Program Information Report

Business & Culinary Management

Business Enterprise (APBUSD) Associate in Applied Science Degree Program Effective Term: Fall 2019

High Demand Occupation High Skill Occupation High Wage Occupation

In this program, students will develop a practical background in daily business operations, spanning the major fields of practice. Students will gain the knowledge and skills necessary to enter or advance in Business. Students can focus on one or more of the areas such as business management, marketing or finance.

First Semester	(15	credits)
ACC 100 or	Accounting Practices for Business	3
ACC 111	Principles of Accounting I	3
BMG 140 BMG 207	Introduction to Business Business Communication	3
BMG 230	Principles of Management	3
BMG 250	Principles of Marketing	3
Second Semes		credits)
	Restricted Elective(s): Select 15 credits from ACC 110, ACC 131, BMG 111, BMG 160, BMG 181, BMG 200, BMG 205, BMG 206, BMG 228, BMG 240, BMG 273, BOS 184	15
Third Semeste	r (15	credits)
BMG 293	Business Enterprise Essentials Capstone	1
Elective	Writing Elective(s)	3-4 3-4
Elective	Math Elective(s)	3-4
Elective Elective	Nat. Sci. Elective(s) Open Electives	5
Fourth Semes	ter (15	credits)
Elective	Speech/Comp. Elective(s)	3-4
Elective	Soc. Sci. Elective(s)	3
Elective	Arts/Human, Elective(s)	5 6
Elective	Open Electives	O
Minimum Cred	lits Required for the Program:	60

Washtenaw Community College

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: 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.	□ AA □ AS X AAS □ Cert. □ Adv. Cert. □ Post-Assoc. Cert. □ Cert. of Comp. Catalog Year 2020 Donna Rochester This program will provide the student with an A.A.S. in Business Enterwill prepare the student with appropriate skills and knowledge to enterbusiness workforce. This is the third credential in the business enterprise program (Business Certificate).		
Need Need for the program with evidence to support the stated need.	This A.A.S. Business Enterprise degree is a completion credential for employment in business. The Bureau of Labor Statistics cites "Employment of business and financial operations occupations is projected to grow 10 percent from 2016 to 2026, faster than the average for all occupations." In addition, "This medium annual wage for business and financial occupations was \$67,710 in May 2017, which was higher than the median annual wage for all occupations of \$37,690."		
Program Outcomes/Assessment 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.	 Outcomes Define a business problem appropriate to the case study provided. Acquire appropriate industry research. Apply critical thinking and three business enterprise essential skills to the problem. Make and explain a recommendation to solve the identified problem. 	Assessment method BMG 293 Capstone course project. BMG 293 Capstone course project. BMG 293 Capstone Course Project. BMG 293 Capstone Course Project.	

Curriculum

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

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

Semester 1

BMG 207 Business Communication	3 credit hours
BMG 140 Introduction to Business	3 credit hours
BMG 250 Principles of Marketing	3 credit hours
BMG 230 Principles of Management	3 credit hours
ACC 100 Accounting Practices for Business	3 credit hours
Or ACC 111 Principles of Accounting I	3 credit hours
	15 cr.

Semester 2

Select 15 credits from the following courses:

BMG 200 Relationship Skills in the Workplace - 3 credit hours

BMG 240 Human Resources Management - 3 credit hours

ACC 131 QuickBooks - 3 credit hours

ACC 110 Payroll Accounting - 3 credit hours

BOS 184 Spreadsheet Software Applications I - 3 credit hours

BMG 111 Business Law I - 3 credit hours

BMG 160 Principles of Sales - 3 credit hours

BMG 205 Creating the Customer Experience - 3 credit hours

BMG 206 Retail Principles and Practices - 3 credit hours

BMG 228 Purchasing and Inventory Control - 3 credit hours

BMG 181 Introduction to Supply Chain Management - 3 credit hours

BMG 273 Managing Operations - 3 credit hours

Semester 3

BMG 293 Business Enterprise Essentials Capstone 1 credit hour

Writing/Composition 3 - 4 credit hours

Mathematics 3 - 4 credit hours

Natural Sciences 3 - 4 credit hours

Open Electives 5 credit hours

15 cr.

Semester 4

2nd Writing/Composition
3 - 4 credit hours
Social and behavioral Sciences
3 credit hours
Arts and Humanities
3 credit hours
Open Electives
2 - 6 credit hours
15 cr.

Minimum

60 credits

Budget		START-UP COSTS	ONGOING COSTS	
Specify program costs in the following areas, per academic year:	Faculty	\$.		
	Training/Travel	(:4)		
Current courses and current faculty	Materials/Resources	28#16		
	Facilities/Equipment			
	Other			
	TOTALS:	\$. 0	\$. 0	
	Students can focus on one or more of the areas such as business management, marketing or finance.			
	N/A			
Program Information	Accreditation/Licensure – N/A			
	Advisors – Sandro Tuccinardi Donna Rochester			
	Advisory Committee - Yes			
	Admission requirements – N/A			
	Articulation agreements – Existing			
	Continuing eligibility requirements – N/A			

Assessment plan:

Program outcomes to be assessed	Assessment tool	When assessment will take place	Courses/other populations	Number students to be assessed
Define a business problem appropriate to the case study provided.	Capstone Course Project	Winter 2023	All sections of BMG 293	All students
Acquire appropriate industry research.	Capstone Course Project	Winter 2023	All sections of BMG 293	All students
Apply critical thinking and three business enterprise essential skills to the problem.	Capstone Course Project	Winter 2023	All sections of BMG 293	All students
Make and explain a recommendation to solve the identified problem.	Capstone Course Project	Winter 2023	All sections of BMG 293	All students

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.

Departmentally-developed rubric

Indicate the standard of success to be used for this assessment.70% of students will score 70% or higher

3. Indicate who will score and analyze the data.

Departmental Faculty

REVIEWER	PRINT NAME	SIGNATURE	DATE		
Department Chair/Area Director	Doug Waters	Jay Wats	2/21/19		
Dean	Eva Samuski	Ew Kamulski	2-21-19		
Curriculum Committee Chair	Veasey	Hisalleary	4419		
Please submit completed form to the Office of Curriculum and Assessment (SC 257). Once reviewed by the appropriate faculty committees, we will secure the signature of the VPI and President.					
Vice President for Instruction ☐ Approved for Development		Kanh	4/16/19		
☐ Final Approval	Kimberly Hurns 4	1 out	16 101		
President	Rose Bellanca	KBBillanca	6/6/19		
Board Approval			6/25/19		