

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

## 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<sup>1</sup>

**TWO  
IN  
ONE**

### EMBEDDED PROGRAM

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



### 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.

**FLEX  
2  
FIT**

### 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.

**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 & 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**

- ACCT212 Financial Accounting
- BIS155 Data Analysis with Spreadsheets with Lab
- BUSN115 Introduction to Business and Technology
- BUSN219 Marketing Fundamentals
- COMP100 Computer Applications for Business with Lab
- MGMT303 Principles of Management

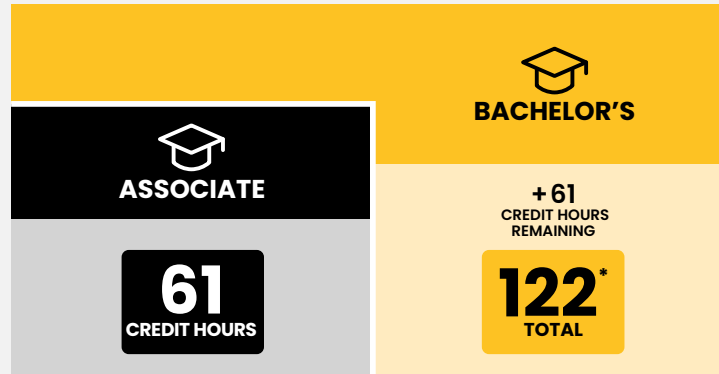
**SPECIALIZED**

**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.

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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](http://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, www.tn.gov/thecc](http://www.tn.gov/thecc). 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 [devry.edu/catalogs](http://devry.edu/catalogs), contains the most current and detailed program information, including admission, progression and graduation requirements. Information contained herein is effective as of date of publishing. ©2021 DeVry Educational Development Corp. All rights reserved. Version 5/6/2021.