

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION SCHOOL OF BUSINESS AND MANAGEMENT

A BACHELOR'S DEGREE FOR THOSE WHO MEAN BUSINESS.

Business is experiencing a world of change. Competition can come from virtually anywhere around the globe. A bachelor's degree from Kaplan University's School of Business and Management could help you make the most of your talent. The online Bachelor of Science in Business Administration is designed to offer the right balance of theory and practice to help prepare you for competitive business environments.¹



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**

SOLVE TODAY'S BUSINESS CHALLENGES— PURSUE A BUSINESS DEGREE.

According to the National Association of Colleges and Employers, of the six bachelor's degrees in highest demand, three are in business.² Careers in management are available in many industries, offering diverse opportunities for job applicants with the right knowledge, skills, and credentials. The Bureau of Labor Statistics projects long-term national growth in managerial jobs through 2018 in areas that include human resources (22 percent growth) and computer and information technology management (16 percent growth).³ If you seek to advance your career in management, earning a business degree online from Kaplan University could help prepare you with the knowledge and skills to pursue those opportunities.¹



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.⁴

The career focus area structure of our bachelor's degree allows students to focus 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:

- Accelerated MBA Option
- Business Process Management
- Financial Analysis
- Human Resources
- Information Assurance
- Information Systems Management
- Management
- Marketing
- New Media/Internet Marketing
- Project Management
- Procurement
- Risk Management
- Sales Management

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

- **Project Manager**—Oversee elements of a project by defining the project's goals, creating a plan, monitoring progress, and closing out the project when completed
- **Risk Management Analyst**—Oversee programs to minimize risks and losses that might arise from financial transactions and business operations
- **Financial Analyst**—Assess the economic performance of companies and industries for firms and institutions
- **Web Commerce Manager**—Execute agenda for selling products/services directly to online customers or for conducting business-to-business transactions on a website



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

Kaplan University's **Bachelor of Science in Business Administration** program is designed to prepare you to pursue a variety of career opportunities, while incorporating communication skills, critical thinking, and technical competencies relevant to the modern workplace.¹

An accelerated **Master of Business Administration (MBA) option** is available if you enroll in the Bachelor of Science in Business Administration program. Eligible students enrolled in this program who wish to continue on to pursue a Kaplan University MBA may matriculate into a shortened version of the graduate program.

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

- Demonstrate the impact macro- and microeconomic principles have on strategic business decisions
- Analyze accounting data consistent with Generally Accepted Accounting Principles (GAAP) and methods
- Apply core marketing principles to the development of business strategies
- Evaluate the roles that individuals, groups, and structures have on organizational effectiveness
- Analyze the role of information systems in business planning, organizing, and decision making
- Assess financial and accounting data to control organizational activities
- Apply best practices in making operational decisions
- Synthesize strategies for organizations using analytical tools

Program Detail

Bachelor of Science in Business Administration

Credit Hours: 180

Accelerated Master of Business Administration Option

Credit Hours (MBA): 40

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

Linda Weigold⁵

- Bachelor of Science in Business Administration Graduate

“Kaplan University helped me achieve my goals. I was a young mother...I did not get the chance to go to college right after high school. I was able to achieve my goal of obtaining a bachelor's degree.”

KAPLAN UNIVERSITY—A DIFFERENT SCHOOL OF THOUGHT®

WE STAND BEHIND OUR ACADEMIC QUALITY AND ENCOURAGE YOU TO TAKE OUR 5-WEEK TRIAL.

We are committed to your education, your goals—you. Only at Kaplan University can you take the first 5 weeks of class to try a 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.⁶

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 servicemembers and veterans.
- Scholarships for eligible Kaplan University students.
- A portfolio development course that could help translate your work and life experiences into college credit.⁷

Other Programs

In addition to this program, Kaplan University also offers:

- › Master of Business Administration
- › Master of Science in Management
- › Master of Science in Accounting
- › 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, I believe that there has never been a better time to earn your undergraduate degree, and that Kaplan University is the place to do just that. I hope you will join us."



Thomas Boyd, Dean
School of Business and Management



A different school of thought.®



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

IMPORTANT INFORMATION—PLEASE READ

For comprehensive consumer information, visit online.kaplanuniversity.edu/consumer_info.aspx.

¹ Kaplan University's programs are designed to prepare graduates to pursue the stated positions, which have varying responsibilities. However, the University does not guarantee that graduates will be placed in any job or equipped to perform all the tasks noted. 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), "Top Majors for College Class of 2011," on the Internet at www.nacweb.org/Press/Releases/Top_Majors_for_College_Class_of_2011.aspx?referral=pressroom&menuid=273.

³ Source: U.S. Department of Labor, Bureau of Labor Statistics, Occupational Outlook Handbook, 2010-11 Edition, Human Resources, Training, and Labor Relations Managers Specialists, on the Internet at www.bls.gov/oco/ocos021.htm, and Computer and Information Systems Managers, on the Internet at www.bls.gov/oco/ocos258.htm. National long-term projections may not reflect local and/or short-term economic or job conditions, and do not guarantee actual job growth.

⁴ Source: U.S. Department of Labor, Bureau of Labor Statistics, Occupational Outlook Handbook, 2010-11 Edition, Management and Business and Financial Operations Occupations, on the Internet at www.bls.gov/oco/oco1001.htm.

⁵ Views and opinions stated herein are the individual's and not necessarily those of Kaplan University. Individual student experiences may vary. This testimonial was solicited by Kaplan University.

⁶ 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. Additional terms may apply to international students and non-U.S. citizens.

⁷ Kaplan University does not guarantee the transferability of credit. See University Catalog for Prior Learning Assessment Policy.