

2023-24 ACADEMIC PROGRAMS

2023-2024 RETAIL MANAGEMENT (APRM)

Program is also available online

Description

This program emphasizes both the theoretical knowledge and the practical skills needed to succeed in both customer-facing and behind-the-scenes jobs in any type of retail setting. The curriculum was developed with input from industry experts and topics include the role of retailing in the supply chain, retailing formats and locations, organizational structure and key positions, growth and expansion, consumer communication, and brands and private labels. Student also learn about productivity, operational and financial measures, purchasing and inventory control, pricing schemes, and merchandise layout and presentation. Students will take restricted electives toward completing a certificate as part of the program requirement in one of the following areas (9-16 credits): Accounting for Business Certificate, Human Resource Management (HRM) Certificate, Business Sales and Marketing Certificate, Entrepreneurship and Innovation Certificate, Management Advanced Certificate or a Certificate or Degree in any occupational/technical area.

Articulation

Eastern Michigan University, BS and BBA degrees Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site: <https://www.wccnet.edu/learn/transfer-wcc-credits/articulation-agreements.php>.

Course Requirements

First Semester

Class	Title	Minimum Credits
BMG 205	Creating the Customer Experience	3
BMG 206	Retail Principles and Practices	3
ENG 111	Composition I	4
Elective	Soc. Sci. Elective(s) 1	3
	Restricted Elective(s) 1: Choose a course toward completion of selected certificate.	3
Total		16

Second Semester

Class	Title	Minimum Credits
BMG 228	Purchasing and Inventory Control	3
Elective	Nat. Sci. Elective(s)	3
MTH 125 or MTH 160 or Elective	Everyday College Math Basic Statistics	
COM 101 or COM 102	Math Elective(s) Any math level 4 or higher course Fundamentals of Speaking	3
	Interpersonal Communication	3
	Restricted Elective(s) 2: Choose a course toward completion of selected certificate.	3
Total		15

Third Semester

Class	Title	Minimum Credits
BMG 273	Managing Operations	3
BMG 275	Business and Supply Chain Analytics	4
Elective	Soc. Sci. Elective(s) 2	3
Elective	Arts/Human. Elective(s) 1	3
	Restricted Elective(s) 3: Choose a course toward completion of selected certificate.	3
Total		16

Fourth Semester

Class	Title	Minimum Credits
BMG 230	Principles of Management	3
BMG 295	Supply Chain Field Studies	2
Elective	Nat. Sci. Lab Elective(s)	3
Elective	Arts/Human. Elective(s) 2	3
	Restricted Elective(s) 4 0-7 credits: Choose course(s) toward completion of selected certificate as needed.	
Elective	MTA Elective(s) (0-2 credits) to reach minimum 30 MTA credits	2
Total		13

Total Credits Required: 60

Accurate as of 02/15/2024 Information is subject to change without notice.