

## New Academic Program Workflow Form

### General

**Proposed Name: Foundations Retail Management**

Transaction Nbr: 00000000000112

Plan Type: Specialization

Academic Career: Undergraduate

Degree Offered: Undergraduate Certificate

Do you want to offer a minor? N

Anticipated 1st Admission Term: Sum 2022

### Details

Department(s):

#### AGSC

DEPTMNT ID	DEPARTMENT NAME	HOST
1236	School of Family & Consumer Sciences	Y

Campus(es):

#### ONLN

LOCATION	DESCRIPTION
ONLN	Online

**Admission application terms for this plan:** Spring: Y Summer: Y Fall: Y

**Plan admission types:**

Freshman: N Transfer: N Readmit: N Graduate: Y

Non Degree Certificate (UCRT only): N

Other (For Community Campus specifics): N

**Plan Taxonomy:** 19.0203, Consumer Merchandising/Retailing Management.

Program Length Type: Program Length Value: 0.00

Report as NSC Program:

SULA Special Program:

**Print Option:**

Diploma: Y Foundations of Retail Management Certificate

Transcript: Y Foundations of Retail Management Certificate

**Conditions for Admission/Declaration for this Major:**

None

**Requirements for Accreditation:**

None

**Program Comparisons**

**University Appropriateness**

The retail management certificate is aligned with the University's mission and strategic plan, specifically, to prepare our students with the skills and mindsets to lead in the 4IR.

**Arizona University System**

NBR	PROGRAM	DEGREE	#STDNTS	LOCATION	ACCRDT
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**Peer Comparison**

See info in uploaded chart

**Faculty & Resources**

**Faculty**

Current Faculty:

INSTR ID	NAME	DEPT	RANK	DEGREE	FCLTY/%
13404833	Felicia Frontain	1236	Assit. Prof. Pract.	Master of Bus Admin	1.00
13508197	Lance Erickson	1236	Assoc. Prof. Pract.	Doctor of Philosophy	1.00
22071873	Soo Hyun Kim	1236	Assit. Prof. Pract.	Doctor of Philosophy	1.00

Additional Faculty:

None needed

### Current Student & Faculty FTE

DEPARTMENT	UGRD HEAD COUNT	GRAD HEAD COUNT	FACULTY FTE
1236-RCSC	268	0	8.00

### Projected Student & Faculty FTE

DEPT	UGRD HEAD COUNT			GRAD HEAD COUNT			FACULTY FTE		
	YR 1	YR 2	YR 3	YR 1	YR 2	YR 3	YR 1	YR 2	YR 3
1236-RCS C	10	50	75	0	0	0	.15	.60	.60

### Library

Acquisitions Needed:

None

### Physical Facilities & Equipment

Existing Physical Facilities:

N/A

Additional Facilities Required & Anticipated:

None

### Other Support

Other Support Currently Available:

The program has non-monetary support in the form of access to professional digital application and platforms from Google, Amazon, Shopify, Hootsuite, and other industry leaders.

Other Support Needed over the Next Three Years:

None

### Comments During Approval Process

12/1/2021 2:58 PM

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**Comments**

Approved.



## NEW CERTIFICATE PROPOSAL

Note: New programs requiring a [program fee](#) must have the fee approved prior to implementation.

### I. CERTIFICATE DESCRIPTION

The Foundations of Retail Management certificate introduces students to the theories and principles of effective retail management, and develops the skills they will need to advance their careers in the retail industry. Retail store operations and supply chain operations are essential to organizations that provide products or services to consumers. Operations managers are responsible for keeping track of the big picture, identifying potential areas of improvement, and ensuring the profitable delivery of exceptional customer service. This certificate is designed for working professionals and undergraduate students interested in Retail Store Management, Supply Chain Management, and related careers.

### II. NEED FOR THE CERTIFICATE/JUSTIFICATION

The primary focus of this certificate is employability enhancement—it is designed and targeted mainly to working professionals who are looking to advance their careers in the retail industry. There is a market gap for a program targeting working adults with retailing experience but without a bachelor's degree in business administration or a related field. There is no formal certification required for retail store management or supply chain management positions with the exception of certain specialty certificates (e.g., pharmacy, food safety). We see three potential target segments:

- People with retailing work experience but no college degree.
- College-degree holders who do not have business-oriented degrees and who want to augment the existing degree so they can build a career in the retail industry.
- Undergraduate students who want to add retail management coursework but do not want to complete the full RCSC Minor.

Demand for retail industry jobs has remained relatively constant over the last decade, but the pandemic has significantly altered the industry. Currently consumer demand appears to be outpacing retailers' ability to staff stores and operations. Employment growth for sales managers and operations managers was at about 4% pre-pandemic, and is expected to grow at closer to 7% over the next ten years. This supports current and projected student demand for the certificate.

Many community colleges in Arizona offer a version of a Retail Management Certificate. This is a structured, 24-unit program that takes one year or more to complete. Most of the coursework comes from general business disciplines, with only one 3-unit course directly related to retailing. Pima Community College previously offered this certificate but is not currently offering the program and the essential course, MKT 139 Retailing, was not offered in Fall 2021. Rio Salado and other Arizona Community Colleges actively offer the certificate and the eight courses required for this program. We believe our certificate would be an attractive alternative for a number of reasons: it is faster to complete (12 units vs. 24), the four courses are all entirely retail focused, and the University of Arizona branding is superior to the competitors.

### III. PROGRAM AFFILIATION

The UA offers both a Bachelor's of Science and a minor in Retailing and Consumer Science. This is an affiliated program and relies on the same courses used to fulfill the Retail Management Certificate.

#### IV. CERTIFICATE REQUIREMENTS

[Click or tap here to enter text.](#)

Minimum total units required	12
Minimum upper division units	6
Total transfer units that may apply to the certificate. <i>Note: A minimum of six (6) units used to complete the certificate must be University credit.</i>	6
Pre-admissions expectations (i.e., academic training to be completed prior to admission)	none
Certificate requirements. List all certificate requirements including core and electives. Courses listed must include <b>course prefix, number, units, and title. Mark new coursework (New)</b> . Include any limits/restrictions needed. Provide email(s)/letter(s) of support from home department head(s) for courses not owned by your department.	<ol style="list-style-type: none"> <li>1. RCSC114 – Introduction to Retailing</li> <li>2. RCSC205 – Merchandise Planning and Control</li> <li>3. RCSC384 – Leadership, Ethics, and Management Practices</li> </ol> <p>And one of the following:</p> <ol style="list-style-type: none"> <li>4. RCSC310 – Retail Management and Operations</li> <li>5. RCSC350 – Supply Chain Management</li> </ol>
Internship, practicum, applied course requirements (Yes/No). If yes, provide description.	No
Any double-dipping restrictions (Yes/No)? If yes, provide description.  *A maximum of 6 units may double-dip with a degree requirement (major, minor, General Education) or second certificate.	No
Additional requirements (provide description)	None

V. CURRENT COURSES

Course prefix and number (include cross-listings)	Units	Title	Pre-requisites	Modes of Delivery (online, in-person, hybrid)	Campus and Location Offered	Dept signed party to proposal? (Yes/No)
RCSC 114	3	Introduction to Retailing		Online, in person	F, SP	Yes
RCSC 205	3	Merchandise Planning and Control		Online, in person	F, SP, SU	Yes
RCSC 350	3	Supply Chain Management	RCSC 205	Online, in person	F, SP	Yes
RCSC 384	3	Leadership, Ethics, and Management Practices		Online, In person	F, SP	Yes

VI. CONTACTS AND ADMINISTRATION

**UNDERGRADUATE** (delete if n/a)

a. List the name and contact information for the primary point of contact for the certificate:

Lance Erickson  
 Program Chair, Retailing and Consumer Science  
 Norton School of Family and Consumer Science  
[lerickso@email.arizona.edu](mailto:lerickso@email.arizona.edu)

b. List the name and contact information for the person or persons who will serve in the role of Director of Undergraduate Studies (DUS) for the certificate (this is not always the same as the DUS for affiliated programs or head of the managing academic unit.):

Darin Knapp  
 Undergraduate Director  
 Norton School of Family and Consumer Science  
[darink@email.arizona.edu](mailto:darink@email.arizona.edu)

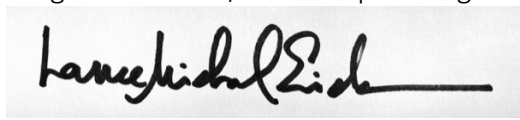
c. If known, list the members of the certificate oversight committee for this certificate. Note: undergraduate certificate oversight committees shall consist of a minimum of 3 members, 2 of which are faculty and at least one of the 2 is participating faculty in the certificate program. The oversight committee is responsible for 1) qualifications of participating faculty, 2) coordination of admissions recommendations with the Office of Admissions, and 3) curricular changes:

<b>Learning Outcome #1:</b> Explain the requirements for a successful retailing operation.
<b>Concepts:</b> Retailing formats, differentiation strategies, and the value creation process.
<b>Competencies:</b> Students will demonstrate business communications, consumer behavior, and critical analysis skills.
<b>Learning Outcome #2:</b> Apply fundamental concepts of merchandise planning to the design of a retail operation
<b>Concepts:</b> Accounting principles, business analysis, and forecasting.
<b>Competencies:</b> Students will demonstrate proficiency in retail accounting methods and critical analysis skills
<b>Learning Outcome #3:</b> Develop effective management strategies needed for retail career advancement
<b>Concepts:</b> Leadership styles, management theory, and ethical reasoning.
<b>Competencies:</b> Students will demonstrate leadership, effective communication, and business management skills.
<b>Learning Outcome #4:</b> Employ effective strategies and tactics in a specialized area.
<b>Concepts:</b> Students select one specialized area: retail operations management or supply chain management
<b>Competencies:</b> Students will demonstrate the ability to apply specific professional methods to solve business challenges.

VII. REQUIRED SIGNATURES

Program Director/Main Proposer (print name and title):

Program Director/Main Proposer signature:



Date: February 10, 2022

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Date: 2/15/2022

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Associate/Assistant Dean's signature:

Date:

A handwritten signature in blue ink, appearing to read "Michael Hunt", is written above a horizontal line. The line is composed of two parallel blue lines.

Dean (print name):

Date:

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For use by Curricular Affairs (Undergraduate):

Committee	Approval date
APS	
Undergraduate Council	
Undergraduate College Academic Administrators Council	

**BUDGET PROJECTION FORM**
**Name of Proposed Program or Unit: Retail Management Certificate**

Budget Contact Person: Samantha Sowerby	Projected		
	1st Year 2021 - 2022	2nd Year 2022- 2023	3rd Year 2023 - 2024
<b>METRICS</b>			
Net increase in annual college enrollment UG	10	50	75
Net increase in college SCH UG	90	750	1,125
Net increase in annual college enrollment Grad	-	-	-
Net increase in college SCH Grad	-	-	-
Number of enrollments being charged a Program Fee	-	-	-
New Sponsored Activity (MTDC)	-	-	-
Number of Faculty FTE	0.15	0.60	0.60
<b>FUNDING SOURCES</b>			
<b><u>Continuing Sources</u></b>			
UG RCM Revenue (net of cost allocation)			
Grad RCM Revenue (net of cost allocation)	-	-	-
Program Fee RCM Revenue (net of cost allocation)	-	-	-
F and A Revenues (net of cost allocations)			
UA Online Revenues	15,262	127,181	190,772
Distance Learning Revenues			
Reallocation from existing College funds (attach description)			
Other Items (attach description)			
<b>Total Continuing</b>	<b>\$ 15,262</b>	<b>\$ 127,181</b>	<b>\$ 190,772</b>
<b><u>One-time Sources</u></b>			
College fund balances			
Institutional Strategic Investment			
Gift Funding			
Other Items (attach description)			
<b>Total One-time</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>TOTAL SOURCES</b>	<b>\$ 15,262</b>	<b>\$ 127,181</b>	<b>\$ 190,772</b>
<b>EXPENDITURE ITEMS</b>			
<b><u>Continuing Expenditures</u></b>			
Faculty	8,000	22,000	16,000
Other Personnel	10,000	15,000	20,000
Employee Related Expense	5,580	11,470	11,160
Graduate Assistantships			
Other Graduate Aid			
Operations (materials, supplies, phones, etc.)	1,000	500	500
Additional Space Cost			
Other Items (attach description)			
<b>Total Continuing</b>	<b>\$ 24,580</b>	<b>\$ 48,970</b>	<b>\$ 47,660</b>
<b><u>One-time Expenditures</u></b>			
Construction or Renovation			
Start-up Equipment			
Replace Equipment			
Library Resources			
Other Items (attach description)			
<b>Total One-time</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>TOTAL EXPENDITURES</b>	<b>\$ 24,580</b>	<b>\$ 48,970</b>	<b>\$ 47,660</b>
<b>Net Projected Fiscal Effect</b>	<b>\$ (9,318)</b>	<b>\$ 78,211</b>	<b>\$ 143,112</b>

## Undergraduate Certificate Peer Comparison Chart

Certificate name, institution	Proposed UA Program: Foundations of Retail Management Certificate	Retail Management Certificate, Arizona Community Colleges	Supply Chain Management Certificate, Virginia Wesleyan University
Current# of enrolled students		Unclear, courses co-convene with other degree programs	Approximately 25
Program description	The Foundations of Retail Management certificate introduces students to the theories and principles of effective retail management, and develops the skills they will need to advance their careers in the retail industry. Retail store operations and supply chain operations are essential to organizations that provide products or services to consumers. This certificate is designed for working professionals and undergraduate students interested in Retail Store Management, Supply Chain Management, and related careers.	Get first-rate training in the effective management and communication skills needed to become a manager in retail, the food industry, and related sectors.  More info: <a href="https://retailmanagementcertificate.com/for-students/approved-certificate-courses/">https://retailmanagementcertificate.com/for-students/approved-certificate-courses/</a>	This upper-level SCM certificate program prepares you for success in a growing industry. Our unique, online supply chain management certification is an excellent add-on to any degree, but pairs exceptionally well with a business major because most of the program's courses count toward your bachelor's degree.  With our online SCM certification, your supply chain management career outlook is promising. You could secure a position as a production operative, supervisor or manager.
Target careers	Retail Department/Store/ Division Manager Warehouse/Distribution Center Manager	Supervisory and Entry-Level Retail Mgmt. Department Mgmt. Store Management	Planning Manager Transportation Director Logistics Manager Supply Chain Consultant
Minimum total units required	12	24	20
Minimum upper-division units required	6	n/a	20
Total transfer units that may apply to certificate	None		
List any special requirements to declare/admission to this certificate (completion of specific	none	complete all pre-requisite coursework	complete all pre-requisite courses

coursework, minimum GPA, interview, application, etc.)			
<p><b>Certificate requirements. List all certificate requirements including core and electives. Courses listed must include course prefix, number, units, and title. Mark new coursework (New). Include any limits/restrictions needed (house number limit, etc.).</b></p>	<p>RCSC114 – Introduction to Retailing  RCSC205 – Merchandise Planning and Control  RCSC384 – Leadership, Ethics, and Management Practices</p> <p>And one of the following:</p> <p>RCSC310 – Retail Management and Operations  RCSC350 – Supply Chain Management</p>	<p>MGT110 - Human Relations in Business &amp; Industry</p> <p>CIS104 – Computer Fundamentals</p> <p>CMN120 – Business and Professional Communication</p> <p>MGT280 – Business Organization and Management</p> <p>MKT111 – Principles of Marketing</p> <p>MGT276 – Human Resources</p> <p>FIN107 – Business Finance</p> <p>MKT139 - Retailing</p>	<p><b>MBE 301</b> - Principles of Management: A Project Approach (4 units)</p> <p><b>MBE 350</b> - Supply Chain Management and Logistics (4 units)</p> <p><b>MBE 360</b> - Operations Management (4 units)</p> <p><b>MBE 389</b> - Field Experience in Management (internship) (4 units)</p> <p>Plus one elective:</p> <p><b>MBE 306</b> - Business Law (4 units)</p> <p><b>MBE 333</b> - International Business (4 units)</p> <p><b>MBE 490</b> - Independent Study in Management (4 units)</p>
<p><b>Internship, practicum, applied course requirements</b></p>	<p>No</p>	<p>No</p>	<p>Yes  Field Experience in Management (MBE 389)</p>
<p><b>Additional requirements (provide description)</b></p>			

1. How does the proposed program align with peer programs? Briefly summarize the similarities between the proposed program and peers, which could include curriculum, overall themes, faculty expertise, intended audience, etc.

There is intentionally little alignment with peer programs, as we are attempting to fill a market gap for individuals who want to enhance employment prospects. The peer programs we identified share a focus on retailing, but from a different perspective: either narrowly focused on logistics and operations, or broadly aligned to retailing management careers by including foundational courses from other business disciplines.

2. How does the proposed program stand out or differ from peer programs? Briefly summarize the differences between the proposed program and peers, which could include curriculum, overall themes, faculty expertise, intended audience, etc.

As we noted in the justification for the program, the primary focus of this certificate is employability enhancement. Our certificate's four targeted courses provide knowledge that is directly applicable to management careers in the retail industry. We believe the relatively short time to completion (vs. peer programs) combined with the reputation of the University of Arizona brand will be an attractive proposition for potential students.

3. How do these differences make this program more applicable to the target student population and/or a better fit for the University of Arizona?

The University of Arizona is home to the industry-leading Retailing and Consumer Science (RCSC) degree program, one of only a few academic programs that approach retailing from an interdisciplinary perspective. RCSC has faculty with both academic training and professional experience in retail management that can deliver the practical skills that can enhance careers.

To Whom It May Concern:

Please accept this document in place of Letters of Support for the Foundations of Retail Management Undergraduate Certificate as there are not any other departments we are collaborating with or who offer similar courses. The course requirements for the Certificate are all offered within the Retailing and Consumer Sciences major in the Norton School and Family and Consumer Sciences.

Thank you!



**Darin J. Knapp, Ph.D., CFLE, LAMFT**

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Undergraduate Director | Norton School of Family and Consumer Sciences  
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