

RETAIL MANAGEMENT, CERTIFICATE OF ACHIEVEMENT

Banner Code: 2_CN_RMG
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>).

Course	Title	Units
Required Courses		
ACCT G100	Introduction to Accounting	3
BUS G139 or BUS G130	Business Communication Introduction to Business Writing	3
CS G130	Survey Of Computer Science/Information Technology	4

Course	Title	Units
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
Suggested Electives		
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
CMST G110	Public Speaking	3
MGMT G152	Starting a Business - Entrepreneurial Small Business	3
MGMT G130	Team Building And Group Dynamics	3
MGMT G140	Business and Organizational Ethics	3
Total Units		25

Recommended Program Sequence

These sequences are general maps for students to finish all requirements for the Certificate. There may be advisories or time requirements that students may want to consider before following these maps. **Students are advised to meet with a GWC Counselor for alternate sequencing.**

Year 1:

Course	Title	Units
Semester 1		
ACCT G100	Introduction to Accounting	3
CS G130	Survey Of Computer Science/Information Technology	4
MGMT G110	Elements Of Management	3
ENGL G100	Freshman Composition (or placement)	4
Units		14

Course	Title	Units
Semester 2		
BUS G130 or BUS G139	Introduction to Business Writing Business Communication	3
MGMT G115	Essentials of Organizational Behavior	3
MKTG G100	Principles Of Marketing	3
MKTG G135	Retail Management	3
Units		12

Year 2:

Course	Title	Units
Semester 3		
MGMT G111	Human Resources Management	3
<i>Select one of the following:</i>		<i>3-4</i>
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
CMST G110	Public Speaking	3
MGMT G130	Team Building And Group Dynamics	3

Course	Title	Units
MGMT G140	Business and Organizational Ethics	3
MGMT G152	Starting a Business - Entrepreneurial Small Business	3
<i>Units</i>		6-7