

BUSINESS ESSENTIALS



ABOUT THIS 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.

IS THIS PROGRAM FOR YOU?

If you have an interest in developing foundational knowledge required in any business setting, this program might be the right fit for you.

A PROGRAM TO FUEL YOUR FUTURE

Prepare to explore the key disciplines needed for success in a business setting. Coursework in this program covers concepts related to general business principles, including accounting, marketing, management and analytics. Guided assignments and simulations support an active learning environment designed to prepare you for workplace.

CAREER OPPORTUNITIES

- Administrative Services Manager
- Office Clerk General
- Customer Service Representative

QUICK FACTS

25
CREDIT HOURS
minimum credit hours
required for graduation

8
COURSES

8
MONTHS
minimum length to
graduation¹

**FLEX
2 FIT**

FLEXIBILITY TO FIT YOUR LIFE

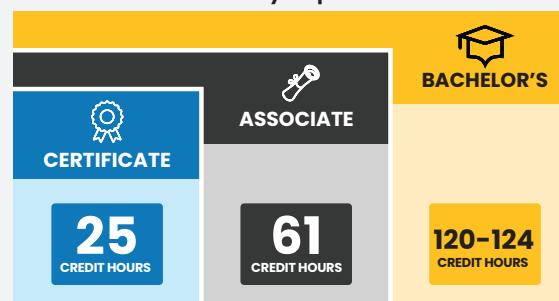
Take courses online, on campus or in our innovative connected classrooms. Study full- or part-time and tailor your DeVry experience to fit your life. Classes start every 8 weeks, so you can begin your college degree when it makes sense for you.



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.

Earn a credential at every step.



EARN A CREDENTIAL AT EVERY STEP

When you earn the [Business Essentials Certificate](#), whether you complete the suggested electives or choose your own, you can stack into a qualifying program.²

¹ Minimum schedule does not include breaks and assumes 3 semesters of year-round, full-time enrollment in 12-13 credit hours a semester per 12 month period.

² The figures displayed represent the minimum credit hours required for graduation. At the time of application to the next credential level, an evaluation of qualifying transfer credit will occur and the most beneficial outcome will be applied.

Business Essentials

PROGRAM

BUSINESS CORE

BIS155	Data Analysis with Spreadsheets with Lab
BUSN115	Introduction to Business and Technology
BUSN219	Marketing Fundamentals
COMP100	Computer Applications for Business with Lab
LEAD150	Leadership and Facilitating Change

One of:

ACCT207	Fundamentals of Accounting
ACCT212*	Financial Accounting

ELECTIVES

The following suggested electives align with coursework in the associate degree in Business. Students may request alternate elective courses through academic advising.

BUDGETING AND FORECASTING

ACCT360	Managerial Accounting
BUSN278	Budgeting and Forecasting

GENERAL BUSINESS

GSCM206	Managing Operations Across the Supply Chain
MGMT210	Human Resource Functions

HEALTHCARE BUSINESS

HIT111	Basic Medical Terminology
HSM310	Introduction to Health Services Management

RETAIL MANAGEMENT

BUSN258	Customer Relations
MGMT230	Contemporary Retail Management

*Student selecting the Budgeting and Forecasting track must take ACCT212

HUMAN RESOURCES

MGMT210	Human Resource Functions
HRM420	Training and Development

PROJECT MANAGEMENT

BIAM110	Introduction to Business Analytics
PROJ404	Project Management for the Profession

SALES AND CUSTOMER DEVELOPMENT

BUSN160	Introduction to Sales and Business Development
MGMT300	Customer Care and Relationship Management

WHAT YOU'LL LEARN

BUSINESS CORE

- Lead, manage and collaborate in diverse environments in physical and virtual settings
- 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 long-term strategy

ELECTIVES

Students who complete the following suggested electives have the opportunity to gain the follow skills and abilities:

BUDGETING AND FORECASTING

- Develop and assess a long-range budget forecast
- Assess essential financial accounting functions and theory

GENERAL BUSINESS

- Apply strategic supply chain management to improve effectiveness and efficiency in logistics
- Examine and develop effective HR processes, plans and guidelines

HEALTHCARE BUSINESS

- Learn basic medical terminology and characteristics of U.S. healthcare systems
- Evaluate key trends related to the delivery of healthcare services

RETAIL MANAGEMENT

- Develop a solid consumer relations program and use the program to generate sales
- Improving retail marketing, process and functions to improve retail sales

HUMAN RESOURCES

- Understanding the role of human resources in organizations
- Understanding the role of employee training and development in organizations

PROJECT MANAGEMENT

- Select and apply methods to summarize data, identify patterns and make predictions
- Apply fundamental project management concepts to develop key project management documents

SALES AND CUSTOMER DEVELOPMENT

- Learning listening, communication and relationship building skills in business
- Understanding strategies and practices for gaining and retaining customers

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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. 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, www.tn.gov/thec. Lisle Campus: 4225 Naperville Rd., Ste. 400, Lisle, IL 60532. Unresolved complaints may be reported to the Illinois Board of Higher Education through the online complaint system <https://complaints.ibhe.org/> or by mail to 1 N. Old State Capitol Plaza, Ste. 333, Springfield, IL 62701-1377. 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. ©2024 DeVry Educational Development Corp. All rights reserved. Version 9/23/2024

