

Certificate of Achievement: Retail Management

Retail Management is an expanding career path supported by many industry sectors. Strong retail managers are essential to business success in electronics, clothing, food, entertainment, home furnishings, children's supplies, publishing, cosmetics, educational materials, gift, athletic equipment, pet supplies, and just about every other imaginable consumer product and service. The retail industry is at the heart of many local economies. Effective management is the key to long-term economic security throughout the state. This program, designed in collaboration with industry leaders, is intended to provide the student with many of the competencies required for success at the management level within the vast retail industry. This program encompasses the business essentials such as accounting and marketing, and also emphasizes management and communication skills required for career success.

Certificate Student Learning Outcome:

Students will be able to demonstrate the skills necessary to successfully manage a retail business enterprise, including human resources, marketing, and bookkeeping.

Program Requirements:

Units Required: 24

		Units:
BUS-110	Principles of Management	3.0
BUS-111	Human Relations in the Workplace	3.0
BUS-112	Human Resource Management	3.0
BUS-113	Retail Management	3.0
BUS-140	Principles of Marketing	3.0
BUS-157	Entrepreneurial Finance	3.0
CAWT-116	Business Communications	3.0
CAWT-140	Survey of Microsoft Office Programs	3.0