

ASSOCIATE OF APPLIED SCIENCE IN BUSINESS ADMINISTRATION SCHOOL OF BUSINESS AND MANAGEMENT



SET YOURSELF APART FROM THE COMPETITION—EARN YOUR ASSOCIATE'S DEGREE IN BUSINESS AT KAPLAN UNIVERSITY.

To stand out in business, you need to make the most of your talent. An associate's degree from Kaplan University's School of Business and Management could give you an edge. The online Associate of Applied Science in Business Administration is a dynamic, innovative program designed to offer the right balance of theory and practice to help prepare you for advancement in the business world.¹ Learn how Kaplan University could help you turn your career goals into a business career.

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.®



SOLVE TODAY'S BUSINESS CHALLENGES— PURSUE A BUSINESS DEGREE

In 2008, five of the most in-demand bachelor's degrees were in business.² Fields like accounting, business administration, marketing, and management are all looking for talent. An Associate of Applied Science in Business Administration from Kaplan University could help you start or advance your career in this challenging environment.¹

In July 2009, the current Presidential administration set a goal for America: by 2020, have the highest proportion of college graduates in the world. The \$12 billion American Graduation Initiative program will include expanding Pell Grants and college tax credits, simplifying the student aid application, and helping families save for college.³ This investment signals an acknowledgement by the government of the importance of a college education.



CUSTOMIZE YOUR BUSINESS DEGREE TO HELP REACH YOUR CAREER GOALS

Graduates with a business degree may experience a broad spectrum of environments in which to apply their skills, including office and manufacturing settings, service organizations, and government agencies.

The associate's degree's career focus areas allow you to personalize your degree by focusing open electives on a particular career area. Career focus areas are similar to traditional emphasis areas but provide the opportunity to develop a skill set tailored toward a specific career.

Career focus areas include:

- Banking service
- Business
- Customer service
- Event planning
- Food/Hotel management
- Health club operations
- Information processing
- Office management
- Retail management
- Sales
- Small business management
- Travel counseling

POSSIBLE CAREER OPPORTUNITIES AND DAY-TO-DAY ACTIVITIES FOR SOME OF THESE FOCUS AREAS COULD INCLUDE: ¹

- **Travel Counselor**—Offer advice on destinations and make arrangements for transportation, hotel accommodations, car rentals, and tours for clients
- **Event Planner**—Coordinate all details of meetings and conventions, from speakers and meeting locations to arranging for printed materials and audio-visual equipment
- **Bank Teller**—Cash checks, accept deposits and loan payments, and process withdrawals
- **Customer Service Representative**—Serve as a direct point of contact for customers and ensure that your company's customers receive an adequate level of service or help with any questions and concerns
- **Health Club Manager**—Oversee the business-related aspects of a health club or fitness center, including creating and overseeing programs that meet the needs of the club's members
- **Sales Representative**—Generate purchasing interest in wholesale and retail buyers and purchasing agents; address clients' questions and concerns
- **Retail Manager**—Oversee the work of sales and related workers, such as retail salespersons, cashiers, customer service representatives, stock clerks and order fillers, sales engineers, and wholesale sales representatives

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THE BUSINESS WORLD CHANGES RAPIDLY. YOUR EDUCATION SHOULD KEEP PACE.

Kaplan University's **Associate of Applied Science in Business Administration** program is designed to prepare you with the knowledge, technical skills, and work habits to pursue an entry-level position in a variety of fields, including banking, retailing, sales, and personnel.¹

Kaplan University's curriculum is designed to help you do the following:

- Recognize the impact of state and federal laws and regulations on business
- Define the various tasks and responsibilities of managers in organizations
- Discuss marketing principles used in business strategies
- Use technology and software applications appropriate to business environments
- Recognize human resource concepts and activities in organizational environments
- Apply basic economic, finance, and accounting principles to organizational environments

Program Detail

Associate of Applied Science in Business Administration

Credit Hours: 90

Note: Please see the most recent version of the University Catalog or Catalog Addendum for additional information and eligibility requirements.



HERE IS WHAT ONE STUDENT HAD TO SAY

Margheritte Apodaca⁴

- Graduate of Kaplan University Associate of Applied Science in Business Administration program, emphasis in business management

“Getting my degree through Kaplan University was great...I could [work at] my own pace. I worked when I needed to. I didn't have to go to a classroom. I didn't have to spend many hours driving back and forth to the school. It was just one of the best things that I could have done—[choosing] an online school like Kaplan University.”

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.⁵

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.⁶

Other Programs

In addition to this program, Kaplan University also offers:

- › Bachelor of Science in Business Administration
- › Bachelor of Science in Accounting

Note From Dean

"I am extremely proud of our business and management programs. When you consider what it takes to succeed in today's business climate, there has never been a better time to earn your associate's degree—Kaplan University is the place to do just that. I hope you will join us."



Thomas Boyd, Dean
School of Business and Management



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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: National Association of Colleges and Employers (NACE) 2008 Job Outlook: "The top bachelor's degrees in demand," on the Internet at www.naceweb.org.

³ Source: The White House, Office of the Press Secretary, July 14, 2009, on the Internet at www.whitehouse.gov/the_press_office/Excerpts-of-the-Presidents-remarks-in-Warren-Michigan-and-fact-sheet-on-the-American-Graduation-Initiative/.

⁴ 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.

⁵ 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.

⁶ Kaplan University does not guarantee the transferability of credit. See University Catalog for Prior Learning Assessment Policy.