

Retail Leadership Certificate

Certificate Number 90-104-2

Revised

Description:

The Retail Leadership Certificate is designed for retail employees or those who wish to pursue a career in retail management/ leadership. Retail management leadership personnel may be employed by department stores, specialty stores, mass merchandisers, food retailers, and all other retail categories. Delivery of courses will be flexible to accommodate learner schedules.

Requirements for Certificate Entry:

- Basic Math.
- Ability to use a computer keyboard.

Certificate Completers Will be Able to:

- Apply technology to retail and retail information systems.
- Formulate retail selling strategies.
- Apply effective leadership skills.
- Apply improvement strategies to solve retail problems.
- Generate retail information for effective decision making.
- Apply leadership skills to human resource issues.

Curriculum

CATALOG #	DESCRIPTION	CREDITS
10-145-177 <i>Offered in: Spring 2009</i>	Entrepreneurship ...entrepreneurship, success and failure, getting started: sources of capital, location, layout, and legal forms of organization, managing and operating, planning and organizing, directing and monitoring performance, marketing strategy, and administration.	3
OR		
10-196-145 <i>Offered in: Spring 2009</i>	Workplace Innovation ...entrepreneurship, success and failure, getting started: sources of capital, location, layout, and legal forms of organization, managing and operating, planning and organizing, directing and monitoring performance, marketing strategy, and administration.	3
10-196-193 <i>Offered in: Fall 2008</i>	Human Resource Mgmt ...impacts of EEOC, writing job descriptions, recruitment, selection, conducting job interviews, orientation, developing policies and procedures, training, performance, counseling and development, and compensation and benefit strategies.	3
10-104-192 <i>Offered in: Fall 2008</i>	Merchandise Management ...basic theories of merchandising applied to the current retail environment.	3
10-104-135 <i>Offered in: Fall 2008</i>	Retail Mgmt-Survival ...review of current federal and state employment laws and employers' responsibilities; sources, consequences, and methods of handling stress; techniques and strategies of time management; sexual harassment; cultural/etiquette issues.	3
OR		
10-196-164 <i>Offered in: Fall 2008</i>	Supervisors-Personal Skills ...review of current federal and state employment laws and employers' responsibilities; sources, consequences, and methods of handling stress; techniques and strategies of time management; sexual harassment; cultural/etiquette issues.	3
10-104-193 <i>Offered in: Spring 2009</i>	Retail Operations Mgmt ...management of a retail store operation including retail planning and control; retail information systems; and human resource management including placement, orientation, evaluation, recruiting, interviewing, discipline, performance problems, and training.	3
10-104-190 <i>Offered in: Fall 2008</i>	Retail Principles ...macro issues facing retailers, including structural dynamics; strategic planning, environmental factors; consumer behavior; site selection; selecting markets in which to compete; and retailing issues, opportunities, and outlook.	3

Certificate Total **18**

For more information, please contact: The Business & Information Technology Division, (920) 498-5435 or (800) 422-NWTC, extension 5435, or contact Donna Meves, Flexible Learning Manager, (920) 498-6872 or (920) 498-5431, donna.meves@nwtc.edu