



Business: Management

Instruction

Vision/Narrative

The Business/CSIS Department at Gavilan College prepares students to succeed in a diverse global society by offering an education focused on relevant business subjects and current technology. We invite students to envision and achieve their personal educational goals, including employability, transfer to four-year institutions, and life-long learning.

RETAIL MANAGEMENT, a new program within the Business department, is designed to prepare students to assume leadership positions in the retail sector, providing them with the essential business skills needed to perform supervisory and management duties. Created through a partnership with the Western Association of Food Chains and retailers in a variety of fields, it will help students pursue careers in the grocery industry and others that deal directly with consumers, such as the apparel, home furnishings, general merchandise, and services industries.

The Retail Management Program offers both an AS degree as well as a Certificate of Achievement in Retail Management. The program serves both entry level job candidates and incumbent employees. The Western Association of Food Chains (WAFC), a nonprofit organization representing major food retailers, endorses the program

Feedback from Supervisor / Dean

no ranking required.

What is the target enrollment? What is the outreach? What is the goal for employment? What would be the marketing and advertising plan and the outcome/targets?

It is difficult to comment on the objectives due to a lack of detail connecting the dots of each objective to the strategy and goals, SLO results, and progress statements. Additionally, it is unclear how these items tie into the broader context in CTE/SWP and gainful employment. Envisioning the ideal program as the end result, what activities and objectives lend themselves to getting to that desired result? How are those activities directly connected to the objectives, and how are those objectives connected to the broader items listed (IEC, SLO, Strat. plan, etc)



Program Objective 1: Increase the number of students who intend to complete the Retail Management certificate.

Strategy and Goal(s):

Not Applicable: RESUBMITTED: Copied from Academic Year 2016-17

IEC Program Review:

Yes, this Objective is based from the last IEC Program Review.

Progress:

- None -

Activity 1: Identify more instructors who can offer these classes online. Current online offerings have been well-received by students.

Personnel Request - *none*

Non-Personnel Request - *none*

Rankings:

Ranker	Comments	Rank
Dean		
Vice-President		
Budget Committee		
President's Council		



Program Objective 2: Expand the enrollments, class offerings, and graduates in the new Retail Management program. This innovative program partners with the non-profit Western Association of Food Chains to educate and promote current employees into management positions.

Strategy and Goal(s):

Not Applicable: RESUBMITTED: Copied from Academic Year 2016-17

IEC Program Review:

Yes, this Objective is based from the last IEC Program Review.

Progress:

Yes: Enrollments are increasing. Progress is also being eroded by cuts to the class schedule.

Activity 1: Continue to market this program. Request funding for advertising and promotion.

Personnel Request - *none*

Non-Personnel Request - *none*

Rankings:

Ranker	Comments	Rank
Dean		
Vice-President		
Budget Committee		
President's Council		