



2011 - 2012
Career and Technical Programs

Business Department
541.463.5221

lanecc.edu

Retail Management

Two-Year Associate of Applied Science Degree

One-Year Certificate of Completion

Career Pathway Certificate of Completion

Purpose This two-year Retail Management Associate of Applied Science 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.

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 teamwork 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

- Lane County openings - 47 annually, projected through 2018
- Statewide openings - 527 annually, projected through 2018
- Annual National positions - 1,685,500 current; 1,773,900 projected through 2018

Wages

- Average hourly rate in Lane County - \$19.52
- Average annual rate in Lane County - \$40,587
- Average hourly rate Statewide - \$19.11
- Average annual rate Statewide - \$39,740

Costs in Addition to Tuition (estimate)*

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

* Subject to change without notice.

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 108 Business Proofreading and Editing. All Business Department majors must have a computer that meets minimum system requirements; contact the department or advisor for details.

Cooperative Education (Co-op) Co-op offers students graded college credit for on-the-job work experience related to educational and career goals. Through Co-op students connect theory and practice, develop skills, expand career knowledge, and make contacts for future employment. Three credits of Co-op are required for the AAS degree. Additional Co-op credit is strongly recommended as an elective. Contact Jamie Kelsch, Retail Management Co-op Coordinator, Bldg. 19, Rm. 253A, 541.463.5540, kelschj@lanecc.edu

Retail Management

Two-Year Associate of Applied Science Degree

First Year

BA 101 Introduction to Business ^{D,G}	Fall	4
BT 120 MS WORD for Business ^{*,D,G}		3
CS 120 Concepts of Computing: Information Processing ^{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		15

Winter

BA 224 Human Resource Management ^{*,D,G}	3
BA 223 Marketing ^{*,D,G}	4
BT 165 Introduction to the Accounting Cycle ^{D,G}	4
WR 121 Introduction to Academic Writing ^{*,D,G}	4
Total Credits	15

Spring

BA 214 Business Communications ^{*,D,G}	4
BA 249 Retailing ^{*,D,G}	4
BA 206 Management Fundamentals ^{*,D,G}	3
BT 195 Professional Service and Development ^{*,D,G}	2
MTH 060 Beginning Algebra or higher ^{*,D,G}	4
Total Credits	17

Second Year

BA 278 Leadership and Team Dynamics ^{D,G}	Fall	4
BT 123 MS EXCEL for Business ^{*,D,G}		4
HE 252 First Aid ^{D,G}		3
SP 115 Intercultural Communication ^{D,G}		4
Total Credits		17

Winter

BA 217 Budgeting for Managers ^{*,D,G}	4
BA 226 Business Law ^{D,G}	4
ECON 200 Principles of Economics: Introduction to Economics ^{D,G}	3
SP 105 Listening and Critical Thinking ^{D,G}	4
Total Credits	15

Spring

BA 238 Sales ^{D,G}	3
BA 251 Supervisory Management ^{D,G}	3
Choice of:.....	4
BA 250 Small Business Management ^{*,D,G}	
CIS 245 Project Management ^{*,D,G}	
BA 280RM Cooperative Education: Retail ^{D,G}	4
Total Credits	16

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.
- 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.

Retail Management

	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}	3
BA 223 Marketing ^{*,D,G}	4
WR 121 Introduction to Academic Writing ^{*,D,G}	4
Total Credits	15

	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:.....	3-4
BA 206 Management Fundamentals ^{*,D,G}	
BA 226 Business Law ^{D,G}	
Total Credits	15-16

Career Pathway Certificate of Completion

Purpose This Career Pathway Certificate of Completion represents skills identified by the retail industry, as represented by the 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.

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.
- 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

	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}	3

Total Credits 11

	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

an equal opportunity/affirmative action institution committed to cultural diversity and compliance with the Americans with Disabilities Act 6/11

Standard footnotes:

* Prerequisite required

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

R Required for AAS degree