

# RETAIL, CERTIFICATE OF ACHIEVEMENT

**Banner Code:** 1\_CN\_MGRT  
**Financial Aid Eligible**

This program is approved by the Western Association of Food Chains and persons completing the prescribed courses are eligible to receive both the OCC Certificate of Achievement and the WAFC Retail Management Certificate.

## Program Outcomes

1. Function effectively as a manager in a retail environment using the skills, principles, and tools they have acquired.
2. Apply the retail principles they have learned in their professional lives.
3. Analyze the ethical dimensions of effective retail managers in everyday conduct and decision making.
4. Demonstrate effective written and/or oral skills.

Review Graduation Requirements (<https://catalog.cccd.edu/orange-coast/graduation-requirements/certificates/#achievementtext>).

Course	Title	Units
<b>Required Courses</b>		
ACCT A100 or ACCT A101	Accounting for Small Business Financial Accounting	3-4
BUS A139	Business Communication	3
CIS A100	Introduction to Computer Applications	3
LEAD A200	Organizational Leadership	3
MGMT A100	Applied Management for Public and Private Organizations	3
MGMT A115	Human Relations and Supervision	3
MKTG A100	Introduction to Marketing	3
MKTG A200	Retail E-Commerce Management	3
<b>Total Units</b>		<b>24-25</b>

### Retail Suggested Electives:

ACCT A102 Managerial Accounting  
BUS A110 Business Law  
BUS A138 Business English  
BUS A240 Entrepreneurship  
MKTG A110 Professional Selling  
MKTG A220 Retail Buying

## Program Sequence

These sequences at Orange Coast College are curriculum maps for students to finish all requirements for the certificate. There may be advisories, prerequisites, or time requirements that students need to consider before following these maps. **Students are advised to meet with an Orange Coast College Counselor for alternate sequencing.**

Course	Title	Units
<b>Year 1</b>		
<b>Semester 1</b>		
LEAD A200	Organizational Leadership <sup>1</sup>	3

Course	Title	Units
MGMT A100	Applied Management for Public and Private Organizations	3
MKTG A100	Introduction to Marketing	3
CIS A100	Introduction to Computer Applications	3
<b>Units</b>		<b>12</b>
<b>Semester 2</b>		
BUS A139	Business Communication	3
MGMT A115	Human Relations and Supervision	3
MKTG A200	Retail E-Commerce Management	3
ACCT A100 or ACCT A101	Accounting for Small Business or Financial Accounting	3-4
<b>Units</b>		<b>12-13</b>
<b>Total Units</b>		<b>24-25</b>

<sup>1</sup> Recommended as the first course in the sequence.