



# Bachelor's Degree Program *Management*

## Specialization: **General Management**

### 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 will 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 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
ACCT-301	Essentials of Accounting
BIS-155	Data Analysis with Spreadsheets with Lab
BIS-245	Database Essentials for Business with Lab
BUSN-115	Introduction to Business and Technology
BUSN-278	Budgeting and Forecasting
BUSN-319	Marketing
COMP-100	Computer Applications for Business with Lab
COMP-129	PC Hardware and Software with Lab
MGMT-303	Principles of Management
MGMT-404	Project Management
MGMT-410	Human Resource Management
SMT-310	Principles and Theory of Security Management

*3-4*  
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 courses listed in the academic catalog, provided prerequisites are satisfied.

General Education Coursework (credit hours)	40
Core-Degree Coursework (credit hours)	+ 53
Career-Focused Coursework (credit hours)	+ 31
Approximate Credit Hours Required for Graduation (Eight Full-Time Semesters to Complete)	124

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.



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## Specialization: *General Management*

### 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 General Management can further focus your studies and help equip you for the career you want to pursue.

General management encompasses the varied and ever-fascinating world of business. Public and private businesses shape the U.S. and world economies in terms of revenue, people employed and impact on society.

The role of general managers is broad: they help plan, direct and coordinate business operations. Their duties can include developing policies, managing daily operations, and planning use of materials and human resources.

As a student, you can gain insight into key areas of business, including operations, finance, human resources, marketing and sales. Specifically, you can focus on topics, such as customer relations, business policy and law, systems analysis and technology resources.

Graduates of DeVry University's Management program with a specialization in General Management may consider careers including:

- Compensation, Benefits and Cost Analysis Specialist
- Cost Estimator
- Customer Service Representative
- General and Operations Manager
- Management Analyst
- Medical and Health Services Manager
- Meeting and Convention Planner
- Purchasing Manager
- Sales Representative
- Social and Community Services Manager

According to the Bureau of Labor Statistics, employment of top executives such as general managers is expected to experience little to no change between 2008 and 2018. However, according to its *Occupational Outlook Handbook*, "because these workers are essential to running companies and organizations, projected employment of top executives (general managers) will vary by industry and will generally reflect the growth or decline of that industry."<sup>1</sup>

<sup>1</sup>Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook, 2010-11 Edition*, Top Executives, on the Internet at [www.bls.gov/oco/ocos012.htm](http://www.bls.gov/oco/ocos012.htm) (visited February 11, 2011).

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

<sup>3</sup>O\*NET OnLine, General and Operations Managers, on the Internet at [www.online.onetcenter.org/link/summary/11-1021.00](http://www.online.onetcenter.org/link/summary/11-1021.00) (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

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### KNOWLEDGE AND SKILLS

**ADMINISTRATION AND MANAGEMENT<sup>3</sup>** — Understand business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.

**CUSTOMER AND PERSONAL SERVICE<sup>3</sup>** — Demonstrate the principles and processes of personal service, including conducting customer needs assessments, meeting quality standards for services and evaluating customer satisfaction.

**ECONOMICS AND ACCOUNTING<sup>3</sup>** — Understand financial principles and practices, the financial markets, banking and the analysis and reporting of financial data.

**SALES AND MARKETING<sup>3</sup>** — 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 in both traditional and online media.

**PRODUCTION AND PROCESSING<sup>3</sup>** — Understand raw materials, production processes, quality control, costs and techniques for maximizing the effective manufacture and distribution of goods.

**BUSINESS LAW<sup>2</sup>** — Explore the fundamental legal principles encountered in the business environment, including state and federal courts and jurisdictions, contract law, tort law, commercial paper, bankruptcy and accounting liability.

**GLOBAL ISSUES IN BUSINESS<sup>2</sup>** — Understand how businesses operate in an international context in areas such as accounting, finance, marketing and operations. Learn about major trade agreements and their impact from either a collaborative or competitive viewpoint.

**BUSINESS SYSTEMS ANALYSIS<sup>2</sup>** — Learn current techniques to review the activities and processes of a business, identify problems and create solutions. Hone interviewing skills; navigate group dynamics; and develop process flows, data flows and data models to identify, define, document and solve business challenges.

### CAREER-FOCUSED COURSEWORK

*all*  
of these  
courses

BUSN-258 Customer Relations  
BUSN-412 Business Policy  
BUSN-420 Business Law  
MGMT-340 Business Systems Analysis  
MGMT-408 Management of Technology Resources

*2*  
of these  
courses

BUSN-427 Global Issues in Business  
ECOM-340 Internet Marketing  
MKTG-420 Salesmanship

*all*  
of these  
courses

BUSN-460 Senior Project

OR

*all*  
of these  
courses

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

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