

**why not
a career
in
RETAILING?**



SUPPLEMENT TO
BULLETIN OF BRYANT COLLEGE
Of Business Administration

MAY 1953 ISSUE

"A BACHELOR'S DEGREE IN TWO YEARS"
Providence, Rhode Island

A NATURAL FIELD FOR WOMEN

Since the majority of shoppers are women, Retailing eagerly welcomes the feminine viewpoint. Stores are clamoring for women, who have the foresight to prepare themselves properly for retailing careers.

Bryant College, founded in 1863, has long offered a successful course in Retailing for men. Because Retailing now offers outstanding opportunities for College Women, the School of Business Administration inaugurates this new special course. After completing this two-year curriculum, you earn a Bachelor's Degree, B.S. in B.A. (Bachelor of Science in Business Administration) which is your passport to an interesting and stimulating future in one of America's two million retail stores.

COLLEGE TRAINING COUNTS

While selling is the most important function in any store, college training prepares the student for rapid advancement in many executive capacities such as buying, sales promotion, window and store display, merchandising, retail advertising, fashion coordination, fashion copy-writing, stock analysis and control, personnel management and many other highly remunerative occupations.

**Look Inside and See
How You Can Save
Two Years Time and Tuition**

ADVANCEMENT IS FAST

Retailing rewards aspirants quickly for unusual effort and original ideas. The average age of successful top women is considerably younger than the success age in most other fields. The President of R. H. Macy & Co. of New York City says, "There is no field that offers greater opportunities for college women of ambition, personality and character. Promotion is swift, the only limit is ability."

*A Back-to-College Display
Window Planned in Con-
junction with a Provi-
dence Specialty Store*





The Bryant College

Retailing Curriculum

A Two-Year Curriculum in The School of Business Administration, Majoring in Retailing.

A candidate who successfully completes the full program of 132 semester hours as outlined below will be awarded the degree of Bachelor of Science in Business Administration.

As you read the course descriptions on the right, you will notice how practical and pointed they are. For instance, the buyer in a retail store must know fashion, color, line, customer likes and dislikes, stock control, marketing methods, the importance of advertising. All these subjects are here. And more. Note "Personality Development," Good Grooming, Better Speech, Business English, Psychology—all of which are intended to develop a student to her fullest as an individual and as a woman.

Work experience in local retail stores and guided trips to manufacturing and fashion centers in other cities are being planned as part of this curriculum.

GENERAL OUTLINE course descriptions at right

FIRST YEAR

First Semester

- Line, Color and Design
- Retail Salesmanship
- Psychology in Business
- Retail Store Organization and Policies
- English Composition
- Business Mathematics
- Typewriting
- Principles of Economics

Second Semester

- Store Operations and Procedures
- Textile and Non-Textile Merchandise
- Principles of Marketing
- Business Communications
- Fundamentals of Speech
- Economic Geography
- Law of Contracts and Sales
- Fundamental Accounting

SECOND YEAR

First Semester

- Fashion in Apparel
- Buying and Merchandising
- Writing to Sell
- Principles of Retail Advertising
- Retail Store Accounting
- Mathematics of Retailing
- Law for the Retailer

Second Semester

- Retail Store Display
- Interior Decoration and House Furnishings
- Personality Development
- Problems in Retail Store Management
- Sales Promotion and Public Relations
- Speech in Selling
- Retail Store Personnel Management
- Retail Credit Procedures

Course Descriptions

PRINCIPLES OF ECONOMICS

4½ Semester hours credit

The course opens with a survey of our present economic system: free enterprise, capitalism, machine industry, specialization, the large business unit, labor, speculative production, the use of credit. Then follows a discussion of the fundamental economic laws of supply and demand and price as determined by free enterprise, monopoly, custom, and government.

DESIGN, LINE AND COLOR

4½ Semester hours credit

A survey of the principles of design and color as they apply to retail merchandising and display. The course explains the nature and importance of design, together with color theory, selection of colors, and the analysis and use of line.

STORE OPERATION AND PROCEDURES

4½ Semester hours credit

A detailed study of store operations and their relation to profitable retailing. Location, layout, systems, services, personnel management, budgeting and analysis of operation are included with a variety of problems associated with the operation of stores of various types.

MATHEMATICS OF ACCOUNTING

6 Semester hours credit

This course is designed to provide the student with the mathematical tools which he will use in his work in the retail field.

Percentages of increase or decrease, percentages of profit or loss including the Gross Profit test; the retail method of estimating the cost of inventory, and so on; capitalization of an income. This leads to a study of the applications of percentage methods to problems of profit and loss in the merchandising field and of the technique of ratio analysis of financial statements.

PRINCIPLES OF MARKETING

3 Semester hours credit

The processes and people involved in the distribution of commodities and services from producer to consumer. Importance of buying tastes and habits of the buying public. Study of department stores, mail-order houses, chain stores, consumer co-operatives, the independent store. Laws and regulations including fair trade practices and the work of the Federal Trade Commission are discussed. Pricing theory and practices.

ENGLISH COMPOSITION I

4½ Semester hours credit

A study of the basic forms of composition, starting with the building of good sentences and following through with the development of the paragraph and the writing of articles, essays, reports and other forms of discourse. Considerable attention is given to accuracy of expression from both a grammatical and a logical point of view.

LAW OF CONTRACTS AND SALES

4½ Semester hours credit

An introduction to the nature and origin of the law.

An analysis of the nature of a contract: the agreement, competency of parties, mutuality, legality of object, formal requisites.

Also, a survey of the legal rules governing the sales of personal property and a consideration of some common rights and remedies of buyers and sellers of goods.

Subjects included: the law of contracts and sales of personal property.

FASHION IN APPAREL

4½ Semester hours credit

A survey course in the evolution of style and fashion, analyzing the work of prominent designers and style trends in the principal periods of historic design. Special emphasis is given to the characteristics of fashion movements, fashion apparel and accessories.

LAW FOR THE RETAILER

4½ Semester hours credit

Selected studies of interest to the retailer are made in the fields of Business Organization, Negotiable Instruments, Torts, Patents and Trade Marks, Creditor's Rights and Government Regulation of Business.

BUSINESS COMMUNICATIONS

4½ Semester hours credit

This course is a thorough study of the business letter as a means of communication and as an ambassador of good will. A study of the correspondence practices of the various departments of a business house. Considerable practice is given in the writing of various kinds of letters, including sales, claims and adjustments, credits and collections, applications and letters about orders.

ECONOMIC GEOGRAPHY

3 Semester hours credit

A course designed to give the students a practical picture of the relationship existing between man and his physical environment in making a living or obtaining the means of satisfying his wants.

The topics covered in the course include: transportation and trade routes; the development and functions of trade centers; geography of trade; factors affecting the development of world resources and industry; distribution and development of resources.

FUNDAMENTALS OF SPEECH

3 Semester hours credit

The intensive study and application in use and control of the voice, gesture, posture, platform etiquette, and parliamentary procedure, result in a development of poise and confidence, and an ability to speak correctly and effectively before an audience on assigned topics and extemporaneously.

TYPEWRITING I

No degree credit

This course deals with the various parts of the machine and their use, proper techniques in operating the typewriter, mastery of the keyboard by touch, letter writing, carbon copies, addressing envelopes, tabulation, business forms, manuscript writing, and speed work. A minimum speed of thirty words per minute is required.

RETAIL STORE ACCOUNTING

4½ Semester hours credit

In this course, the principles of accounting studied in Fundamental Accounting, are applied to the specific problems of the retail store. Included in the topics covered will be payroll preparation under government regulation, sales taxes, departmentalization of operations, expense control, the retail method of inventory control and valuation, budgeting, installment sales and problems of accounting for equities of partners and stockholders.

BUYING AND MERCHANDISING

4½ Semester hours credit

The merchandising organization and the policies and procedures involved in buying. A study of the position of the buyer, customer analysis, functional bureaus that aid in buying, merchandise resources, market representation, trade relations, and merchandise planning, selecting pricing, and promoting.

PROBLEMS IN RETAIL STORE MANAGEMENT

4½ Semester hours credit

An advanced course which emphasizes an opportunity for solving retail managerial problems in operational planning and control. The factual data in the problems provides the student an opportunity to analyze actual business situations.

PERSONALITY DEVELOPMENT

1½ Semester hours credit

This course is designed to emphasize the development of poise, posture, grooming, appropriate business attire; of a well-modulated voice and good diction, with special stress given to the telephone voice and manner; of tact, co-operation, initiative, dependability.

Because Personality Development is considered such an important subject of the curricula, the regular course of lectures on the subject is augmented by frequent personal discussions and evaluation of the progress.

SPEECH IN SELLING

4½ Semester hours credit

A course for speech improvement for business use designed to help the young man in business to express himself convincingly before others, think on his feet and participate in discussions and meetings, with confidence. The course includes; sales demonstrations, presentation of reports, presentation of technical papers, methods of parliamentary procedure, panel discussions and debates on business topics.

RETAIL CREDIT PROCEDURE

3 Semester hours credit

The course includes a broad introduction to the field of consumer credit, credit department organization and procedures, interviewing the applicant, analyzing the credit risk, credit authorization and billing methods, collection fundamentals and procedures, credit sales promotion, and credit customer relations. Actual case studies are used to provide experience in making credit decisions.

WRITING TO SELL

4½ Semester hours credit

This course concentrates on the problems of business writing particularly associated with problems of selling. Its subject matter includes sales copy as adapted to the sales letter, to advertising, and to the planned sales talk. Publicity and report writing are given careful attention.

RETAIL STORE ORGANIZATION AND POLICIES

4½ Semester hours credit

A survey of the structure of retailing and the functions of both large and small retail stores. A basic approach to the understanding of customers, policy making, store organization, planning initial requirements, and government regulations affecting retailing. The regular classroom procedure is supplemented with guest lecturers and films explaining the opportunities in retailing.

RETAIL SALESMANSHIP

3 Semester hours credit

A course showing the need for Retail Salesmen, their requirements and qualifications; the importance of knowledge of the merchandise, knowledge of customer types and the methods of handling the different types. It also includes "Why Customers Buy", the steps in a sale, the answering of objectives and the closing of the sale; the wastes and losses the salesman can prevent, ways of increasing the sale, and ethics in selling.

A course designed to describe and investigate the special problems of Retail Advertising. Media for Retail Advertising will be explored with the emphasis on newspapers and including the unique opportunities in Direct Mail, Radio and Television. The organization of the Advertising Department, its staff, functions and duties will be discussed. The types of Retail Advertising, i.e., Institutional and Merchandising, will be compared. A large part of this course will be concerned with the creation of an introductory advertising campaign for a new store with careful attention to the specific problems of copywriting, illustration and layout.

RETAIL STORE PERSONNEL MANAGEMENT

The organization of the personnel department and prevailing personnel practices and techniques in retail stores. Concepts of employee-employer relations including a study of labor supply, employment procedure, testing, training, supervising, and communicating with employees. Job evaluation, employee services, wages and salary administration, union-management relations and labor legislation affecting retailing are included.

MATH OF RETAILING 6 Semester hours credit

A brief arithmetic review is followed by the mathematical computations specifically required in retailing. The course includes computations of profit, markup, pricing, inventory methods, turnover, invoice mathematics, buying plans, stock records, sales planning, budgets and the analysis of merchandising operations.

SALES PROMOTION AND PUBLIC RELATIONS

3 Semester hours credit

This course is presented in two divisions: (I) Activities and (II) Advertising and Display.

The first division includes discussion of all good-will and community participation activities as well as local newspaper, radio and TV contacts, planning demonstrations, talks, personal appearances or other utilizations of outside talent.

The second division includes a thorough discussion of direct mailings, car and bus cards, posters and other visual material, as well as visual promotional work within the store. There is correlation here with the course "Visual Merchandising and Display".

RETAIL STORE DISPLAY

7½ Semester hours credit

A study of the conventional as well as unusual display techniques as related to different kinds of merchandise in different types of stores. Window display and all types of interior displays are emphasized in a broad survey of visual merchandising. The organization of the Display Department, its staff, functions and duties with particular attention given to available display materials and equipment, and to inter-departmental cooperation. Regular classwork is supplemented with demonstrations, films, and field trips.

TEXTILE AND NON-TEXTILE MERCHANDISE

6 Semester hours credit

This course presents in detail essential facts about merchandise which are practical aids in selling. Many different types of merchandise are analyzed according to recognition, basic material, construction use and care, with data important in meeting customer sales-resistance. Field trips to factories producing various types of products being discussed will lend color and meaning to the study.

PSYCHOLOGY 11½ Semester hours credit

Class lectures, demonstrations, and experiments include the studies of motivation, individual differences, behavior, selling and advertising, with concentration of psychology as applied in the professions.

FUNDAMENTAL ACCOUNTING

9 Semester hours credit

This course is the basis of business administration. From the beginning the student is taught the interrelations of business management and accounting. He learns that by accounting records and processes executives keep themselves accurately informed of the condition of their businesses.

The work of this course includes the following: the balance sheet, classification of assets and liabilities, valuations, balance sheet ratios, interpretation thereof; profit and loss statement, classification of income and expenses, interpretations by comparison.

INTERIOR DECORATING AND HOME FURNISHING

4½ Semester hours credit

This field comprises much of the background knowledge and taste-development essential in the creation of attractive store environments, as well as in window and department store displays. Specifically, a close relationship is established between household furnishings merchandise and its effective presentation in the store. Coverage is given to include styles of the historic periods in furniture, decorative accessories, wall treatments, fabrics and color schemes.

YOU CAN BE READY IN TWO YEARS

... and with a BACHELOR'S DEGREE

Here at last is a thoroughly practical Retail Course that qualifies you for a key position in this important phase of business. And, like all Bryant courses, it can be completed in two years instead of the usual four.

This is done by concentrating on 1. a curriculum that eliminates non-essentials and 2. holding classes more hours per week, more weeks in the year. In two college years of 48 weeks you earn 132 semester hours of credit just as you would at a four-year college of 36 weeks each.

BUT WHAT IF YOU MARRY?

Should you marry soon after graduation, you will find that your Bryant training in retailing, equips you to be an intelligent purchasing agent for your family. The courses in fashion, design, line and color, merchandising, business mathematics help you to manage your home and your budget more efficiently. And for the girl, who wants to combine marriage and a career, being married is no obstacle to employment nor advancement in retailing.

Read about the courses, see how they prepare you for Life as well as a Career!

HIGH SCHOOL PREPARATION

As a high school student who looks toward college for a Retailing career, you will find that your written and oral English courses will help you. You will find your classical courses, particularly history and social sciences, highly desirable background. Business courses are, of course, very useful. And, of course, extra-curricular activities — clubs, sports — all these will give you the experience in human relations, which is the heart of retail work.

Bryant's Dean of Women demonstrates a point of fashion in her "Personality Development course"



Bryant in Brief

- BRYANT COLLEGE is a non-profit institution of professional business education, founded in 1863.
- Located in Providence, Rhode Island, with a population of 248,674, the retail center for a large suburban area.
- Enrollment averages 1100 students with a higher percentage of men than women
- The Bachelor's Degree is granted upon satisfactory completion of its two year courses.
- Effective lifetime job placement service.
- Tree-shaded campus, 17 buildings including resident halls for women, dormitories for men, a gymnasium, tennis courts and a nearby athletic field.
- Scholarships and self help programs are available.

The RETAILING CAREER CURRICULUM begins
with the Fall Term, September 8, 1954

Write for College Pictorial and Catalogue

BRYANT COLLEGE of Business Administration

Providence, Rhode Island

