

# HOW TO DEVELOP ESSENTIAL BUSINESS SKILLS



Whether you want to enhance your understanding of business to become a meaningful contributor in your workplace or pursue a career path as a corporate leader, developing essential business skills may serve you well throughout your career. These highly transferable skills can apply to nearly all industries and they can help set the stage for your next steps toward your future.

## WHAT ARE THE MOST IMPORTANT BUSINESS SKILLS?

While the most important business skills may vary by industry and even by an individual employer, it's always an excellent idea to master the basics. These include such general business principles as:

### **Analytical Reasoning**

No matter what area of business you enter, analytical reasoning skills are useful for most any role in which you will be called upon to identify problems, assess information and implement decisions.

### **Budgeting and Financial Forecasting**

When you learn to design and adhere to a budget, as well as make long-range financial forecasts that allow your company to plan future growth, this financial acumen may help you as you evolve your career.

### **Business Technology**

In today's world, successful business leaders understand the complex interplay between different parts of a business and how technology impacts departments and interdepartmental relationships.

### **Computer Applications**

Nearly all businesses today, regardless of size or industry, run on computers. While you don't necessarily need to delve into computer science, you should become familiar with the most commonly used software solutions.

### **Data Analysis**

Big data is giving companies unprecedented insight into their consumers, including their purchasing habits and how they make decisions. Learn to use common tools to gather and analyze basic customer data.

### **Management**

Management is the ability to put together all the various aspects of running a business to smoothly guide day-to-day operations and growth. Managers need skills in the both the technical and human aspects of business.

### **Marketing**

Marketing includes not only advertising and website work, but also market research, public relations and corporate branding. Strong business professionals understand how marketing helps the company.

## SKILL BUILDING WITH A BUSINESS CREDENTIAL

Although there are many ways to build your business skills, earning a business degree or certificate can be a great choice. Not only can you add it to your resume, but the hands-on experience gained throughout your education can help prepare you for real-world business situations that you may face in your current and future roles.

At DeVry University, our business credentials are stackable. You can get started with an online undergraduate certificate in Business Essentials, which takes as little as eight months.<sup>1</sup> With qualifying transfer credits, military training or professional experience, you may be able to earn your certificate even faster.

When you decide to continue your education at DeVry, you can apply your courses toward a related associate or bachelor's degree, giving you credit for what you've accomplished thus far.

## READY TO BUILD YOUR BUSINESS SKILLS?

Foundational business skills never go out of style and they may be just what you need to prepare to pursue the next steps in your career. At DeVry, we're committed to your success. From academic tutoring to personalized faculty mentoring, we'll do everything we can to support you as you take the next steps toward your future.

To learn more about relevant programs of study in business at DeVry University, [click here](#). Our classes start every 8 weeks, so reach out today to get started.

<sup>1</sup>Not including breaks. Assumes year-round, full-time enrollment.

**Through an education partnership in conjunction with DeVry University, you have access to education benefits in support of your professional and life goals. To learn about transferring qualifying credits, tuition rate savings and more, contact your benefits manager or HR department for more details.**

