Assessment and Action Plan—Academic Degree Programs

School/College: Whitman School of Management

Academic Degree Program Title: Retail Management

Degree Awarded: B.S.

Web Address: http://whitman.syr.edu/programs-and-academics/academics/retail-management/

Description of Academic Degree Program: In our retail management program, you will receive a rigorous education to ensure you are ready to enter fields of buying, product development or store management. Retail Management graduates from Whitman are highly sought after by recruiters from Macy's, Bloomingdales, Kohls, Ross Stores, the TJX companies, Urban Outfitters and more. In addition, a newly developed concentration in Digital Retail Strategies is now available for retail majors, in conjunction with the i-School. Above all, the program instills in its students a passion for implementing best management practices in the workplace, preparing them to become leaders in the field.

PHASE 1			PHASE 2		PHASE 3	
Student Learning Outcomes What are students expected to be able to do as a result of the program?	**Measures** What direct and indirect assessment measures will be used?	**Criteria** How will competency be determined?	**Results** What was learned in the assessment process?	**Interpretation** What do results mean to the program?	**Action** Based on the results and interpretation from Phase 2, what action will be taken?	**Follow-Up** How will you determine if the change made a difference?
Students will explain how the key components of retail strategy influence business profit.	RMT 301 – Project: written component business analysis demonstrating student knowledge of retail strategy and business profitability. RMT 475 - Senior Supervised Internship Project	Using a grading scale of 100 points, 95% of the students achieve ratings of 65 or higher on items related to this outcome.				
Students will analyze the relationship of the key factors affecting profit.	RMT 407 Buying and Planning Exam: Mathematical examination demonstrating student knowledge of the three key factors affecting profit (net sales, cost of goods sold and operating expenses). RMT 407 Buying and Planning Case Study: Written component demonstrating student knowledge of the key factors affecting profit.	Using a grading scale of 100 points, 95% of the students achieve ratings of 65 or higher on items related to this outcome.				
Students will analyze innovative trends in the U.S. culture and how they relate to the retail industry	RMT 301 – Project: written component demonstrating student knowledge of three current innovative retail trends and how they relate to businesses within the retail industry.	Using a grading scale of 100 points, 95% of the students achieve ratings of 65 or higher on items related to this outcome.				

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Students will employ business communication (handling objections/building rapport) and selling strategies (customer and competitor research/customer benefit analysis) utilized in the retail industry.	RMT 307- Sales and Strategic Partnerships Presentation Project: Written and Presentation component documenting students' research and utilization of customer and competitor research, customer benefit analysis, handling objections and building rapport.	Using a grading scale of 100 points, 95% of the students achieve ratings of 65 or higher on items related to this outcome.				

Recommendations for improving the degree program assessment processes:

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