

BUSINESS

Track: Retail Management



ABOUT THIS DEGREE PROGRAM

BUSINESS CORE

A FOUNDATION IN BUSINESS

This program features a series of essential Business Core courses to help build interdisciplinary skills critical

to workplace success. These courses introduce students to key disciplines that support business careers and cover concepts related to general business principles, including accounting, marketing, management and the analytic skills that inform business decision-making.

The Business Core coursework introduces students to contemporary workplace applications. In each course, the learning experience is enhanced through activities that help students apply the course material, while shaping future education and career choices.

A PROGRAM TO FUEL YOUR FUTURE

In this specialization, you'll learn about product merchandising, in-store and online sales and customer relations across the retail industry.

IS THIS PROGRAM FOR YOU?

Interested in working with people in retail management? This program may be right for you.

CAREER OPPORTUNITIES

Graduates of DeVry University's Business associate degree program with a track in Retail Management may consider, but are not limited to, the following careers:

- Assistant Manager
- Customer Service Representative
- Management Trainee
- Retail Shift Manager
- Media Buyer
- Assistant Marketing Analyst
- Sales Account Representative
- Inventory Associate

WHAT YOU'LL LEARN

ESSENTIALS

- Communicate complex business concepts to stakeholders
- Collaborate in dynamic work environments
- Develop sophisticated business solutions
- Analyze business opportunities, risk and options for financial resources
- Apply technology to meet consumer needs and achieve business goals

BUSINESS CORE

- Lead, manage, and collaborate in diverse environments in physical and virtual settings
- Allocate financial and human resources, manage risk and analyze business opportunities
- Evaluate and solve complex business problems using numerical and qualitative data
- Use technology to develop business solutions to improve daily operations and long-term strategy
- Apply marketing strategies for business products and services

SPECIALIZED

- Develop a solid consumer relations program and use the program to generate sales
- Examine and develop effective HR processes, plans and guidelines
- Improving retailing marketing, process and functions to improve retail sales
- Use socioeconomic and psychological approaches to better understand consumers

QUICK FACTS

61
CREDIT HOURS
minimum credit hours required for graduation

1 + 4
YEAR MONTHS
minimum length to graduation¹

ACCREDITATION MATTERS

The Associate in Business degree program has achieved voluntary accreditation from the Accreditation Council for Business Schools and Programs (ACBSP, www.acbsp.org), demonstrating that it meets standards of business education that promote teaching excellence.



EMBEDDED PROGRAM

DeVry offers a unique 2-in-1 design that allows our Business Essentials Certificate to be embedded within the Associate in Business, giving you the chance to earn your certificate on the way to your associate degree.

**TWO
IN
ONE**

FLEXIBILITY TO FIT YOUR LIFE

Take courses online, on campus or in our innovative connected classrooms. Study full- or part-time and tailor your DeVry experience to fit your life. Classes start every 8 weeks, so you can begin your college degree when it makes sense for you.

**FLEX
2 FIT**

MICROSOFT OFFICE PRODUCTIVITY TOOLS

To ensure you have a robust learning experience, as part of your program, you will use the latest version of the Microsoft Office suite to communicate business information, analyze data and report findings.



**DIVERSITY,
EQUITY &
INCLUSION**

BE AN ACTIVE PART OF AN INCLUSIVE FUTURE

Customize your curriculum by choosing Diversity, Equity and Inclusion (DE&I) course alternates for your Communication Skills, Humanities and Social Science courses. These options highlight relevant topics to help empower you to promote an inclusive workplace.

¹ Not including breaks. Assumes year-round, full-time enrollment. Additional program information may be found at <https://www.devry.edu/online-programs.html>.

Business | Retail Management

ESSENTIALS

30
CREDIT HOURS

COMMUNICATION SKILLS

- ENGL112 Composition
- ENGL135 Advanced Composition

One of:

- SPCH275 Public Speaking
- SPCH276 Intercultural Communication ☼

HUMANITIES

One of:

- ETHC232 Ethical and Legal Issues in the Professions
- ETHC334 Diversity, Equity and Inclusion in the Workplace ☼

SOCIAL SCIENCES

- SOCS185 Culture and Society ☼

MATHEMATICS AND NATURAL SCIENCES

- MATH114 Algebra for College Students
- SCI228 Nutrition, Health and Wellness with Lab

PERSONAL AND PROFESSIONAL DEVELOPMENT

- CARD205 Career Development
- COLL148 Critical Thinking and Problem-Solving

☼ This icon indicates Diversity, Equity & Inclusion Courses

BUSINESS CORE

18
CREDIT HOURS

BUSINESS CORE

- BIS155 Data Analysis with Spreadsheets with Lab
- BUSN115 Introduction to Business and Technology
- BUSN219 Marketing Fundamentals
- COMP100 Computer Applications for Business with Lab
- LEAD150 Leadership and Facilitating Change

One of:

- ACCT207 Fundamentals of Accounting
- ACCT212 Financial Accounting

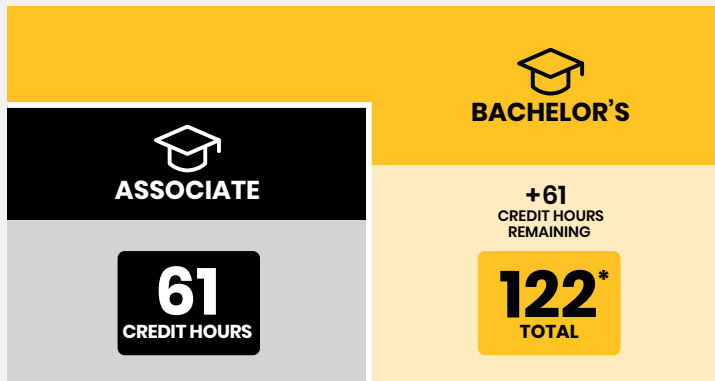
SPECIALIZED

13
CREDIT HOURS

RETAIL MANAGEMENT

- BUSN258 Customer Relations
- MGMT210 Human Resource Functions
- MGMT230 Contemporary Retail Management
- MKTG230 Consumer Behavior Fundamentals

Earn a credential at every step.



BUILD SKILLS WITH STACKABLE DEGREES

When you earn an Associate Degree in Business, every course you completed in the program applies to your Bachelor's Degree in Technical Management. Build your confidence – and your resume – when you start your journey at DeVry.

*The figures displayed represent the minimum credit hours required for graduation. Additional coursework may be necessary to complete program requirements. For the ABUS program, every course counts towards the Bachelor's in Technical Management except for the following specializations: Information Technology, Health Information Management and Criminal Justice. At the time of application to the next credential level, an evaluation of qualifying transfer credit will occur and the most beneficial outcome will be applied.

visit DeVry.edu | Call 888.DeVry.04

In New York, DeVry University operates as DeVry College of New York. DeVry University is accredited by The Higher Learning Commission (HLC), www.hlcommission.org. The University's Keller Graduate School of Management is included in this accreditation. DeVry is certified to operate by the State Council of Higher Education for Virginia. Arlington Campus: 1400 Crystal Dr., Ste. 120, Arlington, VA 22202. DeVry University is authorized for operation as a postsecondary educational institution by the Tennessee Higher Education Commission. Naperville Campus: 1200 E. Diehl Rd., Naperville, IL 60563. Program availability varies by location. In site-based programs, students will be required to take a substantial amount of coursework online to complete their program.