

BUSINESS MANAGEMENT

Specialization: Small Business Management and Entrepreneurship



ABOUT THIS DEGREE PROGRAM

EMPOWERING EMERGING MANAGERS AND TEAM LEADERS

This program is designed to support students seeking to sharpen their managerial skills for a broad range of industries and organizational situations. Coursework provides a foundation of managerial principles to help students develop their leadership potential and complement their operational experience. The curriculum explores essential business topics, provides opportunities to specialize and integrates elective courses enabling students to develop skills to drive organizational change, manage projects, and achieve strategic and operational objectives.

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 Management program with a specialization in Small Business Management and Entrepreneurship may consider, but are not limited to, the following careers:

- Business Development Manager
- Construction Manager
- Meeting and Convention Planner
- Retail Store Manager
- Customer Relations Manager
- Internet and Sales Marketing Manager
- Small Business Owner

WHAT YOU'LL LEARN

ESSENTIALS

- Communicate methods and findings
- Collaborate in a dynamic work environment
- Solve complex problems
- Analyze financial and business-related data

BUSINESS CORE

- Lead, manage and collaborate in diverse environments in physical and virtual settings
- Explore basic analytical methods for data creation, collection and utilization
- 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 strategy

PROGRAM

- Develop fundamental competencies necessary to align financial decisions with operational goals
- Develop an understanding of cross-cultural leadership dynamics, strategies for managing diverse teams, and skills for effective communication and research
- Utilize core project management principles to create essential documents for effective communication

SPECIALIZED

- Develop long-range budget based on sales forecasts to plan for financial needs
- Apply decision making techniques to effectively operate a small business
- Apply creativity and innovation to identify opportunities and develop products and services
- Produce a comprehensive business plan to guide strategy and operations

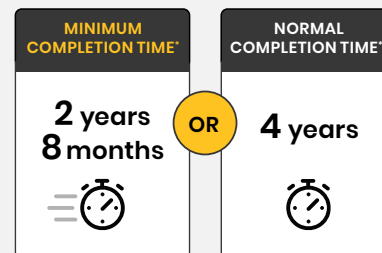
QUICK FACTS

122
CREDIT HOURS
minimum credit hours
required for graduation



ACCREDITATION MATTERS

The Bachelor of Science in Business Management 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.



ACCELERATE ON YOUR SCHEDULE

Choose the schedule that best fits your goals and commitments. You can earn your **Bachelor's Degree** in as little as **2 years 8 months**.*

Or, follow a normal schedule and complete your program in 4 years.**

*Minimum completion time does not include breaks and assumes 3 semesters of year-round, full-time enrollment in 12-19 credit hours a semester per 12-month period.

**Normal completion time includes breaks and assumes 2 semesters of enrollment in 12-19 credit hours per semester per 12-month-period.

Business Management | Small Business Management and Entrepreneurship

ESSENTIALS

40

CREDIT HOURS

COMMUNICATION SKILLS

ENGL112	Composition
ENGL135	Advanced Composition
SPCH275	Public Speaking

HUMANITIES

ETHC445	Principles of Ethics
LAS432	Technology, Society, and Culture

SOCIAL SCIENCES

ECON312	Principles of Economics
SOCS185 ¹	Culture and Society

MATHEMATICS AND NATURAL SCIENCES

MATH114	Algebra for College Students
SCI228 ²	Nutrition, Health and Wellness with Lab

Select one

MATH200	Quantitative Reasoning
MATH221	Statistics for Decision-Making

PERSONAL AND PROFESSIONAL DEVELOPMENT

CARD405	Career Development
COLL148	Critical Thinking and Problem-Solving

BUSINESS CORE

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CREDIT HOURS

BUSINESS CORE

BIAM110	Introduction to Business Analytics
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

Select one

ACCT207	Fundamentals of Accounting
ACCT212	Financial Accounting

PROGRAM

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CREDIT HOURS

LEADERSHIP AND OPERATIONS

BIAM110	Introduction to Business Analytics
BUSN278	Budgeting and Forecasting
BUSN369	International Business
LEAD335	Cross-Cultural Leadership
MGMT410	Human Resource Management
Select one⁴	
MGMT404	Project Management
PROJ404	Project Management for the Profession

ELECTIVES

Electives may be chosen from courses listed in the [Academic Catalog](#) provided they are not used to meet any other graduation requirements and prerequisites are met. The following are suggested electives.

ACCT360	Managerial Accounting
BUSN350	Business Analysis
TECH408	Applied AI for Management and Technology

To satisfy the Electives requirement, students who meet eligibility requirements may take up to three courses from the following graduate-level courses offered by the University's Keller Graduate School of Management. Credits earned for each course also satisfy requirements within certain Keller master's degree and graduate certificate programs. Additional information is available from student support advisors and in the Keller Graduate School of Management academic catalog.

HRM587G	Managing Organizational Change
LEAD570G	Leadership in the Age of AI
MIS540G	Innovation Through Technology
MIS548G	AI Applications for Business

SENIOR PROJECT

BUSN460	Senior Project
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SPECIALIZED

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CREDIT HOURS

SMALL BUSINESS MANAGEMENT AND ENTREPRENEURSHIP

BUSN258	Customer Relations
BUSN412	Business Policy
LAWS310	The Legal Environment
SBE310	Small Business Management and Entrepreneurship
SBE330	Creativity, Innovation and New Product Development
SBE420	Operational Issues in Small Business Management
SBE430	E-Commerce for Small Business
SBE440	Business Plan Writing for Small Businesses and Entrepreneurs

¹Students enrolled at a Nevada location take POLI332.

²Ohio residents enrolled as online students, and students enrolled at an Ohio location, must take an additional natural sciences course from those with designators BIOS, PHYS or SCI as part of this requirement.

Get a Head Start on Your Master's Degree

Take your degree to the next level with the Keller Credit Pathway

Eligible Bachelor's in Business Management students may save time and money by enrolling in **up to 3 graduate-level elective courses (9 credit hours)** helping to fast-track select Keller Graduate School of Management degrees.

For more information, refer to <https://www.devry.edu/d/keller-credit-pathway.pdf>

visit [DeVry.edu](https://www.devry.edu) | Call 888.DeVry.04

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. The University's 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: 1400 Crystal Dr., Ste. 120, Arlington, VA 22202. DeVry University is authorized for operation as a postsecondary educational institution by the Tennessee Higher Education Commission, www.tn.gov/thec. Lisle Campus: 4225 Naperville Rd., Ste. 400, Lisle, IL 60532. Unresolved complaints may be reported to the Illinois Board of Higher Education through the online complaint system <https://complaints.ibhe.org/> or by mail to 1 N. Old State Capitol Plaza, Ste. 333, Springfield, IL 62701-1377. 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. ©2025 DeVry Educational Development Corp. All rights reserved. Version 3/2025