

Foundations of Retail Management - Micro-Certificate

Curriculum

This undergraduate-level micro-certificate program covers the fundamental basics of retailing with a focus on management and selling skills. The program prepares students to gain an understanding of general business, management and selling. Students learn methods of managing and motivating staff. They also learn the basics of professional selling. Topics of study include project management, team development, buying processes and personalities of consumers, retailing consumer goods, and an overview of the retail and fashion industry.

Note: Students who enroll in this micro-certificate program are ineligible for financial aid. Contact Student Financial Services for options.

Foundations of Retail Management

A 12 semester credit program leading to the Foundations of Retail Management undergraduate micro-certificate

BUSN1001	Introduction to Business and Management	3
MGMT2020	Organizational Behavior	3
MRKT1011	Key Account Management	3
RTL1030	Retailing Principles & Practices	3
Total Credits		12.0

Admissions Requirements

Johnson & Wales University holistically reviews all elements of a student's application to identify those students most likely to succeed at the university.

Prior to being considered for admissions into an online JWU undergraduate program, the following must be submitted:

1. A completed application for admission
2. Official high school or GED transcript (or 60+ earned transfer credits with college transcript submission)
3. If applicable, official or certified transcripts from all previous college/ university institutions