

## Retail Management Certificate of Achievement - Active

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Department: Business

Approval: September 2015

Effective Semester: Fall 2015

The Retail Management Certificate introduces students to the fundamentals of business, marketing, and retail. Retail experience is a plus, but is not required to successfully complete this program. The Certificate meets the requirements of the Western Association of Food Chains (WAFC) Retail Management Certificate program.

### Learning Outcomes

Upon completion of this program, students will be able to:

- Analyze market opportunities.
- Recruit and manage people.
- Manage supplier relationships.
- Promote a retail business using online and offline marketing strategies.
- Use the principles of consumer behavior to create a buying experience that will build loyal customers.
- Analyze business profitability.

Each course must be completed with a grade of C or higher or Pass.

The minimum time for completion of this certificate is 3 semesters. Completion time will vary based on student preparation and number of classes completed per semester.

### ***Courses Required for the Certificate of Achievement in Retail Management***

Course	Units
<b>Required courses:</b>	
MABS 60 - Introduction to Computer Applications for Business	3.00
MGT 231 - Introduction to Supervision and Management	3.00
MGT 232 - Organizational Behavior for Supervisors	3.00
MGT 233 - Human Resources Management	3.00
MRKT 140 - Introduction to Marketing	3.00
SMBS 135 - Ownership and Operation of a Small Business	3.00
Total:	18.00
<b>Choose one of the following Accounting or Business Math options:</b>	
ACCT 10 - Introduction to Accounting	5.00
ACCT 1 - Financial Accounting	5.00
BSMA 68 - Mathematics of Business	3.00
Total:	3.00 - 5.00
<b>Choose one of the following Communications options:</b>	
BSEN 74 - Written Business Communication	3.00
MGT 234 - Communication for Business Management	3.00

	Total:	3.00
	<b>Total:</b>	<b>24.00 - 26.00</b>

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