

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:

- | | |
|--|---|
| <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 | <input type="checkbox"/> Other <u>Assessment Plan</u> |
| <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:

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	Sheeryl Byrene		12-13-17
Department Chair	Judith Hill	Delianne Davis	12/13/17
Division Dean/Administrator	Ken Samulski	Ken Samulski	12-18-17
Vice President for Instruction	Robert	Kimberly HUGHES	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 NA

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

Reviewed by CC 4/8/18

Logged 12/20/17 cd

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 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.

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 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 Management (AAS)</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 checked="" type="checkbox"/> XXXX AAS Cert. 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: APRM</p> <p>CIP Code:</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 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.</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. Students will also be in a good position to take the National Retail Federation national certification tests.</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. Students who complete this Associates degree will have had exposure to all four of these areas.</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 Associates Degree an edge over other job seekers.</p>	

*JW 4/8/11
 Office of Curriculum & Assessment
 logged 2/8/11 jrg ✓*

Program Outcomes/Assessment	<u>Outcomes</u>	<u>Assessment method</u>
<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>	<ol style="list-style-type: none"> 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. 	<ol style="list-style-type: none"> 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 Specify program costs in the following areas, per academic year:		START-UP COSTS	ONGOING COSTS
	Faculty	\$.	\$.
	Training/Travel	.	.
	Materials/Resources	.	.
	Facilities/Equipment	.	.
	Other	.	.
	TOTALS:	\$ 00 .	\$ 00 .
Program Description for Catalog and Web site	<p>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.</p>		
Program Information	<p>Accreditation/Licensure - none</p> <p>Advisors – Cheryl S. Byrne, PhD</p> <p>Advisory Committee – School of Business and Entrepreneurial Studies Advisory Board</p> <p>Admission requirements – College Level Reading and Writing; Certificate: Managing the Customer Experience; Advanced Certificate: Managing Retail Operations</p> <p>Articulation agreements - TBD</p> <p>Continuing eligibility requirements - NA</p>		

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):
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.	<ul style="list-style-type: none"> ▪ ENG 111 Composition I 4 credits ▪ COM 101 Fundamentals of Speaking 3 credits ▪ MATH 4 credits <li style="padding-left: 20px;">College Level 5 OR <li style="padding-left: 20px;">MTH 125 or 160 <li style="padding-left: 20px;">MTH 176 or <li style="padding-left: 20px;">MTH 181 ▪ NATURAL SCIENCE W/LAB 4 credit <li style="padding-left: 20px;">BIO 101 <li style="padding-left: 20px;">PHY 100 <li style="padding-left: 20px;">GLG 100 ▪ SOC SCI 3 credits ▪ ARTS/HUM 3 credits ▪ COMP LIT (CIS 100 or CIS 110) 3 credits
<p style="font-size: 1.2em; margin-top: 20px;">4/18/11 set up math requirements same as (AA BAS) Business</p>	<p>Major/Area Requirements (37 credits)</p> <ul style="list-style-type: none"> ▪ 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
	<p>TOTAL 61 Credits</p> <p>Footnote: Students who intend to transfer to another academic institution should meet with a school counselor to ensure MACRAO requirements are met.</p>

Scoring and analysis plan:

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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	Shant Blacklow	<i>[Signature]</i>	3/23/11
LARRY WHITWORTH President	STEVEN HARDY	<i>[Signature]</i>	3/23/11
Board Approval			3/22/11

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 Management (APRM)

Associate in Applied Science Degree

Program Effective Term: Fall 2011

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.

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.