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
Earning a bachelor’s degree in Communications with a specialization in Business Communications from DeVry University can help you develop the skills and competencies that employers seek, such as how to communicate effectively in diverse industries and marketplaces. Students in the program develop applied skills in Business Communications that can help prepare them for diverse roles and industries.

IS THIS PROGRAM FOR YOU?
If you’re interested in exploring the exciting field of communications in the global marketplace, then this program may be the right fit for you.

CAREER OPPORTUNITIES
Graduates of DeVry University’s Communications degree program with a specialization in Business Communication may consider careers including, but not limited to, the following:

• Advertising Copywriter
• Crisis and Emergency Communications Specialist
• Corporate Communications Specialist
• Employee Relations Manager
• Freelance Journalist
• Marketing Communications Specialist
• Media Relations Coordinator
• Training and Employee Development Manager

WHAT YOU’LL LEARN

ESSENTIALS
• Communicate methods and findings
• Collaborate in a dynamic work environment
• Solve complex problems
• Analyze business-related data
• Apply appropriate technologies and ethical communication skills

PROGRAM
• Utilize foundational business technologies to communicate
• Manage complex and diverse projects
• Consider global markets, impacts and communication strategies
• Learn multimodal forms of effective communication

SPECIALIZED
• Foundational knowledge in business communication conventions
• Navigate and lead dynamic workplace cultures
• Engage with diverse cultures and industries
• Work with diverse teams to set and achieve goals

QUICK FACTS

122 CREDIT HOURS
minimum credit hours required for graduation1

2 YEARS + 8 MONTHS
minimum length to graduation2

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.

LEARN FROM THOSE WHO LEAD
Our accomplished faculty of experienced educators is passionate about teaching and guiding students toward success. Shape and build your education with guidance from faculty who challenge you intellectually and provide insight into new learnings from their real-world knowledge and industry expertise.

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.

1 125 for students enrolled at a Pennsylvania location.
2 Not including breaks. Assumes year-round, full-time enrollment. Additional program information may be found at https://www.devry.edu/online-programs.html.
Bachelor's Degree Program  |  Business Communications

**ESSENTIALS**

**COMMUNICATION SKILLS**
- ENGL112  Composition
- ENGL135  Advanced Composition
- ENGL216  Technical Writing
- Select one
  - SPCH275  Public Speaking
  - SPCH276  Intercultural Communication

**HUMANITIES**
- HIST405  United States History
- LAS432  Technology, Society and Culture
- Select one
  - ETHC334  Diversity, Equity and Inclusion in the Workplace
  - ETHC445  Principles of Ethics
- Select one
  - HUMN303  Introduction to the Humanities
  - HUMN304  Multi-Ethnic Humanities

**SOCIAL SCIENCES**
- LAWS310  The Legal Environment
- POLI330  Political Science
- PSYC305  Motivation and Leadership
- SOCS185  Culture and Society
- SOCS325  Environmental Sociology

**MATHEMATICS AND NATURAL SCIENCES**
- BIOS105  Fundamentals of Human Anatomy and Physiology
- MATH114  Algebra for College Students
- MATH221  Statistics for Decision-Making
- SCI228  Nutrition, Health and Wellness with Lab
- SUST210  Renewable Energy: Science, Technology and Management

**PERSONAL AND PROFESSIONAL DEVELOPMENT**
- CARD405  Career Development
- COLL148  Critical Thinking and Problem-Solving

**PROGRAM**

**APPLIED TECHNOLOGIES**
- BIAM110  Introduction to Business Analytics
- BIS155  Data Analysis with Spreadsheets with Lab

**BUSINESS**
- BIS245  Database Essentials for Business with Lab
- BUSN115  Introduction to Business and Technology
- BUSN319  Marketing
- COMP100  Computer Applications for Business with Lab
- ECON312  Principles of Economics
- MGMT404  Project Management

**SENIOR PROJECT**
- COMM491  Senior Project I
- COMM492  Senior Project II

**SPECIALIZED**

**BUSINESS COMMUNICATIONS**
- BUSN412  Business Policy
- MGMT303  Principles of Management
- MGMT330  Business Communication
- PSYC315  Social Psychology
- SOCS335  Workplace Culture and Communication
- SOCS350  Cultural Diversity in the Professions
- TC220  Rhetorical Strategies for Technical Communication
- TC420  Marketing and Corporate Communications

★ This icon indicates Diversity, Equity & Inclusion Courses

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1 Students enrolled at a Nevada location must take POLI332 in lieu of this course.

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visit DeVry.edu  |  Call 888.DeVry.04

In New York, DeVry University operates as DeVry College of New York. DeVry is accredited by The Higher Learning Commission (HLC). DeVry University is authorized for operation as a postsecondary educational institution by the Tennessee Higher Education Commission. Program availability varies by location. ©2023 DeVry Educational Development Corp. All rights reserved. Version 1/2/2023