### Quick Facts

- **Credit Hours:** Minimum credit hours required for graduation: 61-63
- **Year Months:** Minimum length to graduation: 1+4

- **Not including breaks. Assumes year-round, full-time enrollment. Additional program information may be found at [https://www.devry.edu/degree-programs.html](https://www.devry.edu/degree-programs.html)**

### About This Degree Program

DeVry University’s Associate in Business (ABUS) degree program can be an easy way for you to get started in the field. You can build a foundation in business, learning fundamental principles and gaining exposure to different specialties – like accounting, data analysis, marketing and human resource management. You can choose from two tracks – General Business and Retail Management.

The General Business track will provide you with an understanding of standard business practices for today’s environment. The Retail Management track can assist in preparing you for an advanced role in the field of merchandising.

Our business program is designed to prepare students to meet the challenges of a high-tech, global marketplace by bringing the real world into the classroom. Through experiential projects, you can develop the skills and business acumen needed in today’s business world.

### General Education Coursework

**Communications**
- ENGL112 Composition
- ENGL115 Advanced Composition
- SPC227 Public Speaking

**Humanities**
- ETHC232 Ethical and Legal Issues in the Professions

**Social Sciences**
- SOCS185 Culture and Society

**Personal & Professional Development**
- CARD205 Career Development
- COLL148 Critical Thinking and Problem Solving

**Mathematics & Natural Sciences**
- MATH114 Algebra for College Students
- SCI228 Nutrition, Health and Wellness with Lab

### Core-Degree Coursework

**Business Core**
- ACCT212 Financial Accounting
- BIS115 Data Analysis w/Spreadsheets
- BUSN215 Introduction to Business and Technology
- BUSN219 Marketing Fundamentals
- COMP100 Computer Applications for Business w/Lab
- WGD201 Visual Design Fundamentals

**All of these courses**

**OR**

**Retail Management**
- BUSN258 Customer Relations
- MGMT210 Human Resource Functions
- MKTG230 Consumer Behavior Fundamentals

### TechPath

We’ve put technology at the core of this business program. With TechPath, you’ll gain a technology foundation through our experiential learning approach and build the applied tech skills that you need to function in the tech-driven business world. You’ll also work through real-world business scenarios to be better prepared to tackle modern business problems.

### General Business
- BUSN278 Budgeting and Forecasting
- GSCM206 Managing Operations Across the Supply Chain
- MATH221 Statistics for Decision-Making
- MGMT210 Human Resource Functions

### Retail Management
- BUSN258 Customer Relations
- MGMT210 Human Resource Functions
- MKTG230 Contemporary Retail Management
- MKTG230 Consumer Behavior Fundamentals

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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.
ABOUT THESE SPECIALIZATIONS

Both the General Business and Retail Management tracks are designed to produce graduates who are able to:

- Apply problem-solving skills to a variety of administrative tasks in the workplace using business and management principles.
- Use technology for business and management applications, including data analysis, presentations, communication and research.
- Communicate effectively both orally and in writing across environments and platforms.
- Work collaboratively in a team environment, and coordinate and share information to achieve a common goal.

Graduates of DeVry University's Business associate degree program may consider careers including, but not limited to, the following:

**General Business**
- Assistant Manager
- Customer Service Representative
- Management Trainee
- Retail Manager
- Assistant Marketing Analyst
- Shift Manager
- Sales/Account Representative
- Inventory Associate
- Accounting Associate/Jr. Staff Accountant
- Media Buyer

**Retail Management**
- Assistant Manager
- Customer Service Representative
- Management Trainee
- Retail Manager
- Inventory Associate
- Shift Manager
- Sales/Account Representative

KNOWLEDGE AND SKILLS

**PROBLEM SOLVING** – Use business and management principles to apply problem-solving skills to a variety of administrative tasks in the workplace.

**TECHNOLOGY** – Use technology for business and management tasks, including data analysis, presentations, communication and research.

**COLLABORATION** – Work collaboratively in a team environment, learn to coordinate and share information to achieve a common goal.

**COMMUNICATION** – Communicate effectively both orally and in writing across environments and platforms.

**GENERAL BUSINESS TRACK**

**BUSINESS PLANNING** – Develop, evaluate and interpret a long-range budget forecast for a business or business unit to solve problems and make business decisions.

**SUPPLY CHAIN MANAGEMENT** – Demonstrate an understanding of supply chain management and its impact on decision-making.

**HUMAN RESOURCE MANAGEMENT** – Demonstrate an understanding of resource planning, staffing, motivation and reward techniques to manage people.

**DATA ANALYSIS** – Use tools for statistical analysis and decision-making for business.

**ETHICS** – Demonstrate ethical, legal and socially responsible decision-making.

**RETAIL MANAGEMENT TRACK**

**COMMUNICATION AND CUSTOMER RELATIONS** – Develop interpersonal communication and listening skills as well as conflict-resolutions skills as they apply to customer relations.

**HUMAN RESOURCE MANAGEMENT** – Demonstrate an understanding of resource planning, staffing, motivation and reward techniques to manage people.

**CONSUMER BEHAVIOR** – Evaluate, analyze and interpret market and consumer trends to solve problems and make business decisions.

**RETAIL MANAGEMENT** – Examine strategies for finance, merchandizing, distribution, sales promotions, and human resources used in the retail management.

**ETHICS** – Demonstrate ethical, legal and socially responsible decision-making.

For comprehensive consumer information, visit devry.edu/studentconsumerinfo. Important information about the education debt, earnings and completion rates of students who attended this program can be found at devry.edu/ab-ge.

For additional program information, visit devry.edu/ab.