ABOUT THIS DEGREE PROGRAM

Businesses large and small are the core of the American economy. Earning a bachelor's degree in Business Administration at DeVry University can help you develop the skills needed to work in many business areas and industries, such as accounting, project management, entrepreneurship, marketing, and human resources.

The Business Administration degree 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.

This program is designed to accommodate students with a wide range of experiences, including those with little or no prior college education or work experience. If you have prior work or educational experience, you may also want to consider our Technical Management or Management degree programs, which are available with many of the same specializations.

DID YOU KNOW?

DeVry University's Bachelor of Science in Business Administration program has achieved voluntary accreditation from the Accreditation Council for Business Schools and Programs (ACBSP). www.acbsp.org, demonstrating that it has met the standards of business education that promote teaching excellence.

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.

GENERAL EDUCATION COURSEWORK

Communication Skills
ENGL112 Composition
ENGL115 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
SOCS225 Environmental Sociology
LAW310 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

CORE-DEGREE COURSEWORK

Business Core
ACCT212 Financial Accounting
ACCT346 Managerial Accounting
BIS315 Data Analysis with Spreadsheets with Lab
BIS345 Database Essentials for Business with Lab
BUSN315 Introduction to Business and Technology
BUSN319 Marketing
BUSN379 Finance
COMP300 Computer Applications for Business with Lab
ECN121 Principles of Economics
MGMT303 Principles of Management
MGMT404 Project Management

Senior Project
BUSN460 Senior Project

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

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

1 Students enrolled at a New Jersey location take ENGL114 in lieu of this course.
2 Certain students enrolled as online students are assigned PSYC307 in lieu of this requirement.
3 Students enrolled at a Nevada location must take POLI332 in lieu of this requirement.
4 Students enrolled at a New Jersey location may take PHYS204 or SCI200 to fulfill this requirement.
5 Students enrolled at a Pennsylvania location must take HUMN451 as part of this requirement.
### ABOUT THIS SPECIALIZATION

DeVry University's bachelor's degree program in Business Administration can help prepare you for the workplace with a solid business foundation. Our specialization in Small Business Management and Entrepreneurship can further focus your studies.

Small businesses are a vital part of the American economy, driving innovation, growth and prosperity. They reflect the American dream and "can-do" spirit of entrepreneurship in which a good idea, strong business skills and enough hard work can build a substantial and fulfilling career, and leave a lasting legacy.

DeVry University's Small Business Management and Entrepreneurship specialization can help you visualize and work toward this goal through a sharp focus on critical business, management and communication skills, aimed at helping budding entrepreneurs.

This specialization provides an overview of small business management and entrepreneurship, as well as a focus on customer relations, budgeting, forecasting, e-commerce and other small business topics. As a graduate, you can develop the skills to excel in the vibrant small business sector.

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

- Administrative Services Manager
- Business Development Manager
- Business Manager
- Construction Manager
- General and Operations Manager
- Customer Relations Manager
- Internet Marketing and Sales Manager
- Management Analyst/Consultant
- Meeting and Convention Planner
- Retail Store Manager
- Small Business Owner
- Social and Community Service Manager

Employment in some occupations may require years of relevant experience.

### KNOWLEDGE AND SKILLS

**ADMINISTRATION AND MANAGEMENT** — Understand the fundamental management theories and traditional managerial responsibilities in formal and informal organizational structures, including planning, organizing, directing, controlling and staffing.

**BUSINESS PLAN WRITING** — Draft a comprehensive business plan for a small business, including an executive summary, company description, target market, competition, marketing and sales, operations, management structure, future development and financials.

**E-COMMERCE** — Study the potential of e-commerce and its impact on small business practices, including opportunities, issues, alternatives and techniques to support the development of an Internet marketing plan and related website.

**BUDGETING AND FORECASTING** — Design and implement a departmental budget encompassing the various processes that account for resource expenditures, develop a long-range budget forecast and assess its impact on departmental planning.

**OPERATIONAL ISSUES** — Address unique issues for small business management, including improving the success rate, financing, determining the effect of regulations and obtaining information to improve performance.

**SALES AND MARKETING** — 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.

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

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/bba-ge.

For additional program information, visit DeVry.edu/bba.


In Nashville, DeVry University operates as DeVry College of Nashville. Nashville Campus: 3343 Perimeter Hill Dr., Nashville, TN 37211. Program availability varies by location. In site-based programs, students will be required to take a substantial amount of coursework online to complete their program.

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### PROGRAM-SPECIFIC COURSEWORK

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>SBE300</td>
<td>Creativity, Innovation and New Product Development</td>
</tr>
<tr>
<td>SBE430</td>
<td>E-Commerce for Small Business</td>
</tr>
<tr>
<td>SBE440</td>
<td>Business Plan Writing for Small Businesses and Entrepreneurs</td>
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</tbody>
</table>