

## **Retail Management (Certificate of Technical Studies)**

The Certificate of Technical Studies in Retail Management is designed to meet the entry-level employment needs of the Greater Baton Rouge metropolitan area retail business community. It provides a general education and the work skills needed for employment. This program of study is not designed for college transfer.

To receive this certificate, the student must:

- Have a cumulative GPA of 2.00 or higher in all credit hours to be used towards the certificate.
- Earn a “C” or better in all courses in the program of study outline below.
- Complete the coursework below.

### **Program Outcomes. Upon successful completion of the program, the graduate will be able to:**

1. Analyze the retailing process, the environment within which it operates, and the institutions and functions that are performed.
2. Analyze the role of retail managers as members of the marketing channel.
3. Give examples of issues affecting retailers, such as merchandising, site location, pricing and merchandise handling.
4. Summarize factors involved in the retail environment in order to make a profit.
5. Demonstrate an understanding of the principles of store design, layout, and merchandise presentation.

### **Program of Study**

<b>First Semester</b>		<b>Credit Hours</b>
ENGL 1013	English Composition I	3
BUSN 1003*	Introduction to Business	3
CSCI 2203	Microcomputer Applications in Business	3
ACCT 2313**	Financial Accounting I	3
BUSN 2003*	Principles of Marketing	3
		<b>15</b>
<b>Second Semester</b>		<b>Credit Hours</b>
BUSN 2403	Business Communication	3
BUSN 1503	Professional Selling	3
MANG 2213	Human Resource Management	3
MANG 2283	Organizational Behavior	3
MANG 2273	Retail Management	3
		<b>15</b>
<b>Total Program Credit Hours:</b>		<b>30</b>

\* Some courses may be offered during 7 week sessions in order to fulfill course prerequisites.

\*\* Credits earned by taking ACCT 2113 can be substituted for ACCT 2313.

For more information, contact the Division of Business at 225-216-8154.