



BUM 2001



**EDUSLIDES  
UNIVERSAL  
COLLEGE**

**Certificate  
Course in  
RETAIL SALES &  
MANAGEMENT**

## **1. COURSE DESCRIPTIONS**

Because retail is so lucrative, an increasing number of professionals are choosing to work in this field. The Retail Management program is intended to produce professionals who have a solid understanding of modern retailing as well as the skills required for a career in retailing. The program serves both entry-level job candidates and incumbent employees.

Retail Management entails not only the management of retail outlets, but also the management of the brand image, directly interacting with customers, the continuous building of customer relationships, sales management, keeping track of orders at the retail outlet, managing the merchandise, and the stocks/inventory are overseen and ordered regularly.

The course would also provide students with a general introduction to retail business management, ranging from training, the fast-paced cadence of daily goal-setting, and performance appraisal to the seasonality and other differences in marketplaces.

The buyer's role in merchandise planning and control, and sourcing supply chains are also explored in order to understand channels of distribution in relation to the retail image.

## **2. COURSE CURRICULUM**

The course provides knowledge and understanding of retailing in the twenty-first century and demonstrates how managers can add more value to their organizations' success. The course explores the critical strategy development steps required to manage retail sales associates, create critical retail metrics to measure performance, and devise an effective retail sales management approach.



### 3. COURSE OBJECTIVES

After completing this course, students will be able to:

- raise awareness of the retail industry in order to encourage career growth among those who work in it.
- assess their own strengths and weaknesses in order to devise long-term strategies for survival and growth in competitive markets.
- develop and analyze retail metrics to track store performance and increase retail staff productivity.
- lead, coach, and motivate retail sales associates by explaining the retail sales management process.
- create an exceptional customer service roadmap in record time to increase customer loyalty and sales.
- recognize the approaches and guidelines used in retail businesses to analyze and resolve problems and make decisions.

### 4. COURSE PRE-REQUISITES & REQUIREMENTS



- There is no pre-requisite for this course. No certificate, degree, or prior knowledge is required
- No programming experience is needed.
- A computer with access to the internet as this course is **100% online**.
- No software license or subscription is required.

- Any versions of web browsers such as Firefox, Google Chrome, Microsoft Edge, Apple Safari, Opera, etc. are compatible.

## 5. COMPLETION CERTIFICATE



Each student has access to a free and shareable completion certificate that is verifiable and downloadable at any time. The student has to complete all the course contents and scores not **less than 80%** in the assessment to download the certificate.

If you require a physical completion certificate, you can send a request via [studentservices@eduslides.com](mailto:studentservices@eduslides.com).

## 6. REGISTRATION/ INTAKE SCHEDULE



Students are free and allowed to register for this course by following the EUC Academic calendar. The application opens every Monday and closes on Thursday each week. For further clarifications, please download our Academic Calendar for 2021/2022 session.

## 7. MEDIUM OF LEARNING & ACCESSIBILITY



This course is offered **online** and in the **English Language**. The opportunity is that learners have access to full lifetime updates at **absolutely no extra cost**. This means that just one payment gives you unlimited access to re-attend the course and download other knowledge base resources free of charge.

## 8. ASSESSMENTS



**15 questions and answers** are available for learners who register for this course upon completion of the course contents. These graded questions are structured in a multiple-choice questions (MCQ) format.

## 9. DURATION & REGISTRATION



This course is delivered online over **four (4) weeks**. Students who are not able to complete their studies are provided a time extension free of charge. Students could send requests via [admissions@eduslides.com](mailto:admissions@eduslides.com)