

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 degree program has been developed in collaboration with faculty and industry professionals to provide a curriculum responsive to industry needs. Drawing on coursework from four areas in the concentration, the program offers the full business core plus 18 credit hours of retail-specific coursework, providing students with the broad preparation and leadership skills required today.

At a glance

- **College/School:** [W. P. Carey School of Business](#)
- **Location:** [Online](#), [ASU Local](#)
- **Second language requirement:** No
- **First required math course:** MAT 210 - Brief Calculus
or MAT 117 College Algebra
- **Math intensity:** Moderate 

Required courses (Major Map)

[2024 - 2025 Major Map \(online\)](#)

[Major Map \(Archives\)](#)

Concurrent program options

Students pursuing concurrent degrees (also known as a "double major") earn two distinct degrees and receive two diplomas. Working with their academic advisors, students can create their own concurrent degree combination. Some combinations are not possible due to high levels of overlap in curriculum.

Admission requirements

General university admission requirements:

All students are required to meet general university admission requirements.

[First-year](#) | [Transfer](#) | [International](#) | [Readmission](#)

Additional requirements:

First-year admission requirements for this program are the same as the university's first-year admission requirements.

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

Transfer admission requirements:

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

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

Students who are admissible to the university but do not meet admission requirements for this program and did not select a second major or are not admissible to their second major choice will be placed in the BA program in applied business and technology solutions in W. P. Carey School of Business, which is offered via ASU Online as well as at the Polytechnic and West Valley campus locations. Students not interested in that program or campus location may reach out to wpcareyug@asu.edu for assistance in selecting another degree program.

Tuition information

When it comes to paying for higher education, everyone's situation is different. Students can learn about [ASU tuition and financial aid](#) options to find out which will work best for them.

Change of Major Requirements

Students should refer to the [W. P. Carey School of Business](#) website to determine if they meet change of major requirements. Students ready to change their major should submit their request through the business school's [advising website](#).

Students should visit the [Change of Major form](#) for information about how to change a major to this program.

Attend online

ASU Online

ASU offers this program in an online format with multiple enrollment sessions throughout the year. Applicants may [view the program's ASU Online page](#) for program descriptions and to request more information.

ASU Local

It is now possible to earn an ASU degree with [ASU Local](#), an integrated college experience in which students take advantage of in-person success coaching and programming experiences on site while completing one of 130+ undergraduate online degree programs, all of which come with online faculty interaction and tutoring support.

Transfer options

ASU is committed to helping students thrive by offering tools that allow personalization of the transfer path to ASU. Students may use [MyPath2ASU®](#) 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 they help students save time and money in their college journey.

Global opportunities

Global experience

Participation in international study and internships through a [Global Education program](#) enables business students to broaden their understanding of international business practices while gaining valuable skills employers are looking for: improved communication and interpersonal skills, flexibility, motivation and a real-life perspective on business applications worldwide.

The W. P. Carey School of Business recommends [these programs](#) for students majoring in retail management.

Career opportunities

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

Example job titles and salaries listed below are not necessarily entry level, and students should take into consideration how years of experience and geographical location may affect pay scales. Some jobs also may require advanced degrees, certifications or state-specific licensure.

Career	*Growth	*Median salary
<u>Advertising Sales Representative</u>		\$58,450
<u>Business Analyst</u> ☀	9.7%	\$95,290
<u>Compliance Manager</u>	3.3%	\$128,620
<u>Customer Service Manager</u> ☀		\$61,370
<u>General Manager (GM)</u> ☀	4.2%	\$98,100
<u>Purchasing Manager</u>	4.4%	\$131,350
<u>Restaurant Manager</u>	0.5%	\$61,310
<u>Sales Manager</u>	4.0%	\$130,600
<u>Store Manager</u> ☀		\$45,250
<u>Store Security Manager</u>	3.3%	\$128,620

* 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

Contact information

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