

A Bachelor's in Business/Retail Management trains you to handle all of the varying business elements that are involved in the retail industry.

Specific to this industry you will learn management of supply, product and brand, and personnel. You will develop skills in identifying trends in buyer preferences and how to market and manage merchandise to cater to those preferences. Your studies will further include the history and development of fashion, including proven strategies to maximize sales and produce the greatest customer satisfaction. Interpersonal and communication skills are emphasized, due in part to the large amount of customer interaction that can accompany jobs/careers in this degree. Also given significant attention in this major are essentials for running a business, including accounting and finance, communications, information systems, and business law. By completion of the coursework you have all the basic knowledge at hand on how to conduct a business in the retail industry. You will be able to manage finances and personnel, as well as the selection, purchase, distribution, and marketing of your product. This major will prepare you for: This major is fairly limited in scope to various positions within the retail industry, although many of the business principles you will learn can carry over into almost any managerial business position. Job/career opportunities include: retail management, stylist, purchasing management, retail sales or wholesales, and visual merchandiser. You may also consider a master's degree to further specialize your retail skills, or you may generalize in business administration, management, or marketing. Either way, you will be qualified for upper level management.