

# RETAIL MANAGEMENT

Pathway: Business & Civic Engagement  
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Award Title	Academic Plan	Award Type	Grad. Plan	Required Course Units	Major Elective Units	Major Units
Retail Management*	T002895C	A.A.	21*	41	6	47
Retail Management	T035286D	C		24		24

At least 60 degree applicable units are required to earn an Associate degree.  
 \*This Associate Degree is eligible for a reduction of General Education requirements from 21 to 18 units; please consult with a counselor for more details. These programs are Financial Aid Eligible.

## PROGRAM OVERVIEW

The Retail Management AA is a comprehensive college program designed to prepare current and future retail employees for a fast-paced and competitive retail environment. This program—designed in collaboration with retail industry leaders—will provide the student with the competencies required to succeed at the management level within the dynamic retail industry.

## PROGRAM LEARNING OUTCOMES (PLOs)

Upon completion of the Degree/Certificate program, students are able to:

- Identify and understand basic theories, principles, practices, and terminology related to business and management.
- Demonstrate effective leadership, teamwork, and communication skills, while possessing proficient oral, written, and non-verbal techniques to gather and present information.
- Utilize technology, theoretical concepts, and analytical skills to assist with business management related problem-solving and decision making.

## RETAIL MANAGEMENT

**Associates in Arts Degree**  
**Major Units: 47**

Requirements for the Associate in Arts degree in Retail Management may be met by completing 41 units of Required Courses and 6 unit of Major Electives with a "C" or better along with General Education units. Information on the General Education unit requirements may be found in the catalog under Graduation Requirements.

### REQUIRED COURSES

SEMESTER I		UNITS
CAOT 082	Microcomputer Software Survey in the Office	3
MARKET 040	Retail Management	3
MARKET 001	Principles of Selling	3
BUS 001	Introduction to Business	3
SEMESTER II		UNITS
MARKET 021	Principles of Marketing	3
BUS 033	Technical Report Writing	3
-or- ENGLISH 101	College Reading and Composition I (3)	
ACCTG 001	Introductory Accounting I	5

SEMESTER III		UNITS
BUS 005	Business Law I	3
SUPV 011	Oral Communications	3
-or- BUS 032	Business Communications (3)	
-or- COMM 101	Public Speaking (3)	
ECON 002	Principle of Economics II	3
BUS 038	Business Computations	3

SEMESTER IV		UNITS
SUPV 003	Human Relations (Developing Supervisory Leadership)	3
MGMT 033	Personnel Management	3

## MAJOR ELECTIVES

Select at least 6 units from the courses below		UNITS
ACCTG 018	Computerized Payroll Accounting	3
CAOT 085	Microcomputer Office Applications: Spreadsheet	3
MARKET 011	Fundamentals of Advertising	3
MGMT 002	Organization and Management Theory	3
MGMT 013	Small Business Entrepreneurship	3
SUPV 001	Elements of Supervision	3

NOTE: TRANSFER—Students interested in transferring to a four-year college or university should visit the University Transfer Center or meet with a counselor to select appropriate transferable courses.

## RETAIL MANAGEMENT

**Certificate of Achievement**  
**Major Units: 24**

A Certificate of Achievement in Retail Management may be earned by completing 24 units of Required Courses listed below with a "C" or better in each course.

REQUIRED COURSES		UNITS
BUS 032	Business Communications	3
BUS 038	Business Computations	3
CAOT 082	Microcomputer Software Survey in the Office	3
MARKET 021	Principles of Marketing	3
MARKET 040	Retail Management	3
MGMT 002	Organization and Management Theory	3
MGMT 033	Personnel Management	3
SUPV 003	Human Relations (Developing Supervisory Leadership)	3

## USEFUL LATTTC LINKS:

**College Catalog:** <http://college.lattc.edu/catalog/>  
**Financial Aid Office:** <http://college.lattc.edu/financialaid/>  
**Counseling Department:** <http://college.lattc.edu/counseling/>  
**General Education Information:** <http://college.lattc.edu/catalog>  
**Business & Civic Engagement Pathway:** <http://pathways.lattc.edu/catalog-programs/bce/>

To register: <http://college.lattc.edu/student/new-students/register-now/>

For additional information consult a LATTTC college counselor.