



## Certificate in Retail Operations Schedule

All classes take place via Zoom on Monday evenings, 6-8 pm 26 February – 24 June 2024

Module	Date	Topic
<b>1</b> START UP	Mar 4	Business Plan, Executive Summary & Pitch
	Mar 11	Taxes, Formation, and Incentives
	Deliverable	Executive Summary & Pre/Post Test
<b>2</b> MARKETING	Mar 18	Marketing and Customer Service
	Mar 25	Digital Marketing & Social Media
	Deliverable	Marketing Component of Business Plan & Post Test
<b>3</b> RETAIL ACCOUNTING	Apr 1	Leasing
	Apr 8	Retail Math (Profit/Cash Flow) and Lending
	Apr 15	Basics of Budgeting
	Deliverable	Budget & Post Test
<b>4</b> MERCHANDISING	Apr 22	Merchandising
	May 6	Inventory Management
	Deliverable	Post Test
<b>5</b> HR MANAGEMENT	May 13	HR/Management
	May 20	Hiring and Payroll
	Deliverable	Staffing Plan, Employee Handbook & Pre/Post Test
<b>6</b> LOSS PREVENTION	June 3	Loss Prevention
	June 17	Insurance & Emergency Response Plans
	Deliverable	Post Test
<b>7</b> BUSINESS PLANNING	June 10	Pitch Workshop
	Deliverable	Final Business Plan and Pitch

**Minnow Bucket: July 1, 2024**

*For more information, please contact:*

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