2024-25 ACADEMIC PROGRAMS

RETAIL MANAGEMENT (APRM)

Associate in Applied Science

This associate degree program prepares students to be knowledgeable, capable, and enthusiastic employees who can handle both customer-facing and behind-the-scenes jobs in a retail setting. These retail jobs can be divided into 4 main areas:

- customer relations,
- store upkeep,
- product handling, and
- administration.

Students who complete this associate degree will have had exposure to all 4 of these areas, and will gain the skills and knowledge to project a can-do, professional, and results-focused attitude.

This is a **high demand, high skill** and **high wage** program as defined by the Michigan Community College Network.

Do you have another career in mind? Search for careers

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: 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 206	Retail Principles and Practices	3
COM 101 or	Fundamentals of Speaking	
COM 102	Interpersonal Communication	3
ENG 111	Composition I	4
MTH 125 or	Everyday College Math	
MTH 160 or	Basic Statistics	
Elective	Math Elective(s) any math level 4 or higher course	3
Total		13

Second Semester

Class	Title	Minimum Credits
BMG 205	Creating the Customer Experience	3
BMG 230	Principles of Management	3
Elective	Nat. Sci. Elective(s)	3
Elective	Soc. Sci. Elective(s) 1	3
Elective	Restricted Elective(s) 1: 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
Elective	Restricted Elective(s) 2: Choose a course toward completion of selected certificate.	3
Total		16

Fourth Semester

Class	Title	Minimum Credits
BMG 228	Purchasing and Inventory Control	3
BMG 295	Supply Chain Field Studies	2
Elective	Nat. Sci. Lab Elective(s)	3
Elective	Arts/Human. Elective(s) 2	3
Elective	Restricted Elective(s) 3: Choose a courses toward completion of selected certificate.	3
Elective	MTA elective(s) to reach a minimum of 30 MTA credits.	2
Total		16

Total Credits Required: 60

Accurate as of 04/22/2024 Information is subject to change without notice.