**SAN BERNARDINO VALLEY COLLEGE**

**Business Administration Department**

**Student Learning Outcomes**

**BUSAD 012: Principles of Retailing**

1. **Students will demonstrate their ability to identify the critical parts retailing plays in a business, analyze two dissimilar successful businesses, and isolate the vital roles that have made the business succeed.**
2. **Students will demonstrate their ability to create a retail business plan, orally present to instructor and other students, and receive feedback from them.**