



UNIVERSITY OF WASHINGTON  
**CREATING AND CHANGING UNDERGRADUATE  
 ACADEMIC PROGRAMS**

OFFICE USE ONLY  
 BUS-2012-0221

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>

<b>College/Campus</b> UW Bothell	<b>Department/Unit</b> Business	<b>Date</b> February 21, 2012
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**New Programs**

- Leading to a Bachelor of \_\_\_\_ in \_\_\_\_ degree.
- Leading to a Bachelor of \_\_\_\_ degree with a major in \_\_\_\_.
- Leading to a \_\_\_\_ Option within the existing major in \_\_\_\_.
- Leading to a minor in Retail Management

**Changes to Existing Programs**

- New Admission Requirements for the Major in \_\_\_\_ within the Bachelor of \_\_\_\_.
- Revised Admission Requirements for the Major in \_\_\_\_ within the Bachelor of \_\_\_\_.
- Revised Program Requirements for the Major in \_\_\_\_ within the Bachelor of \_\_\_\_.
- Revised Requirements for the Option in \_\_\_\_ within the major in \_\_\_\_.
- Revised Requirements for the Minor in \_\_\_\_.

**Other Changes**

- Change name of program from \_\_\_\_ to \_\_\_\_.
- New or Revised Continuation Policy for \_\_\_\_.
- Eliminate program in \_\_\_\_.

Proposed Effective Date: **Quarter:**  Autumn  Winter  Spring  Summer **Year: 20 12**

Contact Person: Walt Freytag	Phone: 2-3229	Email: wfreytag@uw.edu	Box: 358533
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**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.

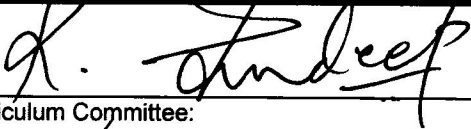


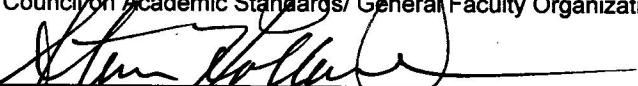

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**PROPOSED CATALOG COPY**

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.

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**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
<b>POST TRI-CAMPUS APPROVAL (when needed)</b>			
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 DownloadView

**maci**  
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

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