



2009-2010
Career and Technical
Programs

Business
Department
(541) 463-5221

Two-Year Associate
of Applied Science
Degree

One-Year Certificate
of Completion

Career Pathway
Certificate of
Completion

Retail Management

Purpose This two-year Retail Management Associate of Applied Science (AAS) degree program provides a program of study for retail employees and for students who would like to advance to retail store supervision, store management, and be qualified to move forward into corporate leadership. This program represents skills identified by the retail industry at the statewide level, as represented by the Western Association of Food Chains (WAFC).

Learning Outcomes The graduate of the Associate of Applied Science program will:

- understand the purpose, context, concepts, and processes of retailing and the retail environment and the responsibilities of the retail operations function.
- understand the advantages, disadvantages, and circumstantial uses of various leadership styles.
- understand various ethical tools and the reasoning behind various ethical positions.
- determine appropriate and inappropriate interview, hiring, and employee supervision procedures.
- understand the opportunities and challenges posed by a team-based, multicultural work force and the responsibilities of management in handling and motivating employees to achieve organizational objectives.
- apply leadership skills to achieve a motivational and productive culture and climate.
- understand the impact of technology on marketing and recognize how the major elements of the marketing process apply to actual marketing situations.
- define theories and strategies of business management, including human resources management and operations management.
- understand the basic terms and concepts of accounting, and the content of financial statements and be able to understand and interpret the information they contain.
- understand communication theory and give well-organized, clear written and oral business presentations that inform, recommend, and train.
- prepare mathematical business computations for industry requirements, including discounts and mark-ups, returns and allowances, and data to maintain good records.

- learn and demonstrate proficiency with office suite products, including word processing, spreadsheets, database, communication, and presentation software.
- know, demonstrate, and appreciate good work ethics, including dependability, attention to detail, good customer relations, professionalism, and good team work relationships.
- appreciate the significance of meeting employer/retailer needs in providing superior customer service and apply communication skills to improve customer service and work relationships.
- use appropriate library and information resources to research business topics.
- apply critical thinking and analytical skills in decision making and problem solving.

Employment Trends For retail management and supervision, the projected number of annual openings for the state of Oregon is 555, with approximately 49 in Lane County. Employers particularly seek employees with good communication, teamwork, and interpersonal skills, as well as those who present themselves in a professional manner. Workers must have related work experience to gain the necessary skills for this occupation. However, workers with postsecondary training have a competitive advantage in the labor market.

Wages Statewide wages for retail managers and supervisors average \$19.53 hourly and \$40,630 annually plus benefits. Lane County wages average \$19.87 hourly and \$41,329 annually plus benefits.

Costs in Addition to Tuition (estimate)*

Books and fees.....\$2,550

Some Business courses have a one-time fee of \$5 per term to help support the Student Resource Center. See the Business department for details.

* Subject to change without notice.

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Prerequisites The entering student must have the ability to type by touch, have a basic knowledge of the Windows operating system, and place at least into WR 121 and MTH 060, or take classes to reach these levels before enrolling in program courses. Before enrolling in BA 214 Business Communications, students must pass a Language Skills and Proofreading test in the Testing office or pass BT 180 Business Proofreading and Editing. A computer is highly recommended for all Business Department majors; contact the department or advisor for details.

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Retail Management

Two-Year Associate of Applied Science Degree

First Year	Fall
BA 101 Introduction to Business ^{D,G}	4
CS 120 Concepts of Computing: Information Processing ^{D,G}	4
MTH 060 Beginning Algebra or higher ^{*,D,G,M}	4
Choice of:	4
SP 111 Fundamentals of Public Speaking ^{D,G}	
SP 100 Basic Communication ^{D,G}	
SP 130 Business and Professional Speech ^{D,G}	

Total Credits 16

	Winter
BA 211 Financial Accounting ^{*,D,G}	4
BA 224 Human Resource Management ^{*,D,G}	4
BA 223 Marketing ^{D,G}	4
WR 121 English Composition: Exposition and Introduction to Argument ^{*,D,G,W}	4

Total Credits 16

	Spring
BA 214 Business Communications ^{*,D,G}	4
BA 249 Retailing ^{D,G}	4
BA 278 Leadership and Team Dynamics ^{D,G}	4
BA 206 Management Fundamentals ^{*,D,G}	4

Total Credits 16

Second Year	Fall
BA 213 Managerial Accounting ^{*,D,G}	4
BA 251 Supervisory Management ^{D,G}	4
HE 252 First Aid ^{D,G}	3
SP 115 Intercultural Communication ^{D,G}	4

Total Credits 15

BA 226 Business Law ^{D,G}	Winter	4
Choice of:		3-4
BT 114 MS EXCEL for Business ^{*,D,G}		
BT 165 Introduction to the Accounting Cycle ^{D,G}		
BT 170 Payroll Records and Accounting ^{*,D,G}		
BT 171 Payroll Laws and Regulations ^{D,G}		
BT 251 E-Business Fundamentals ^{D,G}		
ECON 200 Principles of Economics:		
Introduction to Economics ^{D,G}		3
SP 105 Listening and Critical Thinking ^{D,G}		4
Total Credits		14-15

	Spring	
BA 124 Negotiating ^{D,G}	3	
BA 217 Budgeting for Managers ^{*,D,G}	4	
BA 238 Sales ^{D,G}	3	
BA 261 Consumer Behavior ^{D,G}	3	
BA 280 Cooperative Education: Retail ^{D,G}	3	
Total Credits		16

Retail Management

One-Year Certificate of Completion

Purpose The Retail Management Certificate of Completion represents skills identified by the retail industry, which desires to provide a program of study for their employees and for students who would like to become retail employees. The certificate builds on the Career Pathway Certificate of Completion and incorporates additional coursework in writing and business. This program is recognized by retail employers and identifies skills that lead to professional growth, hiring, and advancement opportunities. This program is a body of study that prepares the student for retail sales and management responsibilities; those who complete the program may be given preference in hiring, and/or may be eligible for promotions.

Learning Outcomes The graduate will:

- understand the purpose of retailing and the retail environment and the responsibilities of the retail operations function.
- understand the advantages, disadvantages, and circumstantial uses of various leadership styles.
- understand various ethical tools and the reasoning behind various ethical positions.
- determine appropriate and inappropriate interview and hiring questions.
- understand the opportunities and challenges posed by a multi-cultural work force and the responsibilities of management in handling and motivating employees in the current business environment.
- understand the impact of technology on marketing and recognize how the major elements of the marketing process apply to actual marketing situations.
- define theories and strategies of business management, including human resources management and operations management.
- understand the basic terms and content of financial statements and be able to understand and interpret the information they contain.
- understand communication theory and give well-organized, clear business presentations that inform, recommend, and train.

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- understand the basics of word processing, spreadsheets, database management, and internet communications.
- use appropriate library and information resources to research business topics.
- apply critical thinking and analytical skills in decision making and problem solving.

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One-Year Certificate of Completion

	Fall
BA 101 Introduction to Business ^{D,G}	4
CS 120 Concepts of Computing: Information Processing ^{D,G}	4
MTH 060 Beginning Algebra or higher ^{*,D,G}	4
Choice of:	4
SP 111 Fundamentals of Public Speaking ^{D,G}	
SP 100 Basic Communication ^{D,G}	
SP 130 Business and Professional Speech ^{D,G}	
Total Credits	16

	Winter
BA 211 Financial Accounting ^{*,D,G}	4
BA 224 Human Resource Management ^{*,D,G}	4
BA 223 Marketing ^{D,G}	4
WR 121 English Composition: Exposition and Introduction to Argument ^{*,D,G,W}	4
Total Credits	16

	Spring
BA 214 Business Communications ^{*,D,G}	4
BA 249 Retailing ^{D,G}	4
BA 278 Leadership and Team Dynamics ^{D,G}	4
Choice of:	4
BA 206 Management Fundamentals ^{*,D,G}	
BA 226 Business Law ^{D,G}	
Total Credits	16

Retail Management

Career Pathway Certificate of Completion

Purpose This Career Pathway Certificate of Completion represents skills identified by the retail industry, as represented by the WAFC (Western Association of Food Chains), which desires to provide a program of study for their employees and for students who would like to become retail employees. This program is recognized by retail employers and identifies skills that lead to professional growth, hiring, and advancement opportunities. This program is a body of study that prepares the student for retail sales and management responsibilities. Those who complete the program will be given preference in hiring, will be eligible for promotions, and will receive compensation to recognize their educational achievement.

	Fall
BA 101 Introduction to Business ^{D,G}	4
CS 120 Concepts of Computing: Information Processing ^{D,G}	4
MTH 060 Beginning Algebra or higher ^{*,D,G}	4
Choice of:	4
SP 111 Fundamentals of Public Speaking ^{D,G}	
SP 100 Basic Communication ^{D,G}	
SP 130 Business and Professional Speech ^{D,G}	
Total Credits	16

	Winter
BA 211 Financial Accounting ^{*,D,G}	4
BA 223 Marketing ^{D,G}	4
BA 224 Human Resource Management ^{*,D,G}	4
Total Credits	12

	Spring
BA 214 Business Communications ^{*,D,G}	4
BA 249 Retailing ^{D,G}	4
BA 278 Leadership and Team Dynamics ^{D,G}	4
Total Credits	12

Standard footnotes:

- * Prerequisite required
- A Meets Arts/Letters requirement
- B Must be passed with grade of "B-" or better to use as a prerequisite
- D Degree or certificate requirement; must be passed with grade of "C-" or better
- G Must be taken for a grade, not P/NP; major requirement

- H Meets Human Relations/Social Science requirement
- M Meets Mathematics requirement
- P Meets PE/Health requirement
- R Required for AAS degree
- S Meets Science/Math/Computer Science requirement
- W Meets Written Communications or English Composition requirement

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and compliance with the *Americans with Disabilities Act* 6/09