**Bachelor’s Degree Program**  
**Management**  
Specialization: **Small Business Management and Entrepreneurship**

**ABOUT THIS DEGREE PROGRAM**

For those with prior college education or professional experience, the bachelor’s degree in Management at DeVry University can help advance your career in many business areas and industries, such as finance, accounting, operations, marketing or project management. With qualifying college credits, you may be able to earn your bachelor’s degree in less time.

Professionals in industry and education from across the country contribute to the curriculums for our degree programs. As a student, you can build upon your existing knowledge and experiences by utilizing our curriculum and classroom education to address real business issues taken from the boardrooms and offices of Fortune 500 companies.

To help further advance your business career, you can benefit from selecting a business specialization that can expand your knowledge for the specific career path you choose to pursue.

**Specializations offered within the Management degree program:**
- Accounting
- Business Information Systems
- Finance
- General Management
- Health Services Management
- Hospitality Management
- Human Resource Management
- Operations Management
- Project Management
- Sales and Marketing
- Security Management
- Small Business Management and Entrepreneurship
- Sustainability Management
- Technical Communication

Those with prior work or educational experience may also want to consider our Technical Management degree program, which is available with many of the same specializations.

**GENERAL EDUCATION COURSEWORK**

At DeVry University, we believe in the value of a comprehensive education. This means broadening your knowledge and skill sets beyond the area of your degree program, to help prepare you to succeed in today’s diverse and evolving workplace.

From day one, you can learn important analytical and communication skills, such as problem-solving, reasoning and analysis, academic and professional writing, and mathematics and statistics skills. These skills can better equip you to work across cultures and understand a wide range of concepts that influence your area of study.

**General Education Coursework:**
- Communication Skills
- Humanities
- Mathematics
- Natural Sciences
- Personal and Professional Development
- Social Sciences

**CORE-DEGREE COURSEWORK**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>ACCT212</td>
<td>Financial Accounting</td>
</tr>
<tr>
<td>BIS245</td>
<td>Database Essentials for Business with Lab</td>
</tr>
<tr>
<td>BUSN115</td>
<td>Introduction to Business and Technology</td>
</tr>
<tr>
<td>BUSN278</td>
<td>Budgeting and Forecasting</td>
</tr>
<tr>
<td>BUSN319</td>
<td>Marketing</td>
</tr>
<tr>
<td>CZMP100</td>
<td>Computer Applications with Lab</td>
</tr>
<tr>
<td>CZMP129</td>
<td>PC Hardware and Software with Lab</td>
</tr>
<tr>
<td>MGMT303</td>
<td>Principles of Management</td>
</tr>
<tr>
<td>MGMT404</td>
<td>Project Management</td>
</tr>
<tr>
<td>MGMT410</td>
<td>Human Resource Management</td>
</tr>
<tr>
<td>SMT310</td>
<td>Principles and Theory of Security Management</td>
</tr>
</tbody>
</table>

These electives are chosen through academic advising, from courses that are different from those used to meet any other graduation requirement. They may be selected from courses listed in the academic catalog, provided prerequisites are satisfied.

Note: DeVry’s academic catalog, available via [www.devry.edu/uscatalog](http://www.devry.edu/uscatalog), contains the most current and detailed program information, including graduation requirements.
ABOUT THIS SPECIALIZATION

 DeVry University’s Bachelor’s degree in Management can help prepare you for the workplace with a solid business foundation. Our specialization in Small Business Management and Entrepreneurship can further focus your studies and help equip you for the career you want to pursue.

Small businesses are a vital part of the American economy, driving innovation, growth and prosperity. They reflect the American dream and “can-do” spirit of entrepreneurship in which a good idea, strong business skills and enough hard work can build a substantial and fulfilling career, and leave a lasting legacy.

Our Small Business Management and Entrepreneurship specialization can help you visualize and work toward this goal through a sharp focus on critical business, management and communication skills, aimed at helping budding entrepreneurs.

This specialization can provide an overview of small business management and entrepreneurship, as well as, a focus on customer relations, budgeting, forecasting, e-commerce and other small business topics. As a graduate, you can develop the skills to excel in the vibrant small business sector.

Graduates of DeVry University’s Management program with a specialization in Small Business Management and Entrepreneurship may consider careers including:

- Business Development Manager
- Customer Relations Manager
- Internet Marketing and Sales Manager

According to a report from the U.S. Small Business Administration, small businesses “create most of the nation’s new jobs, employ about half of the nation’s private sector work force, and provide half of the nation’s nonfarm, private real gross domestic product, as well as a significant share of innovations.” In the face of a recession, “...even a bad economic environment can be seen as a time to look for opportunities, and entrepreneurs will, no doubt, be able to explore new markets for future growth—or make plans to do so as the economy revives. And the economy will revive, with help from America’s entrepreneurs.”

1 Small Business Economy: A Report to the President (2009), U.S. Small Business Administration

2 DeVry University, on the internet at www.devry.edu/degree-programs/college-business-management/small-business-management-and-entrepreneurship-about.jsp

In New York, DeVry University operates as DeVry College of New York. DeVry University is accredited by the Higher Learning Commission (HLC), www.ncahlc.org. DeVry is certified to operate by the State Council of Higher Education for Virginia. DeVry University is authorized for operation by the THEC. www.state.tn.us/thec. Nashville Campus – 3343 Perimeter Hill Dr., Nashville, TN 37211. Program availability varies by location. AC0860. ©2014 DeVry Educational Development Corp. All rights reserved.

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KNOWLEDGE AND SKILLS

BUSINESS PLAN WRITING—Draft a comprehensive business plan for a small business, including an executive summary, company description, target market, competition, marketing and sales, operations, management structure, future development and financials.

E-COMMERCE—Study the potential of e-commerce and its impact on small business practices, including opportunities, issues, alternatives and techniques to support the development of an Internet marketing plan and related website.

BUDGETING AND FORECASTING—Design and implement a departmental budget encompassing the various processes that account for resource expenditures; develop a long-range budget forecast and assess its impact on departmental planning.

OPERATIONAL ISSUES—Address unique issues for small business management, including improving the success rate, financing, determining the effect of regulations and obtaining information to improve performance.

SALES AND MARKETING—Discover the principles and methods for showing, promoting and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques and sales control systems.

CUSTOMER AND PERSONAL SERVICE—Demonstrate the principles and processes of personal service, including conducting customer needs assessments, meeting quality standards for services and evaluating customer satisfaction.

HUMAN RESOURCE MANAGEMENT—Explore contemporary concepts and techniques essential to managing corporate human resources, including resource planning, staffing, rewards and professional development.

ADMINISTRATION AND MANAGEMENT—Understand business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.

CLERICAL PROCEDURES—Understand administrative and clerical procedures and systems such as word processing, managing files and records, designing forms and other office procedures and terminology.