# **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 <u>Business associate</u> <u>degree</u> program with a track in Retail Management may consider, but are not limited to, the following careers:

- · Assistant Manager
- Customer Service Representative
- Retail Shift Manager
- 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



## **ACCREDITATION MATTERS**

The Associate in Business degree program has achieved voluntary accreditation from the Accreditation Council for Business Schools and Programs (ACBSP, <a href="www.acbsp.org">www.acbsp.org</a>), 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.



## **ACCELERATE ON YOUR SCHEDULE**

Choose the schedule that best fits your goals and commitments. You can earn your **Associate's Degree** in as little as **1 year 4 months**.

Or, follow a normal schedule and complete your program in 2 years.

- \* Minimum completion time does not include breaks and assumes 3 semesters of year-round, full-time enrollment in 12-18 credit hours a semester per 12-month period.
- \*\* Normal completion time includes breaks and assumes 2 semesters of enrollment in 12-18 credit hours per semester per 12-month period



# **Business | Retail Management**

# **ESSENTIALS**

30 CREDIT HOURS

# **COMMUNICATION SKILLS**

ENGL112 Composition

ENGL135 Advanced Composition

SPCH275 Public Speaking

#### **HUMANITIES**

ETHC232 Ethical and Legal Issues in the Professions

# **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

# **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**

CREDIT HOURS

#### **RETAIL MANAGEMENT**

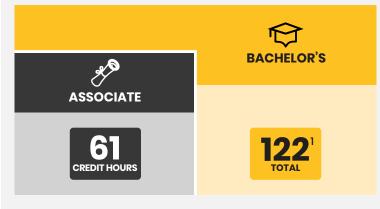
BUSN258 Customer Relations

MGMT210 Human Resource Functions

MGMT230 Contemporary Retail Management

MGMT300 Customer Care and Relationship Management

# Earn a Credential at Every Step



#### **BUILD SKILLS WITH STACKABLE DEGREES**

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

<sup>1</sup>The figures displayed represent the minimum credit hours required for graduation. Additional coursework may be necessary to complete program requirements. At the time of application to the next credential level, an evaluation of qualifying credits will occur and the most beneficial outcome will be applied. Future programmatic changes could impact the application of credits to a future program. Refer to the academic catalog for details.

For the Associate in Business, Retail Management specialization, eligible credits apply towards the Bachelor of Science in Technical Management-General Option.

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