



Bachelor's Degree Program MANAGEMENT

Specialization: **Small Business Management and Entrepreneurship**

ABOUT THIS DEGREE PROGRAM

The bachelor's degree in Management at DeVry University can help you develop the management skills needed to work in many business areas and industries, such as accounting, project management, entrepreneurship, marketing, and human resources. If you're currently employed, this can be a great way to further develop your management skills.

Our Management degree program is designed to prepare students to meet the challenges of a high-tech, global marketplace by bringing the real world into the classroom. Through experiential projects, you can develop the skills and business acumen needed in today's business world.

This program is designed to accommodate students with a wide range of experiences, including those with little or no prior college education or work experience. If you have prior work or educational experience, you may also want to consider our Technical Management degree program which is available with many of the same specializations.

Through our TechPath approach, we've put technology at the core of our programs in business, tech and health – including this program. Every TechPath class you take revolves around a unique learning rubric developed at DeVry. We call it People-Process-Data-Devices or P2D2. You'll gain real skills in collaboration, be able to adapt to new structures, and be comfortable working with data and a wide spectrum of tech-forward tools. P2D2 is a key component of what makes TechPath a smart, new way of getting the knowledge you need to be ready to hit the ground running in the way successful companies work today.

GENERAL EDUCATION COURSEWORK

Communication Skills

- ENGL112** Composition
- ENGL135** Advanced Composition

Humanities

- ETHC445** Principles of Ethics
- LAS432** Technology, Society and Culture

Social Sciences

- ECON312** Principles of Economics
- SOCS185¹** 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

- SPCH275** Public Speaking

Personal and Professional Development

- CARD405** Career Development
- COLL148** Critical Thinking and Problem-Solving

¹ Students enrolled at a Nevada location must take POLI332 as part of this requirement or the General Education Option.

CORE-DEGREE COURSEWORK

Business, Management and Technology

- ACCT212** Financial Accounting
- BIS155** Data Analysis with Spreadsheets with Lab
- BIS245** Database Essentials for Business with Lab
- BUSN115** Introduction to Business and Technology
- BUSN278** Budgeting and Forecasting
- BUSN319** Marketing
- CIS115** Logic and Design
- CIS206** Architecture and Operating Systems with Lab
- COMP100** Computer Applications for Business with Lab
- MGMT303** Principles of Management
- MGMT404** Project Management
- MGMT410** Human Resource Management

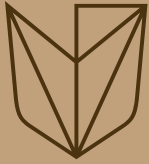
Senior Project

- BUSN460** Senior Project

Analytics

- BIAM300** Managerial Applications of Business Analytics
- BIAM400** Applied Business Analytics
- BIAM410** Database Concepts in Business Intelligence

Courses in blue are part of the DeVry Tech Path



Bachelor's Degree Program | Management

SPECIALIZATION: SMALL BUSINESS MANAGEMENT AND ENTREPRENEURSHIP

COLLEGE OF
BUSINESS & MANAGEMENT

ABOUT THIS SPECIALIZATION

DeVry University's bachelor's degree program in Management can help prepare you for the workplace with a solid business foundation. Our specialization in Small Business Management and Entrepreneurship can further focus your studies.

Small businesses are a vital part of the American economy, driving innovation, growth and prosperity. They reflect the American dream and "can-do" spirit of entrepreneurship in which a good idea, strong business skills and enough hard work can build a substantial and fulfilling career, and leave a lasting legacy.

Our Small Business Management and Entrepreneurship specialization can help you visualize and work toward this goal through a sharp focus on critical business, management and communication skills, aimed at helping budding entrepreneurs.

This specialization provides an overview of small business management and entrepreneurship, as well as a focus on customer relations, budgeting, forecasting, e-commerce and other small business topics. As a graduate, you can develop the skills to excel in the vibrant small business sector.

Graduates of DeVry University's Management program with a specialization in Small Business Management and Entrepreneurship may consider careers including, but not limited to, the following:

- Administrative Services Manager
- Business Development Manager
- Business Manager
- Construction Manager
- General and Operations Manager
- Customer Relations Manager
- Internet Marketing and Sales Manager
- Management Analyst/Consultant
- Meeting and Convention Planner
- Retail Store Manager
- Small Business Owner
- Social and Community Service Manager

Employment in some occupations may require years of relevant experience.

For comprehensive consumer information, visit devry.edu/studentconsumerinfo. Important information about the education debt, earnings and completion rates of students who attended this program can be found at devry.edu/bm-ge. For additional program information, visit devry.edu/bm.

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. DeVry is certified to operate by the State Council of Higher Education for Virginia. Arlington Campus – 2450 Crystal Dr., Arlington, VA 22202. DeVry University is authorized for operation by the THEC. www.tn.gov/thec Nashville Campus - 3343 Perimeter Hill Dr., Nashville, TN 37211. To report unresolved complaints to the Illinois Board of Higher Education, visit their webpage at <http://complaints.ibhe.org/> or by mail to the Illinois Board of Higher Education, 1 N. Old State Capitol Plaza, Suite 333, Springfield, IL 62701-1377. Program availability varies by location. ©2017 DeVry Educational Development Corp. All rights reserved. Version 08/14/17

KNOWLEDGE AND SKILLS

ADMINISTRATION AND MANAGEMENT — Understand the fundamental management theories and traditional managerial responsibilities in formal and informal organizational structures, including planning, organizing, directing, controlling and staffing.

BUSINESS PLAN WRITING — Draft a comprehensive business plan for a small business, including an executive summary, company description, target market, competition, marketing and sales, operations, management structure, future development and financials.

E-COMMERCE — Study the potential of e-commerce and its impact on small business practices, including opportunities, issues, alternatives and techniques to support the development of an Internet marketing plan and related website.

BUDGETING AND FORECASTING — Design and implement a departmental budget encompassing the various processes that account for resource expenditures, develop a long-range budget forecast and assess its impact on departmental planning.

OPERATIONAL ISSUES — Address unique issues for small business management, including improving the success rate, financing, determining the effect of regulations and obtaining information to improve performance.

SALES AND MARKETING — Discover the principles and methods for showing, promoting and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques and sales control systems.

CUSTOMER AND PERSONAL SERVICE — Demonstrate the principles and processes of personal service, including conducting customer needs assessments, meeting quality standards for services and evaluating customer satisfaction.

PROGRAM-SPECIFIC COURSEWORK

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

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