

BUSINESS CERTIFICATES

SCHOOL OF BUSINESS AND MANAGEMENT

EARNING A BUSINESS CERTIFICATE COULD HELP MAKE YOU MORE COMPETITIVE.

Today's business environment is undergoing a rapid, revolutionary change. E-commerce now brings competition from around the globe. You could hone your skills and enhance your knowledge of global business in the setting in which it functions—online. Kaplan University offers several business certificate programs designed to help postbaccalaureate students develop the critical knowledge and skills desired by many employers to advance in their fields.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**

MEET TODAY'S BUSINESS CHALLENGES— PURSUE A BUSINESS CERTIFICATE

Careers in business and management exist in just about every industry, offering many prospects for job seekers with the right knowledge, skills, and credentials. To keep up with the increasingly complex advances in business, today's employers may require a higher level of skills and expertise from their employees. A business certificate from Kaplan University could provide an edge for bachelor's-degree holders who wish to grow and take advantage of exciting new opportunities.¹



DIVERSE CERTIFICATES TO SERVE DIVERSE BUSINESS FIELDS

Human Resources Postbaccalaureate Certificate

- Designed to provide foundational knowledge of employee recruitment, employee training and development, compensation and reward systems, and employment law

National Security Administration Postbaccalaureate Certificate

- Designed to provide foundational knowledge of information technology infrastructure, management control of information systems, and the development of strategic plans

Graduate Certificate in Accounting

- Designed to provide knowledge of accounting and financial reporting systems, business law, auditing techniques, and cost accounting
- Students pursuing this certificate must hold a bachelor's degree in accounting

Graduate Certificate in Entrepreneurship for Growth Ventures

- Teaches students how to create marketing plans, identify leadership strategies, create growth business plans, and conduct internal assessments
- Uses the FastTrac® GrowthVenture™ process from Kauffman FastTrac®² to teach students how to manage an expanding business and strategically align all aspects of the business for growth

KAUFFMAN | FASTTRAC.

Graduate Certificate in Entrepreneurship for New Ventures

- Teaches students how to create business plans, develop financial and operation plans, and create feasibility studies
- Uses the FastTrac® NewVenture™ process from Kauffman FastTrac® to teach students how to start and build a successful business

KAUFFMAN | FASTTRAC.

Graduate Certificate in Human Resources

- Designed to provide knowledge of employment and labor law; employee training and development programs; reward systems; and employee recruitment, selection, and assessment models

Graduate Certificate in Project Management

- Designed to provide knowledge of project initiation; project planning and execution; project cost and scheduling; and project risk, quality, and assessment



REAL-WORLD KNOWLEDGE FOR REAL-WORLD SUCCESS

Kaplan University's certificate programs are designed to help students excel in business and management, and prepare them to seek specific professional certifications. Each certificate is comprised of two to five Kaplan University courses.³

CERTIFICATE	POTENTIAL CAREER OUTCOME ¹	EXAMS AND CERTIFICATIONS ⁴
Human Resources Postbaccalaureate Certificate	Entry-level positions in human resources	Helps students prepare for the Professional in Human Resources (PHR) certification exam
National Security Administration Postbaccalaureate Certificate	Entry-level positions managing information security systems	Students who complete the certificate will be eligible to receive the following certifications from the Committee on National Security Systems (CNSS): - Information Systems Security (INFOSEC) Professionals, NSTISSI-4011 Certificate - Senior Systems Managers, CNSSI-4012 Certificate
Graduate Certificate in Accounting	Mid-level positions in accounting	Helps students prepare for the Uniform Certified Public Accountant (CPA) Exam
Graduate Certificate in Entrepreneurship for Growth Ventures	Advance entrepreneurial career	N/A
Graduate Certificate in Entrepreneurship for New Ventures	Begin entrepreneurial career	N/A
Graduate Certificate in Human Resources	Mid-level positions in human resources	Helps students prepare for the Senior Professional in Human Resources (SPHR) certification exam
Graduate Certificate in Project Management	Mid-level positions in project management	Helps students prepare for the Project Management Professional (PMP) certification exam

Terri Perkins⁵

- Graduate of Kaplan University's Master of Business Administration program

“After having attended colleges in both the brick-and-mortar and online worlds, I found that not only did I get more from [online learning] and develop closer bonds with classmates than I did in the traditional schools...[but] we were able to, and usually compelled to, work with others. This provided a very realistic experience closely related to the real corporate world.”

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.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 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.⁷

Other Programs

In addition to these certificates, Kaplan University also offers:

- › Master of Business Administration
- › Master of Science in Accounting
- › Master of Science in Management
- › Master of Science in Information Technology

Note From Dean

Technology and global business have combined to change the way business functions. Come join us and our innovative curriculum in making your career aspirations a reality, by pursuing your academic goals in the very setting in which global business now operates. Our certificates enable you to maintain currency or develop a new skill to prepare you to take on the next challenge and move forward in your career.



Dr. Thomas Boyd, Dean
School of Business and Management



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 Kauffman FastTrac[®] was created by the Kauffman Foundation, the largest foundation that advances entrepreneurship as a key to growing economies and expanding human welfare. The words, "Kauffman FastTrac," are service marks owned by the Ewing Marion Kauffman Foundation.

³ Certificates are not eligible for Title IV federal financial aid.

⁴ While the courses in the program may provide the student with the knowledge necessary to sit for these examinations, Kaplan University cannot guarantee the student's eligibility either to take these exams or become certified.

⁵ 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.

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.

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