

BUSINESS ADMINISTRATION

Specialization: Small Business Management and Entrepreneurship



ABOUT THIS DEGREE PROGRAM

BUSINESS CORE

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

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^{1,2}

2 + 8
YEARS MONTHS
minimum length to graduation³

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.

APPLIED SKILLS

¹ 128 for students enrolled at a New Jersey location. ² 127 for students enrolled at a Pennsylvania location.

³ Not including breaks. Assumes year-round, full-time enrollment. Additional program information may be found at <https://www.devry.edu/degree-programs.html>.

ESSENTIALS

50
CREDIT HOURS

COMMUNICATION SKILLS

- ENGL112¹ Composition
- ENGL135 Advanced Composition
- ENGL216 Technical Writing
- SPCH275 Public Speaking

HUMANITIES²

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

SOCIAL SCIENCES

- SOCS185 Culture and Society
- SOCS325³ Environmental Sociology
- LAWS310⁴ The Legal Environment

MATHEMATICS AND NATURAL SCIENCES

- MATH114 Algebra for College Students
- MATH221 Statistics for Decision-Making
- SCI228⁵ Nutrition, Health and Wellness with Lab

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 HUMN451 as part of this requirement.

³ Certain students enrolled as online students are assigned PSYC307 in lieu of this requirement.

⁴ Students enrolled at a Nevada location must take POLI332 in lieu of this requirement.

⁵ Students enrolled at a New Jersey location may take PHYS204 or SCI200 to fulfill this requirement.

BUSINESS CORE

18
CREDIT HOURS

BUSINESS CORE⁶

- 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

⁶ 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

PROGRAM

31
CREDIT HOURS

FINANCE AND MANAGEMENT

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

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

28
CREDIT HOURS

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 Business
- SBE440 Business Plan Writing for Small Businesses and Entrepreneurs

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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/thecc. 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