

# COMMUNICATIONS

Specialization: Business Communications



## ABOUT THIS DEGREE PROGRAM

### BUSINESS CORE

#### 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 graduation<sup>1</sup>

**2 + 8**  
YEARS MONTHS  
minimum length to graduation<sup>2</sup>



### 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**

### 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.

**DIVERSITY,  
EQUITY &  
INCLUSION**

### 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.

<sup>1</sup> 125 for students enrolled at a Pennsylvania location.

<sup>2</sup> Not including breaks. Assumes year-round, full-time enrollment. Additional program information may be found at <https://www.devry.edu/online-programs.html>.

# Communications | Business Communications

## ESSENTIALS

**67**  
CREDIT HOURS

### 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 <sup>1</sup>	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

☼ This icon indicates Diversity, Equity & Inclusion Courses

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

## PROGRAM

**29**  
CREDIT HOURS

### 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

**28**  
CREDIT HOURS

### 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

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](http://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](http://www.tennesseehighereducationcommission.org). Naperville Campus: 1200 E. Diehl Rd., Naperville, IL 60563. 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.