

Retail Management Certificate		Students who successfully complete the Retail Management Certificate should be able to:									
Outcome 1		Written business communication									
Course Prefix & #	Course Title	term	Total # of students receiving letter grade	A	B	C	D	F	Average for students receiving letter grade	students receiving an I or W	
BA 205	Solving Comm Prob with Technology	spring	22	17	3	2	0	0	3.68	1	
TOTALS			22	17	3	2	0	0	3.68	1	
% students earning C or higher			100.00%	% students earning B or higher					90.91%		
Retail Management Certificate		Students who successfully complete the Retail Management Certificate should be able to:									
Outcome 2		Oral communications									
Course Prefix & #	Course Title	term	Total # of students receiving letter grade	A	B	C	D	F	Average for students receiving letter grade	students receiving an I or W	
BA 223	Principles of Marketing	fall	10	7	3	0	0	0	3.70	0	
BA 205	Solving Comm Prob with Technology	spring	22	17	3	2	0	0	3.68	1	
BA 249	Principles of Retailing & E-tailing	spring	0						#DIV/0!		
TOTALS			32	24	6	2	0	0	3.69	1	
% students earning C or higher			100.00%	% students earning B or higher					93.75%		
Retail Management Certificate		Students who successfully complete the Retail Management Certificate should be able to:									
Outcome 3		Business mathematics									
Course Prefix & #	Course Title	term	Total # of students receiving letter grade	A	B	C	D	F	Average for students receiving letter grade	students receiving an I or W	
BA 104	Business Mathematics	fall	13	2	6	2	0	3	2.31		
TOTALS			13	2	6	2	0	3	2.31	0	

% students earning C or higher	76.92%	% students earning B or higher	61.54%
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Retail Management Certificate		Students who successfully complete the Retail Management Certificate should be able to:									
Outcome 4		Bookkeeping or general accounting									
Course Prefix & #	Course Title	term	Total # of students receiving letter grade	A	B	C	D	F	Average for students receiving letter grade	students receiving an I or W	
BA 211	Principles of Accounting I	fall	13	8	4	0	0	1	3.38	2	
BA 211	Principles of Accounting I	winter	10	4	4	2	0	0	3.20	1	
TOTALS			23	12	8	2	0	1	3.30	3	
% students earning C or higher			95.65%	% students earning B or higher					86.96%		
Retail Management Certificate		Students who successfully complete the Retail Management Certificate should be able to:									
Outcome 5		Microcomputer applications									
Course Prefix & #	Course Title	term	Total # of students receiving letter grade	A	B	C	D	F	Average for students receiving letter grade	students receiving an I or W	
BA 131	Computers in Business	winter	16	14	1	1	0	0	3.81	1	
TOTALS			16	14	1	1	0	0	3.81	1	
% students earning C or higher			100.00%	% students earning B or higher					93.75%		
Retail Management Certificate		Students who successfully complete the Retail Management Certificate should be able to:									
Outcome 6		Introduction to management									
Course Prefix & #	Course Title	term	Total # of students receiving letter grade	A	B	C	D	F	Average for students receiving letter grade	students receiving an I or W	
BA 101	Introduction to Business	fall	26	9	9	4	2	2	2.81	0	
TOTALS			26	9	9	4	2	2	2.81	0	
% students earning C or higher			84.62%	% students earning B or higher					69.23%		

Retail Management Certificate		Students who successfully complete the Retail Management Certificate should be able to:									
Outcome 7		Marketing management									
Course Prefix & #	Course Title	term	Total # of students receiving letter grade	A	B	C	D	F	Average for students receiving letter grade	students receiving an I or W	
BA 223	Principles of Marketing	fall	10	7	3	0	0	0	3.70	0	
TOTALS			10	7	3	0	0	0	3.70	0	
% students earning C or higher			100.00%	% students earning B or higher					100.00%		
Retail Management Certificate		Students who successfully complete the Retail Management Certificate should be able to:									
Outcome 8		Human resources management									
Course Prefix & #	Course Title	term	Total # of students receiving letter grade	A	B	C	D	F	Average for students receiving letter grade	students receiving an I or W	
BA 224	Human Resource Management	fall									
TOTALS			6	4	1	0	1	0	3.33	0	
% students earning C or higher			83.33%	% students earning B or higher					83.33%		
Retail Management Certificate		Students who successfully complete the Retail Management Certificate should be able to:									
Outcome 9		Retail management									
Course Prefix & #	Course Title	term	Total # of students receiving letter grade	A	B	C	D	F	Average for students receiving letter grade	students receiving an I or W	
BA 249	Principles of Retailing & E-tailing	spring	0						#DIV/0!		
TOTALS			0	0	0	0	0	0	#DIV/0!	0	
% students earning C or higher			#DIV/0!	% students earning B or higher					#DIV/0!		

Retail Management Certificate		Students who successfully complete the Retail Management Certificate should be able to:								
Outcome 10		Merchandising								
Course Prefix & #	Course Title	term	Total # of students receiving letter grade	A	B	C	D	F	Average for students receiving letter grade	students receiving an I or W
BA 249	Principles of Retailing & E-tailing	spring	0						#DIV/0!	
TOTALS			0	0	0	0	0	0	#DIV/0!	0
% students earning C or higher			#DIV/0!	% students earning B or higher					#DIV/0!	
Retail Management Certificate		Students who successfully complete the Retail Management Certificate should be able to:								
Outcome 11		Leadership and human relations								
Course Prefix & #	Course Title	term	Total # of students receiving letter grade	A	B	C	D	F	Average for students receiving letter grade	students receiving an I or W
BA 224	Human Resource Management	fall	18	18	0	0	0	0	4.00	
BA 285	Human Relations - Organizations	winter	19	12	6	1	0	0	3.58	1
TOTALS			37	30	6	1	0	0	3.78	1
% students earning C or higher			100.00%	% students earning B or higher					97.30%	