Program Information Report

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

☐ Program outcomes (may also result from

☐ removing or adding a course)*

☐ Program assessment plan*

☐ Accreditation information

☑ Other

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

Show all changes on the catalog page you attach.

* Please submit a Program Assessment Plan Change form.

Rationale for proposed changes:
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 Gottschang	*[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.

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

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.
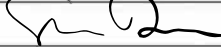
Signatures:

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	*Eva Samulski*	3/7/2022

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

☐ 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*

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:
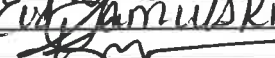
- Adult learners need short, quick certificates for career enhancement and professional development opportunities. Many people find they are asked to wear more than one hat in the new economy and these certificates are designed to allow them to quickly master new skills.
- Certificates and credit classes 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			

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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

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

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 + Development - Design Track
Division Code:	BCT	Department: DMA - Programming Track

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		**Revised General Education Requirements 2018-2019**	
AAS		**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*	*Kelley K Gottschng*	12/14/17
Department Chair	*INGRID ANKERSON*		12/14/17
Division Dean/ Administrator	*Eva Samuski*	*Eva Samuski*	12-18-17
Vice President for Instruction			1/9/18

Office use only

Entered in: ☑ Banner   ☑ C&A Database   ☐ Log File
                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	John Dew	Julianne Davis	12/13/17
Division Dean/Administrator	Eva Samulski	Eva Samulski	12-18-17
Vice President for Instruction		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/.

Contact Information

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

Requirements **See Revision made for MTA process.**
(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

Third Semester	
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.

WASHTENAW COMMUNITY COLLEGE

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

- [x] Program admission requirements *make change in footnote ##*
- [ ] Continuing eligibility requirements
- [ ] 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 underlined attached page from the catalog.

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	*[signature]*	12-16-2012
Department Chair	Colette Young	*[signature]*	12/17/2012
Division Dean/Administrator	Rosemary Wilson	*[signature]*	12/18/12
Vice President for Instruction	Stuart Blacklaw	*[signature]*	1/31/13

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

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

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

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* ~~AGM~~ 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 MTH 160

~~*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.

~~**Program Requirements:**~~

or higher

~~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

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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	*(signature)*	1-15-2012
Department Chair	*(illegible)*	*(signature)*	*(illegible)*
Division Dean/Administrator	Rosemary Wilson	*(signature)*	1/20/12
Vice President for Instruction	Stuart Blacklaw	*(signature)*	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 sjr

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 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.	~~12~~ 0
		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.*

WASHTENAW COMMUNITY COLLEGE

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

---

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 and275
- 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 Wilson		10/12/11
Vice President for Instruction			11-1/11
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

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

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 Certificate *area* (9-16 credits)

Complete a certificate or degree in any area

See attached Revised copy

- **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

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

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 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.   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:** ARRM
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.

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):

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 as (AA BAS) Business
	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	*[signature]*	2/24/2011
Dean	Rosemary Wilson	*[signature]*	2/25/11
Vice President for Instruction ☐ Approved for Development ☑ Final Approval	Stuart Blacklaw	*[signature]*	3/23/11
LARRY WHITWORTH President	Steven Hardy	*[signature]*	3/23/11
Board Approval			3/22/11

Program Information Report

School of Business and Entrepreneurial Studies

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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

| 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.