

A Business Management Program Like No Other



Bachelor of Science in Business Management



BRYAN UNIVERSITY
FOUNDED 1940

The Business Management Industry is Growing...

Expanding Career Opportunities

According to the Bureau of Labor Statistics, careers for General and Operations Managers are expected to grow 5-9 percent through the year 2026, and add another 210,800 industry job openings in the United States through the same year.¹

Attractive Careers & Employers

As a graduate of the Bryan University Bachelor of Science Degree in Business Management, you'll have the knowledge and skills to be job-ready for career opportunities² such as:

- Business Manager
- Operations Manager
- Marketing Manager
- Finance Manager
- Retail Manager
- Reporting Analyst
- Business Intelligence Analyst
- Business Management Analyst
- Self-Employed

You'll lead a rewarding career in employment settings such as:

- Business consulting groups
- Federal, state, and local government agencies
- Finance and insurance firms
- Manufacturing and production facilities
- For-profit and non-profit enterprises
- Service industries
- Retailers

210,800

– Projected number of job openings for Business and Operations Managers through the year 2026.¹

Gain a Competitive Edge with Specialized Skills that Employers Need

In today's business environment, college graduates must be equipped with the right technology expertise, problem solving skills, and leadership acumen. As a Bryan University business student, you'll build a solid foundation of knowledge in business from faculty who have real-world experience, plus you'll learn critical competencies that employers need, such as:

- Leadership and management
- Finance and accounting
- Human resources
- Marketing
- Business law and economics
- Organizational behavior
- Speaking and presenting
- Ethics

You'll also learn unique, specialized skills as part of the core curriculum:

- Project management
- Business process and quality improvement
- Reporting and business intelligence
- Technologies such as Excel
- Real-world case study approach
- An Applied Analytics Capstone Case Study where you'll solve a real-world business challenge using the tools and techniques learned in class
- A portfolio of your work that demonstrates your skills to future employers

All courseware and books are included in the program tuition!

Three Business Concentrations to Choose From

In addition to the core courses, students of the Bachelor's Degree in Business Management can choose from one of the following three concentrations to gain a deeper level of expertise:

Business Management Concentration

- Strategic decision-making
- Leading diverse teams
- Negotiation
- Conflict management
- Supply chain management

Business Intelligence Concentration

- Analyzing marketing, financial, and consumer information
- Presenting and interpreting information
- Using information for strategic decision-making
- Quantitative statistics and research methods

Business Data Analytics Concentration

- Relational databases using Access
- Extracting data using Structure Query Language (SQL)
- Data analysis using Excel
- Reporting and data visualization using SQL Server Reporting Services

Experience the New Online Learning Model—Personalized to You

Our dynamic experiential learning model (DeXL) contains cutting-edge curriculum combined with computer-based learning tools, allowing you to learn smarter and retain more. You'll receive a personalized learning experience, which includes:

- Individual coaching meetings with instructors when you want them, and instructors who reach out to you if they see you need help
- The flexibility to accelerate assignment due dates and select from a variety of assignment options to fit your schedule and learning style
- A mastery-based learning environment giving you the option to improve grades by re-taking assignments based upon instructor feedback
- Cutting-edge technologies such as SmartBooks, an electronic textbook platform that identifies your current knowledge level and highlights only the information you need, saving you time and improving the learning experience
- Meaningful, interactive conversations with your peers and faculty

- Real-world experiences using simulated work environments
- Weekly live, interactive online events such as industry speakers, faculty coaching sessions, and helpful workshops that are all recorded in case you miss the event and need to watch it later

The Bryan University Difference

Long-Standing History of Excellence.

We have a 77-year proven track record of preparing graduates for successful careers since 1940.

Focus on Employment, Not Just a Degree.

You'll graduate with a degree targeted for an in-demand job market and earn skills that match employers' needs. Work with the Career Services Department to build a job network, sharpen your interview skills, and create an eye-catching resume.

Accelerated Programs.

At Bryan University, we've developed a unique approach to education that allows you to complete your program in the shortest amount of time possible, while still providing the top-notch curriculum, faculty, and support to ensure your success.

Get the Credit You Deserve.

If you apply to Bryan University with prior college credits and/or a degree, we'll accept as many credits as possible to validate the hard work you've already completed.

Learn by Doing, Not Just Lectures.

You'll develop skills and competencies using some of the most innovative, state-of-the-art learning curriculum, tools, and resources available.

Learn From Experts, Not Just Books.

Each faculty member has been carefully selected to ensure they have extensive industry experience. They provide caring, individualized support and mentoring.

Connect With Others, Not Just the Internet.

Whether you're an online or on campus student, you'll learn collaboratively with faculty and peers to build a network of colleagues—for life.

Return for Refresher Classes.

As a Bryan graduate, you'll have the privilege of returning and auditing previously completed courses still being taught—at no charge—to keep your skills and confidence sharp.

Affordable.

A member of our student finance team will help you put together a financial plan that works for you. Financial aid is available to those who qualify.

For more information about our graduation rates, the median debt of students who completed the program and other important information, please navigate on the internet to: <http://bryanuniversity.edu/about/consumer-info/gainfulemployment-links>.

¹Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2016-17 Edition. Also see <http://www.onetonline.org/link/summary/11-1021.00>. Sites visited on 1/15/2017.

²Example occupations shown herein do not imply a guarantee of employment. Students are responsible for conducting occupational research for their chosen program. Employers have unique hiring practices and job-specific requirements, which may include years of experience for manager positions. Graduates with little to no prior experience should expect an entry-level position.



Advance Your Career—Starting Today

Visit www.BryanUniversity.edu
Call 1-888-860-5614

FINANCIAL AID AVAILABLE FOR THOSE WHO QUALIFY



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