

Program Information Report

Business & Entrepreneurship

Retail Management (APRM)

Associate in Applied Science Degree

Program Effective Term: Winter 2026

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: 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, BS and BBA 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>.

First Semester		(13 credits)
BMG 206	Retail Principles and Practices	3
COM 101 or	Fundamentals of Speaking	
COM 102	Interpersonal Communication	3
ENG 111 or	Composition I	
ENG 111X	Composition 1	4
MTH 125 or	Everyday College Math	
MTH 125X or	Everyday College Math*	
MTH 160 or	Basic Statistics	
MTH 160X or	Basic Statistics*	
Elective	Math Elective(s) any math level 4 or higher course	3
Second Semester		(15 credits)
BMG 205	Creating the Customer Experience	3
BMG 230	Principles of Management	3
Elective	Nat. Sci. Elective(s)	3
Elective	Soc. Sci. Elective(s) 1	3
Elective	Restricted Elective(s)**	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
Elective	Restricted Elective(s)**	3
Fourth Semester		(16 credits)
BMG 228	Purchasing and Inventory Control	3
BMG 295	Supply Chain Field Studies	2
Elective	Nat. Sci. Lab Elective(s)	3
Elective	Arts/Human. Elective(s) 2	3
Elective	Restricted Elective(s)**	3
Elective	MTA elective(s) to reach a minimum of 30 MTA credits.	2

Minimum Credits Required for the Program:

60

Program Information Report**Notes:**

**Completion of MTH 125X or MTH 160X will not raise the student's Academic Math Level to 3, which is required for at least one of the elective course options for the program.*

***Choose a course toward completion of selected certificate.*

PROGRAM CHANGE FORM

Program Code: APRM	Current Program Name: Retail Management	Effective Term: Winter 2026
Division Code: BCT	Department: BUSD	

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): _____ | ☐ Program outcomes (may also result from removing or adding a course)* |
| ☒ Add course(s): Add "or ENG 111X" _____ | ☐ Program assessment plan* |
| ☐ Program title (new title is _____) | ☐ Accreditation information |
| ☐ Description | ☐ Other _____ |
| ☐ Advisors | |
| ☐ Program admission requirements | |
| ☐ Continuing eligibility requirements | |

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:

ENG 111S will no longer be offered; ENG 111X will be added as an "OR" option.

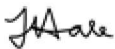
Financial/staffing/equipment/space implications:

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

Signatures:

Reviewer	Print Name	Signature	Date
Initiator	Donna Rochester	Donna Rochester	5/30/25
Department Chair	Joyce Jenkins	Joyce Jenkins	05/30/2025
Division Dean/Administrator	Eva Samulski	<i>Eva Samulski</i>	05/30/2025
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
Curriculum Committee Chair	Randy Van Wagnen	RVanWagnen	6/10/25

PROGRAM CHANGE FORM

Assessment Committee Chair	Jessica Hale		6/10/25
Executive Vice President for Instruction	Dr. Brandon Tucker	Brandon Roderick Tucker PhD  Digitally signed by Brandon Roderick Tucker PhD Date: 2025.06.12 12:25:49 -04'00'	6/12/25

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Reviewed by C&A Committee 6/5/25

Program Information Report

Business & Entrepreneurship

Retail Management (APRM)

Associate in Applied Science Degree

Program Effective Term: Winter 2025

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: 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, BS and BBA 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>.

First Semester		(13 credits)
BMG 206	Retail Principles and Practices	3
COM 101 or	Fundamentals of Speaking	
COM 102	Interpersonal Communication	3
ENG 111	Composition I	4
MTH 125 or	Everyday College Math	
MTH 125X or	Everyday College Math*	
MTH 160 or	Basic Statistics	
MTH 160X or	Basic Statistics*	
Elective	Math Elective(s) any math level 4 or higher course	3
Second Semester		(15 credits)
BMG 205	Creating the Customer Experience	3
BMG 230	Principles of Management	3
Elective	Nat. Sci. Elective(s)	3
Elective	Soc. Sci. Elective(s) 1	3
Elective	Restricted Elective(s)**	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
Elective	Restricted Elective(s)**	3
Fourth Semester		(16 credits)
BMG 228	Purchasing and Inventory Control	3
BMG 295	Supply Chain Field Studies	2
Elective	Nat. Sci. Lab Elective(s)	3
Elective	Arts/Human. Elective(s) 2	3
Elective	Restricted Elective(s)**	3
Elective	MTA elective(s) to reach a minimum of 30 MTA credits.	2

Minimum Credits Required for the Program:

60

Program Information Report**Notes:**

**Completion of MTH 125X or MTH 160X will not raise the student's Academic Math Level to 3, which is required for at least one of the elective course options for the program.*

***Choose a course toward completion of selected certificate.*

PROGRAM CHANGE FORM

Program Code: APRM	Current Program Name: Retail Management (AAS)	Effective Term: WI 2025
Division Code: BCT	Department: Business	

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): _____ | ☐ Program outcomes (may also result from removing or adding a course)* |
| ☒ Add course(s): <u>MTH 125 X and MTH 160X</u> | ☐ Program assessment plan* |
| ☐ Program title (new title is _____) | ☐ Accreditation information |
| ☐ Description | ☒ Other <u>footnote</u> |
| ☐ Advisors | |
| ☐ Program admission requirements | |
| ☐ Continuing eligibility requirements | |

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:

Updating math requirement to align with development education requirements.

Financial/staffing/equipment/space implications:

N/A

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

Business

Signatures:

Reviewer	Print Name	Signature	Date
Initiator	Donna Rochester	<i>Donna Rochester</i>	10/17/2024
Department Chair	Joyce Jenkins	<i>Joyce Jenkins</i>	10/17/2024
Division Dean/Administrator	Eva Samulski	<i>Eva Samulski</i>	10/17/2024
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

PROGRAM CHANGE FORM

Curriculum Committee Chair	Randy Van Wagnen	Randy Van Wagnen	Digitally signed by Randy Van Wagnen Date: 2024.10.31 09:25:43 -04'00'	
Assessment Committee Chair	Jessica Hale	Jessica Hale	Digitally signed by Jessica Hale Date: 2024.11.06 14:17:57 -05'00'	
Executive Vice President for Instruction	Dr. Brandon Tucker	Brandon Roderick Tucker	Digitally signed by Brandon Roderick Tucker Date: 2024.11.08 09:05:09 -06'00'	

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Reviewed by C&A Committees 10/24/24

Program Information Report

Business & Entrepreneurship

Retail Management (APRM)

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 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: 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, BS and BBA degrees

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First Semester		(13 credits)
BMG 206	Retail Principles and Practices	3
COM 101 or	Fundamentals of Speaking	
COM 102	Interpersonal Communication	3
ENG 111	Composition I	4
MTH 125 or	Everyday College Math	
MTH 160 or	Basic Statistics	
Elective	Math Elective(s) any math level 4 or higher course	3
Second Semester		(15 credits)
BMG 205	Creating the Customer Experience	3
BMG 230	Principles of Management	3
Elective	Nat. Sci. Elective(s)	3
Elective	Soc. Sci. Elective(s) 1	3
Elective	Restricted Elective(s) 1: 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
Elective	Restricted Elective(s) 2: Choose a course toward completion of selected certificate.	3
Fourth Semester		(16 credits)
BMG 228	Purchasing and Inventory Control	3
BMG 295	Supply Chain Field Studies	2
Elective	Nat. Sci. Lab Elective(s)	3
Elective	Arts/Human. Elective(s) 2	3
Elective	Restricted Elective(s) 3: Choose a courses toward completion of selected certificate.	3
Elective	MTA elective(s) to reach a minimum of 30 MTA credits.	2

Minimum Credits Required for the Program:

60

WASHTENAW COMMUNITY COLLEGE

PROGRAM CHANGE FORM

Program Code: APRM	Current Program Name: Retail Management	Effective Term: Fall 2024
Division Code: BCT	Department: Business	

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): _ | ☐ Program outcomes (may also result from |
| ☐ Add course(s): _____ | ☐ removing or adding a course)* |
| ☐ Program title (new title is _____) | ☐ Program assessment plan* |
| ☒ Description | ☐ Accreditation information |
| ☐ Advisors | ☒ Other |
| ☐ Program admission requirements | |
| ☐ Continuing eligibility requirements | |

Show all changes on the catalog page you attach.

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.

* Please submit a [Program Assessment Plan Change](#) form.

Rationale for proposed changes:

Current listing for writing electives, math electives and 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.

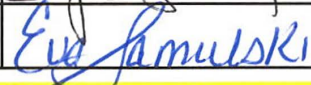
Changing MTA electives from 0-1 to 1-2 credit hours to satisfy the MTA transfer agreement and meet the minimum of 60 credit hours needed for the Associate degree.

Currently, the description mentions needing to take 9-16 credits of restricted electives. This language will be removed.

Financial/staffing/equipment/space implications:
None

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

Signatures:

Reviewer	Print Name	Signature	Date
Initiator	Donna Reckert		10/12/23
Department Chair	Joyce Senturia		10/12/23
Division Dean/Administrator	Eva Samulski		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

Office of Curriculum & Assessment Page 1 of 2 Revised 4/1/21

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 11/16/23

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.

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 | ☐ Program admission requirements |
| ☐ Remove course(s): _____ | ☐ Continuing eligibility requirements |
| ☐ Add course(s): _____ | ☐ Program outcomes |
| ☐ Program title (title was _____) | ☐ Accreditation information |
| ☐ Description | ☐ Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses) |
| ☐ Type of award | ☐ Other Assessment Plan |
| ☐ Advisors | |
| ☐ 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.

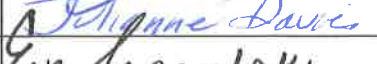
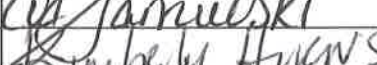
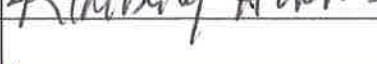
Financial/staffing/equipment/space implications:

None

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

None

Signatures:

Reviewer	Print Name	Signature	Date
Initiator	Sheryl Byrnes		12-13-17
Department Chair	Jodi Lee		12/13/17
Division Dean/Administrator	Eva Samulski		12-18-17
Vice President for Instruction	Robert		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 2/8/18

Logged 12/20/17 cd

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
<u>BMG 205</u>	Creating the Customer Experience	3
<u>BMG 206</u>	Retail Principles and Practices	3
<u>Elective(s)</u>	<u>Computer and Information Literacy</u>	3
<u>Elective(s)</u>	<u>Writing</u>	3 - 4
	Restricted Elective(s) 1: Select a course toward completion of a certificate.	3
Total		15 - 16

Second Semester

Class	Title	Credits
<u>BMG 228</u>	Purchasing and Inventory Control	3
<u>Elective(s)</u>	<u>Arts and Humanities</u>	3
<u>MTH 125</u>	or Everyday College Math	
<u>MTH 160</u>	or Basic Statistics	
	Math Elective(s) Any math level 4 or higher course	4
<u>Elective(s)</u>	<u>Speech</u>	3
	Restricted Elective(s) 2: Select a course toward completion of a certificate.	3
Total		16

Third Semester

APRM - Retail Management Associate Degree

Current Sequencing		Proposed Sequencing	
First Semester	Credits	First Semester	Credits
BMG 205 Creating the CX	3	BMG 205 Creating the CX	3
BMG 206 Retail	3	BMG 206 Retail	3
Computer/Info Literacy	3	Social & Behavioral Science	3
Writing	4	Natural Science (Lab)	4
Restricted Elective	3	Restricted Elective	3
	<u>16</u>		<u>16</u>
Second Semester		Second Semester	
BMG 228 Purchasing & Inv	3	BMG 228 Purchasing & Inv	3
Arts & Humanities	3	Natural Science	3
Math	4	Math	4
Speech	3	Speech <i>Com 101 or 102</i>	3
Restricted Elective	3	Restricted Elective	3
	<u>16</u>		<u>16</u>
Third Semester			
BMG 230 Management Skills	3	BMG 273 Managing Ops	3
Natural Science	3	BMG 275 Bus & SC Analytics	4
Social & Behavioral Science	3	Social & Behavioral Science	3
Restricted Elective	3	Arts & Humanities	3
Restricted Elective	3	Restricted Elective	3
	<u>14</u>		<u>16</u>
Fourth Semester		Fourth Semester	
BMG 273 Managing Ops	3	BMG 230 Management Skills	3
BMG 295 Field Studies	2	BMG 295 Field Studies	2
BMG 275 Bus & SC Analytics	4	English Composition	4
		Arts & Humanities	3
		Restricted Elective	0 3 <i>7</i>
Electives to reach 60	6	(if needed for 2nd certificate)	
	<u>15</u>		<u>15</u>
	60		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 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 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 | ☒ Program admission requirements <i>made change in footnote jg</i> |
| ☐ Remove course(s): _____ | ☐ Continuing eligibility requirements |
| ☐ Add course(s): _____ | ☐ Program outcomes |
| ☐ Program title (title was _____) | ☐ Accreditation information |
| ☐ Description | ☐ Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses) |
| ☐ Type of award | ☐ Other _____ |
| ☐ Advisors | |
| ☐ Articulation information | |

Show all changes on the attached page from the catalog.

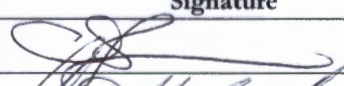
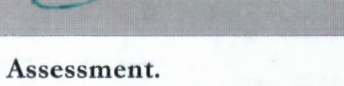
Rationale for proposed changes or discontinuation:

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

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

Office of Curriculum & Assessment

<http://www.wccnet.edu/departments/curriculum>

done 2/6/13 logged 12/20/12 sjv

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

Program Information Report

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.

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Contact Information

Division

Business/Computer Technologies

Department

Business Department

Advisors

[Cheryl Byrne](#)

See
next
page

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
<u>BMG 211</u>	Merchandising and Inventory Management	3
<u>Elective(s)</u>	<u>Arts and Humanities</u>	3
<u>Elective(s)</u>	<u>Math*</u> Math level 4 <u>4 OR higher OR</u>	4
<u>Elective(s)</u>	<u>Speech</u> <u>MATH 125 OR MATH 160</u>	3
	Restricted Elective(s) 2: Select a course toward completion of a certificate.	3
Total		16

Third Semester

Class	Title	Credits
<u>BMG 230</u>	Management Skills	3
<u>Elective(s)</u>	<u>Natural Sciences**</u>	3
<u>Elective(s)</u>	<u>Social and Behavioral Science</u>	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
<u>BMG 273</u>	Managing Operations	3
<u>BMG 275</u>	Business and Supply Chain Analytics *	4
<u>BMG 295</u>	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:

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

or higher

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 | ☐ Program admission requirements |
| ☐ Remove course(s): _____ | ☐ Continuing eligibility requirements |
| ☐ Add course(s): _____ | ☐ Program outcomes |
| ☐ Program title (title was _____) | ☐ Accreditation information |
| ☐ Description | ☐ Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses) |
| ☐ Type of award | XX Other: Changes to Course Curriculum—better organized and more student centered (course change submitted using Curricunet) |
| ☐ Advisors | |
| ☐ Articulation information | |
- Show all changes on the attached page from the catalog.

Rationale for proposed changes or discontinuation:

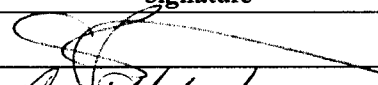
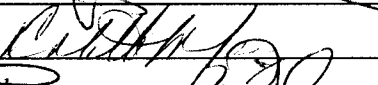
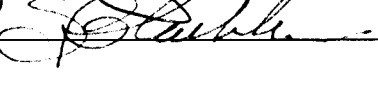
Changes reflect:

- 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		1-15-2012
Department Chair	Collette Young		1/17/12
Division Dean/Administrator	Rosemary Wilson		1/20/12
Vice President for Instruction	Stuart Blacklaw		2/3/12
President			

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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
Office of Curriculum & Assessment

Program Information Report

School of Business and Entrepreneurial Studies

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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

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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.	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.

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 | ☐ Program admission requirements |
| ☐ Remove course(s): _____ | ☐ Continuing eligibility requirements |
| ☐ Add course(s): _____ | ☐ Program outcomes |
| ☐ Program title (title was _____) | ☐ Accreditation information |
| ☐ Description | ☐ Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses) |
| ☐ Type of award | |
| ☐ Advisors | |
| ☐ Articulation information | |

XX Other: Changes to Course Curriculum—better organized and more student centered

Show all changes on the attached page from the catalog.

Rationale for proposed changes or discontinuation:

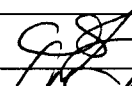
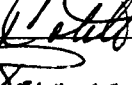
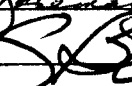
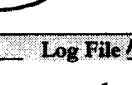
Changes reflect:

- changes to the Retail & Business Operations Certificate
- changes to reflect changes in course credits for BMG 211 and 275
- 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	Collette Young		10/10/11
Division Dean/Administrator	Rosemary Wilson		10/12/11
Vice President for Instruction			10-1-11
President			

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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.

for 12/19/11 done

Curriculum List the courses in the program as they should appear in the catalog. List minimum credits required. Include any notes that should appear below the course list.	Gen Ed (21 - 24 credits) ▪ 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.
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Curriculum

List the courses in the program as they should appear in the catalog. List minimum credits required. Include any notes that should appear below the course list.

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 Byrre 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

See attached revised copy
Complete a certificate or degree in any

- 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 area Certificate (9-16 credits)

- 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.

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Business

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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: Division and Department: Type of Award: Effective Term/Year: Initiator:	<u>Retail Management (AAS)</u> <u>Computer and Business Technologies/ School of Business and Entrepreneurial Studies</u> ☐ AA ☐ AS ☒ XXXX AAS Cert. Adv. Cert. ☐ Post-Assoc. Cert. ☐ Cert. of Comp. <u>Fall 2011</u> <u>Cheryl Byrne, PhD</u>	Program Code: <u>APRM</u> CIP Code: _____
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.	

4/8/11
 Office of Curriculum & Assessment
 logged 4/8/11 jlg ✓

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 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	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.	▪ 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
4/18/11 set up math requirements same as (AA BAS) Business	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 data.

4. Explain how and when the assessment results will be used for program improvement.

After the program lead analyzes the data, that person will prepare a report summarizing the findings and recommending changes and enhancements to the program. This report will be shared with the Dean, the other departmental members, and the School of Business and Entrepreneurial Studies Advisory Board.

REVIEWER	PRINT NAME	SIGNATURE	DATE
Department Chair/Area Director	COLETTE YOUNG	<i>[Signature]</i>	2/24/2011
Dean	ROSEMARY WILSON	<i>[Signature]</i>	2/25/11
Vice President for Instruction			
☐ Approved for Development			
☒ Final Approval	Shant Blacklaw	<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
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Minimum Credits Required for the Program:	61
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Notes:

Students who plan to transfer should meet with an advisor to ensure MACRAO requirements are met.