

PROGRAM OF STUDY

Retail Management Certificate of Achievement

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.

Student Learning Outcome:

Program Requirements:

		Units
BUS 101	Bookkeeping and Accounting	5 - 0
BUS 110	Principles of Management	3 - 0
BUS 111	Human Relations in the Workplace	3 - 0
BUS 112	Human Resources 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	Microsoft Office	3 - 0
COMS 105	Fundamentals of Public Speaking	3 - 0
	or	
COMS 105H	Fundamentals in Public Speaking- Honors	3 - 0
	or	
COMS 120	Small Group Communication	3 - 0

Total Units

32

PID 370