

RETAIL MANAGEMENT (AAS)

Catalog Effective Term: Fall 2024

Program Code: APRM

Credential: Associate in Applied Science

Program is also available online

High Demand Occupation, High Skill Occupation, High Wage Occupation

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
- 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: <http://www.wccnet.edu/learn/transfer-wcc-credits/articulation-agreements.php>.

Minimum Credits Required for the Program: 60

Full-Time Students

Course	Title	Credits
First Semester		
BMG 206	Retail Principles and Practices	3
COM 101 or COM 102	Fundamentals of Speaking or Interpersonal Communication	3
ENG 111	Composition I	4
Select one of the following:		3-4
MTH 125	Everyday College Math	
MTH 160	Basic Statistics	
Math Elective(s) any math level 4 or higher course		
Credits		13
Second Semester		
BMG 205	Creating the Customer Experience	3
BMG 230	Principles of Management	3
Nat. Sci. Elective(s) (https://coursecatalog.wccnet.edu/academics/general-education/#naturalsci)		3
Soc. Sci. Elective(s) (https://coursecatalog.wccnet.edu/academics/general-education/#socbehavsci) 1		3

Restricted Elective(s) ¹		3
Credits		15
Third Semester		
BMG 273	Managing Operations	3
BMG 275	Business and Supply Chain Analytics	4
Soc. Sci. Elective(s) (https://coursecatalog.wccnet.edu/academics/general-education/#socbehavsci) 2		3
Arts/Human. Elective(s) (https://coursecatalog.wccnet.edu/academics/general-education/#arthuma) 1		3
Restricted Elective(s) ¹		3
Credits		16
Fourth Semester		
BMG 228	Purchasing and Inventory Control	3
BMG 295	Supply Chain Field Studies	2
Arts/Human. Elective(s) (https://coursecatalog.wccnet.edu/academics/general-education/#arthuma) 2		3
Nat. Sci. Lab Elective(s) (https://coursecatalog.wccnet.edu/academics/general-education/#natscilab)		3
Restricted Elective(s) ¹		3
MTA elective(s) to reach a minimum of 30 MTA credits.		2
Credits		16
Total Credits		60

¹ Choose a course toward completion of selected certificate.

Part-Time Students

Course	Title	Credits
First Semester		
BMG 205	Creating the Customer Experience	3
ENG 111	Composition I	4
Credits		7
Second Semester		
BMG 206	Retail Principles and Practices	3
COM 101 or COM 102	Fundamentals of Speaking or Interpersonal Communication	3
Credits		6
Third Semester		
BMG 228	Purchasing and Inventory Control	3
Nat. Sci. Lab Elective(s) (https://coursecatalog.wccnet.edu/academics/general-education/#natscilab)		3
Credits		6
Fourth Semester		
BMG 275	Business and Supply Chain Analytics	4
Arts/Human. Elective(s) (https://coursecatalog.wccnet.edu/academics/general-education/#arthuma) 1		3
Credits		7
Fifth Semester		
BMG 273	Managing Operations	3
Restricted Elective(s) ¹		3
Credits		6
Sixth Semester		
BMG 230	Principles of Management	3

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Nat. Sci. Elective(s) (https://coursecatalog.wccnet.edu/academics/general-education/#naturalsci)	3
Credits	6
Seventh Semester	
Arts/Human. Elective(s) (https://coursecatalog.wccnet.edu/academics/general-education/#arthuma) 2	3
Soc. Sci. Elective(s) (https://coursecatalog.wccnet.edu/academics/general-education/#socbehavsci) 1	3
Credits	6
Eighth Semester	
BMG 295 Supply Chain Field Studies	2
Select one of the following:	3-4
MTH 125 Everyday College Math	
MTH 160 Basic Statistics	
Math Elective(s) any math level 4 or higher course	
Restricted Elective(s) ¹	3
Credits	8
Ninth Semester	
Soc. Sci. Elective(s) (https://coursecatalog.wccnet.edu/academics/general-education/#socbehavsci) 2	3
Restricted Elective(s) ¹	3
MTA elective(s) to reach a minimum of 30 MTA credits.	2
Credits	8
Total Credits	60

¹ Choose a course toward completion of selected certificate.