**Sierra College**

**New Certificate of Achievement**

**Retail Management**

**Item 1. Program Goals and Objectives**

The Retail Management Certificate at Sierra College is a comprehensive, academic, for-credit college program designed to prepare current and future employees for the fast-paced changes encountered in the retail industry. This broad program is appropriate for retail, wholesale, suppliers, etc. The Retail Management Certificate coursework incorporates both educational knowledge and technical skills, such as management styles, people skills, merchandising philosophies, and technology. Students who complete this academic program gain the knowledge, skills, abilities and confidence that empower them to become successful leaders in retail and service oriented companies.

**Jobs that can be obtained:**

Buyer, department manager, store director/manager, assistant store manager, sales associate, account executive, merchandiser, sales manager, customer service associate, sales consultant, inventory control, and first-line retail supervisors.

**Item 2. Catalog Description**

The Retail Management program builds on the general business curriculum and prepares students for a leadership role in the retail industry. Depending upon the size of the retail company, retail managers are responsible for one or more parts of a retail operation, including sales, marketing, buying, merchandising, operations, inventory control, human resources, and finance.

**Item 3. Program Requirements**

|  |  |  |  |
| --- | --- | --- | --- |
| Course | Department | Course Number | Units |
| Applying Computer Software | IT | 0050 | 3 |
| Accounting Fundamental for Business Owners/Entrepreneurs | Business | 000A | 3 |
| Organizational Behavior and Human Relations | Business | 0099 | 3 |
| Management Concepts & Applications | Business | 0100 | 3 |
| Business Communications | Business | 0102 | 3 |
| Human Resource Management | Business | 0103 | 3 |
| Introduction to Marketing | Business | 0120 | 3 |
| Retailing | Business | 0123 | 3 |

**Course Sequence:**

A **sample** table format (with program requirements and course sequence combined) is shown below (for illustration purposes only):

24-unit Certificate of Achievement: Retail Management

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Requirements** | **Dept. Name/#** | **Name** | **Units** | **Sequence** |
| Core Requirement | IT 0050 | Applying Computer Software | 3 | Year 1-Fall |
| Core Requirement | BUS 0100 | Management Concepts & Application | 3 | Year 1-Fall |
| Core Requirement | BUS 0120 | Introduction to Marketing | 3 | Year 1-Fall |
| Core Requirement | BUS 000A | Accounting Fundamental for Business Owners/Entrp. | 3 | Year1-Spring |
| Core Requirement | BUS 0103 | Human Resource Management | 3 | Year 1-Spring |
| Core Requirement | BUS 0123 | Retailing | 3 | Year 1-Spring |
| Core Requirement | Bus 0099 | Organizational Behavior and Human Relations | 3 | Year 1-Spring or Summer |
| Core Requirement | BUS 102 | Business Communications | 3 | Year 1-Spring or Summer |

TOTAL UNITS: 24 units

Proposed Sequence:

Year 1, Fall = 9 units

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Year 1, Spring = 9, 12 or 15 units

Year 1, Summer = 3, 6 or 0 units

TOTAL UNITS: 24 units

**Item 4. Master Planning**

**Labor Market Data:**

According to the Doing What Matters for Jobs and the Economy Sector Profile for Retail Trade, retail is a vitally important sector for California’s economy, made up of close to 100,000 businesses, employing more than 1.7 million workers, and representing a market value or gross regional product in excess of $245 billion annually. Retail jobs are fairly flexible in terms of days and hours worked as well as educational and training requirements, creating employment opportunities and career pathways for people with varying level of skills and work experience.

One particularly success­ful job training and placement model, Learn and Earn, seeks to “identify, promote and encourage innovative partnerships between employers, community colleges and higher education institutions to help today’s ‘working learners’ complete their education while working,” according to Corporate Voices for Working Families. Endeavors like these help bridge the skills gap for employers while supporting current and future employees’ attainment of postsecondary degrees and credentials with labor market value — the most significant benchmark for achieving economic sustainability.

The Retail Management Certificate is a nationally recognized, accredited college program developed by retail industry experts and community college leaders to prepare retail employees for positions in management. Students who complete this academic program gain the knowledge, skills, abilities and confidence that empower them to become successful leaders in retail and service oriented companies.

Across the country, hundreds of employers recommend the Retail Management Certificate to their workforce as a vital tool to enhance their careers. Therefore, in addition to the support of Apple through their Retail Ready program, Sierra College will be submitting this 24-unit certificate for WAFC Certification (Western Association of Food Chains).

Since its inception, the growth of the Retail Management Certificate has flourished under the direction of the Western Association of Food Chains (WAFC), a non-profit organization comprised of top executives in the retail grocery industry, with a pure mission to Advance the Food Industry through Education and Leadership

Established in 1921, the Western Association of Food Chains is a non-profit organization comprised of retailers and wholesalers in the Western United States representing over 7,500 supermarkets and $200 billion dollars in annual sales. The WAFC’s primary mission is to provide educational and leadership opportunities for food industry associates that help advance employees into successful careers.

WAFC endorsement of this Retail Management Curriculum makes graduates eligible for two certificates: a college certificate that leads to an associate’s degree, and an industry-recognized credential that is linked to employment, career advancement, and increased wages.

Retail is the sale of goods and services from individuals or businesses to the end-user. Retailers purchase goods or products from a factory or wholesaler and then sell smaller quantities to consumers for a profit. In addition to fixed locations, non-store retailing can be done online or via mail order. Retail can be more broadly categorized as food products, hard goods (which do not quickly wear out), and soft goods or consumables. Retail trade subsectors include:

**Motor Vehicle and Parts Dealers** - Employees include both sales and sales support staff familiar with registering and financing a vehicle as well as parts experts and mechanics.

**Furniture and Home Furnishings Stores** - Retailers of furniture and home furnishings usually operate from showrooms and many offer interior decorating services.

**Electronics and Appliance Stores** - Staff include sales personnel knowledgeable of use and warranties and may include repair persons to handle maintenance and repair.

**Building Material and Garden Supplies Dealers** - Staff is knowledgeable of products used in the construction, repair, and maintenance of buildings and landscaping.

**Food and Beverage Stores** - Employees are trained in the processing of food products to guarantee proper storage and sanitary conditions.

**Health and Personal Care Stores** - Health and personal care stores may have specialized staff, such as pharmacists, opticians, and others.

**Clothing and Clothing Accessories Stores** - as retailers of clothing and accessories, staff is knowledgeable in fashion trends related to styles, colors, and combinations.

**Sporting, Musical Instrument and Book** Stores - These firms are engaged in retailing and providing expertise for sporting equipment or hobby supplies, musical instruments and books.

**General Merchandise Stores** - This subsector retails general merchandise and staff are capable of retailing a large variety of goods from a single location.

**Miscellaneous Store Retailers** - Retailers of merchandise not classified elsewhere, this subsector includes stores with unique characteristics, such as florists, used merchandise stores, and pet supply stores.

**Non-store Retailers** - These are retailers of merchandise using non-fixed point of sale methods, and include electronic shopping, mail-order houses, vending machine operators, home delivery sales, door-to-door sales, party plan sales, and sales through portable stalls (e.g., street vendors, except food).

**Key Statistics:**

1. Average annual earnings is $41,300
2. # of employers in California is 94,300
3. 1 in 5 workers are under the age of 24

**Where are the Jobs?**

Industry employment in retail trade is concentrated within 11 subsectors. According to the CE, from 2011 through 2016 the largest growth was recorded for motor vehicle and parts dealers (up 34,000 jobs or 20%). Non-store retailers experienced the fastest growth, increasing by close to 20,000 jobs or 36% overall.

Looking forward to 2021, retail is projected to add 61,000 jobs, primarily in food and beverage stores (+16,007 jobs) and general merchandise stores (+14,478). The fastest growth is anticipated for non-­store retailers (+12,682 jobs or 17%).

Regional industry employment generally follows a population density pattern. Looking forward, however, growth and declines in jobs are not always as predict­able. The Center of Excellence projects for the Greater Sacramento Area a growth of 5,291 jobs or 5% for the 5-year period of 2016-2021. It is important to note that these employment data do not include replacement needs by occupation for the period, rather they are representative of anticipated job growth or decline for the period.