



NRHA Retail Management Certification Program

Curriculum Outline & Schedule



Initial Planning Conference Call and Preparation for Visit 1

6 Weeks Prior to Visit 1

A key aspect of this program is the recognition that the students' learning must benefit the business and that the program represents a significant investment on the part of the sponsor in their employee's career. Therefore, the program's goals are owner-directed, developed in partnership with the student and business coach. Each business and each student will have unique goals to achieve through their study, depending on the needs of the business, the student's areas of responsibility and the abilities of the student.

Joint Web Conference

In order to develop customized student goals, after the student is accepted into the program and approximately 6 weeks prior to Visit 1, the student, owner (Sponsor) and the business coach will schedule a joint web conference. The purpose of this conference is to discuss various aspects of the program, including:

General Orientation – an overview of the course of study will be discussed, including an introduction to the general expectations, teaching staff, teaching methods, learning management system, location, schedule of visits and accommodations.

Goal Setting – each owner and student will come to the program seeking different goals. The purpose of this discussion between the business coach, student and owner will be to clarify expectations and clearly define the desired outcomes. These goals will help direct the study plan for each student as they prepare for each visit.

Business Plan – each student will be required to develop a business plan, specific for their business, during the course of the program and be prepared to present it to the group during the last visit. During the conference, this will be introduced and discussed.

Preparation for Visit 1 – the student will be given an outline of the preparation needed for the first visit, including readings, case studies and projects to be completed. ***Preparation for visits is vitally important; it is each student's responsibility to be fully prepared to learn, but more importantly to contribute to the interaction during each visit.***

Visit 1: Achieving a High Performance Business

Spring 2015 Session: February 10-13, 2015

Fall 2015 Session: September 15-18, 2015

Day One

Arrivals, Evening Networking Reception & Opening Dinner

Day Two

Session 1: Orientation

Module 1.1: Icebreaker - Getting to Know the Course & Each Other

Module 1.2: A Case Study in Successful Business: What Would You do if You Were the Boss?

Module 1.3: Our Changing Industry

Session 2: Management Workshop

Module 2.1: Getting Things Done Through Others

Module 2.2: Career Transitions

Module 2.3: Personal Style: An Exercise in Engaging & Communicating with Team Members

Evening: Closing Networking Reception and Dinner

Day Three

Session 3: Strategy Workshop

Module 3.1: Strategic Opportunity/Risk Identification: Prospering in an Environment of Economic Change, Competition and Stakeholder Demands

Module 3.2: Annual Budgeting & The Realities of Economics

Module 3.3: Retail Strategy Case Study: The Home Depot Case

Session 4: Improving Your Business Workshop

Module 4.1: High Performance Retailing: How to Be the Best of the Best

Module 4.2: Your Business Improvement Project

Evening Activity: Bowling Night

Day Four - Morning Departures

Post Visit 1 Webinar

Time Management Skills: Making the Most of Your Time & Effectively Delegating

Visit 2: Building Markets and Customers



Spring 2015 Session: April 14-17, 2015
Fall 2015 Session: November 10-13, 2015

Day One

Arrivals, Evening Networking Reception and Dinner

Day Two

Session 1: Competitive Analysis Workshop

Module 1.1: Retail Pricing & Store Slotting

Session 2: Marketing Workshop

Module 2.1: Marketing Strategies

Module 2.2: Digital Marketing: Your Store's Online Presence & Social Media Strategies

Evening: Networking Reception and Dinner

Day Three

Session 3: Environmental and Performance Mechanics

Module 3.1: Store Layout, Design & Merchandising Best Practices

Module 3.2: Performance Management Metrics: How to Know if the Business is Doing Well

Module 3.3: Your Business Improvement Project: Progress Checks

Session 4: Project Management Workshop

Module 4.1: Project Management

Evening Activity: Poker Night

Day Four - Morning Departures

Post Visit 2 Webinar

Presentation Skills: Tips & Tricks for Pitching Your Ideas & Speaking in Public

Visit 3: Managing for Success

Spring 2015 Session: June 16-19, 2015

Fall 2015 Session: January 12-15, 2016



Day One

Arrivals, Evening Networking Reception and Dinner

Day Two

Session 1: Finance & Operations Workshop

Module 1.1: Financial Training for Non-Financial Managers & Cash Flow Analysis

Module 1.2: Operations Management

Session 2: Human Resources Management Workshop

Module 2.1: Employee Engagement & Difficult Conversations

Module 2.2: Implementing and Administering an Effective Employee Training Program

Evening: Networking Reception and Dinner

Day Three

Session 3: Learning Applications

Module 3.1: Capstone Case Study Analysis Activity

Module 3.2: In-Box Exercise

Session 4: Business Improvement Project Presentations

Evening: Closing Networking Reception and Dinner

Day Four - Morning Departures

Course Wrap-Up Conference Call

Spring 2015 Session: Late August 2015

Fall 2015 Session: Mid March 2016

In this final session, the student, sponsor Butler Business Coach and NRHA Program Manager

will schedule a final conference call to complete the NRHA Retail Management Certification Program. This will cover the following:

- **Completion of Assignments from Visit 3**
The student and Business Coach will go over the coursework assigned from Visit 3 to make sure the student has completed all assigned homework and required reading. The student and Business Coach will also have this final opportunity to answer any remaining questions to make sure the student understands all concepts presented throughout the course.
- **Verify “Quick Wins” Have Been Completed for the Sponsoring Company**
During the conference call, the student, business owner (sponsor) and Business Coach will discuss and verify the completion of the three “Quick Wins” the student has selected to complete before completing the course. The “Quick Wins” can be based on the business plan the student has prepared, or an idea the student learned from the course instruction or from another student. These “Quick Wins” will focus on opportunities where the company can drive value with a short-term return on investment to help cover the cost of the student’s tuition in the course.
- **Awarding of NRHA/Butler University Business Administration Certificate**
At the completion of the conference call, the student will be awarded the NRHA/Butler University Business Administration Certification, designating that the student has successfully completed the NRHA Retail Management Certification Program. An actual Business Administration Certificate will be mailed to the student upon completion.

Ongoing Program Involvement

The NRHA Retail Management Certification Program is a significant investment in the student’s ongoing education. Realizing this, NRHA has designed ongoing opportunities for students, sponsors and participating company representatives to continue to reap the benefits of the program. These include attending the NRHA Retail Management Certification Program “Reunion Roundtable” networking event scheduled at the National Hardware Show in Las Vegas. In addition, participating companies will continue to receive student Business Improvement Project and “Quick Wins” from students attending future classes. Sponsors are also welcome to attend future course visits at their own expense.