BU244 Retail Management 3.0 UNITS

Retail stores have become part of our day-to-day lives, but have you ever thought about what it takes to manage a retail store? You will learn about the importance of retail, types of retailing, internet retailing, choosing a retail site location, buying and pricing merchandise, and customer relationship management. You will observe and evaluate a store's layout, design, and visual merchandising techniques while assessing a retail company's strengths, weaknesses, opportunities, threats, and financial returns.

BU245 Principles of Selling 3.0 UNITS

Do you want to learn some selling tactics? Principles of Selling focuses on personal selling, from prospecting to sales dialogue, handling objections, making the presentation, closing the deal, and follow-up. You will prepare and present a sales presentation and will learn how to build quality, mutual relationships to accomplish sales goals.

BU253 Business Finance 3.0 UNITS

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