

# BUSINESS MANAGEMENT

Specialization: Small Business Management and Entrepreneurship



## ABOUT THIS DEGREE PROGRAM

### EMPOWERING EMERGING MANAGERS AND TEAM LEADERS

This program is designed to support students seeking to sharpen their managerial skills for a broad range of industries and organizational situations. Coursework provides a foundation of managerial principles to help students develop their leadership potential and complement their operational experience. The curriculum explores essential business topics, provides opportunities to specialize and integrates elective courses enabling students to develop skills to drive organizational change, manage projects, and achieve strategic and operational objectives.

### 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 [Business 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

### BUSINESS CORE

- Lead, manage and collaborate in diverse environments in physical and virtual settings
- Explore basic analytical methods for data creation, collection and utilization
- 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

- Develop fundamental competencies necessary to align financial decisions with operational goals
- Develop an understanding of cross-cultural leadership dynamics, strategies for managing diverse teams, and skills for effective communication and research
- Utilize core project management principles to create essential documents for effective communication

### 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

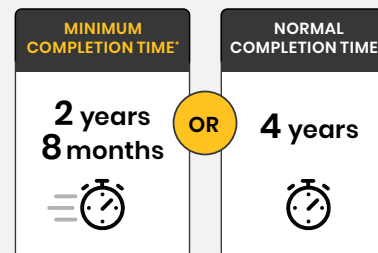
## QUICK FACTS

**122**  
CREDIT HOURS  
minimum credit hours  
required for graduation



### 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](http://www.acbsp.org)), demonstrating that it meets standards of business education that promote teaching excellence.



### ACCELERATE ON YOUR SCHEDULE

Choose the schedule that best fits your goals and commitments. You can earn your **Bachelor's Degree** in as little as **2 years 8 months.\***

Or, follow a normal schedule and complete your program in 4 years.\*\*

\*Minimum completion time does not include breaks and assumes 3 semesters of year-round, full-time enrollment in 12-19 credit hours a semester per 12-month period.  
\*\*Normal completion time includes breaks and assumes 2 semesters of enrollment in 12-19 credit hours per semester per 12-month-period.

# Business Management | Small Business Management and Entrepreneurship

## ESSENTIALS

**40**  
CREDIT HOURS

### COMMUNICATION SKILLS

- ENGL112 Composition  
 ENGL135 Advanced Composition  
*Select one*  
 SPCH275 Public Speaking  
 SPCH276 Intercultural Communication ☺

### HUMANITIES

- 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  
 SOCS185<sup>1</sup> Culture and Society ☺

### MATHEMATICS AND NATURAL SCIENCES

- MATH114 Algebra for College Students  
 SCI228<sup>2</sup> Nutrition, Health and Wellness with Lab  
*Select one*  
 MATH200 Quantitative Reasoning  
 MATH221 Statistics for Decision-Making

### PERSONAL AND PROFESSIONAL DEVELOPMENT

- CARD405 Career Development  
 COLL148 Critical Thinking and Problem-Solving

## BUSINESS CORE

**21**  
CREDIT HOURS

### BUSINESS CORE

- BIAM110 Introduction to Business Analytics  
 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  
*Select one*  
 ACCT207 Fundamentals of Accounting  
 ACCT212 Financial Accounting

## PROGRAM

**35**  
CREDIT HOURS

### LEADERSHIP AND OPERATIONS

- BIAM110 Introduction to Business Analytics  
 BUSN278 Budgeting and Forecasting  
 BUSN369 International Business  
 LEAD335 Cross-Cultural Leadership  
 MGMT410 Human Resource Management  
*Select one<sup>4</sup>*  
 MGMT404 Project Management  
 PROJ404 Project Management for the Profession

### ELECTIVES

Electives may be chosen from courses listed in the [Academic Catalog](#) provided they are not used to meet any other graduation requirements and prerequisites are met. The following are suggested electives.

- ACCT360 Managerial Accounting  
 BUSN350 Business Analysis  
 TECH408 Applied AI for Management and Technology

To satisfy the Electives requirement, students who meet eligibility requirements may take up to three courses from the following graduate-level courses offered by the University's Keller Graduate School of Management. Credits earned for each course also satisfy requirements within certain Keller master's degree and graduate certificate programs. Additional information is available from student support advisors and in the Keller Graduate School of Management academic catalog.

- HRM587G Managing Organizational Change  
 LEAD570G Leadership in the Age of AI  
 MIS540G Innovation Through Technology  
 MIS548G AI Applications for Business

### SENIOR PROJECT

- BUSN460 Senior Project

## SPECIALIZED

**27**  
CREDIT HOURS

### SMALL BUSINESS MANAGEMENT AND ENTREPRENEURSHIP

- BUSN258 Customer Relations  
 BUSN412 Business Policy  
 LAWS310 The Legal Environment  
 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

<sup>1</sup>Students enrolled at a Nevada location take POL1332.

<sup>2</sup>Ohio residents enrolled as online students, and students enrolled at an Ohio location, must take an additional natural sciences course from those with designators BIOS, PHYS or SCI as part of this requirement.

## Get a Head Start on Your Master's Degree

### Take your degree to the next level with the Keller Credit Pathway

Eligible Bachelor's in Business Management students may save time and money by enrolling in **up to 3 graduate-level elective courses (9 credit hours)** helping to fast-track select Keller Graduate School of Management degrees.

For more information, refer to <https://www.devry.edu/d/keller-credit-pathway.pdf>

☺ This icon indicates Diversity, Equity & Inclusion Courses

visit [DeVry.edu](https://www.devry.edu) | Call 888.DeVry.04