

# Bachelor of Arts in Retail Management - Momentum

With this Momentum program, instead of attending classes, you'll work with faculty mentors to demonstrate your mastery in one competency area and move to the next until you complete your degree. You must have a conferred associate degree (A.A. or A.S.) from an accredited college to enroll in this program. To learn more about Momentum, contact an admissions representative or your academic advisor.

The Bachelor of Arts in Retail Management emphasizes both theoretical knowledge and the practical skills needed to effectively manage a variety of retail operations. This online bachelor's degree will focus on interpersonal, managerial, human resource, leadership, communication, and the critical thinking skills necessary for success in the retail industry. Completion of this online program can help to propel your current career as a professional retail store manager, or to help you prepare for new retail management positions.

## Degree Requirements (60 semester hours)

A conferred associate of arts or associate of science degree (or higher degree) is required for admission into any Momentum program. This conferred degree fulfills the first 60 credits toward the Momentum bachelor's degree.

## Momentum Requirements (61 semester hours)

### MGMT310 - Principles & Theory of Management

- MGMT310A - Evolution of Management: Evaluate management principles in order to identify their strengths, weaknesses, and applicability to various environments.
- MGMT310B - Organizational Ethics: Develop an organizational chart that accurately reflects an organization's objectives and values.
- MGMT310C - Onboarding Principles: Identify leadership strengths and weaknesses that comprise the key elements of a successful employee evaluation process that reflects the organization's objectives.

### MGMT312 - Leadership & Motivation

- MGMT312A - Leadership Theories: Explain the differences between management and leadership skills and identify the skills leaders need to be successful and contribute to the success of an organization.
- MGMT312B - Leadership Approaches: Compare and contrast various leadership styles/approaches to evaluate their usefulness in motivating employees, hiring the right leader for the right job, and successfully accomplishing strategic priorities.
- MGMT312C - Leadership Motivation: Evaluate your personal leadership and motivation skills to determine your management style and to identify areas for improvement.

### MGMT314 - Management Ethics

- MGMT314A - Business Ethics: Analyze the role ethics plays in domestic policy and corporate governance.
- MGMT314B - Ethical Values: Describe the role that ethics, rules, and regulations play in recruiting, hiring, training, and promoting a diverse workforce.
- MGMT314C - Business Conduct: Analyze an ethical dilemma faced by a business and assess the consequences of decisions on multiple constituencies.

### MGMT315 - Management Communications

- MGMT315A - Communication Strategies: Apply appropriate communication strategies to ensure messages are relayed to internal and external stakeholders of an organization.
- MGMT315B - Communicating Financial Position: Communicate an organization's financial position to its executives and investors.
- MGMT315C - Resume Creation: Construct a resume outlining your education, skills and experience.

### MKTG307 - Consumer Behavior

- MKTG307A - Organizational Usage: Evaluate how organizations have used consumer behavior concepts to influence consumer decision-making.
- MKTG307B - Successful Marketing Strategies: Analyze how organizations incorporate consumer behavior concepts into successful marketing strategies.

- MKTG307C - Delivering Marketing Messages: Analyze recent consumer based trends and how marketers develop strategies to use the Internet, ecommerce, and information technology to deliver marketing messages to consumers.

## RTMG300 - Retail Strategy

- RTMG300A - Retail Strategy Creation: Analyze the creation, implementation, and evaluation of various retail strategies including Porter's nine value-creating activities.
- RTMG300B - Innovative Technological Updates: Identify areas where innovative technological updates may be implemented in order to increase stakeholder return.
- RTMG300C - Competitive Position: Evaluate methods retailers use to diagnose their competitive position in the retail environment.

## BUSN313 - Global & Competitive Strategy

- BUSN313A - Strategic Management: Identify elements that influence the strategic management of a company.
- BUSN313B - The Organizational Environment: Identify a company's organizational environment and evaluate whether it has an effect on performance.
- BUSN313C - Strategies and Alliances: Evaluate organizational strategies and alliances within a company to achieve organization goals and objectives.

## BUSN410 - Critical Thinking Strategies for Business Decisions

- BUSN410A - Defining a Business Problem: Identify and articulate a business problem.
- BUSN410B - The Decision-Making Process: Analyze models and techniques used in the decision-making process.
- BUSN410C - Overcoming Organizational Barriers: Evaluate various decision-making processes, their ethical implications, and implementation outcomes in order to develop strategies to overcome organizational barriers.

## MGMT410 - Strategic Management

- MGMT410A - Competitive Advantages: Evaluate the internal and external environments of a new venture in order to determine its competitive advantages in the market.
- MGMT410B - Acquisitions, Mergers, Partnerships: Assess the strategies a company utilizes when deciding whether or not to acquire, merge, or partner with another company.
- MGMT410C - Innovative Marketing Strategies: Evaluate business processes that utilize internet and e-business capabilities to enhance innovative marketing strategies.

## TLMT311 - Introduction to Transportation & Logistics Management

- TLMT311A - Modes of Transportation: Compare and contrast the various modes of transportation in order to assess their impact on the U.S. economy.
- TLMT311B - Impact of External Factors: Explain how external factors such as social, financial, regulatory and political forces impact the four major modes of transportation (motor, rail, air, pipeline).
- TLMT311C - Global Supply Chain Management: Evaluate transportation planning strategies in order to manage an efficient global supply chain management system.

## TLMT313 - Supply Chain Management

- TLMT313A - Maximum Contribution: Evaluate supply chain management concepts to identify those that provide maximum contribution to success.
- TLMT313B - Effectiveness of a Supply Chain: Explain the most important techniques a Supply Chain Manager can use to ensure the effectiveness of a supply chain.
- TLMT313C - Global Supply Chain Risks: Identify a personal management philosophy and explain how this impacts the way you manage global supply chain risks.

## HRMT407 - Human Resource Management

- HRMT407A - Compensation and Benefits: Develop a comprehensive compensation and benefits program for an organization.

- HRMT407B - Retention Program: Compare and contrast various appraisal methods and employee rating scales to develop an effective retention program.
- HRMT407C - Successful HR Program: Utilize external factors such as collective bargaining procedures, safety in the workplace, and global recruiting strategies to create a successful human resource program for an organization.

## HRMT413 - Employment & Labor Relations

- HRMT413A - Employee Relations Strategies: Utilize employment and labor laws to craft employee relations' strategies, policies and procedures.
- HRMT413B - Communication Plan: Develop a communication plan for use during negotiations with unions that incorporates an organization's core values.
- HRMT413C - Conflict Resolution Strategies: Analyze the types of conflict resolution strategies and company policies an organization may use to ensure a balanced and harmonious work environment.

## MKTG304 - Public Relations

- MKTG304A - PR and Ethical Standards: Evaluate how organizations use public relations practices to ethically communicate with external audiences.
- MKTG304B - Communication Frameworks: Assess communication frameworks used by organizations in public relations efforts.
- MKTG304C - Communication Methods: Compare and contrast communication directed towards print and electronic media, employee, government, consumer and international relations.

## RTMG301 - Retail Innovation

- RTMG301A - Relationships with Vendor Partners: Critique the competitive nature of the retail industry and the importance of relationships with vendor partners.
- RTMG301B - Global Retail Merchandising: Compare and contrast various methods, theories, and strategies utilized by retailers in order to identify their usefulness for retail merchandising in the global environment.
- RTMG301C - Satisfying Customer Expectations: Evaluate the challenges with implementing new technologies and innovations to satisfy customer expectations.

## RTMG302 - Retail Operations

- RTMG302A - Ensuring Profitability: Apply retail operations, competitive concepts, and operational strategies to manage inventory value, merchandise mix, and pricing strategies to ensure profitability.
- RTMG302B - Operational Performances: Evaluate the operational performances that direct the flow of goods and services in order to identify key elements of a successful global retail operation.
- RTMG302C - Operational Practices and Success: Analyze various operational practices to determine how social trends, visual communication, store design, employee recruitment, and consumer value propositions impact the success of a retailer.

## RTMG303 - Retail Merchandising Operations

- RTMG303A - Corporate Profitability: Evaluate impact of retail merchandising operations on profit margins and corporate profitability.
- RTMG303B - Techniques, Theories, and Resources: Compare and contrast techniques, theories, and resources in successful retail merchandising operations.
- RTMG303C - Remaining Competitive: Describe the significance of retail merchandising operations and blending in a competitive market.

## MGMT311 - Organizational Behavior

- MGMT311A - Solving Managerial Problems: Apply motivational strategies to produce a plan of action on solving potential managerial problems.
- MGMT311B - Resolving Conflict: Develop an action plan to resolve conflict in the workplace.
- MGMT311C - Workplace Problems: Examine the collaborative decision making model to determine what skills a leader needs to resolve problems in the workplace.

## MGMT313 - Organizational Change

- MGMT313A - Managing Organizational Change: Compare and contrast behavioral, cognitive, psychodynamic, and humanistic approaches in managing organizational change.

- MGMT313B - Organizational Restructuring: Evaluate the theoretical models and approaches to organizational restructuring.
- MGMT313C - Team Types: Compare and contrast the various types of teams that a leader uses to manage organizational change, and assess the appropriate leadership skills for the stages of organizational change.

## **RTMG495 - Senior Seminar in Retail Management**

- RTMG495A - Management Philosophies: Analyze the role employee empowerment plays in a functional management philosophy.
- RTMG495B - Resources in Retail Operations: Evaluate the role transportation, logistics, supply chain management, and other organizational resources play in retail operations.
- RTMG495C - Short and Long-Term Goals: Analyze strategy formulation, design, implementation, and control, and how these impact short and long-term goals.
- RTMG495D - Concepts and Learning Experiences: Develop a resume that demonstrates your ability to integrate concepts and learning experiences in Retail Management.

**Total = 121 semester hours**