

Bachelor of Science in Business with a Concentration in Retail Management

The Bachelor of Science in Business (BSB) undergraduate degree program is designed to prepare graduates with the requisite knowledge, skills, and values to effectively apply various business principles and tools in an organizational setting. The BSB foundation is designed to bridge the gap between theory and practical application, while examining the areas of accounting, critical thinking and decision-making, finance, business law, management, marketing, organizational behavior, research and evaluation, and technology. Students are required to demonstrate a comprehensive understanding of the undergraduate business curricula through an integrated topics course.

The Retail Management concentration focuses on the retail management environment. The concentration emphasizes skill development in strategic management, marketing, supply management, product and brand management, retail operations, merchandising, and personnel management unique to the retail industry. Upon completion of this concentration, students will possess the knowledge and skills necessary to be leaders in the retail industry.

In the Retail Management concentration, 18 credit hours are required. Students must successfully complete three required courses: BRM/353 (Product and Brand Management), MGT/356 (Retail Personnel Management), and BRM/451 (Strategic Retail Management). Students must also complete three additional business elective courses (9-credit hours) within the Retail Management concentration. In addition to the required course of study, students must satisfy General Education and Elective requirements to meet the 120 (124 for Kansas) semester-credit minimums required for completion of the degree.

Business Foundation

GEN 300*

Skills for Professional Development

This course examines the skills necessary for successful critical thinking, teamwork, research, and communication. The course is designed to aid adult learners in acquiring and improving the core competencies that are necessary at the University of Phoenix. Students will examine their reasons for returning to school, and develop strategies for achieving educational goals in school, work, and personal settings. Students will also be introduced to the University library and learn how to access its resources successfully. (3 credits)

*For flexibility in scheduling, campuses are permitted to schedule GEN/200 to satisfy GEN/300 requirements.

ECO 212

Principles of Economics

This course introduces the fundamental theories of microeconomics and macroeconomics. The economic principles studied in this course apply to everyday life as students research an industry, debate issues with trade agreements, discuss the effects of a shift in labor supply and demand, and discuss the strengths and weaknesses of the Consumer Price Index calculation. In particular, students research an industry affected by the economy and perform an economic analysis of the chosen industry. (3 credits) Prerequisite: GEN 300.

BIS 219

Business Information Systems

This course provides an overview of Business Information Systems. This includes a broad foundation for both technical and non-technical business professionals. Special emphasis is placed on how information is used by different types of businesses across different industries. (3 credits) Prerequisite: GEN 300.

MGT 216

Organizational Ethics and Social Responsibility

This course provides a foundational perspective for socially responsible management practices in business. Special emphasis is placed on the inter-related nature of ethics, moral, legal, and social issues in managing individuals, groups, and the organization within a business environment. (3 credits) Prerequisite: GEN 300.

ACC 280

Principles of Accounting

This course covers the fundamentals of financial accounting as well as the identification, measurement, and reporting of the financial effects of economic events on the enterprise. Financial information is examined from the perspective of effective management decision making with special emphasis on the planning and controlling responsibilities of practicing managers. (3 credits) Prerequisites: GEN 300 and MTH 209.

COM 285

Business Communications

This course introduces students to the foundations of communication in a business setting. Students are exposed to various topics related to interpersonal and group communication within the context of applications in an office or virtual office setting. Students will develop skills in the forms of written communication, including memos, emails, business letters, and reports. Communication ethics and cross-cultural communications are also explored. Upon completing the course, students will have an awareness of their personal communication style and be able to identify areas for further exploration of communication as a business skill. (3 credits) Prerequisite: GEN 300.

MGT 330

Management: Theory, Practice, and Application

This course explores the rich field of management in theory and practice, and as both a science and an art. The course also addresses the role of managers in the current world of rapid change, increased competitive forces, and increased expectations for the successful performance of employees and organizations. The focus is on some of the ways and means of achieving desired goals. The student will leave this course with a solid background in the nature and work of management and managers. Applications of concepts to current workplace issues will be stressed. (3 credits) Prerequisite: GEN 300.

MGT 307

Organizational Behavior and Group Dynamics

This course in organizational behavior encompasses the study of individual and group behavior in organizational settings. Emphasis is placed on strategic elements of organizational behavior, workforce diversity, managing change, effective communication, and performance systems. A comprehensive review of these processes, as well as others, will allow students to examine their role in organizations. (3 credits) Prerequisite: GEN 300.

MGT 350

Critical Thinking: Strategies in Decision Making

This course provides students opportunities for analysis, synthesis, prescription, and application of critical thinking and decision making within the organization. Emphasis is placed on preparing managers who can deal clearly, rationally, and creatively with a diverse workforce and dynamic workplace. This course equips students with concrete skills in critical thinking and decision making that will allow them to identify and solve organizational problems, as well as provide strategic direction. (3 credits) Prerequisite: GEN 300.

RES 341

Research and Evaluation I

This course integrates applied business research and descriptive statistics. Examination of the role of statistics in research, statistical terminology, the appropriate use of statistical techniques and interpretation of statistical findings in business and research will be the primary focus. (3 credits) Prerequisites: GEN 300 and MTH 209.

RES 342

Research and Evaluation II

This course integrates applied business research and descriptive statistics. Examination of the role of statistics in research, statistical terminology, the appropriate use of statistical techniques and interpretation of statistical findings in business and research will be the primary focus. (3 credits) Prerequisites: GEN 300, MTH 209, and RES 341.

FIN 370

Finance for Business

This course introduces the student to the essential elements of finance for business. Emphasis is placed on financial management, financial markets, and the tools, techniques, and methodologies used in making financial decisions. Topics include: Financial planning, working capital management, capital budgeting, long term financing, and international finance. (3 credits) Prerequisites: GEN 300, MTH 209, and ACC 280.

BUS 415

Business Law

This course examines, analyzes, and applies to the modern business environment the nature, formation and system of law in the United States. (3 credits) Prerequisites: GEN 300 and MGT 350.

MKT 421

Marketing

This course involves an integrated analysis of the role of marketing within the total organization. Specific attention is given to the analysis of factors affecting consumer behavior, the identification of marketing variables, the development and use of marketing strategies, and the discussion of international marketing issues. (3 credits) Prerequisites: GEN 300, MTH 209, COMM 215, MGT 216, MGT 350, and FIN 370.

BUS 475

Integrated Business Topics

The integrated business topics course examines strategic business management while integrating topics from previously completed business foundation coursework. This allows students to demonstrate a comprehensive understanding of the undergraduate business curricula with a significant emphasis placed on the assessment of individual outcomes to determine content mastery. (3 credits) Prerequisites: GEN 300, MTH 209, COMM 215, MGT 330, MGT 350, MGT 307, RES 341, RES 342, FIN 370, MKT 421, ECO 212, BIS 219, MGT 216, COM 285, ACC 280, and BUS 415.

Retail Management concentration

BRM 353

Product and Brand Management

This course presents an analysis of the goods and services lifecycle from conception to purchase. Special emphasis is placed on design and implementation of successful product development and brand management strategies that deliver value to consumers. (3 credits) Prerequisites: GEN 300, MGT 330, and MGT 350.

MGT 356

Retail Personnel Management

This course focuses on the personnel management aspects of retail management. Students will be prepared to utilize recruiting and staffing, motivating, training, and ethics concepts to effectively lead retail personnel. (3 credits) Prerequisites: GEN 300, MGT 330, MGT 350, and BRM 353.

BRM 451

Strategic Retail Marketing

This course presents an overview of the strategic retail management environment from the beginning to the end of the retail value chain. Students gain an understanding of how to manage in the highly competitive retail environment. Issues concerning merchandising, customer experience, retail channels, diverse customer demographics, and other industry trends are examined. (3 credits) Prerequisites: GEN 300, MGT 330, MGT 350, BRM 353, MGT 356, and two additional courses (6 credits) from Retail Management concentration electives.

RM concentration electives

(Choose 9 credits from the following)

BIS 318

Technology in Retail Management

This course addresses how technology is used in retail management. Emphasis is placed on applying technology and data collected from POS systems, customer tracking, and inventory management systems to make informed business decisions. (3 credits) Prerequisites: GEN 300, MGT 330, and MGT 350.

ISCOM 354

Retail Operations: Supply Management

This course encompasses an examination of the supply side of the retail value chain including logistics, channel management, vendor relationships, and purchasing. Students will be prepared to develop strategic alliances and optimize the supply chain in a retail setting. (3 credits) Prerequisites: GEN 300, MGT 330, and MGT 350.

ISCOM 355**Retail Operations: Technology and Finance**

This course presents technology and finance concepts from a retail management context. Topics include inventory management, forecasting and reporting, buying, retail accounting, e-commerce, and database management. Upon completion of the course, students will possess the skills and knowledge necessary to manage the financial and technological operations of a retail business. (3 credits) Prerequisites: GEN 300, MGT 330, and MGT 350.

MGT 387**Retail Management for Small Business**

This course focuses on the establishment, operation, and activities of managing a small retail operation. Special emphasis is placed on the marketing efforts specific to the resources of a small business providing a product and/or service. Students will also review the legal perspective, financial implications, and franchising considerations. (3 credits) Prerequisites: GEN 300, MGT 330, and MGT 350.

BUS 418**Retail Pricing Strategies**

This course provides both a theoretical and practical application to retail pricing strategies. Special emphasis is placed on pricing strategies, consumer motivation, and how pricing decisions are made. This includes a corporate-level, store-manager, and small business perspective in the retail environment. (3 credits) Prerequisites: GEN 300, MGT 330, and MGT 350.

MGT 425**Employment Law in Retail Management**

This course provides an overview of federal statutes and state-regulated areas that impact the personnel function in the retail industry. Among topics addressed are EEO and affirmative action, OSHA, ERISA, FMLA, and ADA; employee privacy issues (polygraph testing, drug and alcohol testing, employer searching and monitoring); and wrongful discharge. (3 credits) Prerequisites: GEN 300, MGT 330, and BUS 415.

MKT 435**Consumer Behavior**

This is an introductory course in analyzing consumer and purchasing behaviors as basic considerations in the development of a marketing mix. Economic, social, psychological, and cultural factors are considered as they relate to the development of marketing programs. (3 credits) Prerequisites: GEN 300 and MKT 421.

MKT 438**Public Relations**

This course provides an introduction to the field of public relations. Areas covered are media relations; promotion; tools used in developing public relations and publicity, and improving customer satisfaction; relationship-building strategies; and ethics and public relations. (3 credits) Prerequisites: GEN 300 and MKT 421.

BRM 440**Online Retailing**

This course provides in an in-depth look at the online retailing environment. Special consideration is given to comparing online retailing to traditional brick and mortar retailing; components of the online retail environment; online marketing; consumer protection; and emerging trends in online retailing. (3 credits) Prerequisites: GEN 300, MGT 330, and MGT 350.

MKT 452**Retail Marketing**

This course presents strategies for capitalizing on consumer behavior and growing retail market share through the application of research, advertising, and innovative retail marketing tactics. Students will be prepared to execute the elements of the marketing mix to be successful in a retail setting. (3 credits) Prerequisites: GEN 300, MGT 330, MGT 350, and MKT 421.

MKT 455**Internet Marketing**

This course examines the impact of the Internet on traditional marketing methods and how it has transformed the contemporary marketing landscape. Emphasis will be placed upon the uses of the Internet for the marketing of goods, services, information, and the impact of Internet technology on marketing strategy and practices. The course examines strategies for Internet marketing and analyzes customer relationship management models and applications in the Business to Business (B2B) and Business to Consumer (B2C) environments. (3 credits) Prerequisites: GEN 300 and MKT 421.