



# Bachelor's Degree Program *Business Administration*

## Specialization: **Technical Communication**

### ABOUT THIS DEGREE PROGRAM

Businesses large and small are the core of the American economy. Earning a bachelor's degree in the Business Administration program at DeVry University can help you launch a successful career in many business areas and industries, such as finance, accounting, operations, marketing or project management.

Our program can help you develop critical communication and interpersonal skills, as well as, teach you key business concepts and tactics. As a student, you can address real business issues taken from the boardrooms and offices of Fortune 500 companies.

Our Business Administration program is designed to accommodate students with a range of experiences, including those with little or no prior college education or work experience. While earning your bachelor's degree, you can benefit from selecting a business specialization that can further prepare you for a specific career path of your choosing.

#### Specializations offered within the Business Administration degree program:

- Accounting
- Business Information Systems
- Finance
- 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 or Management degree programs, which are 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

*all*  
of these  
courses

ACCT-212	Financial Accounting
BIS-155	Data Analysis with Spreadsheets with Lab
BUSN-115	Introduction to Business and Technology
BUSN-319	Marketing
BUSN-379	Finance
COMP-100	Computer Applications for Business with Lab
ECON-312	Principles of Economics
MGMT-303	Principles of Management
MGMT-404	Project Management

*1*  
of these  
courses

BIS-245	Database Essentials for Business with Lab
ECOM-210	Fundamentals of E-Commerce

*1*  
of these  
courses

ACCT-344	Cost Accounting
ACCT-346	Managerial Accounting

*2-3*  
of these  
courses

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 other courses in the Business Administration program, or from other courses listed in the academic catalog, provided prerequisites are satisfied.

General Education Coursework (credit hours)	<i>50</i>
Core-Degree Coursework (credit hours)	<i>+ 46</i>
Career-Focused Coursework (credit hours)	<i>+ 31</i>
<b>Approximate Credit Hours Required for Graduation (Eight Full-Time Semesters to Complete)</b>	<b><i>127</i></b>

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.



# Bachelor's Degree Program Business Administration

## Specialization: *Technical Communication*

### ABOUT THIS SPECIALIZATION

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

In our highly specialized and increasingly complex world, technical communicators perform a vital role: they translate complicated and often confusing information in ways that people can comprehend and use. Technical writers help produce manuals, books, project proposals, business papers, technical articles and reports, users' guides and other documents.

Our Technical Communication specialization can help you prepare for a valuable career that includes creating, revising and editing copy that helps others understand and complete complex tasks, such as how to use technology.

This specialization focuses on organizing, managing and developing copy, as well as working with experts in highly specialized areas, such as engineering and science. Other topics of study include understanding and producing document and web designs and learning about the varied world of marketing and corporate communications.

Graduates of DeVry University's Business Administration program with a specialization in Technical Communication may consider careers including:

- Advertising and Public Relations
- Information Developer
- Documentation Designer
- Equipment Manual and Operation Instructions Writer
- Scientific and Medical Writer
- Technical Editor
- Technical Writer

According to the Bureau of Labor Statistics, employment of technical writers is expected to grow by 18 percent, faster than the average for all occupations from 2008 to 2018. That growth stems from the "...continuing expansion of scientific and technical information and the growing presence of customer-service and Web-based product support networks. Growing reliance on technologically sophisticated products in the home and the workplace and the increasing complexity of medical or scientific information needed for daily living will create many new job opportunities for technical writers."<sup>1</sup>

<sup>1</sup>Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook, 2010-11 Edition*, Technical Writers, on the Internet at [www.bls.gov/oco/ocos319.htm](http://www.bls.gov/oco/ocos319.htm) (visited February 11, 2011).

<sup>2</sup>DeVry University, on the Internet at [www.devry.edu/degree-programs/college-business-management/technical-communication-about.jsp](http://www.devry.edu/degree-programs/college-business-management/technical-communication-about.jsp).

<sup>3</sup>O\*NET OnLine, Technical Writers, on the Internet at [www.online.onetcenter.org/link/summary/27-3042.00](http://www.online.onetcenter.org/link/summary/27-3042.00) (visited February 11, 2011).

#### 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](http://www.state.tn.us/thec). Nashville Campus – 3343 Perimeter Hill Dr., Nashville, TN 37211. ©2011 DeVry Educational Development Corp. All rights reserved. [Version 7/1/11](#)

For comprehensive consumer information, visit [devry.edu/bba](http://devry.edu/bba)

### KNOWLEDGE AND SKILLS

**COMMUNICATIONS AND MEDIA<sup>3</sup>** — Understand media production, communication and dissemination techniques and methods, including alternative ways to inform and entertain via written, oral and visual media.

**MARKETING AND CORPORATE COMMUNICATIONS<sup>2</sup>** — Address current communication issues in business, such as globalization, cross-cultural influences, technological advances, ethics and regulatory requirements. Learn to apply rhetorical strategies and composition principles to marketing literature, investor communications, media releases and executive presentations

**SCIENTIFIC AND MEDICAL WRITING<sup>2</sup>** — Communicate and inform for healthcare, science, public policy, patient education, scientific journalism and related fields. Learn to analyze data and other information on medical and scientific issues.

**PROPOSAL AND GRANT WRITING<sup>2</sup>** — Explore procurement processes in industry and government, as well as grant funding in the nonprofit and government sectors. Understand the types of contracts used; issues of ethics and fairness; how companies and other organizations prepare bids and proposals; and how proposals and grant requests are reviewed.

**VISUAL DESIGN<sup>2</sup>** — Study the elements of visual design in technical communication, including visual design theory, minimalism, visual rhetoric and visual ethics. Learn about relevant software products and apply your skills to designing and presenting projects and documents.

**WEB DESIGN<sup>2</sup>** — Focus on user-centered design, appropriate use of design elements, and information design theories for the web.

**WRITTEN EXPRESSION<sup>3</sup>** — Learn to communicate information and ideas in writing so others will understand.

**CREATIVITY<sup>3</sup>** — Explore methods for tapping into unusual or clever ideas about a given topic or situation, and for developing creative ways to solve a problem.

### CAREER-FOCUSED COURSEWORK

*all*  
of these  
courses

- TC-220 Rhetorical Strategies for Technical Communication
- TC-310 Document Design
- TC-320 Advanced Technical Writing and Editing
- TC-360 Visual Design
- TC-420 Marketing and Corporate Communications
- TC-440 Web Design

*1*  
of these  
courses

- TC-160 Perspectives on Technology
- TC-430 Proposal and Grant Writing
- TC-450 Scientific and Medical Writing

*all*  
of these  
courses

- BUSN-460 Senior Project

OR

*all*  
of these  
courses

- BUSN-462 Senior Project I
- BUSN-463 Senior Project II

Visit [Devry.edu](http://Devry.edu) or call 888.DEVRY.04

