

**Board of Trustees**  
Washtenaw Community College

**ACTION**

4800 E. Huron River Drive  
Ann Arbor, Michigan 48105-4800

Subject  
Recommendation for New Programs for 2020-21

Date  
October 27, 2020

**RECOMMENDATION**

That the Board of Trustees approve the New Programs for Winter 2021 as listed below:

- ☼ Addiction Studies Certificate - Humanities, Social and Behavioral Sciences Division – Behavioral Sciences Department
- ☼ Human Resources Essentials Certificate - Business & Computer Technologies Division – Business Department
- ☼ Sports and Entertainment Management Certificate - Business & Computer Technologies Division – Business Department

**A ROLL CALL VOTE WILL BE TAKEN**

Prepared by: Dr. Kimberly Hurns  
Title: Vice President for Instruction  
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Recommended by: *Rose B. Bellanca, Ed.D.*  
Rose B. Bellanca, President

# Recommendation for New Programs for 2020-2021

## Addiction Studies Certificate

Certificate – 12 credits

Humanities, Social and Behavioral Sciences Division – Behavioral Sciences Department

**Description:** This program is designed for individuals interested in pursuing Certified Alcohol and Drug Counseling (CADC) certification through the State of Michigan. Courses focus on knowledge and skills necessary for working with clients with substance abuse disorders. This program will fulfill the educational requirements needed for CADC. Additional requirements for work experience and supervision must be met outside of this program.

**Need/Job Demand:** This certificate was originally created as a post-associates certificate. The credential, Certified Drug Alcohol Counselor (CADC) and the credentialing body (Michigan Certification Board for Addiction Professionals) do not require that professionals have a degree in order to be credentialed as a CADC. Therefore, it is being requested that these four classes be combined to create an Addiction Studies Certificate. According to the Bureau of Labor Statistics, Substance Abuse and Behavioral Disorder Counselors openings are expected to increase 11% between 2018 and 2028<sup>1</sup>.

### Student Learning Outcomes:

1. Demonstrate the professional expectations and responsibilities of an addiction professional outlined in the professional code of ethics.
2. Recognize and apply concepts of substance abuse counseling such as co-occurring disorders, cultural awareness, counseling, case management, assessment and treatment, biology, client, family and community education, and working with varying populations.

**Curriculum Review:** The Curriculum and Assessment Committees recommended approval of this program on 1/9/20.

**Wage Data:** The 2019 median wage was \$22.23 hourly or \$46,240 annually.

### Program Requirements:

HSW 296	Neuropsychology of Addiction	3 Cr
HSW 297	Assessment of Co-occurring Disorders	3 Cr
HSW 298	Treatment of Addiction	3 Cr
PSY 240	Drugs, Society and Human Behavior	3 Cr
Total		12 Cr

<sup>1</sup> Occupational Outlook Handbook U.S. Bureau of Labor Statics

# Recommendation for New Programs for 2020-2021

## Human Resources Essentials

Certificate – 9 credits

Business & Computer Technologies Division – Business Department

**Description:** Interested in a career in HR? Interested in some quick credentials to serve you on the job? In this accelerated certificate program, students will learn basic human resources principles that promote organizational success and obtain a valuable resume credential in as little as one semester.

**Need/Job Demand:** We saw a need for a quick pathway, especially for working students, to gain quick HR credentials. By using existing courses, we can create a program that leads to a certificate. Those who are more committed and have more time can earn the full HR Skills and Operations Certificate.

### Student Learning Outcomes:

1. Identify basic management concepts and principles that promote organizational success.
2. Recognize the framework of essential human resource management concepts and techniques that will guide human resource activities.
3. Identify the foundations of human behavior in a variety of organizations.

**Curriculum Review:** The Curriculum and Assessment Committees recommended approval of this program on 7/16/20.

**Wage Data:** N/A

### Program Requirements:

BMG 230	Principles of Management	3 Cr
BMG 240	Human Resources Management	3 Cr
BMG 279	Organizational Management	3 Cr
Total		9 Cr

# Recommendation for New Programs for 2020-2021

## Sports and Entertainment Management

Certificate – 18 credits

Business & Computer Technologies Division – Business Department

**Description:** In this program, students will focus on the unique sports and entertainment management industries. They will be introduced to the variety of sports and entertainment employment opportunities such as ticket sales, event management or representing a professional athlete or team. Students will develop analytical, critical thinking, and problem-solving skills that sports and entertainment industry employers are looking for. Innovative instruction from industry professionals and collaborative learning will enhance their experience.

**Need/Job Demand:** According to the U.S. Bureau of Labor Statistics "Employment of entertainment and sports occupations is projected to grow 5 percent from 2018 to 2028, about as fast as the average for all occupations. Employment is projected to increase by about 42,600. Strong demand from the public for more movies and television shows, as well as the increasing popularity of sports, will contribute to job growth for the entertainment and sports occupations." <sup>2</sup>

### Student Learning Outcomes:

1. Recognize the economic impact of the sports and entertainment industries.
2. Develop and analyze a case study to practice strategies in managing a sports and entertainment venue
3. Create effective communication plans to market sports and entertainment events based on market strategies.

**Curriculum Review:** The Curriculum and Assessment Committees recommended approval of this program on 4/9/20.

**Wage Data:** In addition, According to the U.S. Bureau of Labor Statistics "The median annual wage for entertainment and sports occupations was \$42,940 in May 2018, which was higher than the median annual wage for all occupations of \$38,640."

### Program Requirements:

BMG 163	Introduction to E-sports	3 Cr
BMG 165	Introduction to Sports and Entertainment Management	3 Cr
BMG 166	Sports and Entertainment Communications and Public Relations	3 Cr
BMG 168	Facilities and Event Management	3 Cr
BMG 169	Sports and Entertainment Marketing	3 Cr
BMG 230	Principles of Management	3 Cr
Total		18 Cr

<sup>2</sup> Occupational Outlook Handbook U.S. Bureau of Labor Statistics