



Wayne
County
Community
College
District

Business Administration: Retail Management

PAY

The median annual wage First-Line Supervisors of Retail Sales Workers was \$38,550 in 2017.

JOB OUTLOOK

Employment of First-Line Supervisors of Retail Sales Workers is projected to grow by 3.8 percent from 2016 to 2026. Retail is a rapidly growing industry with an increasing need for an educated workforce to fill opportunities including: management and operations, sales and marketing, customer service, human resources, and accounting.

Bureau of Labor Statistics, U.S. Department of Labor, Occupational Employment Statistics, November 19, 2018, First-Line Supervisors of Retail Sales Workers on the Internet at <https://www.bls.gov/oes/2017/may/oes411011.htm>

ABOUT THE PROGRAM

The Retail Management Short-Term Certificate program will equip you with valuable skills to start or advance your career in the retail industry. You will gain a greater understanding of the 'why principles,' enabling you to confidently find your niche within the broad spectrum of retail careers. In as quickly as one year, you can graduate from this program and qualify for a position or promotion in retail management.



WHAT DO RETAIL MANAGERS DO?

Retail managers are responsible for every aspect of the day-to-day supervision of retail outlets, including:

- recruiting, training, supervising and appraising staff
- managing budgets
- maintaining statistical and financial records
- dealing with customer queries and complaints
- overseeing pricing and stock control
- maximizing profitability and setting/meeting sales targets, including motivating staff to do so
- ensuring compliance with health and safety rules and laws
- preparing promotional materials and displays

WHERE DO THEY WORK?

The Retail Management Short-Term Certificate Program is nationally recognized and has been endorsed by leading retailers across the nation including partner companies of the Western Association of Food Chains and the Food Marketing Institute. Additionally, the certificate has been recognized as a part of the White House's Upskill Initiative, and leading organizations and foundations including the ACT Foundation and the U.S. Department of Labor.



Wayne County Community College District...
Jobs for Today, Jobs for the Future!

**FOR MORE INFORMATION, CALL 313-496-2600
OR VISIT OUR WEBSITE AT WWW.WCCCD.EDU**

Recommended Sequence of Courses

Retail Management: Short-Term Certificate

CR. No.	COURSE TITLE	CREDITS
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SEMESTER 1

BUS 210	Supervision	3
BUS 225	Computer Applications in Business	3
BUS 215	Interpersonal Communications in Business	3
SEMESTER TOTAL		9

SEMESTER 2

MGT 205	Principles of Management	3
MKT 200	Principles of Marketing	3
ENT 210	Human Resource Management for Small Business	3
SEMESTER TOTAL		9

SEMESTER 3

ACC 100	Introduction to Accounting	3
MGT 299	Retail Management Practicum	3
SEMESTER TOTAL		6

**BUSINESS ADMINISTRATION:
RETAIL MANAGEMENT**

CERTIFICATE TOTAL24

Note: Certificate total hours may not include prerequisites.

