

Retail Management

A.A. DEGREE: 60 units

CERTIFICATE OF ACHIEVEMENT: 22 units

DESCRIPTION

This certificate is developed in cooperation with the Western Association of Food Chains (WAFC). The program has been fully endorsed by the WAFC and its member companies. The curriculum was developed out of a collaborative effort between several industry and college professionals and encompasses several business essentials, including the "soft skills" of management and communication required for career success in the retail industry. Although the program was developed by the food retail industry, its completion will help students to acquire necessary knowledge and skills to manage retail stores of any kind.

PROGRAM LEARNING OUTCOMES

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

- ▶ Discuss the purpose, context, concepts, and processes of retailing and the retail environment and the responsibilities of the retail operations function.
- ▶ Explain the basic terms and concepts of accounting, and the content of financial statements and be able to understand and interpret the information they contain.
- ▶ Develop a general understanding of retail management/business concepts related to sales and marketing of services and/or products.
- ▶ Determine appropriate and inappropriate interview, hiring, and employee supervision procedures.

PROGRAM REQUIREMENTS (22 UNITS)

BOT100	or	Business Correspondence	3
BUS100		Business Correspondence	3
CSIS2		Computers in Business	4
MKTG100		Principles of Marketing	3
MGMT101		Introduction to Management	3
MGMT102		Retail Management	3
MGMT104		Leadership/Human Relations in Business	3
MGMT120		Human Resource Management	3

ELECTIVES - CHOOSE ONE COURSE: (4 UNITS)

ACCT20	or	Financial Accounting	4
ACCT21		Managerial Accounting	4

FOR THE ASSOCIATE DEGREE, COMPLETE GENERAL EDUCATION REQUIREMENTS (35-39 UNITS)

A student may complete the Gavilan College A.A./A.S. general education, the CSU-GE Breadth or the IGETC pattern, plus sufficient electives to meet a 60 unit total. See counselor for details.

NOTE: A course may be used to satisfy both general education and major courses. See "Double Counting Rule".

PLUS SUFFICIENT ELECTIVES TO MEET A 60 UNIT TOTAL

