



OFFICE OF THE PRESIDENT

May 29, 2012

Vice Chancellor Susan Jeffords
University of Washington, Bothell
Box 358522

Dear Susan:

Based upon the recommendations of the Executive Council, the General Faculty Organization has recommended approval of a minor in Retail Management. A copy of the approval is attached.

I am writing to inform you that the Business program is authorized to specify these requirements beginning autumn quarter 2012.

The new requirements should be incorporated in printed statements and in individual department websites as soon as possible. The *General Catalog* website will be updated accordingly by the Registrar's Office.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Michael K. Young".

Michael K. Young
President

Enclosure

cc: Dr. Walt Freytag (with enclosure)
Mr. Robert Corbett (with enclosure)
Dr. Deborah H. Wiegand (with enclosure)
Ms. Virjean Edwards (with enclosure BBUS-20120221)



UNIVERSITY OF WASHINGTON

**CREATING AND CHANGING UNDERGRADUATE
ACADEMIC PROGRAMS**

After college/school/campus review, send a signed original and 8 copies to the Curriculum Office/FCAS, Box 355850.
For information about when and how to use this form: <http://depts.washington.edu/uwcr/1503instructions.pdf>

College/Campus UW Bothell	Department/Unit Business	Date February 21, 2012
New Programs <input type="checkbox"/> Leading to a Bachelor of ____ in ____ degree. <input type="checkbox"/> Leading to a Bachelor of ____ degree with a major in ____. <input type="checkbox"/> Leading to a ____ Option within the existing major in ____. <input checked="" type="checkbox"/> Leading to a minor in <u>Retail Management</u>		
Changes to Existing Programs <input type="checkbox"/> New Admission Requirements for the Major in ____ within the Bachelor of ____. <input type="checkbox"/> Revised Admission Requirements for the Major in ____ within the Bachelor of ____. <input type="checkbox"/> Revised Program Requirements for the Major in ____ within the Bachelor of ____. <input type="checkbox"/> Revised Requirements for the Option in ____ within the major in ____. <input type="checkbox"/> Revised Requirements for the Minor in ____.		
Other Changes <input type="checkbox"/> Change name of program from ____ to ____. <input type="checkbox"/> New or Revised Continuation Policy for ____. <input type="checkbox"/> Eliminate program in ____.		
Proposed Effective Date: Quarter: <input checked="" type="checkbox"/> Autumn <input type="checkbox"/> Winter <input type="checkbox"/> Spring <input type="checkbox"/> Summer Year: 20 12		
Contact Person: Walt Freytag	Phone: 2-3229	Email: wfreytag@uw.edu
		Box: 358533
EXPLANATION OF AND RATIONALE FOR PROPOSED CHANGE For new program, please include any relevant supporting documentation such as student learning outcomes, projected enrollments, letters of support and departmental handouts. (Use additional pages if necessary).		
Proposal Attached		
OTHER DEPARTMENTS AFFECTED List all departments/units/ or co-accredited programs affected by your new program or changes to your existing program and acquire the signature of the chair/director of each department/unit listed. Attach additional page(s) if necessary. *See online instructions.		
Department/Unit:	Chair/Program Director:	Date:
Department/Unit:	Chair/Program Director	Date:

CATALOG COPY

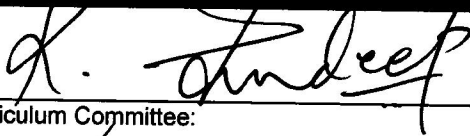
Catalog Copy as currently written. Include only sections/paragraphs that would be changed if your request is approved. Please cross out or otherwise highlight any deletions.

PROPOSED CATALOG COPY

Reflecting requested changes (Include exact wording as you wish it to be shown in the printed catalog. Please underline or otherwise highlight any additions. If needed, attach a separate, expanded version of the changes that might appear in department publications). **Please note:** all copy will be edited to reflect uniform style in the General Catalog.

APPROVALS

Chair/Program Director:



Date:

College/School/Campus Curriculum Committee:



Date:

3-3-12

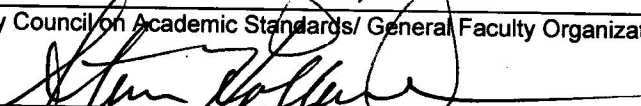
Dean/Vice Chancellor:



Date:

3-8-12

Faculty Council on Academic Standards/ General Faculty Organization/Faculty Assembly Chair:



Date:

4-27-12

POST TRI-CAMPUS APPROVAL (when needed)

Faculty Council on Academic Standards/ General Faculty Organization/Faculty Assembly Chair:



Date:

4-27-12

**University of Washington Bothell
Business Program**

Proposal for a Minor in Retail Management

Objective

The Minor in Retail Management will allow students to graduate with a solid foundation of knowledge and experience in retail. Additionally, the curriculum is structured to provide opportunity for students from across the campus to enhance their learning and acquire skills, competencies, and experiences that will enable them to pursue careers in the high demand sector of retail.

Rationale

Retail is one of the most important industries in the Northwest. A staggering number of prominent national retailers are headquartered here (e.g., Costco, Starbucks, Eddie Bauer, REI, Zumiez, Nordstrom, and Sur la Table), including several who are retail technology leaders (e.g., Amazon, Microsoft Stores, and Coinstar). Engagement with this industry through a retail program provides numerous opportunities for students, faculty, and the school. Students would have greater access to real world class projects, guest speakers, internships, and jobs. Benefits for the faculty and school include access to speakers, projects, data, resources, funding, and interaction with companies. Thus, we feel that a retail curriculum is an important addition to our business school.

A committee of Business Program faculty has spent a substantial amount of time working to create a retail curriculum that will be rigorous and make an important addition to the University of Washington Bothell. They have met with faculty, industry leaders, recruiters, and students to gain their insights and feedback. They have also researched existing retail programs, and have spoken with faculty from several of these programs to glean best practices and uncover new opportunities. This learning was applied to create a strong curriculum that fits within the requirements of a four course concentration for Business majors and will also serve as the basis for the minor. This curriculum complements other concentrations and does not significantly overlap with current course offerings.

Curriculum Goals

Graduates with this minor will be able to apply the skills learned to accent their major so that it strengthens their ability to perform in the retail industry. This minor is intended to

- Provide students with a multidisciplinary education tailored for a career in retail.
- Endow students with a thorough understanding of retail tools and appropriate theory.
- Give students an in-depth understanding of analytics and retail technology.

- Facilitate learning bridges/opportunities between students and best in class retail companies and leaders from the retail industry through, for example, projects, cases, guest speakers, and so forth.

Course Requirements

Prerequisites:

Prospective students must have a cumulative GPA of at least 2.7.

Before enrolling the minor, prospective students must complete the following course:
B BUS 201: Introduction to Business with a minimum grade of 2.7.

The Minor in Retail Management requires completion of between 28 and 30 credits distributed as follows:

Core (5 credits each):

B BUS 300: Management of Organizations

B BUS 320: Marketing Management

B BUS 445: Merchandise Acquisition

B BUS 446: Strategic Retail Promotion

B BUS 447: Retail Operations and Supply Chain Management

B BUS 448: Retail Technology and Leadership

In B BUS 448, students will take part in a class project designed to help them integrate their learning from the three previous retail courses.

Students may take MGMT 300: Leadership and Organizational Behavior and/or MKTG 301: Marketing Concepts at the UW Seattle campus to satisfy the requirements of B BUS 300 and B BUS 320, respectively. The UW Seattle campus courses are four credits each. Students who take one of these courses at Seattle will complete the minor with 29 credits; students who take both of these courses at UW Seattle will complete the minor with 28 credits.

Proposed Catalog Description

The Minor in Retail Management enables students to master business basics while focusing on real-world applications of retailing theory. Students will gain skills and knowledge to enter the industry in such fields as acquisitions, promotion, e-commerce, management, sustainable business practices, global sourcing and supply chain management.

Budget Impact

The proposed retail concentration and minor require the addition of four courses. We anticipate receiving funds for teaching these four classes from the campus.

Restrictions

Students can not earn both the Bachelor of Arts in Business Administration degree and the minor in Retail Management.

Tri Campus Comments:


Bothell: Minor in Retail Management (BBUS-20120221)

uwcr
uwcr
Board owner

Please review the attached 1503 pdf requesting to establish a minor in Retail Management within the Business School at the Bothell campus and post comments by 5:00 pm on Friday, April 13th.

If you have any problems viewing the attachment, please contact the University Curriculum Office at uwcr@uw.edu.

Attachments:

-  BBUS-20120221.pdf 3.2M Download View

macl
DOUGLAS
MACLACHLAN

I strongly endorse this new minor. The retailing community has long supported the UW Retail Management Program and the program should prosper in its new Bothell home. I wish it the best of success!

Douglas MacLachlan

Marion B. Ingersoll Professor of Marketing
Chair, Department of Marketing and International Business
Foster School of Business, University of Washington
PACCAR Hall, Box 353226, Seattle, WA 98195 USA

UNIVERSITY CAMPUSES UNDERGRADUATE PROGRAM REVIEW PROCEDURES**

CHECKLIST

Title of Proposal: Minor in Retail Management (BBUS-20120221)

Proposed by (unit name): Business

Originating Campus:

☐ UW, Seattle

☒ UW, Bothell

☐ UW, Tacoma

I. Phase I. Developed Proposal Review (to be completed by Originating Campus' Academic Program Review body)

A. Review Completed by: (list name of program review body)

Chaired by:

03/08/12 Date proposal received by originating campus's review body

03/08/12 Date proposal sent to University Registrar

03/13/12 Date proposal posted & email sent to standard notification list

04/27/12 Date of originating campus's curriculum body approval

(Note: this date must be 15 business days or more following date of posting)

B. 1 Number of comments received. Attach the comments and a summary of the consideration and responses thereof : (1-2 paragraphs)

II. Phase II. Final Proposal Review (to be completed by FCTCP)

A. Review Completed by:

☒ FCTCP subcommittee

☐ FCTCP full council

Chaired by: William Erdly

4/27/12 Date request for review received from University Registrar

5/28/12 Date of FCTCP report

B. Review (attached)

YES NO

- ☒ ☐ Was notice of proposal posted on UW Website for 15 business days?
☒ ☐ Was notice of proposal sent to standard mailing list 15 business days in advance of academic program review?
☒ ☐ Were comments received by academic program review body?
☒ ☐ Was response to comments appropriate? (explain, if necessary)
☐ ☒ Was final proposal reviewed by FCTCP within 14 days of receipt?
☒ ☐ Was there adherence to the University Campuses Undergraduate Program Review Process? (explain, if necessary)

Slight FCTCP review delay related to committee availability.

C. Recommendation

- ☒ Forward for final approval
☐ Forward to Provost because of University issues (Explain)
☐ Return to campus council because of insufficient review (Explain).

**Endorsed by Faculty Senate Executive Committee, 1/10/05, modified 1/31/06; These procedures apply to new undergraduate degrees, majors, minors (and certificates) and substantive changes to same