

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

**Fill In Form**

Business Essentials Certificate of Achievement Proposed Program Title	Fall 2016 _____
Cerritos College _____	Cerritos College District _____
College	District

**Contact Information**

Yannick Real _____	Instructional Dean of Technology _____
Voting Member	Title
562-860-2451 ext.2903 _____	yreal@cerritos.edu _____
Phone Number	Email

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

Career Technical Education (CTE)       Transfer       Other

**Type of Program (Check all that apply):**

Certificate of Achievement 12-17 (or 17-27 quarter) units       Certificate of Achievement 18+ semester (or 27+ quarter) units  
 Associate of Science Degree       Associate of Arts Degree

**Reason for Approval Request (Check One):**

New Program       Substantial Change       Locally Approved

**Program Information**

0506.00	Recommended <a href="#">Taxonomy of Program (TOP) Code</a>
N/A	Units for Major-Degree
N/A	Total Units for Degree
12-12.5	Required Units-Certificate

**Written Form**

1. Insert the description of the program as it will appear in the catalog. (See PCAH pp. 142 and 170)  
**Business Essentials Certificate of Achievement**

**Career Opportunities in Business Administration**

Business, Industry, Government, Self-Employment

**BUSINESS ESSENTIAL CLASSES (12.0-12.5 units)**

BA 100	Fundamentals of Business	Units
or BA 104	Managing Cultural Diversity	3.0 (3.0)

or BA 106	Human Resource Management	(3.0)
or BA 107	Human Relations in Business	(3.0)
BA 120	Management Accounting and Internal Control	3.0
or ACCT 100*	Introduction to Accounting	(3.0)
BA 132	Computer Applications for Managers	3.0
or CIS 101*	Introduction To Computer Information Systems	(3.0)
or BCOT 114	Introduction to Microsoft Office	(3.5)
BA 156	Motivational Presentation Skills for Managers	3.0
or SPCH 100*	Fundamentals of Oral Communication	(3.0)
or SPCH 130*	Fundamentals of Speaking	(3.0)
or BCOT 148	Effective Business Presentations	(3.0)
or BCOT 247	Managerial Business Communications	(3.0)

**Total Units**

**12-12.5**

**Certificate of Completion for Business Essentials** - complete the BUSINESS ESSENTIAL CLASSES (12-12.5 units) with a grade of "C" or higher. By substituting classes with (\*), you can meet both certificate of Achievement and the AA Degree requirements.

**2. Provide a brief rationale for the program.**

The purpose of creating an Essential Certificate is to accelerate learning to facilitate credential acquisition and provide students with more opportunities for completions leading to greater student success. The changes reflect latest input from employers on skill requirements. Our advisory committee include industry representatives from Ralphs, Albertsons, Stater Bros, Costco, and Smart & Final.

Stacking the curriculum based upon core competencies provides students with entry and exit points. Latticing what we have learned across all of our programs will help us to deliver knowledge and skill sets that are crucial determinants of career achievement. The Business Essentials certificate will comprise of four classes that will create a foundation in order to complete any of our seven certificates in the department. Students will complete the essential courses (4) and will subsequently complete the remaining four classes leading to a specialized Certificate of Achievement.

**3. Summarize the Labor Market Information (LMI) and employment outlook (including citation for the source of the data) for students exiting the program. (See PCAH pp. 85-88, 136, 147, 148, 165, 168, and 176)**

Employment projections from the state of California indicate that "First-Line Supervisors of Retail Sales Workers" will grow from 41,180 in 2012 to 44,200 in 2022 in LA county and from 14,220 to 15,940 in Orange county [SOC code 41-1011]. This reflects an increase of 12.1% in LA county and 7.3% in Orange county.

This is one of 28 different occupational classifications for grocery stores (NAICS 445100). Other management opportunities exist at the low end of the spectrum such as "First-Line Supervisors of Food Preparation and Serving Workers" or "Food Serving Managers" to the high end "General and Operations Managers".

[<http://www.labormarketinfo.edd.ca.gov/data/employment-projections.html>]

**4. List similar programs at other colleges in the Los Angeles and Orange County Region which may be adversely impacted. (There is space for 10 listings, if you need more, please contact [laocrc@sccollege.edu](mailto:laocrc@sccollege.edu))**

College	Program	Who You Contacted	Outcome of Contact
Coastline CC	Retail Management Certificate	Nancy Jones	No response
Cypress College	Retail Management Certificate	Steve Donley	No response
El Camino College	Retail Management Certificate	Virginia Rapp	No response
Glendale CC	Retail Management Certificate	Jan Swinton	No response
Golden West College	Retail Management Certificate	David Gatewood	No response
Irvine Valley College	Retail Management Certificate	Corine Doughty	No response
Los Angeles City College	Retail Management Certificate	Alex A. Davis	No response
Los Angeles Harbor College	Retail Management Certificate	Sandra Sanchez	No response

Los Angeles Southwest	Retail Management Certificate	Rick Hodge	No response
LA Trade-Technical College	Retail Management Certificate	Marcia Wilson	No response
LA Valley College	Retail Management Certificate	Laurie Nalepa	No response
Mt San Antonio College	Retail Management Certificate	Jemma Blake-Judd	No response
Orange Coast College	Retail Management Certificate	Susan Coleman	No Response
Pasadena College	Retail Management Certificate	Salomon Davila	No response
Rio Hondo College	Retail Management Certificate	Bruce Noble	No response
Santa Ana College	Retail Management Certificate	Bart Hoffman	No response

**5. List all courses required for program completion, including core requirements, restricted electives and prerequisites. (There is space for 20 listings, if you need more, please contact [laocrc.sccollege.edu](http://laocrc.sccollege.edu)). (See PCAH pp. 143 and 171)**

Courses	Course Number	Course Title	Units
<b>Fundamentals of Business</b>	BA 100	Fundamentals of Business	3.0
or Managing Cultural Diversity	BA 104	Managing Cultural Diversity	(3.0)
or Human Resource Management	BA 106	Human Resource Management	(3.0)
or Human Relations in Business	BA 107	Human Relations in Business	(3.0)
<b>Management Accounting and Internal Control</b>	BA 120	Management Accounting and Internal Control	3.0
or Introduction to Accounting	Acct 100	Introduction to Accounting	(3.0)
<b>Computer Application for Managers</b>	BA 132	Computer Application for Managers	3.0
or Introduction to CIS	CIS 101	Introduction to Computer Information Systems	(3.0)
or Introduction to Microsoft Office	BCOT 114	Introduction to Microsoft Office	(3.5)
<b>Motivational Presentation Skills for Managers</b>	BA 156	Motivational Presentation Skills for Managers	3.0
or Fundamentals of Oral Communication	SPCH 100	Fundamentals of Oral Communication	(3.0)
or Fundamentals of Speaking	SPCH 130	Fundamentals of Speaking	(3.0)
or Effective Business Presentations	BCOT 148	Effective Business Presentations	(3.0)
Or Managerial Business Communications	BCOT 247	Managerial Business Communications	(3.0)

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

Cerritos College is a regional leader in retail management and has worked at the national level in partnership with colleges in Alaska, Texas, and Oregon. Our pioneering work with the Western Association of Food Chains lead to the award of a TACCT-ACTOn grant in October 2012. The objectives outlined in the proposal and validated by industry have defined goals in four areas. Create Credit by Exam. Create MOUs with both Community College & four years college so student could transfer easily. Create employer partner with grocery industry and the retail industry. Create stacked and latticed certificates in order for students to move through their programs/certificates. This program design and delivery as well as the strategies and activities that were created, addressed those industry needs. One of the objective is also that adults who successfully and quickly complete their education acquire relevant retail industry-recognized credentials, become gainfully employed, and progress in their new careers. The Retail Management Program developed a progression of academic credentials matched with industry job skill requirements to provide progressive professional and academic advancement opportunities. These integrated actions of WAFC and ACT-On is designed to move adult learners along an educational continuum that shortens program duration to accommodate working adults' schedules, and breaks a single credential program into a sequence of modules that can stand alone and yield interim credentials recognized by local firms. Please note that most colleges in LA/Orange county are already participating in this program as described here <http://retailmanagementcertificate.com/for-students/participating-colleges/> LA Trade Tech and LA Valley have submitted applications in the last year.