

# Business Management

## Retail Merchandising Option

The retail merchandising option of the business management program is designed to prepare students for careers in retail management, sales, or loss prevention. Students will explore management functions, marketing and advertising, salesmanship concepts, loss prevention, and various merchandising concepts and techniques. Along with classroom lectures and activities, students will complete a minimum of three credit hours of cooperative internship work experience in a job directly related to the retail industry.

### Required Program of Study for Associate of Applied Science Degree (2 years)

<b><i>Freshman Year</i></b>
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<b>FIRST SEMESTER</b>	
<b>Course</b>	<b>Credits</b>
ACCT 1200 Accounting I** .....	3
BSAD 1070 Math & Machines .....	3
BSAD 2540 Principles of Management .....	3
BSAD 2520 Principles of Marketing .....	3
INFO 1100 Microcomputer Applications or OFFT 1500 Microsoft Office .....	3
	15

<b>SECOND SEMESTER</b>	
<b>Course</b>	<b>Credits</b>
BSAD 2160 Customer Service and Business Etiquette .....	3
BSAD 2180 Advertising .....	3
BSAD 2510 Organizational Behavior .....	2
INFO 1700 Introduction to Internet .....	1
ENGL 1010 English Composition I .....	3
MATH 1045 Applied Mathematics I*** .....	3
	15

<b>SUMMER</b>	
<b>Course</b>	<b>Credit</b>
BSAD 1300 Cooperative Internship I .....	3

<b><i>Sophomore Year</i></b>
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<b>FIRST SEMESTER</b>	
<b>Course</b>	<b>Credits</b>
BSAD 2050 Business Communications .....	3
BSAD 2230 Retail Merchandising .....	3
BSAD 2700 Business Law I** .....	3
ECON 1040 Personal Finance or ECON 2110 Macroeconomics .....	3
SPCH 1010 Fundamentals of Communication or SPCH 1110 Public Speaking .....	3
	15

<b>SECOND SEMESTER</b>	
<b>Course</b>	<b>Credits</b>
AGRI 1420 Interpersonal Skills .....	3
BSAD 2350 Security and Loss Prevention .....	3
BSAD 2130 Salesmanship .....	3
PSYC 1810 Introduction to Psychology .....	3
Approved Elective* .....	3
	15

\*Approved electives for business management students are: ACCT 1210 Accounting II, BSAD 1050 Introduction to Business, BSAD 1200 Introduction to Electronic Commerce, BSAD 2150 Entrepreneurship, BSAD 2230 Retail Merchandising, BSAD 2250 International Business, BSAD 2350 Security & Loss Prevention, BSAD 2710 Business Law II, BSAD 2140 Principles of Banking, BSAD 2240 Principles of Insurance, ECON 1040 Personal Finance, ECON 2110 Macroeconomics, ECON 2120 Microeconomics, POLS 1000 American Government.

\*\* Students with no accounting work experience or high school accounting should switch Accounting I and Business Law I. Students with no accounting experience are encouraged to take ACCT 1060 Basic Accounting Procedures prior to Accounting I.

\*\*\* These are minimum requirements. Students are encouraged to take higher level courses according to individual skill.

NOTE: The associate of applied science degree is suggested for those seeking employment upon graduation and feel quite sure that they will not continue their education toward a bachelors degree. Students interested in continuing their education at a four-year college or university should enroll in the business administration program.