

**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><b>Program Name:</b></p> <p><b>Division and Department:</b></p> <p><b>Type of Award:</b></p> <p><b>Effective Term/Year:</b></p> <p><b>Initiator:</b></p>	<p><u>Supply Chain Management (AAS)</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 checked="" type="checkbox"/> <b>XXXX AAS</b>          Cert. Adv. Cert. <input type="checkbox"/> Post-Assoc. Cert. <input type="checkbox"/> Cert. of Comp.</p> <p><u>Fall 2012</u></p> <p><u>Cheryl Byrne, PhD</u></p>	<p><b>Program Code:</b> <b>APSCM</b></p> <p><b>CIP Code:</b> <b>52.0103</b></p>
<p><b>Program Features</b>          Program's purpose and its goals.          Criteria for entry into the program, along with projected enrollment figures.          Connection to other WCC programs, as well as accrediting agencies or professional organizations.          Special features of the program.</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 effectively perform in a supply chain 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 Retail and Business Operations certificate offered by the School of Business and Entrepreneurial Studies.</p>	
<p><b>Need</b>          Need for the program with evidence to support the stated need.</p>	<p>Supply chain management involves the coordination of suppliers, manufacturers, distributors, and retailers to ensure that products and services are available to the final consumer in a timely and cost-effective fashion while maintaining the service level customers demand. Automotive and other manufacturing entities, as well as the supporting industries depend on supply chain management. It is also the "backbone" of successful retailers such as Walmart, Costco, and Target.</p> <p>It is a growing area of business showing above average job growth in the future. Median earnings for positions in supply chain, and its related field of logistics, \$66k, is also above average. Job opportunities can be obtained with experience a limited coursework (certificate).</p> <p>WCC faculty began working on this program based on feedback from their Advisory Board. Members of the Advisory Board have also indicated their willingness to develop internships within their organizations and work with us to expand an internship program to other organizations.</p>	

*12/19/11  
 logged 10/12/11 sjv  
 Office of Curriculum & Assessment*

<b>Program Outcomes/Assessment</b>	<u>Outcomes</u>	<u>Assessment method</u>
<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>	<ol style="list-style-type: none"> <li>1. Identify and apply the principles and practices of managing, marketing, selling, promoting, and distributing retail goods and services.</li> <li>2. Identify and apply the principles and practices of aligning supply chain strategies with corporate goals to coordinate suppliers, manufacturers, distributors and retailers, ensuring products and services are available to the final consumer in a timely and cost-effective manner while meeting customer service demands.</li> <li>3. Employ various analytical techniques used in managerial decision-making when designing a supply chain network, managing and improving that network, and resolving supply chain-related issues.</li> </ol>	<ol style="list-style-type: none"> <li>1. BMG 295 Capstone Report</li> <li>2. BMG 295 Capstone Report</li> <li>3. BMG 295 Capstone Report</li> </ol>

Please return completed form to the Office of Curriculum & Assessment and email an electronic copy to [sjohn@wccnet.edu](mailto:sjohn@wccnet.edu) for posting on the website.

**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 credit
- 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
- **Supply Chain Operations Certificate 15 credits**
  - BMG 170 Introduction to Logistics & SCM 3 credits
  - BMG 226 Transportation Management 3 credits
  - BMG 227 Purchasing & Supply Management 3 credits
  - BMG 211 Merchandising & Inventory Control \* 2 credits
  - BMG 275 Business and Supply Chain Analytics \* 4 credits
- \*will apply to both certificates but only counted once in credit hours
- **Associate Degree Requirements 5 credits**
  - BMG 230 Management Skills 3 credits
  - BMG 295 Field Studies 2 credits
- **Electives to reach minimum of 60 credits: credits**

**TOTAL 60 Credits**

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

<b>Budget</b> Specify program costs in the following areas, per academic year:		<b>START-UP COSTS</b>	<b>ONGOING COSTS</b>
	<b>Faculty</b>	\$ .	\$ .
	<b>Training/Travel</b>	.	.
	<b>Materials/Resources</b>	.	.
	<b>Facilities/Equipment</b>	.	.
	<b>Other</b>	.	.
	<b>TOTALS:</b>	\$ 00 .	\$ 00 .
<b>Program Description for Catalog and Web site</b>	This program prepares students to be knowledgeable, capable, and enthusiastic employees who can who can effectively perform in a supply chain environment. Students will learn the principles and practices of managing, marketing, selling, promoting, and distributing retail goods and services. They will also learn how to align supply chain strategies with corporate goals to coordinate suppliers, manufacturers, distributors and retailers, ensuring products and services are available to the final consumer in a timely and cost-effective manner while meeting customer service demands. Finally, students will learn how to employ various analytical techniques used in managerial decision-making when designing a supply chain network, managing and improving that network, and resolving supply chain-related issues.		
<b>Program Information</b>	<b>Accreditation/Licensure - none</b>  <b>Advisors – Cheryl S. Byrne, PhD</b>  <b>Advisory Committee – School of Business and Entrepreneurial Studies Advisory Board</b>  <b>Admission requirements – College Level Reading and Writing</b>  <b>Articulation agreements - TBD</b>  <b>Continuing eligibility requirements - NA</b>		

**Assessment plan:**

<b>Program outcomes to be assessed</b>	<b>Assessment tool</b>	<b>When assessment will take place</b>	<b>Courses/other populations</b>	<b>Number students to be assessed</b>
Apply the process of uncovering and fulfilling internal and external customer needs.	Report	Fall 2016	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 2016	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 2016	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 2016	Students enrolled in BMG 295 (Capstone) and completing the degree during 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 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	CATHERINE M. YOUNG	<i>Catherine M. Young</i>	10/10/11
Dean	ROSEMARY WILSON	<i>Rosemary Wilson</i>	10/12/11
Vice President for Instruction <input type="checkbox"/> Approved for Development <input type="checkbox"/> Final Approval	STUART BURKETT	<i>Stuart Burkett</i>	11-1-11
President	RISE B. BELLANCA	<i>Rise Bellanca</i>	11-14-11
Board Approval			4/24/12

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.

**Supply Chain Management (APSCM)**

**Associate in Applied Science Degree**

**Program Effective Term: Fall 2012**

This program prepares students to be knowledgeable, capable and enthusiastic employees who can effectively perform in a supply chain environment. Students will learn the principles and practices of managing, marketing, selling, promoting and distributing retail goods and services. They will also learn how to align supply chain strategies with corporate goals to coordinate suppliers, manufacturers, distributors and retailers, ensuring products and services are available to the final consumer in a timely and cost-effective manner while meeting customer service demands. Finally, students will learn how to employ various analytical techniques used in managerial decision-making when designing a supply chain network, managing and improving that network and resolving supply chain-related issues.

**General Education Requirements (21 credits)**

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 (60 credits)**

	Complete the Retail and Business Operations Certificate (15 credits)	
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
	Complete the Supply Chain Operations Certificate (15 credits)	
BMG 170	Introduction to International Business	3
BMG 211	Merchandising and Inventory Management***	2
BMG 226	Transportation Management	3
BMG 227	Purchasing and Supply Management	3
BMG 275	Business and Supply Chain Analytics***	4

**Requirements (9 credits)**

BMG 230	Management Skills	3
BMG 295	Capstone: Retail Management	1
	Electives to reach a minimum of 60 credits.	5

## Program Information Report

**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.*

*\*\*\*Will apply to both certificates but only counted once in credit hours.*