

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
- 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



**TWO
IN
ONE**

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.

MINIMUM
COMPLETION TIME*

**1 years
4 months**

OR

NORMAL
COMPLETION TIME**

2 years

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.

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

13
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



ASSOCIATE

61
CREDIT HOURS



BACHELOR'S

122¹
TOTAL

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.

¹The 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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