

BUSINESS

Track: Sales and Customer Development



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

By pursuing the Sales and Customer Development track, you will explore essential strategies and tools essential for acquiring and retaining customers focusing on understanding customer needs, behaviors and preferences.

IS THIS PROGRAM FOR YOU?

Interested in developing the skills needed to develop and maintain strong customer relationships? This program may be the right fit for you.

CAREER OPPORTUNITIES

Graduates of DeVry University's [Business associate degree](#) program with a track in Sales and Customer Development may consider, but are not limited to, the following careers:

- Sales Representative
- Account Representative

WHAT YOU'LL LEARN

ESSENTIALS

- Communicate complex business concepts to stakeholders
- Collaborate in dynamic work environments
- Develop sophisticated business solutions
- Analyze business opportunities, risk and options for financial resources
- Apply technology to meet consumer needs and achieve business goals

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
- Apply marketing strategies for business products and services

SPECIALIZED

- Learn practical components to enhancing customer experience and building relationships
- Explore effective selling strategies that facilitate the development of long-term customer relationships including customer listening, product knowledge, communication skills and building trust for long-term customer relationships
- Understand motivation and leadership considering personality, values, conflict, and diversity

QUICK FACTS

61
CREDIT HOURS
minimum credit hours required
for graduation



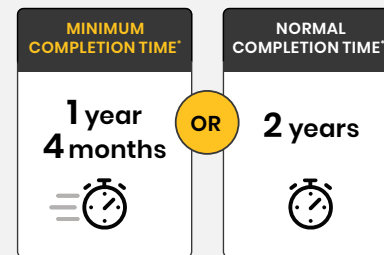
ACCREDITATION MATTERS

The Associate in Business degree program has achieved voluntary accreditation from the Accreditation Council for Business Schools and Programs (ACBSP, www.acbsp.org), demonstrating that it meets standards of business education that promote teaching excellence.



EMBEDDED PROGRAM

DeVry offers a unique 2-in-1 design that allows our Business Essentials Certificate to be embedded within the Associate in Business, giving you the chance to earn your certificate on the way to your associate degree.



ACCELERATE ON YOUR SCHEDULE

Choose the schedule that best fits your goals and commitments. You can earn your **Associate Degree** in as little as **1 year 4 months.***

Or, follow a normal schedule and complete your program in 2 years.**

* Minimum completion time does not include breaks and assumes 3 semesters of year-round, full-time enrollment in 12-18 credit hours a semester per 12-month period.
** Normal completion time includes breaks and assumes 2 semesters of enrollment in 12-18 credit hours per semester per 12-month period.

Business | Sales and Customer Development

ESSENTIALS

30
CREDIT HOURS

COMMUNICATION SKILLS

ENGL112 Composition
ENGL135 Advanced Composition

One of:

SPCH275 Public Speaking
SPCH276 Intercultural Communication ☼

HUMANITIES

One of:

ETHC232 Ethical and Legal Issues in the Professions
ETHC334 Diversity, Equity and Inclusion in the Workplace ☼

SOCIAL SCIENCES

SOCS185 Culture and Society ☼

MATHEMATICS AND NATURAL SCIENCES

MATH114 Algebra for College Students
SCI228 Nutrition, Health and Wellness with Lab

PERSONAL AND PROFESSIONAL DEVELOPMENT

CARD205 Career Development
COLL148 Critical Thinking and Problem-Solving



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 course options – denoted by this icon – highlight relevant topics to help empower you to promote an inclusive workplace.

BUSINESS CORE

18
CREDIT HOURS

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

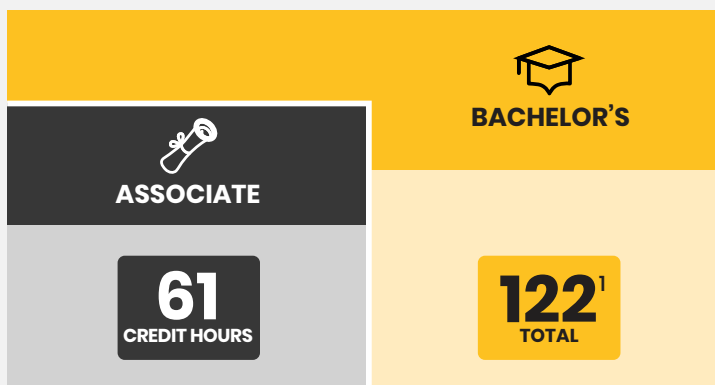
SPECIALIZED

14
CREDIT HOURS

SALES AND CUSTOMER DEVELOPMENT

BUSN160 Introduction to Sales and Business Development
BUSN258 Customer Relations
MGMT300 Customer Care and Relationship Management
PSYCH305 Motivation and Leadership

Earn a Credential at Every Step



¹The figures displayed represent the minimum credit hours required for graduation. Additional coursework may be necessary to complete program requirements. At the time of application to the next credential level, an evaluation of qualifying credits will occur and the most beneficial outcome will be applied. Future programmatic changes could impact the application of credits to a future program. Refer to the academic catalog for details.

BUILD SKILLS WITH STACKABLE DEGREES

When you earn an Associate Degree in Business, eligible credits you completed in the program apply to your Bachelor's Degree in Technical Management¹. Build your confidence – and your resume – when you start your journey at DeVry.

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