

## Assessment Plan 2023-2024

### Retail Management

#### Mission

The Retail Management Certificate (RMC) is an accredited business education program recognized by leading retailers across the nation and most participants complete in two years or less. The 8-course college credit program is designed to meet the educational requirements of the retail industry. The certificate has been recognized as a part of the White House's Upskill Initiative, and leading organizations and foundations including the Clinton Global Initiative, ACT Foundation, and the U.S. Department of Labor. "Retail employs over 42 million people in the United States and the need for people with skills in marketing, management, technology, budgeting, and leadership is at an all-time high." (retailmanagementcertificate.com)

Academic year 2023-2024

#### Retail Management Learning Outcomes

##### Financial Management & Budgeting

Identify math concepts and skills related to calculating interest, payroll, rate of change, discounts, markup, pricing, gross margin, and net margin. Identify the interrelationships among standard financial reports. Interpret and analyze financial information to make business decisions. Determine how internal controls affect profitability for ethical decision making. Prepare operational budgets. Produce projected pro-forma financial statements and forecasts. Identify the impact of accounting events on the financial statements, decision making, and financial performance measures.

MEASURES	RESULTS	ACTIONS
<p><b>Final Grade</b></p> <p>A student is successful if they have at least a "C" for all eight classes as that in turn makes them eligible to get the WAFC industry certificate (ours is a dual certificate).</p> <p>Implementation Plan (timeline) Spring</p> <p>Key/Responsible Personnel Kris Daby</p> <p>Indirect - Overall Course Grade</p> <p><i>Principles of Accounting I: ACCT 2000</i></p> <p><b>Target</b></p> <p>85% of students get a grade of C in ACCT 2000, Principles of Accounting I.</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>

##### Principles of Management

Explain the roles, responsibilities, and accountability of managers in planning, organizing, leading, and controlling within an organization. Describe formal and informal communication and processes within organizations. Explain organizational hierarchies and the functions of management and administration at each level (e.g., planning, organizing, directing, and controlling). Identify how managers create and support organizational culture. Identify the impact of change on business operations and employees. Describe the importance of ethics in business and identify strategies to encourage ethical behavior by managers and employees.

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<p><b>Final Grade</b></p> <p>A student is successful if they have at least a "C" for all eight classes as that in turn makes them eligible to get the WAFC industry certificate (ours is a dual certificate).</p> <p>Implementation Plan (timeline) Spring</p> <p>Key/Responsible Personnel Kris Daby</p> <p>Indirect - Overall Course Grade</p> <p><i>Principles of Management: BUS 2220</i></p> <p><b>Target</b></p> <p>85% of students get a grade of C in BUS 2220, Principles of Management.</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>

##### Business Communication Skills for Managers

Analyze and apply the common variables of interpersonal communications and learn techniques to overcome barriers in effective communication. Demonstrate the use of online resources for research and communication (e.g., Internet, electronic mail). Employ software tools (e.g. Microsoft Word, Excel, PowerPoint) to produce professional quality business communications to address a

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variety of business situations. Edit documents to improve conciseness, precision, tone, and layout. Identify components of the communication process, including sender encoding and receiver decoding. Evaluate choices of communication channels and barriers to effective listening.

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**Computer Applications (Technology)**

Create documents, presentations, and worksheets through hands-on experience with Microsoft Office Suite (Word, PowerPoint, Excel, Access, and Outlook). Practice file management, search for information on the Internet to create or enhance business documents. Create, format, and edit Word documents with graphics and pictures. Create and enhance PowerPoint presentations with pictures, shapes, WordArt and transitions. Create Excel worksheets with embedded charts and graphs. Incorporate formulas, functions, and formatting into Excel worksheets. Explore databases.

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Develop an understanding of the field of retailing. Explore the contemporary challenges found in the ever-changing retail environment and the need to implement innovative strategies to achieve competitive advantage. Compare and contrast traditional retailers and category specialists. Describe how technology (databases, integrated systems, and forecasting systems) is used to support retail businesses. Evaluate the effectiveness of merchandising decisions in the retail industry. Explain the factors relating to merchandising, such as store layouts and presentation. Describe the flow of goods and services in a retail environment (e.g., inventory control, logistics, supply chain). Compare different customer service strategies that can be used to improve the consumer experience.

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<p><i>Retail Management and Merchandising: MKTG 1505</i></p> <p><b>Target</b></p> <p>85% of students get a grade of C in MKTG 1505, Retail Management &amp; Merchandising.</p>		
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Customer Service/Organizational Behavior

Explore and apply quality customer service practices as part of organizational development that can enhance competitive advantage. Identify the challenges and opportunities of managing a workforce. Define how individual and group behavioral theories and concepts are applied in the workplace. Explore different motivational theories, reward strategies, and life-work balance considerations to maximize individual and group performance. Select different leadership styles and management models in order to respond to a variety of situations. Review strategies to deal with change-management and conflict resolution in the workplace.

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Human Resources Management

Discuss the functions of management, organizational structures, and Human Resources. Identify Federal and State employment laws applicable to management decisions. Discuss the legal and procedural considerations involved in hiring, training, appraising, and terminating employees. Appraise the ethical impact of following and enforcing policies, rules, and procedures. Analyze workplace human resource needs. Discuss the global impact of globalization and diversity on human resource management.

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Principles of Marketing

Explain the overall importance of marketing, the basic concepts, and how it fits into the business environment. Discuss how the marketing mix (the four P's) is used to address the needs and wants of consumers. Explain the strategic function that marketing plays in the long term growth and profitability of a business. Create elements of a marketing plan for a product or service.

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<p><b>Final Grade</b></p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>

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<p>A student is successful if they have at least a "C" for all eight classes as that in turn makes them eligible to get the WAFC industry certificate (ours is a dual certificate).</p> <p>Implementation Plan (timeline) Spring</p> <p>Key/Responsible Personnel Kris Daby</p> <p>Indirect - Overall Course Grade</p> <p><i>Principles of Marketing: MKTG 2525</i></p> <p><b>Target</b></p> <p>90% of students get a grade of C in MKTG 2525, Principles of Marketing.</p>		
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WAFC Industry Certificate Eligible

MEASURES	RESULTS	ACTIONS
<p><b>Eligible for WAFC Industry Certificate</b></p> <p>A student is successful if they have at least a "C" for all eight classes as that in turn makes them eligible to get the WAFC industry certificate (ours is a dual certificate).</p> <p>Implementation Plan (timeline) Spring</p> <p>Key/Responsible Personnel Kris Daby</p> <p>Indirect - Overall Course Grade</p> <p><b>Target</b></p> <p>85% of students get a grade of C in all eight RMC courses.</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>