# **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 <u>Business Management program with a specialization in Small Business</u>
<u>Management and Entrepreneurship</u> 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, <a href="https://www.acbsp.org">www.acbsp.org</a>), 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 SOCS185¹ 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 Planting Introduction to Rucinoss Analytics

RIAMITIO	introduction to Business Analytics
BUSN278	Budgeting and Forecasting
BUSN369	International Business
LEAD335	Cross-Cultural Leadership
MGMT410	Human Resource Management

Select one⁴

MGMT404 Project Management

PROJ404 Project Management for the Profession

#### **ELECTIVES**

Electives may be chosen from courses listed in the <u>Academic Catalog</u> 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 Al
MIS540G	Innovation Through Technology
MIS548G	Al Applications for Business

#### **SENIOR PROJECT**

BUSN460 Senior Project

#### **SPECIALIZED**

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>&</sup>lt;sup>1</sup>Students enrolled at a Nevada location take POLI332.

### 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





<sup>&</sup>lt;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.