

# BUSINESS ADMINISTRATION

Specialization: Small Business Management and Entrepreneurship



## 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.

#### 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 Administration program with a specialization in Small Business Management and Entrepreneurship](#) may consider, but are not limited to, the following careers:

- Business Development Manager
- Meeting and Convention Planner
- Retail Store Manager
- Customer Relations Manager
- Management Analyst Consultant
- Small Business Owner
- Social and Community Service 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

### 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
- Solve complex business problems using numerical and qualitative data
- Use technology to develop business solutions to improve daily operations and long-term strategy

### PROGRAM

- Use managerial and cost accounting techniques to address business challenges
- Explore corporate finance principles and the practical tools necessary for effective financial planning and decision-making
- Understand economic fundamentals and real-world applications for effective planning in micro and macro contexts
- Utilize core project management principles to create essential documents for effective communication and project planning

### SPECIALIZED

- Apply decision making techniques to effectively operate a small business
- Identify opportunities and develop new products and services
- Produce a business plan to guide strategy and operations

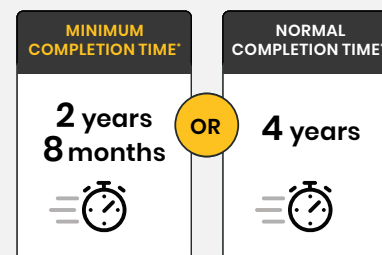
## QUICK FACTS

**124**  
CREDIT HOURS  
minimum credit hours  
required for graduation<sup>1</sup>



### ACCREDITATION MATTERS

The Bachelor of Science in Business Administration 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.

<sup>1</sup>127 for students enrolled at a New Jersey location.

# Business Administration | Small Business Management and Entrepreneurship

## ESSENTIALS

**50**  
CREDIT HOURS

### COMMUNICATION SKILLS<sup>1</sup>

ENGL112 <sup>2</sup>	Composition
ENGL135	Advanced Composition
ENGL216	Technical Writing

*Select one*

SPCH275	Public Speaking
SPCH276	Intercultural Communication ☒

### HUMANITIES

LAS432	Technology, Society, and Culture ☒
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*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

PSYC305 <sup>3</sup>	Motivation and Leadership
SOCS185	Culture and Society ☒

*Select one*

SOCS325	Environmental Sociology
SOCS350	Cultural Diversity in the Professions ☒

### MATHEMATICS AND NATURAL SCIENCES

MATH114	Algebra for College Students
SCI228	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

☒ This icon indicates Diversity, Equity & Inclusion Courses

## BUSINESS CORE

**21**  
CREDIT HOURS

### BUSINESS CORE<sup>4,5</sup>

BIAM110	Introduction to Business Analysis
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

**26**  
CREDIT HOURS

### PLANNING AND COMMUNICATION

BUSN315 <sup>6,7</sup>	Contemporary Business
BUSN379	Finance
ECON312	Principles of Economics

*Select one*

MGMT404	Project Management
PROJ404	Project Management for the Profession

### ELECTIVES

Electives may be chosen from courses listed in the Course Descriptions section of the [Academic Catalog](#) provided they are not used to meet other graduation requirements and prerequisites are met. The following suggested electives ensure students meet prerequisite requirements and offer applied tech skills for today's business world. Qualifying prior college coursework not meeting other program requirements may be applied toward elective hours.

ACCT360	Managerial Accounting
BIS310	Compliance and Security Management
LEAD200	Communication for a Diverse Workplace

### SENIOR PROJECT

BUSN460	Senior Project
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## SPECIALIZED

**27**  
CREDIT HOURS

### SMALL BUSINESS MANAGEMENT AND ENTREPRENEURSHIP

BUSN258	Customer Relations
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>14 for students enrolled at a New Jersey location.

<sup>2</sup>Students enrolled at a New Jersey location take ENGL108 in lieu of this course.

<sup>3</sup>Students enrolled at a Nevada location must take POLI332 in lieu of this requirement.

<sup>4</sup>Students enrolled at a New Jersey location must also take BUSN369, BUSN412 and GSCM206 to fulfill this requirement.

<sup>5</sup>30 for students enrolled at a New Jersey location, where the additional credit hours satisfy the Elective course area requirement.

<sup>6</sup>Students attending a New Jersey location and selecting the Accounting major/concentration must take ACCT360.

<sup>7</sup>Students attending a New Jersey location and selecting the Human Resource Management major/concentration must take MGMT410.

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