Retail Management Certificate

Course Outcomes/Curriculum Crosswalk

The Course Outcomes provided in this document were updated in February 2013 to reflect the most relevant, competency-based Retail Management curriculum. Community Colleges seeking Approved Partner College Status must demonstrate that each of their selected courses contain a minimum 75% of the required outcomes.

The outcomes are divided into eight sections, reflecting the "ideal" 8-course program. Approved college partners will, if at all possible, duplicate the "ideal" program. Colleges who propose fewer than 8-courses must meet 100% of all required outcomes. **NOTE: Variations will be reviewed by an academic council, and recommendations will be provided.**

Community College Name: _____

Name/Title of Person completing form: _____

Please provide the following to support your Retail Management Certificate:

Step 1: List any **required** pre-requisites for completing the Retail Management Certificate. Pre-requisites are highly discouraged.

Step 2: Identify the courses at your college that **most closely** align with the WAFC course outcomes using this crosswalk form. **Please include only one course per column.**

Step 3: At the end of this form, please provide a list of your college's identified course titles & numbers and course descriptions. (Identified courses with a 75% or higher match to the WAFC's required outcomes)

Step 4: Once you have completed your crosswalk, please email to wafc.consortium@gmail.com for review and approval by our academic council.

College Required Pre-requisites for Retail Management Certificate (Note: Pre-requisites are highly discouraged)	
Please enter pre-requisite course name and number	Please enter course name and number for which the pre-requisite corresponds

WAFC requires the following Course Outcomes - Goal is 75% match per course/topic area	*Course Name & Applicable Course #*	*Course Name & Applicable Course #*	*Course Name & Applicable Course #*
Human Relations/Organizational Behavior			
Identify the challenges and opportunities of managing a diverse workforce			
Define how individual and group human behavioral theories and concepts are applied in the workplace			
Apply different motivational theories, reward strategies, and life-work balance considerations to maximize individual and group performance			
Identify strategies that address the challenges of interfacing technology and employees			
Select different leadership styles and management models in order to respond to a variety of situations			
Select optimal methodologies to deal with change-management and conflict resolution in the workplace			
Percent match per course			
	Course Name & Applicable Course #	*Course Name & Applicable Course #*	*Course Name & Applicable Course #*
Computer Applications (Technology)			
Search for information on the Internet, open, save, and print a URL Web page			
Revise information from the Internet to create or enhance business documents			
Create, edit, save, and print a variety of word processing documents using formatting, graphics, and wizards			
Design a spreadsheet with charts, utilizing features such as formatting, formulas, conditional formatting, and functions			
Design a presentation using wizards, graphs, tables, animation, and transition features			
Apply several methods to integrate documents from multiple programs (e.g., copying, pasting links, exporting, merging, and embedding features)			
Analyze the role of Information Systems in supporting organizational strategy, improving business processes, and supporting data-driven decision making			
Percent match			

	Course Name & Applicable Course #	*Course Name & Applicable Course #*	*Course Name & Applicable Course #*
Business Communication Skills for Managers *(This course incorporates the Written, Oral and Presentation competencies; Communication competencies are also included throughout the program)*			
Demonstrate communication principles and critical thinking through written and oral formats			
Demonstrate the use of on-line resources for research and communications (e.g., Internet, electronic mail)			
Employ software tools (e.g., Microsoft Word, Excel, PowerPoint) to produce professional quality business communications (e.g., letters, memos, presentations, and emails) to address a variety of business situations			
Edit documents to improve conciseness, precision, tone, and layout			
Identify components of the communication process, including sender encoding and receiver decoding			
Evaluate choices of communication channels and barriers to effective listening			
Deliver an oral presentation using technology and visual support materials			
Prepare a business report that integrates data from multiple sources to illustrate and emphasize key information			
Participate in a group to solve problems and make decisions			
Percent match			
	Course Name & Applicable Course #	*Course Name & Applicable Course #*	*Course Name & Applicable Course #*
Principles of Management			
Explain the roles, responsibilities, and accountability of managers in planning, organizing, leading, and controlling within an organization			
Describe formal and informal communication realities and processes within organizations (e.g., social and organizational networks)			
Explain organizational hierarchies and the functions of management and administration at each level (e.g., planning, organizing, directing, and controlling)			
Identify how managers create and manage organizational culture			
Describe the importance of written policies, rules, and procedures			

	Course Name & Applicable Course #	Course Name & Applicable Course #	Course Name & Applicable Course #
Identify the impact of change on business operations and employees			
Describe the importance of ethics in business and identify strategies to encourage ethical behavior by managers and employees			
Percent match			

	Course Name & Applicable Course #	*Course Name & Applicable Course #*	*Course Name & Applicable Course #*
Principles of Marketing			
Explain the overall importance of marketing and how it fits into the business environment			
Discuss how the marketing mix (the four P's) is used to address the needs and wants of consumers			
Explain the strategic function that marketing plays in the profitability of a business			
Create and present a marketing plan for a product or service			
Percent match			

	Course Name & Applicable Course #	*Course Name & Applicable Course #*	*Course Name & Applicable Course #*
Human Resources Management			
Discuss legal and financial implications and human factors in making personnel decisions			
Identify Federal and State employment laws applicable to management decisions			
Discuss the legal and procedural considerations involved in hiring, disciplining, and terminating employees			
Appraise the ethical impact of following and enforcing policies, rules, and procedures			
Analyze various compensation and benefits packages			
Identify the differences between union and nonunion organizations, and describe the importance of union/management relations			
Analyze workplace human resource needs			
Discuss current legal and social ramifications of "downsizing" or "right-sizing" an organization			

Discuss the impact of globalization and diversity on human resource management			
Percent match			
	Course Name & Applicable Course #	*Course Name & Applicable Course #*	*Course Name & Applicable Course #*
Financial Management & Budgeting *(This course incorporates the relevant quantitative math competencies and relevant accounting competencies)*			
Apply basic math skills to calculate interest, payroll, rate of change, discounts, markup, pricing, gross margin, and net margin ***required**			
Identify the interrelationships among standard financial reports			
Interpret and analyze financial information to make business decisions			
Determine how internal controls affect profitability for ethical decision making			
Prepare operational budgets			
Produce projected pro-forma financial statements and forecasts			
Identify the impact of accounting events on the financial statements, decision making, and financial performance measures			
Percent match			
	Course Name & Applicable Course #	*Course Name & Applicable Course #*	*Course Name & Applicable Course #*
Retail Management (Capstone)			
Compare and contrast traditional retailers and category specialists			
Describe how technology (e.g., customer databases, integrated systems, and buying and sales forecasting systems) is used to support retail businesses			
Evaluate the effectiveness of merchandising decisions in the retail industry			
Explain the factors relating to visual merchandising, such as store layouts and presentation			
Compare the strategies that are used within the different stages of a product's life cycle			

Describe the flow of goods and services in a retail environment (e.g., inventory control, supply chain, and risk management)			
Analyze how logistics and supply chain management achieve a sustainable competitive advantage			
Compare different customer service strategies that can be used to improve the consumer experience			
Evaluate the impact of laws and regulations pertaining to the role and responsibilities of a retail manager			
Create and present a strategic plan for a business, including financial strategy and financial performance measures ***optional**			
Percent match			
Form Last Updated 06.22.16			

Please attach your college's selected course titles & numbers, and course descriptions (courses with a 75% or higher match to WAFC's required outcomes).