



# COURSE SYLLABUS

Retail Entrepreneurship

Friedman·U

# Retail Entrepreneurship

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Launched in 2020, our Retail Entrepreneurship gives you every detail needed to operate a Retail Store from top to bottom. We took the most important aspects of retailing and business theory and applied them to a practical environment, giving you the tools you need to succeed. Even if you are not the “owner” of your retail store, this course provides incredible insight on what you need to do to THINK like an owner, to understand all the dynamics that come into play when operating a retail store, which ultimately is important for every team member.

## This certification includes:

### 1 The Customer Experience (45 min)

- Understanding the Customer Experience
- Main Drivers
- Implementing a Strategy

### 2 Human Resources: Part 1 (25 min)

- Organizational Structure
- Recruiting and Hiring

### 3 Human Resources: Part 2 (20 min)

- Training
- Other Key HR Functions

### 4 Pricing (25 min)

- Pricing Strategies
- Pricing Tactics

### 5 Inventory Management (30 min)

- Movement, Timing and Assortment
- Productivity, Measurements

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## 6 Retail Management Systems (25 min)

- The Power of Technology
- RMS Components

## 7 Customer Service (30 min)

- Importance of Customer Service
- Customer Service Standars

## 8 The World of Retailing (30 min)

- Value and Expectations
- Retail Trends

## 9 The five P's (20 min)

- The five P's Defined

## 10 Marketing and Promotion (30 min)

- Branding
- Advertsing and Customer
- Relationship Management (CRM)

## 11 Store Design and Layout (30 min)

- Storefront and Entrance
- Store Layout

Certificate!





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## Contact us:



(877)282-4377



Friedman University



[www.friedmanu.com](http://www.friedmanu.com)



The Friedman Learning Group

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