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
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
SPCH275 Public Speaking

Personal and Professional Development
CARD405 Career Development
COLL148 Critical Thinking and Problem-Solving

Courses in blue are part of the DeVry Tech Path Program.

CORE-DEGREE COURSEWORK

Business, Management and Technology
ACCT212 Financial Accounting
BIS185 Data Analysis with Spreadsheets with Lab
BIS248 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

COMPI100 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 Program.

NOTES

1 Students enrolled at a Nevada location must take POLI332 as part of this requirement or the General Education Option.
2 Students enrolled at a Pennsylvania location must take HUMN451 as part of this requirement.
3 Ohio residents enrolled as online students, and students enrolled at an Ohio location, must take an additional natural sciences course from those with prefixes BIOS, PHYS, or SCI as part of this requirement.

DeVry University
Bachelor’s Degree Program | Management

SPECIALIZATION: SMALL BUSINESS MANAGEMENT AND ENTREPRENEURSHIP

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.

Grads 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.

In New York, DeVry University operates as DeVry College of New York. DeVry University is accredited by the Higher Learning Commission (HLC), http://www.hlcommission.org. 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 2450 Crystal Dr., Arlington, VA 22202. DeVry University is authorized for operation as a postsecondary educational institution by the Tennessee Higher Education Commission. www.tn.gov/chee Nashville Campus: 3343 Perimeter Hill Dr., Nashville, TN 37211. 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.

©2018 DeVry Educational Development Corp. All rights reserved. Version 08/31/18

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.

In New York, DeVry University operates as DeVry College of New York. DeVry University is accredited by the Higher Learning Commission (HLC), http://www.hlcommission.org. 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 2450 Crystal Dr., Arlington, VA 22202. DeVry University is authorized for operation as a postsecondary educational institution by the Tennessee Higher Education Commission. www.tn.gov/chee Nashville Campus: 3343 Perimeter Hill Dr., Nashville, TN 37211. 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.

©2018 DeVry Educational Development Corp. All rights reserved. Version 08/31/18

PROGRAM-SPECIFIC COURSEWORK

Small Business Management and Entrepreneurship

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSN258</td>
<td>Customer Relations</td>
</tr>
<tr>
<td>BUSN412</td>
<td>Business Policy</td>
</tr>
<tr>
<td>SBE310</td>
<td>Small Business Management and Entrepreneurship</td>
</tr>
<tr>
<td>SBE330</td>
<td>Creativity, Innovation and New Product Development</td>
</tr>
<tr>
<td>SBE420</td>
<td>Operational Issues in Small Business Management</td>
</tr>
<tr>
<td>SBE430</td>
<td>E-Commerce for Small Business</td>
</tr>
<tr>
<td>SBE440</td>
<td>Business Plan Writing for Small Businesses and Entrepreneurs</td>
</tr>
</tbody>
</table>

Courses in blue are part of the DeVry Tech Path