

PROGRAM APPROVAL APPLICATION
NEW or SUBSTANTIAL CHANGE or LOCALLY APPROVED
(This application may not exceed 3 pages)

Fill In Form

Certificate in Retail Management

Proposed Program Title

Los Angeles Valley College

College

Los Angeles Community College District

District

Fall 2015

Projected Program Start Date

Laurie Nalepa

Voting Member

Dean, Academic Affairs

Title

818-947-2498

Phone Number

nalepal@lavc.edu

E-mail Address

Goal(s) of Program (Check all that apply):

Career Technical Education (CTE)

Transfer

Other

Type of Program (Check all that apply):

A.S. Degree

A.A. Degree

Certificate of Achievement:

18+ semester (or 27+ quarter) units

12-18 semester (or 18-27 quarter) units

Reason for Approval Request: (Check One)

New Program

Substantial Change

Locally Approved

Program Information

Recommended Taxonomy of Program (TOP) Code * 0506.50

Units for Major-Degree

24

Total Units for Degree

Click here to enter text.

Required Units-Certificate

24 units for Certificate in Retail Management

Written Form

1. Insert the description of the program as it will appear in the catalog.

CERTIFICATE OF ACHIEVEMENT IN RETAIL MANAGEMENT (PROGRAM CODE 050650 ... STATE CODE TBD)

This Certificate prepares students for career opportunities and advancement in the retail industry. It is designed to meet the needs of the retail industry and is endorsed by leading retailers of the Western Association of Food Chains. Retail managers work in a variety of settings, including grocery, fashion, specialty food and beverage, home and interiors, technology, services, general retailing, and e-commerce. Students will use the computer, the internet, and relevant computer applications.

Estimated completion time: 2 years

2. Provide a brief rationale for the program.

Retail sales jobs are expected to grow by 17% between 2010 and 2020 which means jobs should continue to be plentiful. Retail provides flexible scheduling, offers many opportunities to interact with others and work as part of a team, and is a dynamic and fast-paced environment providing new experiences each day. The certificate allows for a ladder of opportunity to retail management positions in the LA and San Fernando Valley areas.

3. List all courses required for program completion, including core requirements, restricted electives and prerequisites. (Push Enter after each entry to begin a new line)

Courses	Course No.	Course Title	Units
Major: Business			
Management	31	Human Relations for Employees	3
Management	1	Principles of Management	3
Management	33	Personnel Management	3
CAOT	82	Microcomputer Software Survey in the Office	3
Business	32	Business Communications	3
Business	38	Business Computations	3
Marketing	21	Principles of Marketing	3
Marketing	31	Retail Marketing	3

4. Summarize the Labor Market Information and employment outlook (including citation of the source of the data) for students exiting the program.

While not only for grocery stores, the Retail Management program is geared toward this growing market, which is quite occupationally diverse. In fact, the California EDD lists 28 different occupational classifications for Grocery Stores (NAICS 445100). We have chosen the three classifications that we feel most likely would work toward the Certificate: First-Line Supervisors of Retail Sales Workers; First-Line Supervisors of Food Preparation and Serving Workers; and Food Service Managers. We have combined these three classifications using EDD labor market information data for Los Angeles County from 2010 (actual) through 2020 (projected). Based on this combination, the data suggest that there will be an average annual increase of 3,097 in jobs in Los Angeles County over this period, an increase of 18.9%. 1,433 of these jobs will be new, and 1,664 will be replacement needs.

According to the EDD, in the first quarter of 2012, the median hourly wages range from a high of \$22.60 for Food Service Managers to a low of \$13.14 for First-Line Supervisors of Food Preparation and Serving Workers, with an average median of \$18.49 (\$38,469 annually). By way of comparison, General and Operations Managers, the logical career goal for Certificate recipients, earned an average of \$54.79 an hour, or \$113,956 annually, providing a significant financial incentive to pursue a retail management path.

SOC numbers include: 11-9051; 41-2031; 41-2030; 51-1011 and 41-1011

5. List similar programs at other colleges in the Los Angeles and Orange County Region which may be adversely impacted. (Push Enter after each entry to begin a new line)

College	Program	Who you Contacted	Outcome of Contact
Los Angeles Mission College	Retail Management Certificate	Cathy Brinkman	No objection; supports LAVC CRM program
Los Angeles Pierce College	Retail Management Certificate	Jose Luis Fernandez	No objection; supports LAVC CRM program
Cerritos College	Retail Management Certificate	Nick Real	No objection; supports LAVC CRM program
Saddleback College	Retail Management Certificate	Anthony Teng	No objection; checking LMI data
Golden West College	No Comparable Program	Angela Allison	No objection; supports LAVC CRM program
Long Beach City College	No Comparable Program	Ken Starkman	No objection; supports LAVC CRM program
Glendale Community College	Retail Management Certificate	Rory Schlueter	No objection; supports LAVC CRM program and adopting WAFC standards in the area. Thinks all students in immediate area will benefit
Mt. San Antonio College	No Comparable Program	Jemma Blake-Judd	No objection; supports LAVC CRM program
Irvine Valley College	Retail Management Certificate	John Russo	No objection; supports LAVC CRM program

6. Include any other information you would like to share.

This certificate has been in development for some time and is congruent with the college and department's goal of providing programs that lead to established career pathways such as retail management. At a meeting of the CTE Deans of the LACCD on 10/16/2014, all were supportive of the program and did not raise any issues about adverse impact. The CRM represents a great opportunity for our students to "learn and earn" as it combines industry-based training and employment, with traditional learning. The "learn and earn" model in retail builds on an established partnership between colleges and employers who are part of the Western Association of Food Chains (WAFC). This partnership allows working individuals of WAFC to complete their education and obtain a CRM that meets the core competencies identified and validated by their employers. WAFC employers promote the CRM to their employees and often reimburse them for the cost of completing the program (fully or partially). Moreover, college students who complete this Certificate become excellent employment candidates for employers of WAFC.

The CRM curriculum strengthens the academic, vocational, and technical skills of students. Students will be provided with experience and understanding in the above disciplines and the retail industry. Moreover, they will have the opportunity to complete a certificate which has the stamp of approval from WAFC. This certificate leads to career advancement for those students already employed in the food industry and for opportunities for employment for those students interested in working in the food industry.

The proposed program utilizes existing courses in a different way to meet the needs of the industry, namely the employers of WAFC, which has already approved our curriculum. This presents a win-win collaboration of education and industry whereby the CRM meets the needs of the industry. WAFC also markets the program to their employees and often pay for the cost of their education (fully or partially). Once their employees earn the CRM they can advance in their careers. Furthermore, attending students seeking to obtain a CRM will be earning a Certificate that meets the needs of the Food industry and will be able to pursue job placement with the employers of WAFC. The partnership with WAFC employers will undoubtedly lead to opportunities for our faculty whereby they will interact with these employers, enhance their insight to their needs, and develop new practices for improving education delivery.