

**Program Information Report**

**Core Business Skills (CTBCS)  
Certificate**

**Program Effective Term: Fall 2016**

The purpose of this program is to provide a series of courses so students gain a basic understanding of business and the core foundation of business principles. The goal is to provide students the opportunity to combine this certificate with a number of other business certificates as they progress toward an associate's degree. The courses in this program are required in WCC's Business Associate in Arts Degree and the Accounting Associate in Applied Science programs. This certificate also supports WCC's Management, Retail and Supply Chain associate degree programs offered by the School of Business and Entrepreneurial Studies and supports any of the occupational programs where students will be working in a business setting.

**Program Admission Requirements:**

An Academic Math Level is required for CIS 110, ACC 111 and BMG 265.

Major/Area Requirements		(21 credits)
ACC 111	Principles of Accounting I	3
ACC 122	Principles of Accounting II	3
BMG 111	Business Law I	3
BMG 140	Introduction to Business	3
BMG 207	Business Communication	3
BMG 265	Business Statistics	3
CIS 110	Introduction to Computer Information Systems	3

**Minimum Credits Required for the Program: 21**

**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.

<b>Program Name:</b>	<u>Core Business Skills</u>	<b>Program Code:</b>  <u>CIBCS</u>  <b>CIP Code:</b>  <u>52.0201</u>
<b>Division and Department:</b>	<u>BCT/BUSD</u>	
<b>Type of Award:</b>	<input type="checkbox"/> AA <input type="checkbox"/> AS <input type="checkbox"/> AAS <input checked="" type="checkbox"/> <b>Cert.</b> <input type="checkbox"/> Adv. Cert. <input type="checkbox"/> Post-Assoc. Cert. <input type="checkbox"/> Cert. of Comp.	
<b>Effective Term/Year:</b>	<u>Fall 2016</u>	
<b>Initiator:</b>	<u>Cheryl Byrne, PhD</u>	
<b>Program Features</b> Program's purpose and its goals.  Criteria for entry into the program, along with projected enrollment figures.  Connection to other WCC programs, as well as accrediting agencies or professional organizations.  Special features of the program.	The purpose of this program is to provide a series of courses that give students the core foundation of business principles. The goal is provide students the opportunity to combine this certificate with a number of other business certificates as they progress toward an associate's degree.  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 Management, Accounting, Marketing and Sales, Retail, and Supply Chain programs offered by the School of Business and Entrepreneurial Studies and supports any of the occupational programs where students will be working in a business setting.	
<b>Need</b>  Need for the program with evidence to support the stated need.	The courses in this certificate correspond to the courses that transfer to 4-year institutions. By combining these courses into a certificate program, students are able to obtain additional credentials for their resumes. It also fulfills the "major/area requirements" for the transfer program.	
<b>Program Outcomes/Assessment</b>  State the knowledge to be gained, skills to be learned, and attitudes to be developed by students in the program.  Include assessment methods that will be used to determine the effectiveness of the program.	<u>Outcomes</u>  1. Identify the general business skills needed to be successful, as well as those relating specifically to accounting, business law, business communication, and business statistics.  2. Apply the general business skills needed to be successful, as well as those relating specifically to accounting, business law, business communication, and business statistics.	<u>Assessment method</u>  1. Portfolio of Assessment Related Questions  2. Portfolio of Assessment Related Questions

*Office of Curriculum & Assessment*  
*logged 10/13/15 sj/mo*  
*done 7/18/16 MD*

<p><b>Curriculum</b></p> <p>List the courses in the program as they should appear in the catalog. List minimum credits required. Include any notes that should appear below the course list.</p>	<p><b>ACC 111: Principles of Accounting I – 3 credits</b>  <b>ACC 122: Principles of Accounting II – 3 credits</b>  <b>BMG 111: Business Law I - 3 credits</b>  <b>BMG 140: Introduction to Business – 3 credits</b>  <b>BMG 207: Business Communication - 3 credits</b>  <b>BMG 265: Business Statistics – 3 credits</b>  <b>CIS 110: Introduction to Computer Information Systems – 3 credits</b></p> <p><b>Total = 21 credits</b></p>																							
<p><b>Budget</b></p> <p>Specify program costs in the following areas, per academic year:</p>	<table border="1"> <thead> <tr> <th></th> <th><i>START-UP COSTS</i></th> <th><i>ONGOING COSTS</i></th> </tr> </thead> <tbody> <tr> <td>Faculty</td> <td>\$ .00</td> <td>\$ .00</td> </tr> <tr> <td>Training/Travel</td> <td>.00</td> <td>.00</td> </tr> <tr> <td>Materials/Resources</td> <td>.00</td> <td>.00</td> </tr> <tr> <td>Facilities/Equipment</td> <td>.00</td> <td>.00</td> </tr> <tr> <td>Other</td> <td>.00</td> <td>.00</td> </tr> <tr> <td><b>TOTALS:</b></td> <td><b>\$ .00</b></td> <td><b>\$ .00</b></td> </tr> </tbody> </table>				<i>START-UP COSTS</i>	<i>ONGOING COSTS</i>	Faculty	\$ .00	\$ .00	Training/Travel	.00	.00	Materials/Resources	.00	.00	Facilities/Equipment	.00	.00	Other	.00	.00	<b>TOTALS:</b>	<b>\$ .00</b>	<b>\$ .00</b>
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<p><b>Program Description for Catalog and Web site</b></p>	<p>The purpose of this program is to provide a series of courses so students gain a basic understanding of business and the core foundation of business principles. The goal is provide students the opportunity to combine this certificate with a number of other business certificates as they progress toward an associate’s degree. The courses in this program are required in the Business Associate in Arts Degree and the Accounting Associate in Applied Science programs. This certificate also aligns with the Management, Retail, and Supply Chain associate degree programs offered by the School of Business and Entrepreneurial Studies and supports any of the occupational programs where students will be working in a business setting.</p>																							
<p><b>Program Information</b></p>	<p><b>Accreditation/Licensure - none</b></p> <p><b>Advisors – Cheryl S. Byrne, PhD</b></p> <p><b>Advisory Committee – School of Business and Entrepreneurial Studies Advisory Board</b></p> <p><b>Admission requirements – College Level Reading and Writing; Academic Math Level for is required for BMG 265</b></p> <p><b>Articulation agreements - TBD</b></p> <p><b>Continuing eligibility requirements - NA</b></p>																							

**Assessment plan:**

Program outcomes to be assessed	Assessment tool	When assessment will take place	Courses/other populations	Number of students to be assessed
Identify the general business skills needed to be successful, as well as those relating specifically to accounting, business law, business communication, and business statistics.	Portfolio of Assessment related questions	Fall 2020	Students enrolled in any of the six required courses who are completing the certificate in the assessment semester	All
Apply the general business skills needed to be successful, as well as those relating specifically to accounting, business law, business communication, and business statistics.	Portfolio of Assessment related questions	Fall 2020	Students enrolled in any of the six required courses who are completing the certificate in the assessment semester	All

**Scoring and analysis plan:**

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally developed rubric, external evaluation, other). Attach the rubric.

The assessment related questions will be scored using an answer sheet.

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



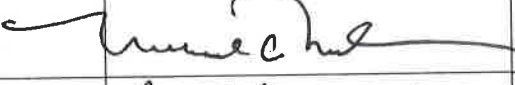

75% of students who score 75% or better

3. Indicate who will score and analyze the data.

Assessment related questions will be taken and scored online. The information will be store in a student portfolio to use in the assessment after graduation. 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	Julie Davies		10/8/15
Dean	Kim Hurns		10/9/15
Vice President for Instruction <input type="checkbox"/> Approved for Development <input type="checkbox"/> Final Approval	Michael Nealon		11/17/15
President	Rose Bellanca		1/11/16
Board Approval			2/25/16