

BUSINESS ADMINISTRATION: RETAIL MANAGEMENT (A.A.)

ASSOCIATE OF ART

The Business Administration: Retail Management A.A. Degree provides students with credentials that are the key to individual self-efficacy and a meaningful career. Mastery of this curriculum will help students lay the groundwork for managerial competence in the global marketplace. Retail Management education also helps students understand basic management functions, their interrelationships, and the organization's competitive niche. There are numerous career opportunities that exist in the Business Field including Industry, Government, and Self-Employment.

Program Student Learning Outcomes

- Students utilize current business technology to analyze and evaluate retail business sector.
- Students explain the supply chain for a product moving from the field or factory to the shelf or consumer.
- Students gather and interpret demographic and market data for understanding retail consumers.
- Students identify strategies for hiring, motivating, training, and terminating employees.

Program Requirements

Code Number	Course Title	Units
Business Core Courses		
BA 107	Human Relations In Business	3.0
BA 120	Management-Accounting and Internal Control	3.0
BA 132	Computer Applications for Managers	3.0
and Select one of the below courses for 3 units		3.0
BA 156	Motivational Presentation Skills for Managers	
or BCOT 148	Effective Business Presentations	
or BCOT 247	Managerial Business Communications	
or COMM 100	Introduction to Communications Studies	
or COMM 130	Public Speaking	
Degree Specific Courses (12 units)		
BA 106	Human Resource Management	3.0
BA 114	Marketing	3.0
BA 115	Management-Business	3.0
or BA 205	Organizational Leadership	
or BA 208	Leadership for Women in Business	
or WGS 208	Leadership for Women in Business	
BA 118	Retail Management	3.0
or BA 123	Fundamentals Of Retailing	
Total Units		24

Requirements for an Associate of Arts Degree in Business Administration: Retail Management

Plan A, Plan B, and Plan C: Complete 60 units to include:

1. the Business Core courses (12 units) and Degree Specific courses (12 units) listed above with a grade of "C" or higher or "Pass."
2. Complete the A.A. Degree General Education requirements for Plan A, or Plan B, or Plan C located in the College catalog.

Notes: Although many of these courses are transferable, this A.A. Degree is nontransferable. Please see a Business Counselor or the respective department chairperson for additional alternatives.