

# 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 5-10 percent through the year 2030, and add another 229,600 industry job openings in the United States through the same year.<sup>1</sup>

## 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 opportunities<sup>2</sup> 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

## 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 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

# 229,600

– Projected number of job openings for Business and Operations Managers through the year 2030.<sup>1</sup>

**All courseware and books are included in the program tuition!**

## Two 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 two concentrations to gain a deeper level of expertise:

### Business Management Concentration

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

### Data Analytics and Business Intelligence Concentration

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

## 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 Cerego, 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

## 10 More Reasons to Choose Bryan University

### 1. Tuition Lock Guarantee.

We lock your tuition rate once you enroll, plus your tuition goes down the longer you're in school. Financial aid available if you qualify.

### 2. Books, Courseware, and Certifications Included.

We take care of shipping your textbooks and provide you easy access to electronic courseware. Plus, we help you prepare for nationally-recognized certification exams.

### 3. Focus on Employment.

You'll graduate with a degree targeted for a specific job market and earn skills that match employers' needs.

### 4. Job Search Assistance.

As a graduate, you'll receive career search services, including job networking best practices, sharpening your interview skills, and creating an eye-catching resume.

### 5. Learn by Doing.

You'll develop real-world skills by completing simulated job tasks and using industry technologies.

### 6. Return for Refresher Classes.

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

### 7. Accelerated Programs.

You can get started – and finish – fast.

### 8. Faculty Who Put You First.

Our faculty provide you with personalized, individual attention and support.

### 9. Welcome Kits Included.

Once you enroll, we provide you a welcome kit package to ensure you're ready to start school.

### 10. History of Excellence.

We have a 82-year track record of preparing graduates for successful careers since 1940.

**Earning your degree  
now means you'll  
be prepared for the  
jobs of the future.**



<sup>1</sup>Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2021-22 Edition. Also see <https://www.onetonline.org/link/summary/11-1021.00>. Site visited on 1/31/2022. Job market conditions are dynamic and can change. This data is not intended to predict the market conditions that will be present when you graduate from your program and may differ based on your geographic location and other factors.

<sup>2</sup>Example 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](http://www.BryanUniversity.edu)  
Call 888-768-6861



Financial aid available for those who qualify.

