

Associate Degree Program

BUSINESS

General Business or Retail Management

COLLEGE OF
BUSINESS & MANAGEMENT

QUICK FACTS

61-63

CREDIT HOURS
minimum credit hours
required for graduation

1 + 4

YEAR MONTHS
minimum length
to graduation¹

¹Not including breaks. Assumes year-round, full-time enrollment. Additional program information may be found at <https://www.devry.edu/degree-programs.html>

ABOUT THIS DEGREE PROGRAM

DeVry University's Associate in Business (ABUS) degree program can be an easy way for you to get started in the field. You can build a foundation in business, learning fundamental principles and gaining exposure to different specialties – like accounting, data analysis, marketing and human resource management. You can choose from two tracks – General Business and Retail Management.

The General Business track will provide you with an understanding of standard business practices for today's environment. The Retail Management track can assist in preparing you for an advanced role in the field of merchandising.

Our business 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.



TechPath

We've put technology at the core of this business program.

With TechPath, you'll gain

a technology foundation through our experiential learning approach and build the applied tech skills that you need to function in the tech-driven business world. You'll also work through real-world business scenarios to be better prepared to tackle modern business problems.

GENERAL EDUCATION COURSEWORK

Communications

ENGL112	Composition
ENGL135	Advanced Composition
SPCH275	Public Speaking

Humanities

ETHC232	Ethical and Legal Issues in the Professions
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Social Sciences

SOCS185	Culture and Society
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Personal & Professional Development

CARD205	Career Development
COLL148	Critical Thinking and Problem Solving

Mathematics & Natural Sciences

MATH114	Algebra for College Students
SCI228	Nutrition, Health and Wellness with Lab

CORE-DEGREE COURSEWORK

Business Core

ACCT212	Financial Accounting
BIS155	Data Analysis w/Spreadsheets
BUSN115	Introduction to Business and Technology
BUSN219	Marketing Fundamentals
COMP100	Computer Applications for Business w/Lab
WGD201	Visual Design Fundamentals

ALL
of these
courses

General Business

BUSN278	Budgeting and Forecasting
GSCM206	Managing Operations Across the Supply Chain
MATH221	Statistics for Decision-Making
MGMT210	Human Resource Functions

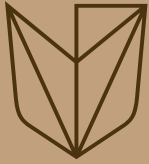
OR

ALL
of these
courses

Retail Management

BUSN258	Customer Relations
MGMT210	Human Resource Functions
MGMT230	Contemporary Retail Management
MKTG230	Consumer Behavior Fundamentals

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](https://www.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 BUSINESS OR RETAIL MANAGEMENT

ABOUT THESE SPECIALIZATIONS

Both the General Business and Retail Management tracks are designed to produce graduates who are able to:

- Apply problem-solving skills to a variety of administrative tasks in the workplace using business and management principles.
- Use technology for business and management applications, including data analysis, presentations, communication and research.
- Communicate effectively both orally and in writing across environments and platforms.
- Work collaboratively in a team environment, and coordinate and share information to achieve a common goal.

Graduates of DeVry University's Business associate degree program may consider careers including, but not limited to, the following:

General Business

- Assistant Manager
- Customer Service Representative
- Management Trainee
- Retail Manager
- Assistant Marketing Analyst
- Shift Manager
- Sales/Account Representative
- Inventory Associate
- Accounting Associate/Jr. Staff Accountant
- Media Buyer

Retail Management

- Assistant Manager
- Customer Service Representative
- Management Trainee
- Retail Manager
- Inventory Associate
- Shift Manager
- Sales/Account Representative

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/ab-ge.

For additional program information, visit devry.edu/ab.

In New York, DeVry University operates as DeVry College of New York.

DeVry University is accredited by The Higher Learning Commission (HLC), <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 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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KNOWLEDGE AND SKILLS

PROBLEM SOLVING – Use business and management principles to apply problem-solving skills to a variety of administrative tasks in the workplace.

TECHNOLOGY – Use technology for business and management tasks, including data analysis, presentations, communication and research.

COLLABORATION – Work collaboratively in a team environment, learn to coordinate and share information to achieve a common goal.

COMMUNICATION – Communicate effectively both orally and in writing across environments and platforms.

GENERAL BUSINESS TRACK

BUSINESS PLANNING – Develop, evaluate and interpret a long-range budget forecast for a business or business unit to solve problems and make business decisions.

SUPPLY CHAIN MANAGEMENT – Demonstrate an understanding of supply chain management and its impact on decision-making.

HUMAN RESOURCE MANAGEMENT – Demonstrate an understanding of resource planning, staffing, motivation and reward techniques to manage people.

DATA ANALYSIS – Use tools for statistical analysis and decision-making for business.

ETHICS – Demonstrate ethical, legal and socially responsible decision-making.

RETAIL MANAGEMENT TRACK

COMMUNICATION AND CUSTOMER RELATIONS – Develop interpersonal communication and listening skills as well as conflict-resolutions skills as they apply to customer relations.

HUMAN RESOURCE MANAGEMENT – Demonstrate an understanding of resource planning, staffing, motivation and reward techniques to manage people.

CONSUMER BEHAVIOR – Evaluate, analyze and interpret market and consumer trends to solve problems and make business decisions.

RETAIL MANAGEMENT – Examine strategies for finance, merchandizing, distribution, sales promotions, and human resources used in the retail management.

ETHICS – Demonstrate ethical, legal and socially responsible decision-making.