



**RETAIL MANAGEMENT INSTITUTE**  
*Retail Studies Program*  
 Santa Clara University

**RETAIL STUDIES MINOR**

(SEPTEMBER 1, 2006)

**Retail Studies Program**

The main objective of the Retail Studies Program is to provide students with the qualifications to enter the exciting and dynamic retail industry in such fields as buying & planning, e.commerce, store management, global sourcing, and information technology. The Retail Studies minor is open to undergraduates in all fields within the University.

Participation in the Program provides students with a strong business background in the use of consumer information & information technology, as well as an opportunity to explore the retail field in depth through both an Internship and the Senior Seminars. The Institute also sponsors pre-placement events for participants in the Retail Studies Program.

In addition to completing a set of core requirements, students pursue either a multi-channel or internet retailing option which allows for more in-depth study in their areas of interest.

**Core Requirements**

The following is a list of the core courses required to receive a Minor in Retail Studies.

**Managerial Communication**  
 COMM 20 or MGMT 171

**Technology / Information Systems**  
 ARTS 70; COMM 12; OMIS 34  
 (or equivalent); or SOCI 49/149

**Microeconomics**  
 ECON 1

**Statistics**  
 OMIS 40; COMM 110; PSYC 40; or  
 MATH 8

**Principles of Marketing**  
 MKTG 181

**Multi-Channel Retailing**  
 MKTG 165

**Summer Internship**  
 BUSN 198; or other internship \*\*

**Advanced Retail Seminars –  
 (Fall & Winter)**  
 MKTG 168 & MKTG 169

**Two Options**

**Multi-Channel**

- **Business Decisions**  
ACTG 11
- **Computer Concepts**  
OMIS 17 \*
- **Organization and Management**  
MGMT 160

**Internet Retailing**

- **Computer Imaging**  
ARTS 74 or 174
- **Graphic Design**  
ARTS 75 or 175
- **E\*Commerce**  
MKTG 175; ARTS 177;  
OMIS 111 or OMIS 113

*FOR FURTHER INFORMATION CONTACT:*

**Retail Management Institute**  
 108 St. Joseph's Hall  
 Santa Clara University  
 Santa Clara, CA 95053  
**(408) 554-4960**  
**rmi@scu.edu**

Office Hours: 9:00-5:00 M-F

\*OMIS 17 cannot be waived

\*\*Other internships that are completed for your major but are retailing related



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Course Requirements	Recommended Scheduling			
<u>Core Courses</u>	<u>Freshman</u>	<u>Sophomore</u>	<u>Junior</u>	<u>Senior</u>
<ul style="list-style-type: none"> <li>• <b>Managerial Communication</b> COMM 20 <u>or</u> MGMT 171</li> <li>• <b>Technology / Information Systems</b> ARTS 70; COMM 12; OMIS 34 (or equivalent); <u>or</u> SOCI 49/149</li> <li>• <b>Microeconomics</b> ECON 1</li> <li>• <b>Statistics</b> OMIS 40; COMM 110; PSYC 40; <u>or</u> MATH 8</li> <li>• <b>Principles of Marketing</b> MKTG 181</li> <li>• <b>Multi-Channel Retailing</b> MKTG 165</li> <li>• <b>Summer Internship</b> BUSN 198; <u>or</u> other internship **</li> <li>• <b>Senior Seminars – (Fall &amp; Winter)</b> MKTG 168 &amp; MKTG 169</li> </ul>	XX	XX	XX	
	XX	XX	XX	
	XX	XX		
	XX	XX		
			F or W	
			Spring	
			Summer	
				F & W
<p><b><u>Multi-Channel Option</u></b></p> <ul style="list-style-type: none"> <li>• <b>Business Decisions</b> ACTG 11</li> <li>• <b>Computer Concepts</b> OMIS 17 *</li> <li>• <b>Organization and Management</b> MGMT 160</li> </ul>	XX	XX		
	XX	XX		
		XX	XX	XX
<p><b><u>Internet Retailing</u></b></p> <ul style="list-style-type: none"> <li>• <b>Computer Imaging</b> ARTS 74 <u>or</u> 174</li> <li>• <b>Graphic Design</b> ARTS 75 <u>or</u> 175</li> <li>• <b>E*Commerce</b> MKTG 175; ARTS 177; OMIS 111 <u>or</u> OMIS 113</li> </ul>	XX	XX	XX	
	XX	XX	XX	
			XX	XX
<p>xx = flexible, based on student's schedule and course availability; please check all course prerequisites. Contact Professor Kirthi Kalyanam, Director with specific questions: 217 St. Joseph's Hall; 408-554-2705 or <a href="mailto:kkalyanam@scu.edu">kkalyanam@scu.edu</a>.</p> <p>* OMIS 17 cannot be waived</p> <p>** Other internships that are completed for your major but are retailing related</p>				