BACHELOR’S DEGREE PROGRAM | BUSINESS

TECHNICAL MANAGEMENT
Specialization: Business Intelligence and Analytics Management

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
In this specialization, you’ll learn to identify data needs, manage and secure databases, select and apply analytical methods, develop reports and recommend courses of action using analytics.

IS THIS PROGRAM FOR YOU?
Do you have potential transfer credits and an interest in how data drives business decision-making? Then this program might be the right fit for you.

CAREER OPPORTUNITIES
Graduates who complete DeVry’s Bachelor’s of Science in Technical Management degree with a specialization in Business Intelligence and Analytics Management may consider, but are not limited to, the following careers:

- Business Analysis Manager
- Business Analyst
- Business Intelligence Administrator
- Business Intelligence Analyst
- Business Intelligence Developer
- Business Intelligence Manager
- Financial Analyst
- Marketing Analyst

WHAT YOU’LL LEARN

ESSENTIALS
• Communicate methods and findings
• Collaborate in a dynamic work environment
• Apply appropriate technologies

BUSINESS CORE
• Lead, manage and collaborate in diverse environments
• Allocate financial and human resources, manage risk and analyze opportunities
• Evaluate and solve complex problems using numerical and qualitative data
• Use technology to develop business solutions to improve daily operations and long-term strategy

PROGRAM
• Apply leadership, resource management and conflict management techniques to solve business problems
• Analyze financial and statistical data using spreadsheet and database software
• Apply managerial theories and techniques to improve organizational performance and foster continuous improvement

SPECIALIZED
• Select and apply methods to summarize data, identify patterns and make predictions
• Design databases, retrieve requested information and develop reports
• Analyze website activity and optimize websites for desired results

QUICK FACTS

122 CREDIT HOURS minimum credit hours required for graduation¹
14% GROWTH nationally from 2018-2028 for employment of Management Analysts²
2 + 8 YEARS minimum length to graduation²

ACBSP-ACCREDITED
DeVry University’s Bachelor of Science in Technical Management program has achieved voluntary accreditation from the Accreditation Council for Business Schools and Programs (ACBSP) www.acbsp.org, demonstrating that they have met the 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.

¹ 125 for students enrolled at a Pennsylvania location. ² https://www.bls.gov/ooh/business-and-financial/management-analysts.htm. Data reflects a national projected percentage change in employment from 2018-2028 and may not reflect local economic conditions. ³ Not including breaks. Assumes year-round, full-time enrollment. Additional program information may be found at https://www.devry.edu/degree-programs.html.
# Bachelor’s Degree Program

## Technical Management | Business Intelligence and Analytics Management

### Essentials
**Communication Skills**
- ENGL112\(^1\) Composition
- ENGL135 Advanced Composition

**Humanities\(^2\)**
- ETHC445 Principles of Ethics
- LAS432 Technology, Society and Culture

**Social Sciences**
- ECON312 Principles of Economics
- SOCS185\(^3\) Culture and Society

**Mathematics and Natural Sciences**
- MATH114 Algebra for College Students
- MATH221 Statistics for Decision-Making
- SCI228\(^4\) Nutrition, Health and Wellness with Lab

**Additional General Education Selection**
- SPCH275 Public Speaking

**Personal and Professional Development**
- CARD405 Career Development
- COLL148 Critical Thinking and Problem-Solving

\(^1\) Students enrolled at a New Jersey location take ENGL108 in lieu of this course.

\(^2\) Students enrolled at a Pennsylvania location must take HUMN421 as part of this requirement.

\(^3\) Students enrolled at a Nevada location must take POLI332 as part of this requirement or the General Education Option.

\(^4\) Students enrolled at a New Jersey location may take PHYS204 or SCI200 to fulfill this requirement.

### 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

### Program
**Business, Management and Technology**
- BIS245 Database Essentials for Business with Lab
- MGMT404 Project Management

**Electives\(^5\)**
The following suggested electives follow the TechPath and ensure students meet prerequisite requirements. 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.

- BUSN369 International Business
- BUSN412 Business Policy
- MGMT408 Management of Technology Resources
- SEC310 Principles and Theory of Security Management
- WGD201 Visual Design Fundamentals
- WGD210 Digital Imaging Fundamentals
- WGD Information Design

**Senior Project**
- BUSN460 Senior Project

**Specialized**
**Business Intelligence and Analytics Management**
- BIAM300 Managerial Applications of Business Analytics
- BIAM400 Applied Business Analytics
- BIAM410 Database Concepts in Business Intelligence
- BIAM420 Introduction to Internet Analytics
- BUSN350 Business Analysis
- GSCM206 Managing Operations Across the Supply Chain
- GSCM209 Supply Chain Management Decision Support Tools and Applications

\(^5\) Students enrolled at a New Jersey location must take 55 semester-credit hours of general education coursework. Fifteen semester-credit hours of general education coursework may be applied to the Electives course area.

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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](http://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](http://www.tn.gov/thec). Nashville Campus: 3343 Perimeter Hill Dr., Nashville, TN 37221. 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/catalog, 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 9/25/19