

## Washtenaw Community College Comprehensive Report

### BMG 295 Supply Chain Field Studies Effective Term: Fall 2018

#### Course Cover

**Division:** Business and Computer Technologies

**Department:** Business

**Discipline:** Business Management

**Course Number:** 295

**Org Number:** 13210

**Full Course Title:** Supply Chain Field Studies

**Transcript Title:** Supply Chain Field Studies

**Is Consultation with other department(s) required:** No

**Publish in the Following:** College Catalog , Time Schedule , Web Page

**Reason for Submission:** Three Year Review / Assessment Report

**Change Information:**

**Consultation with all departments affected by this course is required.**

**Course description**

**Outcomes/Assessment**

**Objectives/Evaluation**

**Rationale:** BMG 295 is the capstone course for both the Retail Management and Supply Chain Management Associate Degree programs. In completing those course assessments, it was noted that this course needs to be updated to ensure it continues to be a valid assessment tool and is consistent with the program outcomes and objectives.

**Proposed Start Semester:** Fall 2018

**Course Description:** In this course, students will apply their knowledge of retail and supply chain management to research and explain, in detail, the role and contribution made by each entity in the supply chain for a retail-related product, or products from point-of-origin to point-of-consumption. The test and final report will integrate the concepts, principles and practices learned in prerequisite courses and will compare and contrast the supply chains of different and diverse retail products. The title of this course was previously Capstone: Retail Management.

#### Course Credit Hours

**Variable hours:** No

**Credits:** 2

**Lecture Hours: Instructor:** 30 **Student:** 30

**Lab: Instructor:** 0 **Student:** 0

**Clinical: Instructor:** 0 **Student:** 0

**Total Contact Hours: Instructor:** 30 **Student:** 30

**Repeatable for Credit:** NO

**Grading Methods:** Letter Grades

Audit

**Are lectures, labs, or clinicals offered as separate sections?:** NO (same sections)

#### College-Level Reading and Writing

College-level Reading & Writing

#### College-Level Math

## **Requisites**

### **Prerequisite**

BMG 181 minimum grade "C"; may enroll concurrently  
and

### **Prerequisite**

BMG 182 minimum grade "C"; may enroll concurrently  
or

### **Prerequisite**

BMG 206 minimum grade "C"; may enroll concurrently

## **General Education**

## **Request Course Transfer**

### **Proposed For:**

Central Michigan University  
College for Creative Studies  
Eastern Michigan University  
Ferris State University  
Grand Valley State University  
Jackson Community College  
Kendall School of Design (Ferris)  
Lawrence Tech  
Michigan State University  
Oakland University  
University of Detroit - Mercy  
University of Michigan  
Wayne State University  
Western Michigan University

## **Student Learning Outcomes**

1. Research and explain, in detail, the role and contribution made by each entity in a supply chain as products, information, and money flow from point-of-origin to point-of-consumption.

### **Assessment 1**

Assessment Tool: Capstone report

Assessment Date: Winter 2015

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 75% of students will score an average of 2 or higher on a 1-3 point scale

Who will score and analyze the data: Report will be scored by members of the School of Business and Entrepreneurial Studies Advisory Board. Lead instructor will analyze the data.

## **Course Objectives**

1. Research and explain, in detail, the role and contribution made by each entity in the supply chain for a retail-related product or products (raw material to manufacturer to distributor to retail to end-customer).
2. Compare and contrast the supply chains of different and diverse retail products.
3. For Retail Management students: Identify the concepts and practices related to brick-and-mortar and online retail environments, managing the retail offering, communicating the offering, and managing

the operations.

4. For Supply Chain students: Identify supply chain concepts and practices that must take place to get the right products and services into the right customer's hands, in the right quantity, at the right time, and in the right condition.

### New Resources for Course

#### Course Textbooks/Resources

Textbooks  
Manuals  
Periodicals  
Software

#### Equipment/Facilities

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
<b>Faculty Preparer:</b> <i>Cheryl Byrne</i>	<i>Faculty Preparer</i>	<i>Dec 20, 2017</i>
<b>Department Chair/Area Director:</b> <i>Julianne Davies</i>	<i>Recommend Approval</i>	<i>Dec 27, 2017</i>
<b>Dean:</b> <i>Eva Samulski</i>	<i>Recommend Approval</i>	<i>Dec 31, 2017</i>
<b>Curriculum Committee Chair:</b> <i>David Wooten</i>	<i>Recommend Approval</i>	<i>Feb 12, 2018</i>
<b>Assessment Committee Chair:</b> <i>Michelle Garey</i>	<i>Recommend Approval</i>	<i>Feb 26, 2018</i>
<b>Vice President for Instruction:</b> <i>Kimberly Hurns</i>	<i>Approve</i>	<i>Feb 28, 2018</i>