



### PROGRAM ARTICULATION AGREEMENT

College Program: Management

CIP 52.1401

Career Pathway: Management and Entrepreneurship

Career Cluster: Marketing, Sales and Service

The purpose of this agreement is to grant college credit to high school students who have achieved the level of knowledge and skill required for the college-equivalent entry-level course(s) identified in this agreement. Upon successful completion of the identified course competencies with a grade of 'B' (3.0) or higher and the high school teacher's endorsement that the competency requirements have been met, articulated credit will be granted.

The following **Spokane Community College** and **Spokane Falls Community College** course(s) have been approved for Tech Prep articulation with **Spokane Public Schools** high school courses as listed below:

High School / Course Title	College / Course Title	Credits	
Lewis & Clark High School	SCC OR SFCC	1	
Marketing and Economics 1 and	MMGT 211 Marketing	5	
Marketing and Economics 2 (two semesters)			
Marketing and Economics 3 and	MMGT 101 Principles of Management	5	
Marketing and Economics 4 (two semesters)			
COOP/Entrepreneurship (two semesters)	MMGT 205 Small Business Planning, SCC		
	OR	5	
	SBM 101 How to Start a Small Business,		
10. 12. 2	SFCC		

<sup>\*</sup>see attached list(s) of competencies for articulated courses

### **Student Articulation Procedure:**

- 1. Be enrolled in the required high school class.
- 2. Register for Tech Prep/Dual Credit articulated course during the same academic year the high school class is completed. If a series of courses are involved in the articulation, students register for credit during the same academic year the last course in the series is completed. Students cannot earn "retroactive credit" for courses taken in previous years.
- 3. Earn a grade of 'B' (3.0) or better in all courses required under the articulation agreement.
- 4. Complete all required skills as identified on the competency profile.
- 5. If an exam or review of completed work is required under the terms of this agreement, students must receive a passing score (determined by college or industry certification) to earn college credit (see competency list for requirements).

### **High School Instructors:**

- 1. Ensure all students receive a copy of the course syllabus outlining information about Tech Prep, the college course competencies and the process required to earn college credit.
- 2. Hold students accountable for the same competency standard and course expectations as required by the college-equivalent course (see competency list attached).
- 3. If required for articulation, ensure students are prepared to take industry certification exams, complete a professional portfolio documenting their work, or take a final exam to measure their level of skill and competence in the coursework.
- 4. Submit final grades for all students registered to earn Tech Prep college credit no later than June of the current academic year.
- 5. Attend scheduled meetings, workshops or in-service activities that enhance the high school/college partnership & support implementation of the Tech Prep articulated program.

### **Articulation Review and Renewal:**

The designated program facilitators, college administrators and/or instructors and high school faculty will meet regularly to revise or discuss the articulation agreement. Agreements must be reviewed/updated and re-signed by college faculty/deans and CTE directors/HS teachers on a schedule, not to exceed a three (3) year rotation, or as deemed necessary due to changes in HS/college course content or structure. Individual teacher verification forms must be signed and submitted annually. Minor revisions can be made via phone calls, correspondence or e-mail.

### PROGRAM ARTICULATION AGREEMENT Management

### PARTICIPATING INSTITUTIONS

Spokane Public Schools, Spokane Community College and Spokane Falls Community College

We the undersigned representatives of the Northeast Washington Technical Education Consortium (NEWTEC), agree to all provisions of the articulation program/course agreement, have reviewed the course competencies, and understand the process to which students may be granted college credit through the Tech Prep program. We commit staff time and resources to ensure successful program implementation.

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Original 05/02/03. Revised 06/10/08: Renewal rotation, update college courses. -gmf.

Revised 08/10/09: Add MMGT 101, 211 approved Ferris and Shadle 5/09 effective 2008-09; add MMGT 211

approved Rogers effective 2009-10. -gmf

Revised 02/01/10: Add MMGT 101, 211 LCHS –gmf Renewal 2012-13: renewal submitted for MMGT 211 only

Revised 2013-14: renewal MMGT 211; add MMGT 101; add MMGT 205, SBM 101 LC only; split agreements by HS

**Course Title: Marketing** 

**Prefix and Course Number: MMGT 211** 

### Learning/Performance Expectations (e.g., outcomes, performance objectives, competencies, etc.)

By the end of this course, a student should:

- identify the properties of merchandise marketing

### **Course Outline:**

- I. Principles of marketing
  - A. Merchandise marketing
  - B. Distribution of goods and services
  - C. Distribution of goods from producer to consumer
  - D. Marketing and the economy

### Principles of Management MMGT 101 Course Outline

### I. Introduction

- A. Definition of management
- B. The role of managers
- C. The evolution of management
  - 1. The origins of management
  - 2. Scientific management
  - 3. Human relations management
  - 4. Operations, information, systems, and contingency management

### II. Organizational Environments and Cultures

- A. External environments
- B. Internal environments
- C. Ethics and social responsibility

### III. Management Functions

- A. Planning
  - 1. Strategic planning
  - 2. Tactical planning
  - 3. Operational planning
- B. Organizing
  - 1. Corporate-level strategies
  - 2. Industry-level strategies
  - 3. Firm-level strategies
  - 4. Managing human resource systems

### C. Leading

- 1. Motivation
- 2. Leadership styles
- 3. Managing communications
- D. Controlling
  - 1. The control process
  - 2. Control methods
  - 3. Managing information
  - 4. Managing service and manufacturing operations

### Course Objectives/Course Outline Spokane Community College

Course Title: Small Business Planning Prefix and Course Number: MMGT 205

Course Description: MMGT 205 — Small Business Planning (5 cr)

The preparation of a small business plan for starting a small business. The plan will include business description, characteristics of the entrepreneur and the business planner, ownership, analysis of the industry, target customers and location, start-up costs, financial projections, and necessary licenses. The design of the course is to have a document to present to a possible lender or investor.

### Learning/Performance Expectations (e.g., outcomes, performance objectives, competencies, etc.)

By the end of this course, a student should:

- identify skills involved in planning for a small business

### **Course Outline:**

- I. Principles of small business
  - A. Business Description
  - B. Characteristics of the Entrepreneur
  - C. Business Planner
  - D. Ownership
  - E. Analysis of the Industry
  - F. Target Customers
  - G. Location
  - H. Start-up costs
  - I. Financial Projections
  - J. Licenses
  - K. Design

# Start a Small Business SBM #101 SFCC COURSE ABILITIES/LEARNING OUTCOMES

### SFCC MISSION STATEMENT

Spokane Falls Community College strives for excellence in education by creating and encouraging, within the community, dedication to learning for all people, regardless of economic status or educational background. The college further strives to foster the love and pursuit of knowledge of truth while offering students the means to achieve personal fulfillment and resources of living responsibly as members of the world community.

The college's distinctive mission is to be the district's primary provider of a comprehensive liberal arts/college transfer program. In addition, the college offers vocational/technical programs that enable students to enter the job market successfully, basic skills courses that enable students to upgrade their job skills and to enrich their personal lives and a comprehensive student services program that assist students in achieving their educational goals.

# **COLLEGE LEARNING ABILITIES**

- Analysis/Problem Solving: Students will access, evaluate and apply information from a variety of sources and in a variety of contexts.
- Communications: Students will make connections that create meaning between themselves and their audience.
- Responsibility: Students will develop the ability to recognize, understanding, and accept ownership of their own actions.
- World Views: Students will demonstrate an awareness and appreciation of the world; its scientific complexity, its social diversity and its artistic variety.

Developed by: SFCC Mmgt. Dept. Date developed: December 20, 2000

## COLLEGE ABILITIES AND LEARNING OUTCOMES ADDRESSED IN THIS COURSE

# **ANALYSIS/PROBLEM SOLVING**

- Make accurate observations, isolate issues, and formulate questions
- Recognize the need for both quantitative and qualitative information
- Identify, locate, and access potential sources of information
- Analyze information using available technologies and analytical methods

### COMMUNICATIONS

 Gather, use, and document information from and within a specific field

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- Identify and use vocabularies within specific field
- Organize information to develop/support ideas

### RESPONSIBILITY

- Follow through on commitments
- 2. Act ethically
- Work cooperatively and independently

### **WORLD VIEWS**

- Recognize influence of culturally grounded assumptions on perception and behavior
- Demonstrate understanding of and openness toward varying cultural customs and values

# COURSE LEARNING OUTCOMES

Upon completion of this course students will be able to:

- Identify target customer by demographic and psychographics
- Define the competition in terms of size, growth, profitability, innovation, and market leaders
- Discuss various promotional strategies: media, promotions, public relations, and publicity
- Discuss the importance of cash flow positive projections are essential to survival

4.

- Understand the four C's of credit: character, capacity, capital and collateral
- Understand the importance of professional legal advice

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Identify the steps in completing financial projections including balance sheet, income statement, and cash flow statement.

### COURSE OUTCOMES

Students will submit a business plan complete with two-year financial projections including balance sheet, income statement, and cash flow statement.

- Select a real or factitious company and develop a business plan
- Follow the step-by-step instructions provided in the text to complete the business plan:
- Executive summary
- The business
- Market overview
- Target customers
- The competition
- Marketing strategy
- Location
- Management team
- Personnel
- Financials: projected one year income statement, cash flow statement, and balance sheet
- Complete the business plan in a professional business format