

# RETAIL MANAGEMENT CERTIFICATE

Division: Business and Computer Information Systems

## Requirements

PROGRAM CODE: 2C36705

The **Retail Management Certificate** will prepare a student to obtain a supervisory position in a retail business. Beginning as a clerk or cashier, the student can advance to assistant manager, manager, and upper management. A minimum grade of C is required in each course taken. This certificate requires 31-33 units.

Code	Title	Units
<b>Required Courses (9 units)</b>		
BUS 267 F	Principles of Supervision	3
MKT 100 F	Introduction to Marketing	3
MKT 203 F	Principles of Retail Management	3
<b>One course from the following for total of 3-5 units:</b>		<b>3-5</b>
ACCT 001 F	Accounting for Small Business	3
ACCT 100BF	Financial Accounting Principle	3
ACCT 101AF	Financial Accounting	5
<b>One course from the following for a total of 3 units:</b>		<b>3</b>
BUS 100 F	Introduction to Business	3
BUS 180 F	Small Business Management	3
<b>One course from the following for a total of 3 units:</b>		<b>3</b>
BUS 240 F	Legal Environment of Business	3
or BUS 240HF	Honors Legal Environment of Business	
BUS 245 F	Business Law I (formerly BUS 241AF)	3
<b>Two courses from the following for a total of 6 units:</b>		<b>6</b>
MKT 103 F	Principles of Advertising	3
MKT 151 F	Digital Marketing (formerly New Media)	3
MKT 201 F	Small Business Promotions	3
MKT 208 F	Principles of Selling	3
<b>One course from the following for a total of 3 units:</b>		<b>3</b>
BUS 110 F	Business English	3
BUS 111 F	Business Communications	3
BUS 211 F	Critical Reasoning and Writing for Business (formerly Writing for Business)	3
<b>One course from the following for a total of 4 units:</b>		<b>4</b>
CIS 100 F	Introduction to Personal Computers	4
or CIS 100HF	Honors Introduction to Personal Computers	
CIS 111 F	Introduction to Information Systems	4
or CIS 111HF	Honors Introduction to Information Systems	
<b>Total Units</b>		<b>31-33</b>

## Program Learning Outcomes

**Outcome 1:** Use a working vocabulary of business terminology.

**Outcome 2:** Classify, record and summarize financial transactions in journals and ledgers, manually and/or with computerized accounting software.

**Outcome 3:** Identify basic computer concepts, terms and functions.

**Outcome 4:** Analyze a routine business request and respond with a written letter that illustrates good business writing skills.