



1. Title: **Retail Management and Entrepreneurship**

2. Summary of Goals—Learning Outcomes:

At the completion of courses for a Retail Management and Entrepreneurship major at Golden West College, the successful student should be able to:

- Develop a business plan for a small business which will include mission statement, organizational structure, financial plan, cost analysis, and logistics and supply chain management.
- Develop guidelines for customer service for both suppliers and customers.
- Incorporate business solutions software to logistics and supply chains.
- Develop employment guidelines following Federal policies governing affirmative action and the American Disabilities Act.

3. Course Listing (25 Total Units):

Required Courses:

Business G139, Business Communications

OR

Business G130, Intro to Business Writing 3 Units

Computer Science G130, Survey of Computer Science 4 Units

Management G110, Principles of Management 3 Units

Management G115, Behavioral Management 3 Units

Marketing G100, Marketing Principles 3 Units

Management G155, Customer Service for the 21<sup>st</sup> Century 3 Units

Management G152, Small Business Ownership and Management 3 Units

Management G174, U.S. Phys. Distribution & Logistics 3 Units

Required Subtotal: 25 units

Completion of GE Requirements: 21-41 units

Additional Electives (as needed to reach 60):

Degree Total: 60 units