



Business and Management

College of Business & Management

Careers That Fit You





Turn your interests **into a career**

Does the area of business and management peak your interest? Businesses large and small, public and private are the core of the American economy. Every industry – from energy to healthcare, finance and information technology needs leaders to advance projects, improve efficiencies and guide accountability. With the right education, you can meet the challenges of a high-tech, global marketplace in a variety of capacities, including project management, sustainability management, finance, marketing or human resources.

Let nothing stand in the way of pursuing a career in business and management

New opportunities emerge every day in this field. Consider these statistics reported from respected sources:

- **Business jobs continue to offer solid opportunities**, including accountants, financial advisers, financial analysts, public relations specialists, sales managers and training specialists.¹
- According to the Bureau of Labor Statistics, **employment of workers in management, business, and financial occupations**, those who plan and direct the activities of business, government, and other organizations, their **employment is expected to increase by 11 percent by 2018**.²
- **Increasing financial regulations** and the need for greater accountability will **drive demand** for accountants and auditors, **adding roughly 279,400 jobs to this occupation from 2008 to 2018**.²
- **Small employers comprise 99.7 percent of all employer firms in the U.S.** One in two workers in the private workforce run or work for a small business, and one in four individuals in the total U.S. population is part of the small business community.³
- **Clean energy** production and environmental protection **occupations are growing**, particularly for workers with technical skills.⁴

¹ Best Careers 2001: Business Jobs - US News and World Report. (2011). Retrieved June 1, 2011, from Business News and Financial News - US News Business: money.usnews.com

² Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2010-11 Edition, Overview of the 2008-2018 Projections, on the Internet at www.bls.gov/oco/oco2003.htm

³ 2010 Year-End Economic Report. (2011, February 3). Retrieved June 1, 2011, from NSBA: America's Small Business Advocate: www.nsba.biz

⁴ Preparing Workers for the Jobs of Tomorrow. (2011, July). Retrieved June 1, 2011, from The White House: www.whitehouse.gov



Intrigued by the possibilities? Learn as much and make an

Have you wanted to be part of a team that provides a service people love? Or perhaps you have an idea for the next “must-have” gadget? You can turn your interests into a career of your dreams with the right education. We can help you develop the knowledge and skills you need to succeed so you can be prepared to pursue these challenging careers.

Account Managers act as liaisons between internal staff and external clients and vendors. They work to understand clients’ needs, address concerns and present solutions. They work in a variety of settings from financial services companies to distributors to public relations firms. Excellent communication skills are needed.

Budget Analysts are responsible for reviewing organizational and departmental budgets and advising staff on how to allocate funds. They may approve funding requests and help in the allocation and disbursement of money for various programs or to vendors. They need to have both big-picture vision and an eye for detail.

Customer Service Representatives answer customer phone calls and emails to complete transactions, answer questions or troubleshoot problems. They may meet in person with clients to discuss offerings or options or they may work remotely. Successful CSRs will be friendly, calm under pressure and organized.

Employee Benefits Specialists manage benefits packages, including health insurance, retirement plans and special perks for a company’s employees. They negotiate rates, comply with state and federal requirements and keep employees informed of changes in their benefit packages. These individuals are skilled negotiators and highly detailed.

Financial Analysts evaluate the financial plans of public or private companies, or individuals. They recommend improvements and track progress. They may advise businesses or individuals on investments, taxes, insurance, retirement plans and other financial instruments. Strong math and logic skills, as well as people skills, are required.

General Managers direct and coordinate the operations of a small business or company department. They formulate policies, supervise daily operations and manage the use of materials and human resources. They may use environmentally sound business practices to effectively manage available resources and make strategic decisions. General managers are skilled multi-taskers.

Human Resource Generalists help recruit and orient new employees, manage staff training and development, create policies for conduct and improve employee relations. They may develop incentive or training programs. Excellent communication skills and strong ethics are both important to this career.

Internal Auditors periodically review the finances, legal processes and policies of businesses and government agencies. They ensure compliance with regulations and standard bookkeeping practices. They are focused and logical, with strong math skills.

Logistics Managers coordinate resources, systems and services, including purchasing, distribution, forecasting and customer relations, that affect the daily operations of a business. They may find ways to reduce waste, create sustainable or ecologically sound operating processes or use recyclable resources. These individuals need to be strong problem solvers.

Management Analysts help businesses run better by studying their procedures and operations. They make recommendations for improvements, simplifications and cost savings. They are detailed and analytical thinkers.

Management Consultants are employed by a variety of companies to take an unbiased view of their management processes, business goals and objectives, and work styles. They help teams of managers to work together in more effective, beneficial ways. They are skilled in being objective and problem-solving.

Market Research Analysts determine demand for certain products and services. They gather information on competitors, pricing and marketing, and help develop plans for bringing products or services to market. They combine analytical skills with innovative thinking to help ensure successful product launches.

Marketing Managers inform customers about products and services offered by their companies. This may include using tactics like advertising, public relations, and online and social media. They develop and implement marketing plans and measure the success of their campaigns. They are thinkers, innovators and solution-driven individuals.

as you can, informed decision *about your career path.*

Meeting and Convention Planners coordinate events and meetings. They negotiate with hotels and other venues, and determine audio/visual, food and entertainment requirements. They monitor service and operations during events and make sure events are carried off within budget. They combine big picture goals with detailed plans and are extremely flexible individuals.

Operations Managers coordinate everything from policies to day-to-day staffing and operations for their organizations. They may work in an office or manufacturing setting, making sure work runs smoothly and that deadlines and budgets are met. These individuals need to be great planners, but also must have the ability to be flexible, as influencing factors change frequently.

Patient Account Managers are a special kind of account manager working within the health care industry. They help with patient intake, verify medical insurance policies, keep records of services and respond to patient inquiries. They need to be highly organized and sympathetic to patient needs.

Planning and Operations Managers ensure that business operations run efficiently. They plan, coordinate and direct resources, including materials and people. Operations managers may incorporate conservation and sustainability practices as they formulate financial and operational policies and plans. They are skilled planners and organizers who are comfortable with fast changing environments.

Private Detective/Investigators are hired to help uncover information or solve crimes. They run surveillance, work with law enforcement and clients, interview individuals, review evidence and make reports of their findings. Successful investigators will have strong communication skills and a combination of logic, creativity and common sense.

Probations/Corrections Officers help inmates and ex-offenders to make the successful transition from incarceration to freedom. They may help their clients find work, housing or community supports, and offer advice and counseling. These professionals are dedicated and personable, but also practical.

Project Managers coordinate and supervise projects from start to finish. Projects may be in areas such as construction, software development, advertising or product development. They have to work with many different personalities, both inside and outside their organizations, so people skills are a must. Organizational skills and quick thinking are also important.

Public Relations Managers use all kinds of media to achieve third-party endorsements for their products or services. They assist in drafting speeches and arranging interviews, and they monitor public or other stakeholder perceptions. They may work for a large business, for a government agency or at a PR agency. They are skilled writers and communicators.

Retail Store Managers are responsible for all aspects of their store location, including hiring staff, managing inventory, and overseeing customer service. They are ultimately responsible for store profitability. Important qualities include leadership, the ability to mentor and organizational skills.

Sales and Marketing Managers examine customer needs and purchasing habits, and direct efforts to gain and maintain good customer relationships leading to increased sales for their companies. They test promotions and pricing, develop appropriate advertising and track business success using customer relationship tools. They combine exceptional people skills, persuasiveness and analytics to establish relationships and meet business goals.

Security Managers/Officers control access to areas and information. They report and investigate security breaches, conduct safety inspections and drills, and create and execute emergency and contingency plans. They are observant, logical and cool under pressure.

Sustainability Managers address organizational environment and sustainability issues that a company faces. They may manage the company's waste stream, oversee green building practices and implement green procurement plans. They balance business considerations with today's environmental resources, exploring renewable technologies as a viable alternative.

Systems Analysts design, test and assess the interaction between networks of computers, people and underlying processes to measure their performance and usability. In addition to an excellent knowledge of existing systems, these individuals must be committed to life-long learning, as new technology is constantly emerging.

Technical Writer/Editors compose and review technical manuals, instructions, tutorials and other technical communications. They must be able to understand and analyze complex information and processes and then use excellent writing skills to help make products and services easy to use.



Resources

Make an educated decision about your career. You can learn more about the careers we've featured by visiting these websites.

American Association of Advertising Agencies
www.aaaa.org

American Association of Healthcare Consultants
www.aahc.net

American Association of Medical Assistants
www.aama-ntl.org

American Bankers Association
www.aba.com

American Hotel & Lodging Association
www.ahla.com

American Institute of CPA's
www.aicpa.org

American Management Association
www.amanet.org

ASIS International
www.asisonline.org

Deloitte
www.deloitte.com

EPA on Sustainability
www.epa.gov/sustainability

Financial Management Association International
www.fma.org

Green Biz Group
www.greenbiz.com

Green Logistics
www.greenlogistics.org

Sustainable Business
www.sustainablebusiness.com

Institute of Management Accountants
www.imanet.org

National Federation of Independent Businesses
www.nfib.com

National Institute for Healthcare Management
www.nihcm.org

National Restaurant Association Educational Foundation
www.nraef.org

Public Relations Society of America
www.prsa.org

Security Recruiters
www.securityrecruiter.com

Union of Concerned Scientists
www.ucsusa.org

Bureau of Labor Statistics
www.bls.gov

Salary information
www.salary.com

Websites current at time of publication.

Earn an education
that can work
for a lifetime

**We can help you every step of the way at
DeVry University**

At DeVry University, you can find what you need to succeed – flexible schedules, personal attention, hands-on learning and professors with real, practical experience. Plus, you can obtain the ongoing support you need to pursue a career path that's right for you.

You can learn the specialized skills of your chosen profession that can provide you competitive edge in your career. And you can develop the critical business skills that can help you succeed in many business environments. As part of your studies, you can use the latest business-oriented software and receive guidance from professors with business experience. Coursework in our bachelor's degree programs culminates with the completion of a Senior Project, which addresses real world business needs.

As a student, you can learn important business concepts and communications skills. And you can take advantage of the practical experiences our degree programs provide. When you land your dream career, you can be prepared with the knowledge and experience you need to jump right into your new role.

If you're interested in pursuing an advanced degree, you can continue your studies at the Keller Graduate School of Management. With qualifying credits, you may be able to earn your master's degree in less time. We focus on fields where careers are trending towards growth, including accounting and finance, project management and business operations.

A DeVry University diploma also means you can earn a degree from an institution that is accredited by The Higher Learning Commission of the North Central Association (ncahlc.org), a significant mark of institutional quality and integrity.



Find the
career path
that's right for you

Begin your path to a successful career at DeVry University

You can obtain a career-focused education from DeVry University in a field that interests you. We offer three undergraduate business degree programs (in Business Administration, Management and Technical Management) and a variety of specializations to help guide you on the right path to a successful career in business and management.

Our bachelor's degree program in Business Administration is suited for students with little or no prior college experience. The bachelor's degree programs in Management and Technical Management are degree-completion options for those looking to apply prior qualifying college credit or build on a completed associate degree. DeVry University advisors can help determine the program that could be the best fit for you.

Business Administration, Management and Technical Management Bachelor's Degree Programs

Professionals in industry and education from across the country contribute to the curriculums of our degree programs*. The above degree programs can help you develop relevant business skills and knowledge you may use every day on the job. In addition, you can focus your educational experience in the business and management degree programs by choosing one of the following specializations:

- **Accounting** — Learn the concepts behind accounting, from the basic to the complex. You'll study various financial tools, tax considerations for individuals and businesses, and U.S. laws and international regulations.
- **Business Information Systems** — Learn about ever-changing software, hardware and network technologies as they relate to the business world.
- **Criminal Justice**¹ — Combine new knowledge of policies, laws, ethics and human behavior to enhance your career in law enforcement, homeland security or court reporting.
- **Finance** — Understand the factors that effect today's global economy and learn to use the financial tools that help businesses operate.
- **General Management**² — Gain the insight you need to compete in a variety of business environments. Develop the hard and soft skills that drive excellent resource management and business success.
- **Health Information Management**¹ — Learn the new systems being developed to manage electronic health records.
- **Health Services Management** — Learn the areas of health service management from patient records to insurance claims to billing and healthcare financing
The online Technical Management degree program with Health Information Management specialization at DeVry University is accredited by the Commission on Accreditation for Health Informatics and Information Management Education (CAHIIM). For more information on this accreditation visit www.cahiim.org.
- **Hospitality Management** — Discover the skills that will enable you to oversee operations at a hotel, entertainment venue, cruise ship, or resort. Become an expert at organization, customer service and negotiations.
- **Human Resource Management** — Create and manage employee benefit plans, study employment law and flex your creative muscles developing employee incentive programs.
- **Operations Management** — Learn the job functions related to running an office or manufacturing operation smoothly and efficiently, from negotiating procurement rates to staffing to balancing overhead with production.
- **Project Management** — Study the art of managing projects, including scheduling, estimating, resource allocation, motivation and presentation planning. This specialization has earned accreditation by the Project Management Institute's (PMI) Global Accreditation Center for Project Management.³
- **Sales and Marketing** — Explore the development of sales strategies and marketing plans. Learn presentation skills, public relations tactics, and event planning and promotion.
- **Security Management** — Assess risk from every side: physical, data, insurance, operations and more. Learn how to balance safety and security with business goals.
- **Small Business Management & Entrepreneurship** — Learn how to run your own business. Understand start-up needs, venture capital, networking and how to take your ideas to market.
- **Sustainability Management** — Combine a strong background in business and management principles with an emphasis on renewable technologies and alternative power sources. Learn how to balance business considerations with today's environmental resource issues. Explore relevant topics, such as resource conservation, pollution prevention, and efficient, sustainable energy processes and procedures.
- **Technical Communication** — Turn your writing skills into a career. Learn the goals of different kinds of technical communications and different writing styles and techniques that can be used to help you reach your audience.

The Society for Human Resource Management (SHRM) has acknowledged that DeVry University's Business Administration, Management and Technical Management degree programs with the Human Resource Management specialization fully align with SHRM's HR Curriculum Guidebook and Templates. More information about SHRM and the HR Curriculum Guidebook and Templates is available via www.shrm.org.

¹ Available only in the Technical Management degree program.

² Available only in the Management degree program.

³ The Business Administration and Technical Management degree programs are accredited by PMI. DeVry is currently seeking PMI accreditation for our management degree program.

* Program availability varies by location. Some coursework may be available online only.

Choose a course of study that

Use this quick-reference chart to find which DeVry University degree program a

		Business Administration / Management						
		Accounting	Business Information Systems	Finance	Health Services Management	Hospitality Management	Human Resource Management	Operations Management
Career Opportunities	Account Manager		●					
	Budget Analyst	●	●	●				
	Customer Service Representative					●		
	Employee Benefits Specialist						●	
	Financial Analyst	●	●	●				
	Human Resource Generalist						●	
	Internal Auditor	●	●					
	Management Analyst		●					
	Management Consultant		●		●	●	●	●
	Market Research Analyst							
	Marketing Manager							
	Meeting and Convention Planner					●		
	Operations Manager							●
	Patient Account Manager				●			
	Private Detective/ Investigator							
	Probation/Corrections Officer							
	Project Manager							
	Public Relations Manager							
	Retail Store Manager					●		●
	Sales and Marketing Manager							
Security Manager/Officer								
Sustainability Manager								
Systems Analyst			●					
Technical Writer/Editor								

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and specialization is right for your career choice in business and management.

Degree Programs										
Management / Technical Management							Management	Technical Management		
Specializations							Specializations	Specializations		
Management	Project Management	Sales and Marketing	Security Management	Small Business Management and Entrepreneurship	Sustainability Management	Technical Communication	General Management	Criminal Justice	Health Information Management	
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In New York, DeVry University operates as DeVry College of New York. Program and course requirements and availability vary by location. Some courses may be available online only. Refer to the current academic catalog for more detailed information. DeVry University operates as DeVry Institute of Technology in Calgary, Alberta. DeVry is certified to operate by the State Council of Higher Education for Virginia, AC0060. DeVry University is authorized for operation by the THEC, www.state.tn.us/thec. Nashville Campus – 3343 Perimeter Hill Dr., Nashville, TN 37211.

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