

Retail Management Certificate

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The objective of this document is twofold:

1. Provide an executive summary of the 2013 event to revalidate Retail Store Manager level competencies.
2. Explain the recommended enhancements to update the curriculum at all approved partner colleges.

The original RMCP curriculum content, established in the mid 1990's, was developed and founded on the core competencies required for managerial success in the 1990's. To ensure that the program continues to be relevant for our workforce, a panel of "Industry Experts" from 11 different retailers met in February 2013 to reassess and revalidate the WAFAC's list of competencies. Selected by company management, this panel was "expert" based on their managerial experience and status as a RMCP graduate.

The panel was guided by a 4-yr University Provost (WGU-Western Governor's University) with substantial expertise in competency-based education. During the session, the group confirmed that the role of a manager has become much more sophisticated since 1999, and recommendations were made to better reflect the academic needs of a store manager in 2013 and beyond.

The panel, along with faculty from several WAFAC community college partners, linked the revised 2013 competencies to course "outcomes" for the Retail Management Certificate. Ultimately, the group recommended that the courses remain mostly "in-tact", with a few enhancements to accelerate students' learning and increase certificate completion rates:

- **Communication:** Combine Written, Oral, and Presentation competencies into one Business Communications course and ensure that communications activities are included in all courses. Remove English Composition pre-requisite.
- **Computation:** Combine the Math and Financial competencies (Accounting & Business Math) into one course that covers managerial level skills. Ensure that retail related computations are covered and remove pre-requisites.

NOTE: The Retail Management Certificate is founded on competencies, and each community college will complete a "curriculum Crosswalk" to determine and declare which courses comprise the certificate, based on those competencies. The WAFAC reviews every college's course outcomes for inclusion as a partner college.

As a result of the industry experts' recommendations, the WAFAC is urging all partner colleges – as well as potential partner colleges – to reduce the number of courses to as few as eight, as long as the 2013 competency outcomes are included. This also means the number of college credits/units earned in the certificate is slightly reduced.

Note: Our 2011 graduate survey data indicated that the majority our students continue on for an Associate degree, where they will be required to take college level Math and English. The rationale for placing these courses *outside* the certificate helps reduce barriers to certificate completion (placement tests, developmental courses, cost, and time).

The revalidation event described above took place in February 2013. Since then, these recommendations have been fully reviewed with all industry and college partners. In each state, the industry and college representatives have been in agreement with the recommendations. These outcomes help prepare emerging leaders for Store Manager Positions.

For additional detail and rationale, as well as the revised/updated course outcomes, please refer to the 5-page revalidation summary located at: <http://retailmanagementcertificate.com/for-community-colleges/curriculum-revalidation/> Note: This is also the link to the Curriculum Crosswalk Form.