

Retail Management Certificate



RMC 111 Human Relations in Business (3.0 credit hours)

This course introduces the human and organizational factors that influence the workplace. Topics will include teamwork, morale, personal efficiency, leadership, personality and communication in a diverse and changing business environment.

Student Learning Outcomes:

- Define how individual and group human behavior theories and concepts are applied in the workplace.
- Identify the challenges and opportunities of managing a diverse work force.
- Apply different motivational theories, reward strategies, and work-life balance considerations to maximize individual and group performance.
- Identify strategies that address the challenges of interfacing technology and employees.
- Select different leadership styles and management models in order to respond to a variety of workplace scenarios.
- Select optimal methodologies to deal with change-management and conflict resolution in workplace situations.

RMC 112 Computer Basics/Software Applications (3.0 credit hours)

This course provides a comprehensive study of the use of computers and technologies. Class topics include computer hardware, software, operating systems and electronic communications such as email, the Internet and networks. Students will have an opportunity to analyze computer-purchasing strategies, as well as acquire knowledge on data security and storage. Hands-on software experience will be provided utilizing Word, Excel, Access, PowerPoint, the Internet, and email.

Student Learning Outcomes:

- Explain the main function(s) of each subsystem of an automated office information system.
- Identify and explain the criteria utilized in the selection of various automated office technologies.
- Demonstrate the use of automated technologies in meeting office information needs through word processing, database, presentation, and spreadsheet software.
- Identify and describe various methods for document storage and retrieval.

For more information

Call: (847) 543-2615

Email: wpdi@clcollinois.edu

Visit: www.clcollinois.edu/wpdi

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RMC 237 Managerial Communications (3.0 credit hours)

This course will guide students in developing the communication skills needed to be successful as a manager. The course is organized in a workshop format, in which students develop, refine and practice communication skills used by successful managers. The course includes a focus on both oral and written skills used in business at a management level. The content of the course will also include a focus on organization, non-verbal (both delivery and listening) and presentation skills. At the conclusion of the course, students will be able to prepare written business documents such as proposals, memos and emails; organize and conduct meetings and write meeting minutes; and make formal and informal business presentations. Students will have developed communication skills that effectively inform and persuade their audience in addition to enhancing their credibility as managers.

Student Learning Outcomes:

- Develop communications that begin with purpose and stress the message, while targeting the appropriate audience.
- Write formal and informal communications that are effective, succinct, and persuasive, while keeping the reader's attention.
- Develop and create oral presentations that enhance credibility and persuasiveness.
- Develop increased confidence in making presentations.
- Create effective visual aids that enhance presentation impact.

RMC 115 Elements of Supervision

This course introduces the role of the supervisor and how it fits in the overall management of an organization. Emphasis is on how the supervisor can impact a department's productivity. Topics will include: supervisory planning, time management, organizing and delegating tasks, training and coaching employees, Equal Employment Opportunity guidelines, labor relations, managing conflict and stress in the work environment, creating a safe and healthy work environment and productivity improvement.

Student Learning Outcomes:

- Define the role of supervisors and describe their responsibilities in working within the broader management team.
- Demonstrate active listening and use of feedback in communicating with employees.
- Demonstrate required skills to effectively train employees.
- Identify tools used to intervene and rectify conflict and/or stress in the workplace.
- Explain key labor relations concepts such as employment-at-will and the grievance process used with union employees.
- Define EEO and explain protected groups, affirmative action, and sexual harassment.
- Define the steps and strategies supervisors use in managing change.
- Differentiate among organizational policies, procedures, and rules.
- Define a supervisor's departmental planning activities and demonstrate setting SMART goals for employees.
- Identify common "time wasters"; demonstrate time management concepts to optimize supervisor and team's work routines.
- Describe quality programs and concepts such as TQM, continuous improvement, six sigma, and quality circles.
- Describe the supervisor's role in improving productivity through cost reduction and control.
- Discuss the supervisor's role in creating a safe work environment.

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RMC 117 Introduction to Marketing Concepts

This course will teach the core concepts of marketing, focusing on strategies of product, price, place and promotion. It will highlight the importance of marketing in all sizes of businesses and organizations. Key topics include market research, brand strategy, pricing, distribution, retailing specific decisions and integrated marketing communications.

Student Learning Outcomes:

- Explain the overall importance of marketing and how it fits into the business environment.
- Discuss how the marketing mix is used to address the needs of consumers.
- Explain the strategic function that marketing plays in the profitability of businesses.
- Define the importance of the marketing plan in the overall success of a firm.
- Demonstrate understanding of the various pieces of the marketing plan.

RMC 113 Human Resource Management (3.0 credit hours)

This course provides a broad overview of relevant human resource management concepts, incorporating legal and ethical issues. Topics include staffing, hiring, training and development, performance evaluation, employee terminations, compensation and benefits, union versus non-union workforces and workforce diversity issues.

Student Learning Outcomes:

- Identify legal, financial, and ethical considerations in making human resource decisions.
- Apply employment laws applicable to human resource decisions.
- Articulate procedural considerations related to staffing, hiring, training, and evaluating employees.
- Analyze various elements of compensation and employee benefit packages.
- Describe the key differences that exist between union and non-union workforces, including the workforce/management relations.
- Articulate the key elements involved in the recruiting, selecting, hiring and training of new employees.
- Contrast key elements of common performance evaluation approaches.
- Identify the major dimensions of workforce diversity.
- Distinguish among affirmative action, equal employment opportunities, and diversity programs.

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RMC 119 Introduction to Financial Concepts (3.0 credit hours)

This course introduces students to financial concepts used in running a business. Topics include financial calculations, the budgeting process and understanding financial statements.

Student Learning Outcomes:

- Apply basic mathematics skills in specific business situations such as interest calculations, percentage calculations (rate of decrease or increase), price discounting and markup, determining price based on various pricing scenarios, gross and net margin calculations.
- Differentiate between various standard financial reports and articulate the interrelationships across various standard financial reports.
- Interpret and analyze financial information to aid in decision making using basic mathematics skills.
- Articulate how internal financial controls can affect profitability and ethical decision making.
- Differentiate forecasts, budgets, and financial statements.
- Prepare and discuss operational budgets.
- Produce pro-forma financial statements and forecasts.
- Identify how accounting transactions can/will impact decision-making, financial performance measures, and financial statements.

RMC 234 Principles of Retailing

This course is focused on the world of retailing from a managerial viewpoint. Students will explore the different types of retailers, multichannel retailing, consumer buying behavior, retail marketing strategies, selecting retail site locations, supply chain management, effective merchandising, pricing, store layout/design, store management and customer service. The course is intended to meet the needs of those now working in a retail environment and those wishing to learn more about how retail businesses operate.

Student Learning Outcomes:

- Describe different types of retailers: traditional, specialist, multichannel.
- Analyze the retail customer buying behavior process.
- Evaluate retail marketing strategies used in the industry to build a sustainable competitive advantage.
- Explain the importance of location and retail site selection.
- Describe how technology and information systems are used to support retail businesses.
- Explain merchandise management, supply chains and the flow of goods/services in a retail environment.
- List some basic principles of retail buying/purchasing.
- Compare different customer service strategies that can be used to improve the customer experience.
- Identify key laws/regulations related to the role and responsibilities of a retail manager.
- Define the elements of effective retail visual merchandising, store layout and presentation.
- Describe the retail pricing process and the financial implications of strategic pricing decisions.
- Explain how retailers use marketing communications to build a brand image and customer loyalty.
- Describe career opportunities within the retailing field.

Since all RMC courses are 100% online, you will need to use a computer with the following specifications:

- High-speed internet connection
- Windows 7 or higher operating system (NOT Vista or XP)
- Google Chrome or Mozilla Firefox internet browser (NOT Internet Explorer)
- Microsoft Office 2013, 2016 or Office 365 (A free download of 365 is available from CLC with your CLC Student ID number. Contact the CLC Help Desk at **(847) 543-4357** or **helpdesk@clcillinois.edu** if you need help.