

# Business

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## Management:

### Retail Management

*Certificate of Achievement and Associate in Science*

#### Program Description

Designed to serve the needs of the employees and employers within the retail industry. The program provides the knowledge and skills needed to prepare students for both entry level jobs and upward mobility opportunities in this dynamic and ever changing segment of our economy. Program emphasis is placed on professional and career development.

The Certificate of Achievement can be obtained by completing the 25-unit major. The Associate in Science can be obtained by completing the 25-unit major, General Education, and electives as needed to complete a minimum of 60 units. All courses for this major must be completed with a minimum grade of C or a P if the course is taken on a Pass/No Pass basis.

#### Program Outcomes

Students who complete the Retail Management Certificate of Achievement/Associate in Science will be able to:

1. Demonstrate oral and written skills unique in the business community.
2. Apply leadership, ethical standards, and team building skills necessary for managerial positions in the 21st century.
3. Conduct a personal SWOT analysis for a future small business venture.
4. Design a comprehensive business plan for a future small business venture.
5. Demonstrate the ability to use technology in analyzing and solving business problems.
6. Use basic computation skills to analyze and solve business problems requiring the use of mathematics.

#### REQUIRED COURSES ..... Units

*(listed in recommended sequence)*

BUS 092 Business Communication .....	3
CIS 050 Microcomputer Applications .....	3
ACCT 001 Principles of Accounting - Financial .....	4
MKT 171 Introduction to Marketing .....	3
MKT 174 Retail Merchandising.....	3
MGMT 191 Human Relations .....	3
MGMT 193 Human Resource Management .....	3

MGMT 050 Principles of Management .....

or

MGMT 055 Management/Leadership Skills .....

**Required Major Total Units .....25**

*NOTE: This program is approved by the Western Association of food chains for awarding of the industry WAFC Certificate.*

This is a Gainful Employment Program. For additional information, please visit [http://www.solano.edu/gainful\\_employment/](http://www.solano.edu/gainful_employment/) and select "Retail Management."