

Crafton Hills College
Certificate of Achievement
RETAIL MANAGEMENT
2013-2014

Student Name: _____
 ID #: _____
 Date: _____
 Counselor: _____

The objective of this certificate program is to give students a foundation for a career in the retail management field. Some of the activities involved in retailing are selection and buying of merchandise, marketing, and product displays, selling, inventory control, customer relations and pricing. The student usually enters the retailing field as a clerk or cashier and advances in the following manner: Assistant Manager, Manager, and Upper Management.

A student receiving a certificate in this field will be able to:

- Present and discuss contemporary business principles, practices and organizations
- Discuss economic, political and ethical issues and their impact upon business policies and practices
- Explain and apply basic accounting principles
- Effectively explain and apply marketing principles pertaining to promotion, advertising, public relations, and personal selling
- Describe and apply the economic concepts of supply and demand, competition, and product differentiation and their role in the free market
- Explain and apply the basic concepts of management and leadership
- Effectively explain the various concepts of human resource management including employee training, motivations, compensations, and labor relations

Admission: Open to all students. Registration is limited to class size restrictions.

Certificate Requirements:

Students intending to earn a certificate from Crafton Hills College must complete no less than 50 percent of the courses required for the certificate in residence at Crafton Hills College and must earn a "C" or better in all coursework required as a part of the certificate.

Completion of the following 32 units qualifies the student for the Retail Management Certificate:

Required Courses:		Units	IP	Need	Grade
ACCT 208	Introduction to Financial Accounting	4			
BUSAD 053	Business Computations	3			
BUSAD 103	Human Resources management	3			
BUSAD 145 or COMMST 145	Business Communication	4			
BUSAD 155 or COMMST 155	Human Relations in the workplace	3			
BUSAD 200	Business Management	3			
BUSAD 230 or CIS 101	Using Computers for Business or Introduction to Computer & Information Technology	3			
MARKET 100	Marketing Principles	3			
MARKET 106	Retail Management	3			
COMMST 111 or 111H	Interpersonal Communication	3			
Total Required Units:		32			