

BUSINESS

The overall mission of Great Basin College is supported by the Business Department's offering of two main tracks of study. For students who are interested in developing skills that can be immediately applied in the workplace, the Business Department offers five Certificates of Achievement, the Associate of Applied Science degree in Business Administration, and the Bachelor of Applied Science degree in Management and Supervision Emphasis. Each of the Certificate programs is designed to be the first year of coursework for the Associate degree, and the Associate degrees are the first two years of coursework for the Bachelor of Applied Science degree. These applied science programs are depicted in the table to the right.

An alternative track is for students with sights on a traditional bachelor's degree in Business Administration or a more focused baccalaureate degree in one of the sub-disciplines of accounting, economics, finance, management, or marketing. These students will want to pursue the Business Pattern of Study within the Associate of Arts degree described on page 99 of the catalog. Such a degree is designed to constitute the first two years of study in which the student will transfer to a four-year college or university where the remaining two-years of study will be completed. This pattern of study focuses on a broad background in the arts and sciences with an introduction to the core disciplines of accounting and economics during the first two years of study. In addition to using the Associate of Arts degree as a transfer degree, it can also be used as a stepping stone to the increasing number of bachelor's degrees at GBC as well.

| BUSINESS | | |
|---------------------------------------|---|--|
| Certificate Of Achievement (One Year) | Emphasis in the Business Administration Associate of Applied Science Degree (Two Years) | Baccalaureate Degree (Four Years) |
| Accounting Technician | Accounting | Bachelor of Applied Science Management and Supervision |
| Business Administration | General Business | |
| Entrepreneurship | Entrepreneurship | |
| Retail Management | While the Retail Management and the Human Resources Certificates are not designed to lead into any specific AAS degree, students may accomplish progressing to the next degree by carefully selecting options in the certificate program that meets the requirements of the AAS degree of their choice. | |
| Human Resources | | |

Business

Certificate of Achievement – Retail Management

Professional Skills and Career Paths

Critical thinking and analysis in various industries.
Retail manager, entry-level manager.

Student Learning Outcomes

Graduates of the Retail Management certificate program will have the knowledge and skills to:

- Analyze the challenges prevalent in the retail industry.
- Apply a sense of the scope of the retail manager’s job and exhibit comprehension of the basic requirement for success in the future.
- Demonstrate practical understanding of concepts and techniques related to effective management.

| General Education Requirements | | Credits |
|--|---|----------------|
| BUS 110 | Human Relations for Employment, or | |
| PSY 208 | Psychology of Human Relations..... | 3 |
| ENG 107 | Technical Communications I | 3 |
| IS 101 | Introduction to Information Systems, or | |
| IS 201 | Computer Applications | 3 |
| MATH 120, 126 or higher, excludes STAT 152 | | |
| | MATH 126 (preferred) | 3 |

| Program Requirements | | Credits |
|-----------------------------|--|----------------|
| ACC 201 | Financial Accounting..... | 3 |
| COM 101 | Oral Communication..... | 3 |
| MGT 201 | Principles of Management..... | 3 |
| MGT 283 | Introduction to Human Resource Management..... | 3 |
| MKT 127 | Introduction to Retailing..... | 3 |
| MKT 210 | Marketing Principles..... | 3 |

| SUGGESTED COURSE SEQUENCE | | |
|--|--|----------------|
| Certificate of Achievement— | | |
| Retail Management | | |
| FALL—1st Semester | | Credits |
| ACC 201 | | 3 |
| BUS 110 or PSY 208 | | 3 |
| MATH 120, 126 or higher | | 3 |
| COM 101 | | 3 |
| ENG 107 | | 3 |
| TOTAL | | 15 |
| SPRING—2nd Semester | | Credits |
| IS 101 or 201 | | 3 |
| MGT 201 | | 3 |
| MGT 283 | | 3 |
| MKT 127 | | 3 |
| MKT 210 | | 3 |
| TOTAL | | 15 |
| Refer to page 85. Minimum Credits: 30 | | |