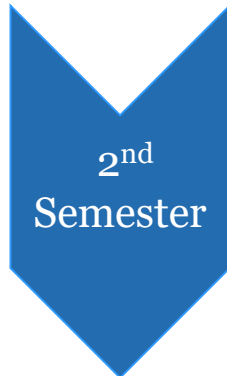




Study for two semesters and successfully complete these four courses

Earn Your **Business Fundamentals Certificate**



**Bus 20 Business Management**

Planning, organizing, leading, controlling, and the application of managerial concepts are discussed.

**Bus 22 Human Relations**

Major themes of human relations in organization including values, perception, motivation, conflict management, teamwork, and leadership.

**CIS 13 Computer Information Systems**

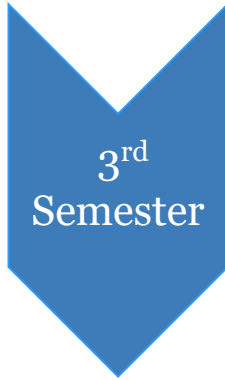
Concepts and technologies used in processing information in an organization.

**Bus 27 or 29 Business Communications**

Principles of effective speaking and writing in business situations.



Study for two additional semesters and successfully complete these four courses



Earn Your **Retail Management Certificate**

**Bus 21 Human Resources Management**  
Effective management of common issues in human resources from the perspective of the employee and employer are discussed.

**Bus 14 Marketing**  
Topics include market analysis, planning, product development, marketing mix, and media decisions.

**Bus 19 Retailing Management**  
Topics include site selection, layout, merchandising, staffing, positioning, customer service, and promotional techniques.

**Bus 11 Accounting for Small Business**  
The fundamental theory, principles, and procedures of financial accounting with an emphasis on small business.



# Retail Management Path to Success

1<sup>st</sup>  
Semester

- Bus 20 Business Management Online or In Class
- Bus 22 Human Relations in Organizations Online or In Class

2<sup>nd</sup>  
Semester

- CIS 13 Computer Information Systems Online or In Class
- Bus 29 Oral Business Communications Online or In Class **OR**
- Bus 27 Effective English for Business Online or In Class

3<sup>rd</sup>  
Semester

- Bus 21 Human Resources Management Online
- Bus 14 Marketing Online or In Class

4<sup>th</sup>  
Semester

- Business 19 Principles of Retailing Management Online
- Bus 11 Accounting for Small Business Online or In Class **OR**  
Bus 1A Financial Accounting Online or In Class