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

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 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
- Apply appropriate technologies

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 strategy

PROGRAM

- Apply leadership, resource management and conflict management techniques to solve business problems
- Analyze financial and statistical data using spreadsheet and database software
- Apply managerial theories and techniques to improve organizational performance and foster continuous improvement
- Effectively communicate business information to varying audiences through varying media

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

2 + 8 YEARS MONTHS

minimum length to 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.

MICROSOFT OFFICE PRODUCTIVITY TOOLS

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

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.

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.
Bachelor’s Degree Program | Business Management | Small Business Management and Entrepreneurship

ESSENTIALS

COMMUNICATION SKILLS
ENGL112 Composition
ENGL135 Advanced Composition

HUMANITIES1,2
LAS432 Technology, Society, and Culture@

Select one
ETHC334 Diversity, Equity and Inclusion in the Workplace @
ETHC445 Principles of Ethics

SOCIAL SCIENCES
ECON312 Principles of Economics
SOCIS185 Culture and Society @

MATHEMATICS AND NATURAL SCIENCES
MATH114 Algebra for College Students
MATH221 Statistics for Decision-Making
SCI228 Nutrition, Health and Wellness with Lab

ADDITIONAL GENERAL EDUCATION SELECTION
Select one
SPCH275 Public Speaking
SPCH276 Intercultural Communication @

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

This icon indicates Diversity, Equity & Inclusion Courses

BUSINESS CORE

BUSINESS CORE
ACCT212 Financial Accounting
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

PROGRAM

MANAGEMENT AND TECHNOLOGY
BIAM110 Introduction to Business Analytics
BIS245 Database Essentials for Business with Lab
BUSN278 Budgeting and Forecasting
BUSN369 International Business
MGMT404 Project Management
MGMT410 Human Resource Management

ANALYTICS
ACCT346 Managerial Accounting
BIAM300 Managerial Applications of Business Analytics
BUSN379 Finance

SENIOR PROJECT
BUSN460 Senior Project

SPECIALIZED

SMALL BUSINESS MANAGEMENT AND ENTREPRENEURSHIP
BUSN258 Customer Relations
BUSN412 Business Policy
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

CREDIT HOURS
37
40
18