ABOUT THIS DEGREE PROGRAM

The bachelor’s degree in Management at DeVry University can help you develop the management skills needed to work in many business areas and industries, such as accounting, project management, entrepreneurship, marketing, and human resources. If you’re currently employed, this can be a great way to further develop your management skills.

Our Management 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 degree program which is available with many of the same specializations.

Through our TechPath approach, we’ve put technology at the core of our programs in business, tech and health – including this program. Every TechPath class you take revolves around a unique learning rubric developed at DeVry. We call it People-Process-Data-Devices or P2D2. You’ll gain real skills in collaboration, be able to adapt to new structures, and be comfortable working with data and a wide spectrum of tech-forward tools. P2D2 is a key component of what makes TechPath a smart, new way of getting the knowledge you need to be ready to hit the ground running in the way successful companies work today.

GENERAL EDUCATION COURSEWORK

Communication Skills
- ENGL112 Composition
- ENGL135 Advanced Composition

Humanities
- ETHC445 Principles of Ethics
- LAS432 Technology, Society and Culture

Social Sciences
- ECON312 Principles of Economics
- SOCS185 Culture and Society

Mathematics and Natural Sciences
- MATH114 Algebra for College Students
- MATH1221 Statistics for Decision-Making
- SC1228 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 Nevada location must take POLI332 as part of this requirement or the General Education Option.

CORE-DEGREE COURSEWORK

Business, Management and Technology
- ACCT212 Financial Accounting
- BIS185 Data Analysis with Spreadsheets with Lab
- BIS245 Database Essentials for Business with Lab
- BUSN115 Introduction to Business and Technology
- BUSN278 Budgeting and Forecasting
- BUSN319 Marketing
- CIS118 Logic and Design
- CIS206 Architecture and Operating Systems with Lab
- COMPI00 Computer Applications for Business with Lab
- MGMT303 Principles of Management
- MGMT404 Project Management
- MGMT410 Human Resource Management

Senior Project
- BUSN460 Senior Project

Analytics
- BIAM300 Managerial Applications of Business Analytics
- BIAM400 Applied Business Analytics
- BIAM410 Database Concepts in Business Intelligence

Courses in blue are part of the DeVry Tech Path
SPECIALIZATION: SMALL BUSINESS MANAGEMENT AND ENTREPRENEURSHIP

DeVry University’s bachelor’s degree program in Management 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.

Our 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 Management 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.

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/bm-ge.


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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.