

# BUSINESS

Track: General Business



## 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

In this specialization, you'll learn to identify business opportunities and risks, use spreadsheets to examine statistical and financial data and use theory and real-world application to make business decisions.

#### IS THIS PROGRAM FOR YOU?

Interested in how businesses work? Then this program may be the right fit for you.

## CAREER OPPORTUNITIES

Graduates of DeVry University's [Business associate degree](#) program with a track in General Business may consider, but are not limited to, the following careers:

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

## WHAT YOU'LL LEARN

### ESSENTIALS

- Communicate complex business concepts to stakeholders
- Collaborate in dynamic work environments
- Develop sophisticated business solutions
- Analyze business opportunities, risk and options for financial resources
- Apply technology to meet consumer needs and achieve business goals

### 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
- Evaluate and solve complex business problems using numerical and qualitative data
- Use technology to develop business solutions to improve daily operations and long-term strategy
- Apply marketing strategies for business products and services

## QUICK FACTS

**61**  
CREDIT HOURS  
minimum credit hours required  
for graduation

### ACCREDITATION MATTERS

The Associate in Business degree 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 meets standards of business education that promote teaching excellence.

### EMBEDDED PROGRAM

DeVry offers a unique 2-in-1 design that allows our Business Essentials Certificate to be embedded within the Associate in Business, giving you the chance to earn your certificate on the way to your associate degree.



## Business | General Business

### ESSENTIALS

**30**  
CREDIT HOURS

#### COMMUNICATION SKILLS

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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#### MATHEMATICS AND NATURAL SCIENCES

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

#### PERSONAL AND PROFESSIONAL DEVELOPMENT

CARD205	Career Development
COLL148	Critical Thinking and Problem-Solving

### BUSINESS CORE

**18**  
CREDIT HOURS

#### BUSINESS CORE

BIS155	Data Analysis with Spreadsheets with Lab
BUSN115	Introduction to Business and Technology
BUSN219	Marketing Fundamentals
COMP100	Computer Applications for Business with Lab
LEAD150	Leadership and Facilitating Change

#### One of:

ACCT207	Fundamentals of Accounting
ACCT212	Financial Accounting

### SPECIALIZED

**15**  
CREDIT HOURS

#### GENERAL BUSINESS

Students select four courses from the College of Business & Management for which they meet prerequisites. Courses may be selected from those with prefixes ACCT, BIAM, BUSN, FIN, GSCM, HOSP, HSM, HRM, LEAD, MGMT, MKTG, PROJ and SBE. The following courses are suggested:

#### One of:

BIAM110	Introduction to Business Analytics
MGMT210	Human Resource Functions
MGMT303	Principles of Management

#### Three of:

BIS310	Compliance and Security Management
BUSN278	Budgeting and Forecasting
GSCM206	Managing Operations Across the Supply Chain
MATH221	Statistics for Decision-Making

### Earn a Credential at Every Step



### BUILD SKILLS WITH STACKABLE DEGREES

When you earn an Associate Degree in Business, you completed in the program to your Bachelor's Degree in Technical Management. Build your confidence – and your resume – when you start your journey at DeVry.

<sup>1</sup>The figures displayed represent the minimum credit hours required for graduation. Additional coursework may be necessary to complete program requirements. At the time of application to the next credential level, an evaluation of qualifying credits will occur and the most beneficial outcome will be applied. Future programmatic changes could impact the application of credits to a future program. Refer to the academic catalog for details.

For the Associate in Business, General Business specialization eligible credits apply towards the Bachelor of Science in Technical Management-General Option.

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