

# RETAIL MANAGEMENT, CERTIFICATE OF ACHIEVEMENT

**Banner Code:** 2\_CN\_RMGT

**Control Number:** 19379

**Financial Aid Eligible**

This Retail Management Certificate, designed in collaboration with industry leaders, prepares individuals for promotion in management in the retail field. 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.

Individuals completing the prescribed courses are eligible to receive both the Golden West College Certificate of Achievement and the Western Association of Food Chains (WAFC) Retail Management Certificate.

The certificate is designed to prepare current and future retail employees for the fast-paced challenges in a competitive retail industry. This certificate includes business essentials such as accounting and marketing, and also emphasizes the "soft skills" of behavioral management and communication required for career success. Completion of the Retail Management certificate enhances the opportunity for entry employment as well as advancement in a retail career.

## Program Level Learning Outcomes

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

1. Develop a business plan for a small business which will include a mission statement, organizational structure, financial plan, cost analysis, and logistics and supply chain management.
2. Develop guidelines for customer service for both suppliers and customers.
3. Incorporate business solutions software to logistics and supply chains.
4. Develop employment guidelines following Federal policies governing affirmative action and the American Disabilities Act.

## Potential careers students may enter upon completion are as follows:

- First line supervisors of retail sales workers
- Retail salespersons
- Administrative service managers
- Sales representatives, services

Review Graduation Requirements (<https://catalog.cccd.edu/golden-west/graduation-requirements/certificates/#achievementtext>) and Academic Program Maps (<https://programmap.goldenwestcollege.edu/academics/>).

Course	Title	Units
or BUS G130	Introduction to Business Writing	
CS G130	Survey Of Computer Science/Information Technology	4
MGMT G110	Elements Of Management	3
MGMT G111	Human Resources Management	3
MGMT G115	Essentials of Organizational Behavior	3
MKTG G100	Principles Of Marketing	3
MKTG G135	Retail Management	3
<b>Suggested Electives</b>		
ACCT G102	Managerial Accounting	4
ACCT G215	Sarbanes-Oxley Act and Internal Controls	3
BUS G100	Introduction To Business	3
BUS G108	Legal Environment of Business	3
MGMT G152	Starting a Business - Entrepreneurial Small Business	3
COMM C1000	Introduction to Public Speaking	3
MGMT G130	Team Building And Group Dynamics	3
MGMT G140	Business and Organizational Ethics	3
<b>Total Units</b>		<b>25</b>

Course	Title	Units
<b>Required Courses</b>		
ACCT G100	Introduction to Accounting	3
BUS G139	Business Communication	3