

BUSINESS – RETAIL MANAGEMENT CERTIFICATE OF ACHIEVEMENT

The Business-Retail Management Certificate Program is a comprehensive program designed to prepare current and future retail employees and managers for the challenges in a competitive retail environment. This program is specifically designed for current and future retail professionals seeking both business education and career advancement. The curriculum covered in this program is aligned with recommendations made by the Western Association of Food Chains (WAFC). Students completing this 8-course Retail Management Certificate Program will be eligible for WAFC Retail Industry Management certification.

Required Courses

Course Number	Course Name	Units
BUS 106	Retail Management	3
BUS 134	Human Relations in Business	3
BUS 135	Human Resource Management	3
BUS 136	Introduction to Management	3
BUS 151	Introduction to Marketing	3
BUS 170	Business Communication Skills for Managers	3
BUS 200	Financial Accounting	4
CSC 104	Computers and Computer Applications	3

Total units required for Certificate

25

Programs Level Student Learning Outcomes:

1. Students will describe the flow of retail goods and services in terms of inventory control, supply chain, and risk management.
2. Students will explain key concepts in Retail Management.
3. Students will compare and contrast traditional retailers and category specialists.
4. Students will evaluate the effectiveness of merchandising decisions in the retail industry.
5. Students will interpret and analyze retail operations and financial information for decision-making.