

Retail Management (Certificate of Technical Studies)

The Certificate of Technical Studies in Retail Management is designed to meet the employment needs of the Greater Baton Rouge metropolitan area retail business community. It provides students as well as individuals working in the retail industry a foundation in and development opportunities for a career in retail management. This program of study is not designed for college transfer.

To receive this certificate, the student must:

- Have a cumulative GPA of 2.00 or higher in all credits to be used towards the certificate.
- Earn a “C” or better in all courses required for completion of the certificate.
- Complete the coursework listed below.

Program Outcomes. Upon successful completion of the program, the graduate will be able to:

1. Demonstrate tenets of professionalism including professional image, teamwork, and customer relations.
2. Evaluate the impact of laws and regulations pertaining to the role and responsibilities of a retail manager.
3. Interpret the differences and similarities between leadership, power, and management.

Program of Study

First Semester		Credit Hours
BUSN 1003	Introduction to Business	3
BUSN 1503	Professional Selling	3
BUSN 2003	Principles of Marketing	3
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		9
 Second Semester		 Credit Hours
MANG 2213	Human Resource Management	3
MANG 2283	Organizational Behavior	3
MANG 2273	Retail Management	3
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		9
 Total Program Credit Hours:		 18

For more information, contact the Division of Business and Law at 225-216-8154.