

**Program Information Report**

**Business & Culinary Arts**

**Business Enterprise Essentials (CVBUSE)**

**Advanced Certificate**

**Program Effective Term: Fall 2021**

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

In this program, students will build the essential skills for daily business operations, spanning the major fields of practice. Students will select courses from business management, marketing, finance and communication to build a personal career path.

**Suggested Career Paths**

**Management**

- BMG 111 Business Law I
- BMG 181 Introduction to Supply Chain Management
- BMG 228 Purchasing and Inventory Control
- BMG 240 Human Resources Management
- BMG 273 Management Operations
- BMG 293 Business Enterprise Essentials Capstone

**Finance**

- ACC 110 Payroll Accounting
- ACC 131 QuickBooks
- BMG 111 Business Law I
- BMG 228 Purchasing and Inventory Control
- BMG 293 Business Enterprise Essentials Capstone
- BOS 184 Spreadsheet Software Applications I

**Marketing and Communications**

- BMG 160 Principles of Sales
- BMG 165 Introduction to Sports and Entertainment Management
- BMG 205 Creating the Customer Experience
- BMG 206 Retail Principles and Practices
- BMG 240 Human Resources Management
- BMG 293 Business Enterprise Essentials Capstone

**Program Admission Requirements:**

Completion of the Business Enterprise Basics certificate

<b>Major/Area Requirements</b>		<b>(16 credits)</b>
Elective	Restricted Elective(s): Select 15 credits from ACC 110, ACC 131, BMG 111, BMG 160, BMG 165, BMG 181, BMG 205, BMG 206, BMG 228, BMG 240, BMG 273, BOS 184	15
BMG 293	Business Enterprise Essentials Capstone	1

**Minimum Credits Required for the Program: 16**

**Program Information Report**

**Business & Entrepreneurship**

**Business Enterprise Essentials (CVBUSE)**

**Advanced Certificate**

**Program Effective Term: Fall 2021**

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

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- BMG 181 Introduction to Supply Chain Management
- BMG 228 Purchasing and Inventory Control
- BMG 240 Human Resources Management
- BMG 273 Management Operations
- BMG 293 Business Enterprise Essentials Capstone

**Finance**

- ACC 110 Payroll Accounting
- ACC 131 QuickBooks
- BMG 111 Business Law I
- BMG 228 Purchasing and Inventory Control
- BMG 293 Business Enterprise Essentials Capstone
- BOS 184 Spreadsheet Software Applications I

**Marketing and Communications**

- BMG 160 Principles of Sales
- BMG 165 Introduction to Sports and Entertainment Management
- BMG 205 Creating the Customer Experience
- BMG 206 Retail Principles and Practices
- BMG 240 Human Resources Management
- BMG 293 Business Enterprise Essentials Capstone

**Program Admission Requirements:**

Completion of the Business Enterprise Basics certificate

<b>Major/Area Requirements</b>		<b>(16 credits)</b>
Elective	Restricted Elective(s): Select 15 credits from ACC 110, ACC 131, BMG 111, BMG 160, BMG 165, BMG 181, BMG 205, BMG 206, BMG 228, BMG 240, BMG 273, BOS 184	15
BMG 293	Business Enterprise Essentials Capstone	1

**Minimum Credits Required for the Program: 16**

**Program Information Report**

**Business & Culinary Arts**

**Business Enterprise Essentials (CVBUSE)**

**Advanced Certificate**

**Program Effective Term: Fall 2020**

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In this program, students will build the essential skills for daily business operations, spanning the major fields of practice. Students will select courses from business management, marketing, finance and communication to build a personal career path.

**Suggested Career Paths**

**Management**

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- BMG 228 Purchasing and Inventory Control
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- BMG 293 Business Enterprise Essentials Capstone

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- ACC 110 Payroll Accounting
- ACC 131 QuickBooks
- BMG 111 Business Law I
- BMG 228 Purchasing and Inventory Control
- BMG 293 Business Enterprise Essentials Capstone
- BOS 184 Spreadsheet Software Applications I

**Marketing and Communications**

- BMG 160 Principles of Sales
- BMG 165 Introduction to Sports and Entertainment Management
- BMG 205 Creating the Customer Experience
- BMG 206 Retail Principles and Practices
- BMG 240 Human Resources Management
- BMG 293 Business Enterprise Essentials Capstone

**Major/Area Requirements (16 credits)**

Elective	Restricted Elective(s): Select 15 credits from ACC 110, ACC 131, BMG 111, BMG 160, BMG 165, BMG 181, BMG 205, BMG 206, BMG 228, BMG 240, BMG 273, BOS 184	15
BMG 293	Business Enterprise Essentials Capstone	1

**Minimum Credits Required for the Program: 16**

**PROGRAM CHANGE OR DISCONTINUATION FORM**

**Program Code:** CVBUSE **Course Name:** Business Enterprise Essentials

**Effective Term:** Fall 2020

**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:**

<input type="checkbox"/> Review	<input type="checkbox"/> Program admission requirements
<input checked="" type="checkbox"/> Remove course(s): _____ BMG 200_____	<input type="checkbox"/> Continuing eligibility requirements
<input checked="" type="checkbox"/> Add course(s): _____ BMG 165_____	<input type="checkbox"/> Program outcomes
<input type="checkbox"/> Program title (title was _____)	<input type="checkbox"/> Accreditation information
<input type="checkbox"/> Description	<input type="checkbox"/> Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses)
<input type="checkbox"/> Type of award	<input type="checkbox"/> Other _____
<input type="checkbox"/> Advisors	
<input type="checkbox"/> Articulation information	

**Show all changes on the attached page from the catalog.**

**Rationale for proposed changes or discontinuation:**

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

BMG 200 is a restricted elective and a suggested option for the Marketing and Communications career path. BMG 165 will be used as the replacement.

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

None.

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

Business.

**Signatures:**

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

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

Program Information Report

**Business & Culinary Management**

**Business Enterprise Essentials (CVBUSE)**

**Advanced Certificate**

**Program Effective Term: Fall 2019**

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

In this program, students will build the essential skills for daily business operations, spanning the major fields of practice. Students will select courses from business management, marketing, finance and communication to build a personal career path.

Suggested Career Paths

Management

- BMG 111 Business Law I
- BMG 181 Introduction to Supply Chain Management
- BMG 228 Purchasing and Inventory Control
- BMG 240 Human Resources Management
- BMG 273 Management Operations
- BMG 293 Business Enterprise Essentials Capstone

Finance

- ACC 110 Payroll Accounting
- ACC 131 QuickBooks
- BMG 111 Business Law I
- BMG 228 Purchasing and Inventory Control
- BMG 293 Business Enterprise Essentials Capstone
- BOS 184 Spreadsheet Software Applications I

Marketing and Communications

- BMG 160 Principles of Sales
- BMG 200 Relationship Skills in the Workplace
- BMG 205 Creating the Customer Experience
- BMG 206 Retail Principles and Practices
- BMG 240 Human Resources Management
- BMG 293 Business Enterprise Essentials Capstone

Major/Area Requirements		(16 credits)
Elective	Restricted Elective(s): Select 15 credits from ACC 110, ACC 131, BMG 111, BMG 160, BMG 181, BMG 200, BMG 205, BMG 206, BMG 228, BMG 240, BMG 273, BOS 184	15
BMG 293	Business Enterprise Essentials Capstone	1

**Minimum Credits Required for the Program: 16**

**PROGRAM PROPOSAL FORM**

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

<p><b>Program Name:</b></p> <p><b>Division and Department:</b></p> <p><b>Type of Award:</b></p> <p><b>Effective Term/Year:</b></p> <p><b>Initiator:</b></p>	<p><u>Business Enterprise Essentials Certificate</u></p> <p><u>Business/Computer Technologies - Business</u></p> <p><input type="checkbox"/> AA <input type="checkbox"/> AS <input type="checkbox"/> AAS  <input type="checkbox"/> Cert. <input checked="" type="checkbox"/> <b>Adv. Cert.</b> <input type="checkbox"/> Post-Assoc. Cert. <input type="checkbox"/> Cert. of Comp.</p> <p><u>Catalog Year 2020</u></p> <p><u>Donna Rochester</u></p>	<p><b>Program Code:</b></p> <p><u>CVBUSE</u></p> <p><b>CIP Code:</b></p> <p><u>52.0201</u></p>
<p><b>Program Features</b>          Program's purpose and its goals.          Criteria for entry into the program, along with projected enrollment figures.          Connection to other WCC programs, as well as accrediting agencies or professional organizations.          Special features of the program.</p>	<p>This program will provide the student with essential skills for daily business operations, spanning the major fields of practice in business.</p> <p>Students will need to have completed the following courses to enroll in the program is BMG 207, BMG 140, BMG 250, BMG 230, ACC 100 or ACC 111.</p> <p>The courses for this certificate are included in into the A.A.S. Business Enterprise degree at WCC.</p>	
<p><b>Need</b>          Need for the program with evidence to support the stated need.</p>	<p>This 16-credit advanced certificate will "nest" into the A.A.S. Business Enterprise degree.</p> <p>The WCC student can select the major field of business concentration they may wish to pursue and develop appropriate skills.</p> <p>The Bureau of Labor Statistics cites "Employment of business and financial operations occupations is projected to grow 10 percent from 2016 to 2026, faster than the average for all occupations." In addition, "This medium annual wage for business and financial occupations was \$67,710 in May 2017, which was higher than the median annual wage for all occupations of \$37,690."</p>	
<p><b>Program Outcomes/Assessment</b>          State the knowledge to be gained, skills to be learned, and attitudes to be developed by students in the program.          Include assessment methods that will be used to determine the effectiveness of the program.</p>	<p><u>Outcomes</u></p> <ol style="list-style-type: none"> <li>1. Define a business problem appropriate to the case study provided.</li> <li>2. Acquire appropriate industry research.</li> <li>3. Apply critical thinking and three business enterprise essential skills to the problem.</li> <li>4. Make and explain a recommendation to solve the identified problem.</li> </ol>	<p><u>Assessment method</u></p> <ol style="list-style-type: none"> <li>1. BMG 293 Capstone course project.</li> <li>2. BMG 293 Capstone course project.</li> <li>3. BMG 293 Capstone Course Project.</li> <li>4. BMG 293 Capstone Course Project.</li> </ol>

**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.

Associate degree programs must provide a semester by semester program layout.

BMG 293 Business Enterprise Essentials Capstone (1 credit)

Plus 15 credits from the following courses:

BMG 200 Relationship Skills in the Workplace - 3 credit hours  
 BMG 240 Human Resources Management - 3 credit hours  
 ACC 131 QuickBooks - 3 credit hours  
 ACC 110 Payroll Accounting - 3 credit hours  
 BOS 184 Spreadsheet Software Applications I - 3 credit hours  
 BMG 111 Business Law I - 3 credit hours  
 BMG 160 Principles of Sales - 3 credit hours  
 BMG 205 Creating the Customer Experience - 3 credit hours  
 BMG 206 Retail Principles and Practices - 3 credit hours  
 BMG 228 Purchasing and Inventory Control - 3 credit hours  
 BMG 181 Introduction to Supply Chain Management - 3 credit hours  
 BMG 273 Managing Operations - 3 credit hours

Total: 16 credit hours

Suggested Career Path

Management

BMG 240 Human Resources Management 3 credit hours  
 BMG 111 Business Law I 3 credit hours  
 BMG 228 Purchasing and Inventory Control 3 credit hours  
 BMG 181 Intro to Supply Chain Management 3 credit hours  
 BMG 273 Management Operations 3 credit hours  
 BMG 293 Business Enterprise Essentials Capstone 1 credit hour

Finance

ACC 131 QuickBooks 3 credit hours  
 ACC 110 Payroll Accounting 3 credit hours  
 BOS 184 Spreadsheet Software Applications I 3 credit hours  
 BMG 228 Purchasing & Inventory Control 3 credit hours  
 BMG 111 Business Law I 3 credit hours  
 BMG 293 Business Enterprise Essentials Capstone 1 credit hour

Marketing and Communications

BMG 200 Relationship Skills in the Workplace 3 credit hours  
 BMG 240 Human Resources Management 3 credit hours  
 BMG 160 Principles of Sales 3 credit hours  
 BMG 205 Creating the Customer Experience 3 credit hours  
 BMG 206 Retail Principles and Practices 3 credit hours  
 BMG 293 Business Enterprise Essentials Capstone 1 credit hour

**Budget**

Specify program costs in the following areas, per academic year:

Current courses and current faculty

	START-UP COSTS	ONGOING COSTS
<b>Faculty</b>	\$ .	
<b>Training/Travel</b>	.	.
<b>Materials/Resources</b>	.	.
<b>Facilities/Equipment</b>	.	.
<b>Other</b>	.	.
<b>TOTALS:</b>	\$ . 0	\$ . 0





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