

# RETAIL MANAGEMENT, CERTIFICATE

## Program Description

The Retail Management Certificate<sup>1</sup> (RMC) is an exciting program that will help prepare students to take on entry-level management positions in the retail industry. The program builds skills in many areas critical to the success of retail management. Courses of study will include management, marketing, supervision, human resources, communications, and more.

<sup>1</sup> This 8-course program of study is sponsored by the Western Association of Food Chains (WAFC).

## Program Outcomes

Students who successfully complete the Retail Management Certificate will:

1. Communicate effectively using verbal and written skills
2. Identify and examine human relations skills within the retail organization
3. Understand business vocabulary
4. Understand and properly interpret financial reports
5. Understand basic management, supervision, and human resource functions and principles
6. Apply appropriate ethical choices
7. Exhibit critical thinking and decision-making skills

## Career Considerations

Retail is a rapidly growing industry with an increasing need for an educated workforce to fill opportunities in: management and operations, sales and marketing, customer service, human resources, accounting, logistics and supply chain management, merchandising, design, information technology, legal, just to name a few!

The Retail Management Certificate is an accredited community college program that will equip students with valuable skills to start or advance their career in the retail industry. Students will gain a greater understanding of the “why principles,” enabling them to confidently find their niche within the broad spectrum of retail careers.

## Program Course Requirements

Course	Title	Credits
<b>First Year</b>		
<b>First Term</b>		
BA 206	Management Fundamentals <sup>1</sup>	3
BA 214	Business Communications <sup>1</sup>	3
BA 223	Principles of Marketing <sup>1</sup>	3
BA 231	Computers in Business <sup>1</sup>	4
SDP 113	Human Relations-Supervisors <sup>1</sup>	3
<b>Credits</b>		<b>16</b>
<b>Second Term</b>		
BA 233	Accounting for Managers <sup>1</sup>	4
BA 249	Retailing <sup>1</sup>	3
<b>Credits</b>		<b>7</b>
<b>Total Minimum Credits</b>		<b>23</b>

<sup>1</sup> A C or higher is required to pass all RMC courses

### Academic Entrance Requirement

- UCC students pursuing certificates and degrees may complete the certificate by completing the specified classes as part of their program.
- Retail Western Association of Food Chains (WAFC) National Students may enroll if they are employed by a retail organization.
- The national RMC program is offered conjunction with the WAFC and is taught fully online.
- National students must have a personal computer and access to high speed internet connections