

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	17	11	4	1	0	1	3.41	3
		TOTALS	17	11	4	1	0	1	3.41	3
% students earning C or higher			94.12%	% students earning B or higher					88.24%	

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	9	5	1	1	1	1	2.89	0
BA 205	Solving Comm Prob with Technology	spring	17	11	4	1	0	1	3.41	3
BA 249	Principles of Retailing & E-tailing	spring								
		TOTALS	28	17	6	2	1	2	3.25	3
% students earning C or higher			89.29%	% students earning B or higher					82.14%	

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								
		TOTALS	1	0	0	1	0	0	2.00	0
% students earning C or higher			100.00%	% students earning B or higher					0.00%	

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	22	13	5	1	1	2	3.18	1
		TOTALS	22	13	5	1	1	2	3.18	1
% students earning C or higher			86.36%	% students earning B or higher					81.82%	

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	20	19	1	0	0	0	3.95	0
		TOTALS	20	19	1	0	0	0	3.95	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 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	19	4	2	0	1	3.54	0
		TOTALS	26	19	4	2	0	1	3.54	0
% students earning C or higher			96.15%	% students earning B or higher					88.46%	

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	9	5	1	1	1	1	2.89	0
		TOTALS	9	5	1	1	1	1	2.89	0
% students earning C or higher			77.78%	% students earning B or higher					66.67%	

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	20	13	4	0	0	3	3.20	0
		TOTALS	20	13	4	0	0	3	3.20	0
% students earning C or higher			85.00%	% students earning B or higher					85.00%	

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								
		TOTALS								
% 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 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								
		TOTALS								
% 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 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	20	13	4	0	0	3	3.20	
BA 285	Human Relations - Organizations	winter	23	17	5	1	0	0	3.70	0
		TOTALS	43	30	9	1	0	3	3.47	0
% students earning C or higher			93.02%	% students earning B or higher					90.70%	