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

SPECIALIZED
- Develop a solid consumer relations program and use the program to generate sales
- Examine and develop effective HR processes, plans and guidelines
- Improving retailing marketing, process and functions to improve retail sales
- Use socioeconomic and psychological approaches to better understand consumers

ABOUT THIS DEGREE PROGRAM

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 about product merchandising, in-store and online sales and customer relations across the retail industry.

IS THIS PROGRAM FOR YOU?
Interested in working with people in retail management? This program may be right for you.

CAREER OPPORTUNITIES
Graduates of DeVry University’s Business associate degree program with a track in Retail Management may consider, but are not limited to, the following careers:
- Assistant Manager
- Customer Service Representative
- Management Trainee
- Retail Shift Manager
- Media Buyer
- Assistant Marketing Analyst
- Sales Account Representative
- Inventory Associate

QUICK FACTS

61 CREDIT HOURS
minimum credit hours required for graduation

1 YEAR  +  4 MONTHS
minimum length to 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), 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.

FLEXIBILITY TO FIT YOUR LIFE
Take courses online, on campus or in our innovative connected classrooms. Study full- or part-time and tailor your DeVry experience to fit your life. Classes start every 8 weeks, so you can begin your college degree when it makes sense for you.

MICROSOFT OFFICE PRODUCTIVITY TOOLS
To ensure you have a robust learning experience, as part of your program, you will use the latest version of the Microsoft Office suite to communicate business information, analyze data and report findings.

BE AN ACTIVE PART OF AN INCLUSIVE FUTURE
Customize your curriculum by choosing Diversity, Equity and Inclusion (DE&I) course alternates for your Communication Skills, Humanities and Social Science courses. These options highlight relevant topics to help empower you to promote an inclusive workplace.

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

COMMUNICATION SKILLS
ENGL112  Composition
ENGL135  Advanced Composition

One of:
SPCH275  Public Speaking
SPCH276  Intercultural Communication

HUMANITIES
One of:
ETHC232  Ethical and Legal Issues in the Professions
ETHC334  Diversity, Equity and Inclusion in the Workplace

SOCIAL SCIENCES
SOCS185  Culture and Society

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

BUILD SKILLS WITH STACKABLE DEGREES
When you earn an Associate Degree in Business, every course you completed in the program applies to your Bachelor’s Degree in Technical Management. Build your confidence – and your resume – when you start your journey at DeVry.

BUSINESS CORE

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

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

Associate Degree Program | Business
Business | Retail Management

Earn a credential at every step.

* The figures displayed represent the minimum credit hours required for graduation. Additional coursework may be necessary to complete program requirements. For the ABUS program, every course counts towards the Bachelor’s in Technical Management except for the following specializations: Information Technology, Health Information Management and Criminal Justice. At the time of application to the next credential level, an evaluation of qualifying transfer credit will occur and the most beneficial outcome will be applied.