development	APWDDD	Requirement

Signatures:

Reviewer	Print Name	Signature	Date
Initiator	Eva Samulski	*Eva Samulski*	05/07/2024
Department Chair			
Division Dean	Eva Samulski	*Eva Samulski*	05/07/2024

STOP HERE

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

Reviewer	Print Name	Signature	Date
Curriculum Committee Chair	Randy Van Wagnen	*RVanWagnen*	6-25-24
Interim Vice President for Instruction	Dr. Brandon Tucker		7/10/24
President	Dr. Rose B. Bellanca	*RBBellanca*	7/4/24

Reviewed by C&A Committees 6/6/24

Broadcast, Communication, Visual, Digital & Fine Arts

Web Design and Development (APWDDD)
Associate in Applied Science Degree
Program Effective Term: **Fall 2024**

High Demand Occupation   High Skill Occupation   High Wage Occupation

Program is also available online

This degree prepares students for the multi-faceted industry of Web design and development. The content in web coding, web programming, web design, and user experience provide a rich variety of classes that prepare students to enter the Web industry with a range of skills and knowledge. By focusing on one or more areas in the degree, students 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 - AVAILABLE ONLINE
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
WEB 163 User Research and Project Management

Server-side Web Developer Certificate
CPS 276 Web Programming Using PHP and MySQL
WEB 230 Advanced JavaScript
Any WEB, CIS or CPS course

Articulation:
Eastern Michigan University, BS degrees

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site: https://www.wccnet.edu/learn/transfer-wcc-credits/articulation-agreements.php.

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*	4
Elective	Open elective(s) to reach a minimum of 60 total credits.	3

Second Semester		(14 credits)
	Certificate Course 2	4
Elective	Math Elective(s)	3
Elective	Soc. Sci. Elective(s)	3
Elective	Restricted Elective(s) 2*	4

Third Semester		(14 credits)
	Certificate Course 3	3
Elective	Nat. Sci. Elective(s)	3
Elective	Restricted Elective(s) 3*	4
Elective	WEB Elective(s): Complete a course that is not in your chosen certificate.	4

Program Information Report

Fourth Semester		(15 credits)
Elective	Restricted Elective(s) 4*	4
Elective	WEB Elective(s): Complete a course that is not in your chosen certificate.	4
Elective	Open elective(s) to reach a minimum of 60 total credits.	4
COM 101	Fundamentals of Speaking	3

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

Notes:

*Choose from any of the following disciplines: ANI, CIS, CPS, ENG 107, ENG 209, GDT, PHO, WEB.

WASHTENAW COMMUNITY COLLEGE

PROGRAM CHANGE FORM

Program Code: APWDDD	Current Program Name: Web Design and Development	Effective Term: Fall 2024
Division Code: BCT	Department:Computer Digital Media Arts	

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):

☐ Add course(s):

☐ Program title (new title is _____)

☐ Description

☐ Advisors

☐ Program admission requirements
☐ Continuing eligibility requirements

Show all changes on the <mark>catalog page you attach.</mark>

* Please submit a Program Assessment Plan Change form.

☐ 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.

Rationale for proposed changes:

Current listing for writing electives, math electives and natural science electives are being changed to reflect a range of credits. Example: Writing Elective – 3-4, Math Elective 3-4, Natural Science Elective 3-5. Division is updating all degrees and certificates to align and have the same arts and sciences credit hours listed.

Financial/staffing/equipment/space implications:
None

List departments that have been consulted regarding their use of this program.
Computer Science & Information Technology

Signatures:

Reviewer	Print Name	Signature	Date
Initiator	Kelley Gottscharg	*signature*	10/12/23
Department Chair	Jason Withrow	*signature*	10/12/23
Division Dean/Administrator	Eva Samulski	*signature*	10-12-23
	Please return completed form to the Office of Curriculum & 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.		
Reviewer	Print Name	Signature	Date

WASHTENAW COMMUNITY COLLEGE

PROGRAM CHANGE FORM

Curriculum Committee Chair			
Assessment Committee Chair			
Vice President for Instruction			

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Reviewed by C&A Committees 11/9/23

Program layout updated due to course resequencing. Change made to facilitate data migration for new Course Leaf software. Per 2/1/24 C&A committees' meeting, resequencing with minimal effect to credit hours/per semester does not require C&A Committee review.

Program Information Report

Broadcast, Communication, Visual, Digital & Fine Arts

Web Design and Development (APWDDD)
Associate in Applied Science Degree
Program Effective Term: Fall 2023

High Demand Occupation   High Skill Occupation   High Wage Occupation

Program is also available online

This degree prepares students for the multi-faceted industry of Web design and development. The content in web coding, web programming, web design, and user experience provide a rich variety of classes that prepare students to enter the Web industry with a range of skills and knowledge. By focusing on one or more areas in the degree, students 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
WEB 163 User Research and Project Management

Server-side Web Developer Certificate
CPS 276 Web Programming Using PHP and MySQL
WEB 230 Advanced JavaScript
Any WEB, CIS or CPS course

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: https://www.wccnet.edu/learn/transfer-wcc-credits/articulation-agreements.php .

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
Elective	Restricted Elective(s) 2 - Choose from any of the following disciplines: ANI, CIS, CPS, ENG 107, ENG 209, GDT, PHO, WEB.	4

Third Semester		(14 credits)
	Certificate Course 3	3-4
Elective	Nat. Sci. Elective(s)	3

Program Information Report

Elective	Restricted Elective(s) 3 - Choose from any of the following disciplines: ANI, CIS, CPS, ENG 107, ENG 209, GDT, PHO, WEB.	4
Elective	WEB Elective(s): Complete a course that is not in your chosen certificate.	4
Fourth Semester		**(15 credits)**
COM 101	Fundamentals of Speaking	3
Elective	Restricted Elective(s) 4 - Choose from any of the following disciplines: ANI, CIS, CPS, ENG 107, ENG 209, GDT, PHO, WEB.	4
Elective	WEB Elective(s): Complete a course that is not in your chosen certificate.	4
Elective	Open Elective(s) to reach a minimum of 60 credits.	4

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

WASHTENAW COMMUNITY COLLEGE

PROGRAM CHANGE FORM

Program Code: APWDDD	Current Program Name: Web Design and Development	Effective Term: Fall 2023
Division Code: BCT	Department: DMA	

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): BMG 155, WEB 133
☐ Add course(s): Shift WEB 163 to User Experience Designer Certificate (in place of elective there)
☐ Program title (new title is _____)
☒ Description
☐ Advisors
☐ Program admission requirements
☐ Continuing eligibility requirements

Show all changes on the catalog page you attach.

  * Please submit a Program Assessment Plan Change form.

☒ Program outcomes (may also result from removing or adding a course)*
☐ Program assessment plan*
☐ Accreditation information
☒ Other: Digital Strategist Certificate___

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.

Rationale for proposed changes:

We are discontinuing the Digital Strategist certificate. It needs to be removed as an option in our AAS degree. WEB 163 is moving to the User Experience Designer certificate, replacing the elective there.

Financial/staffing/equipment/space implications:
None

List departments that have been consulted regarding their use of this program.
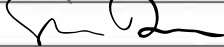No other department uses this program.

Signatures:

Reviewer	Print Name	Signature	Date
Initiator	Kelley K. Gottschang		3/1/2022
Department Chair	Jason Withrow	Jason Withrow	3/1/2022
Division Dean/Administrator	Eva Samulski	Samulski	3/1/2022

***Please return completed form to the Office of Curriculum & 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 and President.***

PROGRAM CHANGE FORM

Reviewer	Print Name	Signature	Date
Curriculum Committee Chair	Randy Van Wagnen		7-25-22
Assessment Committee Chair	Shawn Deron		7/26/2022
Interim Vice President for Instruction	Victor Vega	*Victor M. Vega*	08/18/2022

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Reviewed by the C&A Committees 5/19/22

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

Elective	Restricted Elective(s) 2 - Choose from any of the following disciplines: ANI, CIS, CPS, ENG 107, ENG 209, GDT, PHO, WEB.	4

Third Semester (14 credits)

	Certificate Course 3	3-4
Elective	Nat. Sci. Elective(s)	3
Elective	Restricted Elective(s) 3 - Choose from any of the following disciplines: ANI, CIS, CPS, ENG 107, ENG 209, GDT, PHO, WEB.	4
Elective	WEB Elective(s): Complete a course that is not in your chosen certificate.	4

Fourth Semester (15 credits)

COM 101	Fundamentals of Speaking	3
Elective	Restricted Elective(s) 4 - Choose from any of the following disciplines: ANI, CIS, CPS, ENG 107, ENG 209, GDT, PHO, WEB.	4
Elective	WEB Elective(s): Complete a course that is not in your chosen certificate.	4
Elective	Open Elective(s) to reach a minimum of 60 credits.	4

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

PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: **AWDDD**

Program Name: Web Design and Development

Effective Term: Fall 2019

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:

☐Review
☒Remove course(s): _WEB 235, WEB 255
☒Add course(s): WEB 100, WEB 230, WEB 270
☐Program title (title was _)
☒Description (see attached)
☐Type of award
☒Advisors
☐Articulation information

☐Program admission requirements
☐Continuing eligibility requirements
x Program outcomes
☐Accreditation information
☐Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses)
☒Other *Remove Concentrations*

Show all changes on the <u>attached page from the catalog</u>.

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.

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	INGRID ANKERSON		9/24/18
Division Dean/Administrator	Eva Samulski	Eva Samulski	9-27-18
Vice President for Instruction	Kimberly Hurns		10/11/2018
President			

Do not write in shaded area. Entered in: Banner_____ C&A Database_____ Log File 2/6/19 Board Approval _____

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

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 [1]	7-8 credits	7-8 credits	3-4 credits
Social & Behavioral Science [2]	6 credits	6 credits	3 credits
Arts and Humanities [3]	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

[1] Two courses in Natural Science including one with laboratory experience (from two disciplines)
[2] From two disciplines
[3] 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

Web Design (WDES)	(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 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
Fourth Semester	**(13 credits)**
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**

WASHTENAW COMMUNITY COLLEGE
GENERAL EDUCATION REVISION AAS PROGRAM CHANGE FORM 2018-2019
Due December 8, 2017

Program Code:	APWDDD	Program Name: Web Design + Develymet - Design Track
Division Code:	BCT	Department: DMA - Programing Trhck

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

Current General Education Requirements AAS		**Revised General Education Requirements 2018-2019** AAS	
Writing	3-4 credits	English Composition	3 - 4 credits
Speech	3 credits	2nd 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		
Total	21-24 credits		

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	
	General Education Area
	English Composition – 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
	2nd Course in English Composition or one course in Communication WCC previously required both a second composition/writing course and a communication course. Your options are: 1. Allow students to select any course that meets composition/writing or communication (*recommended*). 2. Require students to take a specific composition course (identify course below and on semester layout). 3. Require students to take a specific communication course (identify course below and on semester layout).
	Requested Change: COM 101

	Mathematics – 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: *Any Math that meets MTA*
	Natural Sciences - The requirement for one natural science course remains the same. No changes will be made unless specifically requested below.
	Optional Change: *Any Nat. Science that meets MTA*
	Social & Behavioral Sciences – The requirement for one social and behavioral science course remains the same. No changes will be made unless specifically requested below.
	Optional Change: *Any S+B Science that meets MTA*
	Arts & Humanities – 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: *Any A+H that meets MTA*

	Computer and Information Literacy
	The requirement for computer and information literacy has been removed. Your options are:
	  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.
	  2. Remove the computer and information literacy course if the program will still meet the minimum of 60 credit hours.
	  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.

	Required Change:

Reviewer	Print Name	Signature	Date
Initiator	Kelley Gottschang	*[signature]*	12/14/17
Department Chair	INGRID ANKERSON	*[signature]*	12/14/17
Division Dean/ Administrator	Eva Samulski	*[signature]*	12-18-17
Vice President for Instruction		*[signature]*	1/9/18

Office use only

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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/.

First Semester		(16 credits)
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

Second Semester		(16 credits)
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

Third Semester		(16 credits)
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

Fourth Semester		(12 credits)
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:

☐ Review
☐ Remove course(s): _____
☐ Add course(s): _____
☐ Program title (title was _____)
☐ Description
☐ Type of award
☐ Advisors
☐ Articulation information

☐ Program admission requirements
☐ Continuing eligibility requirements
☐ Program outcomes
☐ Accreditation information
☐ Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses)
☐ Other   Assessment Plan

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	Cheryl Byrne		12-13-17
Department Chair	Julie Du	Julianne Davis	12/13/17
Division Dean/Administrator	Eva Samulski	Eva Samulski	12-18-17
Vice President for Instruction	Bill	Kimberly Hurns	2/13/18
President			

Do not write in shaded area. Entered in: Banner 2/21/18 C&A Database 2/21/18 Log File _____ Board Approval N/A

Reviewed by CC 2/8/18

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

Logged 12/20/17 cd

Office of Curriculum & Assessment   http://www.wccnet.edu/departments/curriculum

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/.

<div align="center">

Contact Information
</div>

Division: Business/Computer Technologies
Department: Business Department
Advisors: Cheryl Byrne

Requirements <mark>See Revision made for MTA process.</mark>
(Items marked in orange are available online.)

First Semester

Class	Title	Credits
BMG 205	Creating the Customer Experience	3
BMG 206	Retail Principles and Practices	3
Elective(s)	Computer and Information Literacy	3
Elective(s)	Writing	3 - 4
	Restricted Elective(s) 1: Select a course toward completion of a certificate.	3
Total		15 - 16

Second Semester

Class	Title	Credits
BMG 228	Purchasing and Inventory Control	3
Elective(s)	Arts and Humanities	3
MTH 125	or Everyday College Math	
MTH 160	or Basic Statistics	
	Math Elective(s) Any math level 4 or higher course	4
Elective(s)	Speech	3
	Restricted Elective(s) 2: Select a course toward completion of a certificate.	3
Total		16

Third Semester

APRM - Retail Management Associate Degree

Currrent Sequencing

First Semester	Credits
BMG 205 Creating the CX	3
BMG 206 Retail	3
Computer/Info Literacy	3
Writing	4
Restricted Elective	3
	16

Second Semester	
BMG 228 Purchasing & Inv	3
Arts & Humanities	3
Math	4
Speech	3
Restricted Elective	3
	16

Third Semester	
BMG 230 Management Skills	3
Natural Science	3
Social & Behavioral Science	3
Restricted Elective	3
Restricted Elective	3
	14

Fourth Semester	
BMG 273 Managing Ops	3
BMG 295 Field Studies	2
BMG 275 Bus & SC Analytics	4
Electives to reach 60	6
	15

60

Proposed Sequencing

First Semester	Credits
BMG 205 Creating the CX	3
BMG 206 Retail	3
Social & Behavioral Science	3
Natural Science (Lab)	4
Restricted Elective	3
	16

Second Semester	
BMG 228 Purchasing & Inv	3
Natural Science	3
Math	4
~~Speech~~ Com 101 or 102	3
Restricted Elective	3
	16

BMG 273 Managing Ops	3
BMG 275 Bus & SC Analytics	4
Social & Behavioral Science	3
Arts & Humanities	3
Restricted Elective	3
	16

Fourth Semester	
BMG 230 Management Skills	3
BMG 295 Field Studies	2
English Composition	4
Arts & Humanities	3
Restricted Elective	0-~~3~~ 7
(if needed for 2nd certificate)	
	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 date.

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:

☐ Review
☐ Remove course(s): _____
☐ Add course(s): _____
☐ Program title (title was _____)
☐ Description
☐ Type of award
☐ Advisors
☐ Articulation information

☒ Program admission requirements *make change in*
☐ Continuing eligibility requirements *footnote #8*
☐ Program outcomes
☐ Accreditation information
☐ Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses)
☐ Other _____

Show all changes on the <u>attached page from the catalog</u>.

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

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

done 2/6/13 logged 12/20/12 slv

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.

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

| 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
BMG 205	Creating the Customer Experience	3
BMG 206	Retail Principles and Practices	3
Elective(s)	Computer and Information Literacy	3
Elective(s)	Writing	3 - 4
	Restricted Elective(s) 1: Select a course toward completion of a certificate.	3
Total		15 - 16

Second Semester

Class	Title	Credits
BMG 211	Merchandising and Inventory Management	3
Elective(s)	Arts and Humanities	3
Elective(s)	Math* ~~AAPI~~ MATH level ~~4~~ 4 OR higher OR MATH 125 OR MATH 160	4
Elective(s)	Speech	3
	Restricted Elective(s) 2: Select a course toward completion of a certificate.	3
Total		16

Third Semester

Class	Title	Credits
BMG 230	Management Skills	3
Elective(s)	Natural Sciences**	3
Elective(s)	Social and Behavioral Science	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
Total		15

Fourth Semester

Class	Title	Credits
	Elective(s) to reach a minimum of 60 credits.	6
BMG 273	Managing Operations	3
BMG 275	Business and Supply Chain Analytics *	4
BMG 295	Supply Chain Field Studies	2
Total		15

Total Credits Required
   61 - 62

Footnotes

or higher *or MTH 125 or MTHI60*

~~*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.

or higher

~~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~~

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:

☐ Review
☐ Remove course(s): _____
☐ Add course(s): _____
☐ Program title (title was _____)
☐ Description
☐ Type of award
☐ Advisors
☐ Articulation information

Show all changes on the <u>attached page from the catalog</u>.

☐ Program admission requirements
☐ Continuing eligibility requirements
☐ Program outcomes
☐ Accreditation information
☐ Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses)

XX Other: Changes to Course Curriculum—better organized and more student centered (course change submitted using Curricunet)

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	Clift Young		
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 for posting on the website.

logged 1/20/12 sfr

Program Information Report

School of Business and Entrepreneurial Studies

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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, 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:

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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:

☐ Review
☐ Remove course(s): _____
☐ Add course(s): _____
☐ Program title (title was _____)
☐ Description
☐ Type of award
☐ Advisors
☐ Articulation information

Show all changes on the attached page from the catalog.

☐ Program admission requirements
☐ Continuing eligibility requirements
☐ Program outcomes
☐ Accreditation information
☐ Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses)
XX Other: Changes to Course Curriculum—better organized and more student centered

---

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	Colette Young		10/10/11
Division Dean/Administrator	Rosemary W. Wilson		10/12/11
Vice President for Instruction			10-11/11
President			

Do not write in shaded area. Entered in: Banner_____ C&A Database_____ Log File 10/12/11 sj 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.

12/19/11 done

Curriculum	Gen Ed (21 - 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.	• Writing	3 - 4 credits
	• Speech	3 credits
	• MATH	3 - 4 credits
	• NATURAL SCIENCE W/LAB	3 - 4 credits
	• SOC SCI	3 credits
	• ARTS/HUM	3 credits
	• COMP LIT	3 credits

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
BMG 211 Merchandising & Inventory Control	2 credits
BMG 275 Business and Supply Chain Analytics	4 credits

• **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)	
Certificate or degree in any occupational/technical area (9-16 credits)	

• **Associate Degree Requirements**	**5 credits**
BMG 230 Management Skills	3 credits
BMG 295 Field Studies	2 credits

• **Electives to reach a minimum of 60 credits:**	**0 - 10**

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.

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.

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 Byrne 10/18/11

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

- **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)

Complete a certificate or degree in any area

- **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

  Electives to reach 60   0-7   (0-10)

  TOTAL 60 Credit minimum

See attached Revised copy

Footnote: Students who intend to transfer to another academic institution should meet with a WCC counselor to ensure MACRAO requirements are met.

School of Business and Entrepreneurial Studies

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Associate in Applied Science Degree
Program Effective Term: Fall 2012

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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.

Program Name:	Retail Management (AAS)	**Program Code:** _RM
Division and Department:	Computer and Business Technologies/ School of Business and Entrepreneurial Studies	
Type of Award:	_AA ☐ AS **XXXX AAS** Cert. Adv. Cert. ☐ Post-Assoc. Cert. ☐ Cert. of Comp.	
Effective Term/Year:	Fall 2011	**CIP Code:**
Initiator:	Cheryl Byrne, PhD	

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.	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. 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. 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.
Need Need for the program with evidence to support the stated need.	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. 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. 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.

4/8/11
Office of Curriculum & Assessment

logged 2/8/11 jfg ✓

Program Outcomes/Assessment	Outcomes	Assessment method
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.	1. Apply the process of uncovering and fulfilling internal and external customer needs. 2. Apply the principles of communication and relationship management when interacting with internal and external customers 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. 4. Identify and apply the principles and practices of managing, marketing, selling, promoting, and distributing retail goods and services.	1. BMG 295 Capstone Report 2. BMG 295 Capstone Report 3. BMG 295 Capstone Report 4. BMG 295 Capstone Report

Please return completed form to the Office of Curriculum & Assessment and email an electronic copy to **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	.	.
	TOTALS:	$ 00.	$ 00.

Program Description for Catalog and Web site	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.
Program Information	Accreditation/Licensure - none Advisors – Cheryl S. Byrne, PhD Advisory Committee – School of Business and Entrepreneurial Studies Advisory Board Admission requirements – College Level Reading and Writing; ~~Certificate: Managing the Customer Experience; Advanced Certificate: Managing Retail Operations~~ Articulation agreements - TBD Continuing eligibility requirements - NA

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):

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.

4/18/11 set up math requirements same requirements as (AA BAS) Business

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 *160*

      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

Major/Area Requirements (37 credits)

- BMG 155 Business on the Internet   3 credits
- BMG 205 Creating the Customer Experience   3 credits
- BMG 206 Retail Principles and Practices   3 credits
- BMG 207 Business Communication   3 credits
- BMG 211 Merchandising & Inventory Control   3 credits
- BMG 230 Management Skills   3 credits
- BMG 273 Managing Operations   3 credits
- BMG 275 Business and Supply Chain Analytics   3 credits
- BMG 295 Capstone   1 credit

Plus 1 of the following: 3 credits

- BMG 160 Principle of Sales
- BMG 250 Principles of Marketing

Plus 3 of the following: 9 credits

- ACC 111 Accounting
- BMG 111 Business Law
- BMG 140 Introduction to Business
- BMG 200 Human Relations in Business
- BMG 220 Principles of Finance
- BMG 240 Human Resource Management
- BMG 279 Performance Management
- BMG 291 Project Management

TOTAL 61 Credits

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 date.

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		2/24/2011
Dean	Rosemary Wilson		2/25/11
Vice President for Instruction ☐ Approved for Development ☑ Final Approval	Stuart Blacklaw		3/23/11
LARRY WHETWORTH President	Steven Hardy		3/23/11
Board Approval			3/22/11

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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

General Education Requirements		(24 credits)
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

Major/Area Requirements		(37 credits)
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.