

Program Information Report

Retail and Business Operations (CTRBUS)

Certificate

Program Effective Term: Fall 2015

High Demand Occupation High Skill Occupation High Wage Occupation

Program is also available online

It takes a large number of people working in customer-facing roles as well as behind-the-scenes in a retail operation to keep employees, customers and investors happy. Students who complete this certificate will be knowledgeable, capable and enthusiastic employees who can procure, display and deliver products and services to customers profitable in a retail setting. Students will gain the skills and expertise needed to manage retail projects as well as make and communicate decisions related to human resources, profits, productivity and processes when managing the operations aspect of a business unit.

BMG 205	Creating the Customer Experience	3
BMG 206	Retail Principles and Practices	3
BMG 228	Purchasing and Inventory Control	3
BMG 273	Managing Operations	3
BMG 275	Business and Supply Chain Analytics	4

Minimum Credits Required for the Program: 16

PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: CTRBUS

Program Name: Retail & Business Operations

Effective Term: Fall 2015

Division Code: BCT

Department: School of Business & Entrepreneurial Studies

1. Attach the current program listing from the WCC catalog or Web site and indicate any changes to be made.
2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.
3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using a Master Syllabus form, but should be submitted at the same time as the program change form.

Requested Changes:

- | | |
|---|--|
| <input type="checkbox"/> Review | <input type="checkbox"/> Program admission requirements |
| <input type="checkbox"/> Remove course(s): BMG 211 Merchandising and Inventory Control | <input type="checkbox"/> Continuing eligibility requirements |
| XX Add course(s): BMG 228 Purchasing and Inventory Control | <input type="checkbox"/> Program outcomes |
| XX Description (see attached) | <input type="checkbox"/> Accreditation information |
| <input type="checkbox"/> Type of award | <input checked="" type="checkbox"/> Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses) |
| <input type="checkbox"/> Advisors | XX Other: |
| <input type="checkbox"/> Articulation information | |

Show all changes on the attached page from the catalog.

Rationale for proposed changes or discontinuation:

Refocus student learning and reduce repetitive material.

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		Nov 12, 2014
Department Chair	Collette Young		11/12/2014
Division Dean/Administrator	Kimberly Huron		11/14/14
Vice President for Instruction			12/9/14
President			

Do not write in shaded area. Entered in: Banner C&A Database Log File 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 11/14/14 zfv
Office of Curriculum & Assessment

Retail and Business Operations (CTRBUS)

Description

It takes a large number of people working in customer-facing roles as well as behind-the-scenes in a retail operation to keep employees, customers and investors happy. Students who complete this certificate will be knowledgeable, capable and enthusiastic employees who can procure, display and deliver products and services to customers profitable in a retail setting. Students will gain the skills and expertise needed to manage retail projects as well as make and communicate decisions related to human resources, profits, productivity and processes when managing the operations aspect of a business unit.

Contact Information

Division

Business/Computer Technologies

Department

Business Department

Advisors

Cheryl S. Byrne, PhD

Requirements

Major/Area Requirements

Class	Title	Credits
<u>BMG 205</u>	Creating the Customer Experience	3
<u>BMG 206</u>	Retail Principles and Practices	3
<u>BMG 211</u>	Merchandising and Inventory Management	3
<u>BMG 228</u>	Purchasing and Inventory Control	3
<u>BMG 273</u>	Managing Operations	3
<u>BMG 275</u>	Business and Supply Chain Analytics	4
Total		16
Total Credits Required		16

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 and Business Operations (CTRBUS)

Certificate

Program Effective Term: Fall 2012

It takes a large number of people working in customer-facing roles as well as behind-the-scenes in a retail operation to keep employees, customers and investors happy. Students who complete this certificate will be knowledgeable, capable and enthusiastic employees who can procure, display and deliver products and services to customers profitable in a retail setting. Students will gain the skills and expertise needed to manage retail projects as well as make and communicate decisions related to human resources, profits, productivity and processes when managing the operations aspect of a business unit.

Course Number	Course Title	Credits
BMG 205	Creating the Customer Experience	3
BMG 206	Retail Principles and Practices	3
BMG 211	Merchandising and Inventory Management	3
BMG 273	Managing Operations	3
BMG 275	Business and Supply Chain Analytics	4
Minimum Credits Required for the Program:		16

PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: ~~CTRB~~ ^{CTRB} ~~0023~~ Program Name: ~~Supply Chain~~ ^{Retail and Business} Operations Certificate

Effective Term: SS 2012

Division Code: BCT Department: School of Business & Entrepreneurial Studies

no code or title changes needed, current 10 students in the program

Directions:

1. Attach the current program listing from the WCC catalog or Web site and indicate any changes to be made.
2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.
3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using a Master Syllabus form, but should be submitted at the same time as the program change form.

Requested Changes:

<input type="checkbox"/> Review	<input type="checkbox"/> Program admission requirements
<input type="checkbox"/> Remove course(s): _____	<input type="checkbox"/> Continuing eligibility requirements
<input type="checkbox"/> Add course(s): _____	<input 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	XX Other: Changes to Course Curriculum—BMG 211 from 2 credit to 3 credits (course change submitted using Curricunet)
<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:
Changes reflect:

- Returning BMG211 to its original 3-credit designation
- Certificate now 16 credits per directions from President Bellanca
- Certificate now eligible for Financial Aid

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	<i>[Signature]</i>	1-19-2012
Department Chair	Collette Young	<i>[Signature]</i>	1/19/12
Division Dean/Administrator	Rosemary Wilson	<i>[Signature]</i>	1/20/12
Vice President for Instruction	Stuart Blacklaw	<i>[Signature]</i>	2-3-12
President			

Do not write in shaded area. Entered in: Banner _____ C&A Database 4/26/12 Log File 1/12 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.

Handwritten: logged 1/20/12 sjv

PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: CTRBO Program Name: Retail & Business Operations

Effective Term: W 2012

Division Code: BCT Department: School of Business & Entrepreneurial Studies

1. Attach the current program listing from the WCC catalog or Web site and indicate any changes to be made.
2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.
3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using a Master Syllabus form, but should be submitted at the same time as the program change form.

Requested Changes:

<input type="checkbox"/> Review	<input type="checkbox"/> Program admission requirements
<input type="checkbox"/> Remove course(s): _____	<input type="checkbox"/> Continuing eligibility requirements
XX Add course(s): BMG 205 Creating the Customer Experience	<input type="checkbox"/> Program outcomes
XX Description (see attached)	<input type="checkbox"/> Accreditation information
<input type="checkbox"/> Type of award	<input checked="" type="checkbox"/> Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses)
<input type="checkbox"/> Advisors	XX Other: Change BMG 275 from 3 to 4 credits and BMG 211 from 3 to 2 credits (credit changes submitted using Course Change process)
<input type="checkbox"/> Articulation information	

Show all changes on the attached page from the catalog.

Rationale for proposed changes or discontinuation:

The goal was to create a 15-credit self-contained certificate focused on having students be industry-ready when completed. Therefore, we added the customer focus piece (BMG 205) and adjusted the BMG 211 and BMG 275 courses.

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		10-4-11
Department Chair	Colette M. Young		10/10/11
Division Dean/Administrator	Rosemary Wilson		10/12/11
Vice President for Instruction	Stuart Blacklaw		11-1-11
President			

Do not write in shaded area. Entered in: Banner _____ C&A Database 4/15/11 Log File 10/12/11-11/15/11 Board Approval 11/15/11

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.

In done

BUSINESS

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

Business Sales and Marketing (CTBSLM)

Certificate

Major/Area Requirements

(12 credits)

BMG 160	Principles of Sales	3
BMG 205	Creating the Customer Experience	3
BMG 207	Business Communication	3
BMG 250	Principles of Marketing	3

Minimum Credits Required for the Program:

12

Business Sales and Marketing (CTBSLM)

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

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

Human Resource Management (CTHRSC)

Certificate

Major/Area Requirements

(15 credits)

BMG 150	Labor-Management Relations	3
BMG 200	Human Relations in Business	3
BMG 240	Human Resources Management	3
BMG 279	Performance Management	3
CIS 100 or	Introduction to Computers and Software Applications	
CIS 110	Introduction to Computer Information Systems	3

Minimum Credits Required for the Program:

15

Human Resource Management (CTHRSC)

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

Retail and Business Operations (CTRBO)

Certificate

Major/Area Requirements

¹⁵
(12 credits)

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
BMG 205	Creating the Customer Experience	3

Minimum Credits Required for the Program:

~~12~~
15

Retail and Business Operations (CTRBO)

It takes a large number of people working in customer-facing roles as well as behind-the-scenes in a retail operation to keep employees, customers and investors happy. Students who complete this certificate will be knowledgeable, capable and enthusiastic employees who can procure, display and deliver products and services to customers profitably in a retail setting. Students will gain the skills and expertise needed to manage retail projects as well as make and communicate decisions related to human resources, profits, productivity and processes when managing the operations aspect of a business unit.

Program Information Report

School of Business and Entrepreneurial Studies

Learn the fundamentals you will need to become a business leader or entrepreneur. These programs help you develop entry-level skills in various aspects of business. Whether your goal is to make your place in an existing industry or branch out on your own, these programs can provide the foundation for success.

Washtenaw Community College offers programs at several levels for students who want to begin new careers, or advance in their existing careers. The first level is the certificate, which can vary from nine to thirty-six credits, depending on the field. Certificates generally prepare students for entry-level jobs.

After completing a certificate, students can progress to the next level, the advanced certificate. The credit hours required for these programs also vary. This type of certificate provides a more specialized level of skill development, and often allows students to upgrade their positions at their places of employment.

The next level, an Associate in Applied Science, is available for some programs. For some career fields, it is possible to earn a certificate, advanced certificate, and an Associate in Applied Science degree in the same field. In these cases, the credit hours from the certificate and advanced certificate can be applied to the credit hours needed for the Associate in Applied Science degree.

Alternatively, students can earn an AAS in Occupational Studies by completing a certificate, advanced certificate and General Education requirements.

Business

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

Retail and Business Operations (CTRBO)

Certificate

Program Effective Term: Fall 2012

It takes a large number of people working in customer-facing roles as well as behind-the-scenes in a retail operation to keep employees, customers and investors happy. Students who complete this certificate will be knowledgeable, capable and enthusiastic employees who can procure, display and deliver products and services to customers profitable in a retail setting. Students will gain the skills and expertise needed to manage retail projects as well as make and communicate decisions related to human resources, profits, productivity and processes when managing the operations aspect of a business unit.

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

Minimum Credits Required for the Program: 15

PROGRAM PROPOSAL FORM

- Preliminary Approval** – Check here when using this form for preliminary approval of a program proposal, and respond to the items in general terms.
- Final Approval** – Check here when completing this form after the Vice President for Instruction has given preliminary approval to a program proposal. For final approval, complete information must be provided for each item.

<p>Program Name:</p> <p>Division and Department:</p> <p>Type of Award:</p> <p>Effective Term/Year:</p> <p>Initiator:</p>	<p><u>Retail and Business Operations (Certificate)</u></p> <p><u>Computer and Business Technologies/ School of Business and Entrepreneurial Studies</u></p> <p><input type="checkbox"/> AA <input type="checkbox"/> AS <input type="checkbox"/> AAS <input checked="" type="checkbox"/> XXXXXCert. Adv. Cert. <input type="checkbox"/> Post-Assoc. Cert. <input type="checkbox"/> Cert. of Comp.</p> <p><u>Fall 2011</u></p> <p><u>Cheryl Byrne, PhD</u></p>	<p>Program Code:</p> <p>CTRBO</p> <p>CIP Codes</p>
<p>Program Features Program's purpose and its goals. Criteria for entry into the program, along with projected enrollment figures. Connection to other WCC programs, as well as accrediting agencies or professional organizations. Special features of the program.</p>	<p>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 procure, display, and deliver products and services to customers profitably 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.</p> <p>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.</p> <p>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.</p>	
<p>Need Need for the program with evidence to support the stated need.</p>	<p>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.</p> <p>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.</p> <p>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 advanced certificate an edge over other job seekers.</p>	

SW logged 2/8/11 jg ✓

<p>Program Outcomes/Assessment</p> <p>State the knowledge to be gained, skills to be learned, and attitudes to be developed by students in the program.</p> <p>Include assessment methods that will be used to determine the effectiveness of the program.</p>	<p>Outcomes</p> <ol style="list-style-type: none"> 1. Identify and apply the techniques used to make and communicate decisions related to strategy, profits, productivity, merchandising, inventory control, and projects when managing the operations aspect of a business unit. 2. Identify and apply the principles and practices of managing, marketing, merchandising, selling, promoting, and distributing retail goods and services. 	<p>Assessment method</p> <ol style="list-style-type: none"> 1. Departmental Exam 2. Departmental Exam
---	--	--

Please return completed form to the Office of Curriculum & Assessment and email an electronic copy to sjohn@wccnet.edu for posting on the website.

<p>Curriculum</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>BMG 206: Retail Principles and Practices BMG 211: Merchandising and Inventory Control BMG 273: Managing Operations BMG 275: Business and Supply Chain Analytics</p> <p>Each course = 3 credits Total = 12 credits</p>		
<p>Budget</p> <p>Specify program costs in the following areas, per academic year:</p>		<p>START-UP COSTS</p>	<p>ONGOING COSTS</p>
	<p>Faculty</p>	<p>\$.</p>	<p>\$.</p>
	<p>Training/Travel</p>	<p>.</p>	<p>.</p>
	<p>Materials/Resources</p>	<p>.</p>	<p>.</p>
	<p>Facilities/Equipment</p>	<p>.</p>	<p>.</p>
	<p>Other</p>	<p>.</p>	<p>.</p>
	<p>TOTALS:</p>	<p>\$ 00.</p>	<p>\$ 00.</p>
<p>Program Description for Catalog and Web site</p>	<p>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. Students who complete this certificate will be knowledgeable, capable, and enthusiastic employees who can procure, display, and deliver products and services to customers profitably in a retail setting. Students will gain the skills and expertise needed to manage retail projects as well as make and communicate decisions related to human resources, profits, productivity, and processes when managing the operations aspect of a business unit.</p>		

Program Information	Accreditation/Licensure - none Advisors – Cheryl S. Byrne, PhD Advisory Committee – School of Business and Entrepreneurial Studies Advisory Board Admission requirements – Certificate: Managing the Customer Experience, College Level Reading and Writing 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
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.	Departmental Exam	Fall 2014	Students enrolled in any of the four required courses who are completing the certificate in the assessment semester	All
Identify and apply the principles and practices of managing, marketing, selling, promoting, and distributing retail goods and services.	Departmental Exam	Fall 2014	Students enrolled in any of the four required courses who are completing the certificate in the assessment semester	All

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 departmental exam will be scored using an answer sheet.

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

75% of students who score 75% or better

3. Indicate who will score and analyze the data.

Departmental exam will be taken and scored online. 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 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	<i>[Signature]</i>	2/24/2011
Dean	ROSEMARY WILSON	<i>[Signature]</i>	2/25/11
Vice President for Instruction <input type="checkbox"/> Approved for Development <input checked="" type="checkbox"/> Final Approval	Stuart Blackland	<i>[Signature]</i>	3/23/11
FOR LARRY WHITWORTH President	STEVEN HARDY	<i>[Signature]</i>	3/23/11
Board Approval			3/22/11

4/5/11
 logged 3/3/11 sf
 Office of Curriculum & Assessment

Program Information Report

School of Business and Entrepreneurial Studies

Learn the fundamentals you will need to become a business leader or entrepreneur. These programs help you develop entry-level skills in various aspects of business. Whether your goal is to make your place in an existing industry or branch out on your own, these programs can provide the foundation for success.

Washtenaw Community College offers programs at several levels for students who want to begin new careers, or advance in their existing careers. The first level is the certificate, which can vary from nine to thirty-six credits, depending on the field. Certificates generally prepare students for entry-level jobs.

After completing a certificate, students can progress to the next level, the advanced certificate. The credit hours required for these programs also vary. This type of certificate provides a more specialized level of skill development, and often allows students to upgrade their positions at their places of employment.

The next level, an Associate in Applied Science, is available for some programs. For some career fields, it is possible to earn a certificate, advanced certificate, and an Associate in Applied Science degree in the same field. In these cases, the credit hours from the certificate and advanced certificate can be applied to the credit hours needed for the Associate in Applied Science degree.

Alternatively, students can earn an AAS in Occupational Studies by completing a certificate, advanced certificate and General Education requirements.

Business

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

Retail and Business Operations (CTRBO)

Certificate

Program Effective Term: Fall 2011

It takes a large number of people working in customer-facing roles as well as behind-the-scenes in a retail operation to keep employees, customers and investors happy. Students who complete this certificate will be knowledgeable, capable and enthusiastic employees who can procure, display and deliver products and services to customers profitable in a retail setting. Students will gain the skills and expertise needed to manage retail projects as well as make and communicate decisions related to human resources, profits, productivity and processes when managing the operations aspect of a business unit.

Major/Area	Requirements	Credits
BMG 206	Retail Principles and Practices	3
BMG 211	Merchandising & Inventory Management	3
BMG 273	Managing Operations	3
BMG 275	Business and Supply Chain Analytics	3

Minimum Credits Required for the Program: 12