ASSOCIATE DEGREE PROGRAM | BUSINESS

BUSINESS
Track: Retail Management

ABOUT THIS DEGREE PROGRAM

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 graduation

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.

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.

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.

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.
In New York, DeVry University operates as DeVry College of New York. DeVry University is accredited by The Higher Learning Commission (HLC), https://www.hlcommission.org. 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, https://www.tn.gov/thec. Nashville Campus: 301 S. Perimeter Park Dr., Ste. 100, Nashville, TN 37211. Programs, course requirements and availability vary by location. Some courses may be available online only. All students enrolled in site-based programs will be required to take some coursework online and, for some programs and locations, a substantial portion of the program may be required to be completed online. DeVry’s academic catalog, available via https://www.devry.edu/catalogs, contains the most current and detailed program information, including admission, progression and graduation requirements.

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