

# Bachelor's Degree Program BUSINESS ADMINISTRATION

Specialization: **Small Business Management and Entrepreneurship**

## 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](http://www.acbsp.org), demonstrating that it has met the standards of business education that promote teaching excellence.



## GENERAL EDUCATION COURSEWORK

### Communication Skills

ENGL112 <sup>1</sup>	Composition
ENGL135	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
SOCS325 <sup>2</sup>	Environmental Sociology
LAWS310 <sup>3</sup>	The Legal Environment

### Mathematics and Natural Sciences

MATH114	Algebra for College Students
MATH221	Statistics for Decision-Making
SCI228 <sup>4</sup>	Nutrition, Health and Wellness with Lab

### Personal and Professional Development

CARD405	Career Development
COLL148	Critical Thinking and Problem-Solving

<sup>1</sup> Students enrolled at a New Jersey location take ENGL108 in lieu of this course.

<sup>2</sup> Certain students enrolled as online students are assigned PSYC307 in lieu of this requirement.

<sup>3</sup> Students enrolled at a Nevada location must take POLI332 in lieu of this requirement.

<sup>4</sup> Students enrolled at a New Jersey location may take PHYS204 or SCI200 to fulfill this requirement.

## CORE-DEGREE COURSEWORK

### Business Core<sup>5</sup>

ACCT212	Financial Accounting
ACCT346	Managerial Accounting
BIS155	Data Analysis with Spreadsheets with Lab
BIS245	Database Essentials for Business with Lab
BUSN115	Introduction to Business and Technology
BUSN319	Marketing
BUSN379	Finance
COMP100	Computer Applications for Business with Lab
ECON312	Principles of Economics
MGMT303	Principles of Management
MGMT404	Project Management

### Senior Project

BUSN460	Senior Project
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### Electives

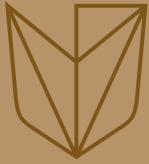
The following suggested electives ensure students meet prerequisite requirements and offer applied tech skills for today's business world. Qualifying prior college coursework not meeting other program requirements may be applied toward the elective hours. Students may request alternate elective courses through academic advising.

CIS115	Logic and Design
MGMT408	Management of Technology Resources
SEC310	Principles and Theory of Security Management

<sup>5</sup> 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

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](http://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.



# SPECIALIZATION: SMALL BUSINESS MANAGEMENT AND ENTREPRENEURSHIP

## 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
- 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](http://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](http://devry.edu/bba-ge). For additional program information, visit [devry.edu/bba](http://devry.edu/bba).

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). 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 by the THEC, [www.tn.gov/thec](http://www.tn.gov/thec). Nashville Campus - 3343 Perimeter Hill Dr., Nashville, TN 37211. To report unresolved complaints to the Illinois Board of Higher Education, visit their webpage at <http://complaints.ibhe.org/> or by mail to the Illinois Board of Higher Education, 1 N. Old State Capitol Plaza, Suite 333, Springfield, IL 62701-1377. Program availability varies by location. ©2017 Adtalem Global Education. All rights reserved. Version 06/27/17

## 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.

## PROGRAM-SPECIFIC COURSEWORK

### 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