

RETAIL MANAGEMENT, ASSOCIATE OF ARTS DEGREE

Banner Code: 3_AA_RTMG

Control Number: 16736

Financial Aid Eligible

Retail Management is a specially recognized program designed to prepare individuals for the fast-paced retail industry. This program is also intended to help students develop an understanding of the retail manager's job and the requirements for success in the retail environment.

This program is approved by the Western Association of Food Chains (WAFC), and persons completing the prescribed courses are eligible to receive both the CCC Associate Degree (or Certificate of Achievement) and the WAFC Retail Management Certificate.

Program Level Student Learning Outcomes

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

1. Effectively communicate solutions to business problems, using appropriate language and tools and demonstrating understanding of business terms and concepts.
2. Analyze and recommend effective business decisions/solutions using a systematic, evaluative, and information-based approach.
3. Develop and exhibit high standards of professional practice, demonstrating awareness of ethical and social responsibilities in today's multicultural, team-oriented, rapidly-changing global environment.

Associate Degree Requirements

Unit Requirement

Complete at least 60 units of acceptable college work with a minimum of 12 units completed in residence at Coastline. Earn an overall grade point average of 2.0 or higher from all colleges attended and a 2.0 or higher grade point average at Coastline.

*Students must be in good academic standing (not on probation and/or disqualification) during the semester graduation is petitioned.

Program of Study

Complete the required courses in one of the programs as detailed in the Requirements for the Major section of this catalog. All coursework must be completed with a grade of C or higher.

General Education

Complete one of the three General Education options below (visit the General Education page for details (<https://catalog.cccd.edu/coastline/general-education/>)):

Option 1 – AA/AS Local Degree GE: designed for students pursuing an Associate degree and who may or may not be planning to transfer to a four-year university. The degree is transferable to many colleges and universities.

Option 2—CSU GE Breadth: designed for students who are planning to transfer to a university in the CSU system. It may also

be appropriate for transfer to some independent colleges and universities.

Option 3—IGETC: designed for students who are planning to transfer to a university in the CSU or UC system. It also may be appropriate for transfer to some independent colleges and universities.

Global and Multicultural Studies Requirement

Complete at least 2.5 units from any Global and Multicultural Studies courses. See what courses fulfill the Global and Multicultural Studies Requirement (<https://catalog.cccd.edu/coastline/graduation-requirements/#globalandmulticulturalstudies>).

Course	Title	Units
Required Core		
Complete the following:		
ACCT C116	ACCT for Non-Financial Managers, Entrepreneurs, Business Owners	3
BUS C150	Introduction to Marketing	3
BUS C283	Work Based Learning	3
CIS C111	Information Systems, Programming, and Database Management	3
MS C100	Principles of Management	3
MS C101	Management and Employee Communication	3
MS C102	Human Relations in Business	3
MS C104	Human Resource Management	3
Units Required for Major		24
Requirement		
Local General Education, CSU General Education, or IGETC pattern		Varies
Electives to satisfy unit requirement		Varies
Total Degree Units		60