

PROGRAM ASSESSMENT PLANNING FORM

Program to be assessed:

Title: **Retail and Business Operations Certificate**

Division: **BCT** Department: **BUS** Program Code: **CTRBUS**

Type of Award: A.A. A.S. A.A.S.
 Cert. Adv. Cert. Post-Assoc. Cert. Cert. of Completion

Course Mapping

Program Outcomes	Courses in the Program				
	BMG 205 Creating the Customer Experience	BMG 206 Retail Principles and Practices	BMG 228 Purchasing and Inventory Control	BMG 273 Managing Operations	BMG 275 Business & Supply Chain Analytics
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.			X	X	X
Identify and apply the principles and practices of managing, marketing, selling, promoting, and distributing retail goods and services.	X	X			

Assessment plan:

Learning outcomes to be assessed	Assessment tool	When assessment will take place	Describe population to be assessed	Number of students to be assessed
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.	Results of Course Assessments for BMG 228 Purchasing and Inventory Control, BMG 273 Managing Operations, and BMG 275 Business and Supply Chain Analytics	Winter 2021	All students taking the courses in the semester being assessed	All active students taking the courses in the semester being assessed
Identify and apply the principles and practices of managing, marketing, selling, promoting, and distributing retail goods and services.	Results of Course Assessments for BMG 205 Creating the Customer Experience and BMG 206 Retail Principles and Practices	Winter 2021	All students taking the courses in the semester being assessed	All active students taking the courses in the semester being assessed

PROGRAM ASSESSMENT PLANNING FORM

Scoring and analysis of assessment:

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

Course Assessments:

BMG 205: Departmental exams (answer key), assignments (rubric), discussions (rubric), and journals (rubric)

BMG 206: Departmental exams (answer key), assignments (rubric), and discussions (rubric)

BMG 228: Departmental exams (answer key), assignments (rubric), and discussions (rubric)

BMG 273: Departmental exam (answer key)

BMG 275: Departmental exams (answer key) and assignments (rubric)

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

For each item assessed, 75% of students scoring 70% or better

- 3. Indicate who will score and analyze the data (data must be blind-scored).

The lead instructor will gather, collate, and analyze the data. The final assessment report will be reviewed by other full-time business instructors, the Department Chair, and the Dean for their feedback prior to submitting the report to the Curriculum and Assessment Committee.

Submitted by:

Name: Cheryl S. Byrne, PhD (electronic)  Date: 4/13/2019
 Print/Signature
 Dept. Chair:  Date: 5/28/19
 Print/Signature
 Dean:  Eva Samulski  Date: 7-1-19
 Print/Signature

*Reviewed by C&A Committees
8/22/19*

Please return completed form to the Office of Curriculum & Assessment, SC 257.

DEAN BOT DIVISION JUN 28'18

PROGRAM PROPOSAL FORM

- Preliminary Approval** – Check here when using this form for preliminary approval of a program proposal, and respond to the items in general terms.
- Final Approval** – Check here when completing this form after the Vice President for Instruction has given preliminary approval to a program proposal. For final approval, complete information must be provided for each item.

<p>Program Name:</p> <p>Division and Department:</p> <p>Type of Award:</p> <p>Effective Term/Year:</p> <p>Initiator:</p>	<p><u>Retail and Business Operations (Certificate)</u></p> <p><u>Computer and Business Technologies/ School of Business and Entrepreneurial Studies</u></p> <p><input type="checkbox"/> AA <input type="checkbox"/> AS <input type="checkbox"/> AAS <input checked="" type="checkbox"/> XXXXXCert. Adv. Cert. <input type="checkbox"/> Post-Assoc. Cert. <input type="checkbox"/> Cert. of Comp.</p> <p><u>Fall 2011</u></p> <p><u>Cheryl Byrne, PhD</u></p>	<p>Program Code: <u>CTRBO</u></p> <p>CIP Code: _____</p>
<p>Program Features Program's purpose and its goals. Criteria for entry into the program, along with projected enrollment figures. Connection to other WCC programs, as well as accrediting agencies or professional organizations. Special features of the program.</p>	<p>The purpose of this program is to provide a series of courses that give students the ability to be knowledgeable, capable, and enthusiastic employees who can procure, display, and deliver products and services to customers profitably in a retail setting. This ability will ultimately result in financial success for the company and career success for the students. The students will gain skills and knowledge to project a can-do and results-focused attitude.</p> <p>The standard college-level reading and writing levels are required. Our conservative estimate is that 15 students will be enrolled by the end of year 1 and 30 by the end of year 2.</p> <p>This program dovetails with the Supervisory certificates offered by the School of Business and Entrepreneurial Studies and supports any of the occupational programs where students will be working in a retail setting.</p>	
<p>Need Need for the program with evidence to support the stated need.</p>	<p>It takes a large number of people working in customer-facing roles as well as behind the scenes in a retail operation in order to keep employees, customers, and investors happy. These retail jobs can be divided into 4 main areas: customer relations, store upkeep, product handling, and administration.</p> <p>The U.S. Department of Labor reports that there are more than 15 million people working in retail jobs and almost 12% of all jobs available are in the retail industry. According to the U.S. Bureau of Labor Statistics, 14.4 million people were employed in the U.S. Retail Industry as of April, 2010.</p> <p>Although retail employment was increasing every month at the beginning of 2010, retail employment numbers were still the lowest they've been for the past decade. Because of the decline in retail jobs and the increase in overall unemployment, the retail job market in 2010 is extremely competitive at all levels. That gives a student with an advanced certificate an edge over other job seekers.</p>	

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<p>Program Outcomes/Assessment</p> <p>State the knowledge to be gained, skills to be learned, and attitudes to be developed by students in the program.</p> <p>Include assessment methods that will be used to determine the effectiveness of the program.</p>	<p>Outcomes</p> <ol style="list-style-type: none"> 1. Identify and apply the techniques used to make and communicate decisions related to strategy, profits, productivity, merchandising, inventory control, and projects when managing the operations aspect of a business unit. 2. Identify and apply the principles and practices of managing, marketing, merchandising, selling, promoting, and distributing retail goods and services. 	<p>Assessment method</p> <ol style="list-style-type: none"> 1. Departmental Exam 2. Departmental Exam
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Please return completed form to the Office of Curriculum & Assessment and email an electronic copy to sjohn@wccnet.edu for posting on the website.

<p>Curriculum</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>BMG 206: Retail Principles and Practices BMG 211: Merchandising and Inventory Control BMG 273: Managing Operations BMG 275: Business and Supply Chain Analytics</p> <p>Each course = 3 credits Total = 12 credits</p>		
<p>Budget</p> <p>Specify program costs in the following areas, per academic year:</p>		<p>START-UP COSTS</p>	<p>ONGOING COSTS</p>
	<p>Faculty</p>	<p>\$.</p>	<p>\$.</p>
	<p>Training/Travel</p>	<p>.</p>	<p>.</p>
	<p>Materials/Resources</p>	<p>.</p>	<p>.</p>
	<p>Facilities/Equipment</p>	<p>.</p>	<p>.</p>
	<p>Other</p>	<p>.</p>	<p>.</p>
	<p>TOTALS:</p>	<p>\$ 00.</p>	<p>\$ 00.</p>
<p>Program Description for Catalog and Web site</p>	<p>It takes a large number of people working in customer-facing roles as well as behind the scenes in a retail operation in order to keep employees, customers, and investors happy. Students who complete this certificate will be knowledgeable, capable, and enthusiastic employees who can procure, display, and deliver products and services to customers profitably in a retail setting. Students will gain the skills and expertise needed to manage retail projects as well as make and communicate decisions related to human resources, profits, productivity, and processes when managing the operations aspect of a business unit.</p>		

Program Information	Accreditation/Licensure - none Advisors – Cheryl S. Byrne, PhD Advisory Committee – School of Business and Entrepreneurial Studies Advisory Board Admission requirements – Certificate: Managing the Customer Experience, College Level Reading and Writing Articulation agreements - TBD Continuing eligibility requirements - NA
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Assessment plan:

Program outcomes to be assessed	Assessment tool	When assessment will take place	Courses/other populations	Number students to be assessed
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.	Departmental Exam	Fall 2014	Students enrolled in any of the four required courses who are completing the certificate in the assessment semester	All
Identify and apply the principles and practices of managing, marketing, selling, promoting, and distributing retail goods and services.	Departmental Exam	Fall 2014	Students enrolled in any of the four 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 departmental exam 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.

Departmental exam will be taken and scored online. 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 <input type="checkbox"/> Approved for Development <input checked="" type="checkbox"/> Final Approval	Stuart Blackland	<i>[Signature]</i>	3/23/11
FOR LARRY WHITWORTH President	STEVEN HARDY	<i>[Signature]</i>	3/23/11
Board Approval			3/22/11

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 Office of Curriculum & Assessment

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 and Business Operations (CTRBO)

Certificate

Program Effective Term: Fall 2011

It takes a large number of people working in customer-facing roles as well as behind-the-scenes in a retail operation to keep employees, customers and investors happy. Students who complete this certificate will be knowledgeable, capable and enthusiastic employees who can procure, display and deliver products and services to customers profitable in a retail setting. Students will gain the skills and expertise needed to manage retail projects as well as make and communicate decisions related to human resources, profits, productivity and processes when managing the operations aspect of a business unit.

Major/Area	Requirements	Credits
BMG 206	Retail Principles and Practices	3
BMG 211	Merchandising & Inventory Management	3
BMG 273	Managing Operations	3
BMG 275	Business and Supply Chain Analytics	3

Minimum Credits Required for the Program: 12