

BACHELOR OF SCIENCE IN LIBERAL STUDIES

COLLEGE OF ARTS AND SCIENCES

PREPARE TO INCREASE YOUR OPTIONS AND EARNING POTENTIAL. PURSUE A DEGREE IN LIBERAL STUDIES.

Kaplan University's Bachelor of Science in Liberal Studies is a customizable, liberal arts-based degree program. It is designed for students interested in preparing for realistic job opportunities in diverse professions.¹

Working with a Kaplan University Faculty Advisor, you will have the ability to design a program that meets your individual talents and career interests. It is a degree that lets you decide what you want to study.

Kaplan University's goal is to create a dynamic environment for online learning. Our technology and course delivery methods allow you to access our user-friendly classes virtually anywhere you have an Internet connection.

WHAT'S INSIDE:

- ▶ Career Outcomes
- ▶ Curriculum Highlights
- ▶ Kaplan University Overview

To enroll, call your Admissions Advisor today. For more information, visit studentcenter.kaplan.edu

A different school of thought.®



**KAPLAN
UNIVERSITY**

TAKE AN IMPORTANT STEP TOWARD THE CAREER THAT IS RIGHT FOR YOU

Today's global workplace is unique. The economy is ever-changing and employees must adapt. Earning a liberal arts degree could give you the versatility you need to pursue careers in diverse industries.¹

Experts predict that over the next 15 years more than 70 million people in the U.S. will retire, but only 40 million workers will be qualified to take their place.² Now is the time to capitalize on your potential by pursuing a bachelor's degree. A survey conducted by the Bureau of Labor Statistics reveals that, on average, the weekly earnings of full-time employees with a bachelor's degree are nearly 26 percent more than those who hold an associate's degree.³ Help meet the demand of the changing workplace by pursuing a degree that could also lead to increased earning potential.

According to Regan Ronayne, an education consultant with Directions to College, having a liberal arts degree could be advantageous. "Life is liberal arts. [Students] are headed out for life; they won't be 100 percent sitting at a computer," she says. "If they are going to go anywhere with their careers, they will have to have those people skills."⁴ Kaplan University's Bachelor of Science in Liberal Studies degree is designed to help students gain these marketable skills by offering an array of professional knowledge applicable to careers across industries.



A DEGREE IN LIBERAL STUDIES COULD HELP YOU MAXIMIZE YOUR TALENT AND VERSATILITY

The Bachelor of Science in Liberal Studies enables you to develop a program of study, based on your personal or career goals. Graduates of this program may find career opportunities in a variety of fields.¹

You could seek to enter the fields of public relations, human resources, criminal justice, health care, social services, management, customer service, and more. In addition, the program is specifically designed to teach you immediately transferable skills and competencies, while preparing you to understand and serve diverse organizations.

SINCE EACH STUDENT CREATES AN INDIVIDUALIZED LEARNING PLAN, ON-THE-JOB ACTIVITIES WILL VARY. HERE ARE A FEW POSSIBLE INDUSTRIES THAT GRADUATES MAY ENTER AND TASKS THEY MAY PERFORM:¹

- **Public relations**—write press releases, manage special events, develop brand image and identity, establish local relationships
- **Journalism**—report, write or edit stories, shoot video, take photos
- **Customer service**—converse with customers, maintain transaction records, resolve customer complaints, sell products or services
- **Government**—create or analyze policy, assist in the legislative process, lobby for issues, plan rallies and events
- **Social services**—interview individuals and families, advise clients on social issues, oversee group activities, provide helpful information



CUSTOMIZE YOUR DEGREE FOR THE CAREER YOU WANT

Kaplan University's **Bachelor of Science in Liberal Studies** program is designed to accommodate both the student with prior learning credit and the student who wants to design a liberal studies program to meet individual interests. Students work with a Faculty Advisor to develop a customized liberal arts-based program, which may include transfer credits.⁵

The Bachelor of Science in Liberal Studies offers students a liberal arts foundation by integrating courses from across the University. Students then follow their individualized learning plan to fulfill their educational goals.

Kaplan University's program curriculum emphasizes:

- **Communication:** Students will demonstrate college-level communication through a variety of media
- **Arts and humanities:** Students will recognize human potential through a study of human expressions
- **Social science:** Students will critically evaluate the social or psychological issues that impact human behavior
- **Science:** Students will analyze how scientific principles are applied in real-world contexts
- **Critical thinking:** Students will apply critical thinking to real-life situations
- **Technology:** Students will use information technology to solve real-world problems and communicate effectively

Program Detail

Bachelor of Science in Liberal Studies

- Credit Hours: 180



HERE IS WHAT ONE STUDENT HAD TO SAY

Michelle Parmeter⁶

- Kaplan University Graduate

“I honestly, wholeheartedly can say I feel very confident in the quality of the education I received from Kaplan. I recommended my husband to go...He now attends Kaplan because he was able to see the changes that happened in me, the confidence that I take with me now. Kaplan University has been huge in my achieving my goals...I am the first person in my family to ever graduate with a bachelor's degree...I have four little girls and it was important for me to show them that it could be done...Kaplan has definitely made that possible.”

KAPLAN UNIVERSITY—A DIFFERENT SCHOOL OF THOUGHT[®]

THE KAPLAN COMMITMENTSM—EXPERIENCE KAPLAN UNIVERSITY WITH NO TUITION OBLIGATION.

At Kaplan University, we are committed to your education, your goals—you. And, as part of our pledge to help you succeed, we're announcing a whole new way to try a Kaplan University degree program for yourself with no tuition obligation.

It's simple. You'll attend real classes for real credits. After an introductory period, if you decide we're right for you, and you meet our academic standards and other requirements, you'll continue on. If not, your obligation ends there. There's no tuition cost or other financial obligation, except for the nonrefundable application fee.⁷

WHY KAPLAN UNIVERSITY?

Our programs are designed to offer you the freedom to grow and pursue your goals. We offer:

- Online classes that allow you to study virtually anytime, anywhere you have an Internet connection.
- Personal Advisors to help you select the courses to meet your goals.
- Reduced tuition rates for active-duty service members and veterans.
- Scholarships for eligible Kaplan University students.
- A portfolio development course that could help translate your work and life experiences into college credit.⁸

Other Programs

In addition to this program, Kaplan University also offers:

- › Bachelor of Science in Communication
- › Bachelor of Science in Human Services
- › Bachelor of Science in Psychology

Note From Dean

"The Bachelor of Science in Liberal Studies degree provides a strong liberal arts foundation, but also provides the flexibility adult students need in meeting professional, personal, and career goals."



Sara Sander
Dean, College of Arts and Sciences



To enroll, call your Admissions Advisor today. For more information, visit studentcenter.kaplan.edu

IMPORTANT INFORMATION—PLEASE READ

¹ Kaplan University's programs are designed to prepare graduates to pursue employment in fields related to their subjects of study, such as the positions provided as examples. However, Kaplan University does not guarantee that graduates will be placed in any job, equipped to perform all the tasks noted, or eligible for job advancement opportunities. Additional training or certification may be required. In addition, job titles and responsibilities may vary from organization to organization.

² Source: Luftman, Jerry, Information Week, "Yes, The Tech Skills Shortage is Real," 12 January 2008, on the Internet at <http://www.informationweek.com/news/global-cio/training/showArticle.jhtml?articleID=205601557>.

³ Source: Bureau of Labor Statistics, Current Population Survey, on the Internet at www.bls.gov/emp/ep_chart_001.htm. Data are 2009 annual averages for persons age 25 and over. Earnings are for full-time wage and salary workers.

⁴ Source: Le Beau, Emilie, Fastweb.com, "What Does Liberal Arts Mean?," 30 May 2009, on the Internet at <http://www.fastweb.com/college-search/articles/88-what-does-liberal-arts-mean>.

⁵ See the University Catalog for the Transfer of Credit policy.

⁶ Views and opinions stated herein are the individual's and not necessarily those of Kaplan University. Individual student schedules and experiences may vary. This testimonial was solicited by Kaplan University.

⁷ Classes will count toward a student's degree if satisfactorily completed. No credits are earned if the student withdraws during the introductory period. The introductory period is five weeks, and begins on day one of the student's first academic term. If at any point during the introductory period a student chooses to opt out, he or she will have no other obligation to the University except for the application fee. Only available to new students; continuing students are not eligible.

⁸ Kaplan University does not guarantee the transferability of credit. See University Catalog for Prior Learning Assessment Policy.