ABOUT THIS DEGREE PROGRAM

**A FOUNDATION IN BUSINESS**

This program features a series of essential Business Core courses to help build interdisciplinary skills critical to workplace success. These courses introduce students to key disciplines that support business careers and cover concepts related to general business principles, including accounting, marketing, management and the analytic skills that inform business decision-making.

The Business Core coursework introduces students to contemporary workplace applications. In each course, the learning experience is enhanced through activities that help students apply the course material, while shaping future education and career choices.

**A PROGRAM TO FUEL YOUR FUTURE**

Students who elect the Small Business Management and Entrepreneurship concentration experience an immersive sequence of coursework covering customer relations, entrepreneurship, e-commerce, product development and creating a comprehensive business plan.

**IS THIS PROGRAM FOR YOU?**

Want to pursue management in a small business environment or interested in starting your own company? This program may be right for you.

**CAREER OPPORTUNITIES**

Graduates of DeVry University’s Business Administration program with a specialization in Small Business and Entrepreneurship may consider, but are not limited to, the following careers:

- Business Development Manager
- Meeting and Convention Planner
- Retail Store Manager
- Customer Relations Manager
- Management Analyst Consultant
- Small Business Owner
- Social and Community Service Manager
- Project Manager
- Marketing Coordinator
- Customer Service Manager

**WHAT YOU’LL LEARN**

**ESSENTIALS**

- Communicate methods and findings
- Collaborate in a dynamic work environment
- Solve complex problems
- Analyze business-related data
- Apply appropriate technologies

**BUSINESS CORE**

- Lead, manage and collaborate in diverse environments in physical and virtual settings
- Allocate financial and human resources, manage risk and analyze business opportunities
- Solve complex business problems using numerical and qualitative data
- Use technology to develop business solutions to improve daily operations and long-term strategy

**PROGRAM**

- Produce financial statements using GAAP guidelines and use managerial analysis to budget
- Analyze financial and statistical data using spreadsheet and database software
- Apply marketing strategies for business products and services
- Apply project management techniques through project planning software

**SPECIALIZED**

- Develop long-range budget based on sales focus to plan for financial needs
- Apply decision making techniques to effectively operate a small business
- Identify opportunities and develop new products and services
- Produce a business plan to guide strategy and operations

**QUICK FACTS**

**124 CREDIT HOURS**

Minimum credit hours required for graduation.

**2 + 8 YEARS + MONTHS**

Minimum length to graduation.

**ACCREDITATION MATTERS**

The Bachelor of Science in Business Administration degree has achieved voluntary accreditation from the Accreditation Council for Business Schools and Programs (ACBSP, www.acbsp.org), demonstrating that it meets standards of business education that promote teaching excellence.

**MICROSOFT OFFICE PRODUCTIVITY TOOLS**

To ensure you have a robust learning experience, as part of your program, you will use latest version of the Microsoft Office suite to communicate business information, analyze data and report findings.

**APPLIED SKILLS IN BUSINESS ADMINISTRATION**

Grow your experience with business applications and how they work in today’s marketplace. Our technology focus is applied throughout your program to offer you exposure to tools that enhance effectiveness and collaboration in the digital age.
Bachelor's Degree Program

Business Administration | Small Business Management and Entrepreneurship

**ESSENTIALS**

**COMMUNICATION SKILLS**
- ENGL112 Composition
- ENGL135 Advanced Composition
- ENGL216 Technical Writing
- SPCH275 Public Speaking

**HUMANITIES**
- HUMN303 Introduction to the Humanities
- ETHC445 Principles of Ethics
- LAS432 Technology, Society, and Culture

**SOCIAL SCIENCES**
- SOCS185 Culture and Society
- SOCS325 Environmental Sociology
- LAWS310 The Legal Environment

**MATHEMATICS AND NATURAL SCIENCES**
- MATH114 Algebra for College Students
- MATH221 Statistics for Decision-Making
- SCI228 Nutrition, Health and Wellness with Lab

**PERSONAL AND PROFESSIONAL DEVELOPMENT**
- CARD405 Career Development
- COLL148 Critical Thinking and Problem-Solving

**BUSINESS CORE**

**BUSINESS CORE**
- ACCT212 Financial Accounting
- BIS155 Data Analysis with Spreadsheets with Lab
- BUSN115 Introduction to Business and Technology
- BUSN319 Marketing
- COMP100 Computer Applications for Business with Lab
- MGMT303 Principles of Management

1 Students enrolled at a New Jersey location must also take the following to fulfill this requirement:
   (a) all of: BUSN412, GSCM206
   (b) one of: BUSN369; INTP491 and INTP492

**ELECTIVES**

The following suggested electives ensure students meet prerequisite requirements and offer applied tech skills for today’s business world. Qualifying prior college coursework not meeting other program requirements may be applied toward the elective hours. Students may request alternate elective courses through academic advising.

- CIS115 Logic and Design
- MGMT408 Management of Technology Resources
- SEC310 Principles and Theory of Security Management

**SENIOR PROJECT**
- BUSN460 Senior Project

**SPECIALIZED**

**SMALL BUSINESS MANAGEMENT AND ENTREPRENEURSHIP**
- BUSN258 Customer Relations
- BUSN278 Budgeting and Forecasting
- MGMT410 Human Resource Management
- SBE310 Small Business Management and Entrepreneurship
- SBE330 Creativity, Innovation and New Product Development
- SBE430 E-Commerce for Small Businesses
- SBE440 Business Plan Writing for Small Businesses and Entrepreneurs

**FINANCE AND MANAGEMENT**

- ACCT346 Managerial Accounting
- BIS245 Database Essentials for Business with Lab
- BUSN379 Finance
- ECON312 Principles of Economics
- MGMT404 Project Management

**PROGRAM**

**CREDIT HOURS**

**ESSENTIALS** 50
**BUSINESS CORE** 18
**FINANCE AND MANAGEMENT** 31
**SPECIALIZED** 28
**TOTAL CREDIT HOURS** 107

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In New York, DeVry University operates as DeVry College of New York. DeVry University is accredited by The Higher Learning Commission (HLC). www.hlcommission.org, Keller Graduate School of Management is included in this accreditation. DeVry is certified to operate by the State Council of Higher Education for Virginia. Arlington Campus: 2450 Crystal Dr., Arlington, VA 22202. DeVry University is authorized for operation as a postsecondary educational institution by the Tennessee Higher Education Commission, www.tn.gov/thec. Nashville Campus: 3343 Perimeter Hill Dr., Nashville, TN 37211. Programs, course requirements and availability vary by location. Some courses may be available online only. All students enrolled in site-based programs will be required to take some coursework online and, for some programs and locations, a substantial portion of the program may be required to be completed online.

DeVry's academic catalog, available via devry.edu/catalogs, contains the most current and detailed program information, including admission, progression and graduation requirements. Information contained herein is effective as of date of publishing. ©2019 DeVry Educational Development Corp. All rights reserved. Version 9/23/19