Business (Retail Management), BA

BABUSRBA

Program Description

The BA program in business with a concentration in retail management provides a business curriculum focused on the knowledge and skills needed for leadership roles in the retail industry. The program provides the full business core plus 18 credit hours of retail-specific coursework. The degree program has been developed in collaboration with faculty and industry professionals to provide a curriculum responsive to industry needs.

At a Glance

- **College/School**: W. P. Carey School of Business
- **Location**: online
- **Additional Program Fee**: Yes
- **Second Language Requirement**: No
- **First Required Math Course**: MAT 210 - Brief Calculus
- **Math Intensity**: Moderate

Required Courses (Major Map)

2020 - 2021 Major Map (Online)
Major Map (Archives)

Admission Requirements

**General University Admission Requirements:**

All students are required to meet general university admission requirements.

Freshman | Transfer | International | Readmission
Additional Requirements:

Freshman admission requirements for this program are the same as the university's freshman admission requirements.

Readmission requirements: Students must have a 3.00 transfer GPA (if applicable) and a 3.00 cumulative ASU GPA.

Transfer Admission Requirements:

Transfer applicants must have a 3.00 GPA for all transfer work and meet university transfer admission requirements.

Transfer students should select an additional major, which must be outside W. P. Carey School of Business, when applying for admission.

Students with fewer than 45 transfer hours who are not admissible to a W. P. Carey School of Business major and who did not select a second major or are not admissible to their second major choice are placed in the exploratory social and behavioral sciences program in the College of Integrative Sciences and Arts.

Students with more than 45 transfer hours who are not admissible to a W. P. Carey School of Business major and who did not select a second major or are not admissible to their second major choice are prompted in My ASU to select a new major.

Change of Major Requirements

Students should refer to the following W. P. Carey website to determine if they meet change of major requirements: https://students.wpcarey.asu.edu/degrees-and-advising/degree-programs/change-majors.

Students ready to change their major should submit their request through W. P. Carey's Advising SOS: http://wpcarey.asu.edu/sos.

Students should refer to https://changingmajors.asu.edu/request for information about how to change a major to this program.

Attend Online
ASU offers this program in an online format with multiple enrollment sessions throughout the year. Applicants may view the program description and request more information here.

Transfer Options

ASU is committed to helping students thrive by offering tools that allow personalization of the transfer path to ASU. Students may use the Transfer Map search to outline a list of recommended courses to take prior to transfer.

ASU has transfer partnerships in Arizona and across the country to create a simplified transfer experience for students. These pathway programs include exclusive benefits, tools and resources, and help students save time and money in their college journey. Students may learn more about these programs by visiting the admission site: https://admission.asu.edu/transfer/pathway-programs.

Global Opportunities

Global Experience

As globalization continues to impact the way business functions, study abroad programs provide students valuable skills employers are looking for, including communication and interpersonal skills, flexibility, motivation and a real-life perspective on business applications worldwide. Business students can study abroad nearly anywhere in the world and gain valuable internship experience in global business hubs like Australia, Germany, England, Singapore, China, the United Arab Emirates and many more.

The W. P. Carey School of Business recommends the following study abroad programs for students majoring in business with a concentration in retail management: http://links.asu.edu/SAM.retail-management.

Career Opportunities

The bachelor's degree program in business with a concentration in retail management prepares students to work in the retail industry. Drawing on coursework from four areas in the concentration that provide them with the broad preparation and leadership skills required today, graduates are ready to assume positions of responsibility in the retail industry. Several anticipated career opportunities for graduates are:

- administrative services manager
- business manager
- food service manager
• general and operations management
• management analyst
• operations specialist
• purchasing or buying manager
• sales manager
• training and development manager
• wholesale and manufacturing representative

Career examples include but are not limited to those shown in the following list. Advanced degrees or certifications may be required for academic or clinical positions.

<table>
<thead>
<tr>
<th>Career</th>
<th>*Growth</th>
<th>*Median Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising Sales Representative</td>
<td></td>
<td>$49,680</td>
</tr>
<tr>
<td>Business Analyst</td>
<td>14.3%</td>
<td>$82,450</td>
</tr>
<tr>
<td>Compliance Manager</td>
<td>8.0%</td>
<td>$105,610</td>
</tr>
<tr>
<td>Customer Service Manager</td>
<td>3.4%</td>
<td>$55,060</td>
</tr>
<tr>
<td>General Manager (GM)</td>
<td>9.1%</td>
<td>$100,410</td>
</tr>
<tr>
<td>Purchasing Manager</td>
<td>5.5%</td>
<td>$115,760</td>
</tr>
<tr>
<td>Restaurant Manager</td>
<td>9.0%</td>
<td>$52,030</td>
</tr>
<tr>
<td>Sales Manager</td>
<td>7.5%</td>
<td>$121,060</td>
</tr>
<tr>
<td>Store Manager</td>
<td>3.8%</td>
<td>$38,550</td>
</tr>
<tr>
<td>Store Security Manager</td>
<td>8.0%</td>
<td>$105,610</td>
</tr>
</tbody>
</table>

* Data obtained from the Occupational Information Network (O*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).

☀ Bright Outlook  🌿 Green Occupation

Contact Information

Department of Marketing | BA 160
wpcareyug@asu.edu | 480-965-4227