

MASTER OF BUSINESS ADMINISTRATION (MBA) MASTER OF SCIENCE IN MANAGEMENT (MSM)

SCHOOL OF BUSINESS AND MANAGEMENT



GRADUATE PROGRAMS FOR PEOPLE WHO MEAN BUSINESS

Whether you are looking to advance your current career or switch fields, you will need to make the most of your talent to compete in the job market.¹ Kaplan University offers a Master of Business Administration (MBA) and Master of Science in Management (MSM) designed to prepare you for employment opportunities. Our challenging curriculum helps you build a resume of workplace-relevant projects. These projects are designed to help you gain the knowledge, skills, and abilities to make sound business and management decisions. Additionally, these programs are designed to foster thought leadership, innovation, and corporate social responsibility in a global context.

Through the inclusion of current events, faculty ensure that the curriculum stays topical, timely, and relevant.

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**

BUSINESS TODAY ISN'T BUSINESS AS USUAL. HOW COULD YOU GET AN EDGE?

In today's competitive business environment, employers seek candidates with advanced business knowledge and skills. According to a Graduate Management Admission Council® (GMAC) survey of corporate recruiters, employers recognize graduate business degrees as part of a strong management foundation. In fact, almost all employers (99 percent) surveyed were satisfied with their employees who have graduate business degrees, and companies expect to hire increasing proportions of graduates with master's-level business degrees.²

In addition to gaining an increased understanding of business practices and principles, those with graduate business degrees typically earn a higher salary. A GMAC survey found that employers consistently paid MBA graduates almost double the average starting salary offered to undergraduate students.² Those who have earned a graduate business degree report that they consider education an investment that yields results: overall, two out of three participants in a 2009 GMAC survey indicated their starting salary met or exceeded their expectations and their unemployment rates were lower than national rates.³

Furthermore, many graduates surveyed found a graduate business degree to be essential in helping them pursue their career goals. Seventy-eight percent indicated their graduate management degree helped with landing a job once they left graduate school.³



A GRADUATE BUSINESS DEGREE CAN BE VERSATILE.

Top industries for those with graduate business degrees include consulting, health care, pharmaceuticals, energy and utilities, technology, marketing, and finance. Additionally, with a graduate business degree, you could also choose to open your own business or seek a job in government agencies or nonprofits.¹

Some characteristics needed for career success include:

- **Flexible expectations**—Ability to adapt quickly to changing situations and deadlines
- **Good communication skills**—Ability to communicate persuasively, both orally and in writing, with other managers, staff, and the public
- **Good judgment**—Ability to make rational decisions regarding complex situations
- **Strong relationship skills**—Ability to establish and maintain effective personal relationships with other managers, staff, and the public

POSSIBLE CAREER OPPORTUNITIES AND DAY-TO-DAY ACTIVITIES COULD INCLUDE:¹

- **Financial Controller**—Direct the preparation of financial reports that summarize and forecast the organization's financial position, prepare special reports required by regulatory authorities, and oversee the accounting, audit, and budget departments
- **IT Project Manager**—Develop requirements, budgets, and schedules for a firm's information technology projects and work with internal and external clients, vendors, consultants, and computer specialists
- **Operations Manager**—Direct the operations of a company by formulating policies, managing daily operations, and planning the use of materials and human resources
- **Marketing Director**—Coordinate a company's market research, marketing strategy, sales, advertising, promotion, pricing, and product development activities
- **Human Resources Director**—Supervise the employment and placement, compensation and benefits, training and development, and labor relations departments within a company



REALIZE YOUR BIGGEST ASSET: YOUR TALENT

Today's employers are looking for MBA graduates who can demonstrate an international mindset, comprehend global issues, manage relationships across cultures, and grow businesses in emerging markets around the world. According to a Graduate Management Admission Council® (GMAC) survey of corporate recruiters, more companies than in the past are likely to require stronger emphasis on international business knowledge.² With a curriculum developed by global business professionals, the Kaplan University **Master of Business Administration** utilizes an international portfolio of practical, resume-building projects that promote sound business and management decisions. Beyond practical skills, the program is also designed to foster thought leadership, innovation, and corporate social responsibility on a multinational, multicultural scale. The core curriculum is enhanced by seven specialization areas designed to help students develop specific proficiencies: entrepreneurship, finance, health care management, human resources, information technology, marketing, and project management.

The **Master of Science in Management** program is designed to help students develop knowledge about management and related aspects. Students have the chance to study organizational strategies and concepts through training and hands-on applications that can be utilized in day-to-day managerial functions. The core curriculum is enhanced by six specialization areas designed to help students develop specific proficiencies: health care management, human resources, information technology, leadership, organizational design and development, and project management.

Kaplan University's curriculum is designed to help you:

- Apply knowledge related to fundamental business processes and make effective business decisions in a global context
- Assess personal leadership and management styles
- Introduce a product or service to market
- Demonstrate the leadership necessary to accomplish business goals
- Integrate business knowledge to take well-reasoned action in diverse situations
- Innovate to address business issues and opportunities in dynamic environments
- Evaluate the ethical and social implications of business decisions in a global context

Program Detail

Master of Business Administration

- Credit Hours: 60 for non-specialization track and 76 for specialization track

Master of Science in Management

- Credit Hours: 56



HERE IS WHAT ONE STUDENT HAD TO SAY

Terri Perkins⁴

- Kaplan University MBA Graduate

“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.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.

Other Programs

In addition to these programs, Kaplan University also offers:

- › Master of Science in Information Technology
- › Master of Science in Finance
- › Master 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 there has never been a better time to earn your master's 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



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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: Graduate Management Admission Council. Corporate Recruiters Survey: 2010 Survey Report, on the Internet at www.gmac.com/NR/rdonlyres/57F459C7-48E1-4C77-8A15-B003E04FF8D8/0/CorporateRecruiters2010SR.pdf. National long-term projections may not reflect local and/or short-term economic or job conditions, and do not guarantee actual job growth.

³ Source: Graduate Management Admission Council, Alumni Perspectives Survey: 2010 Survey Report, on the Internet at www.gmac.com/NR/rdonlyres/AB4EFFF7-17CD-4BF1-A45C-366FEC8AF60D/0/AlumniPerspectives2010SR.pdf. This survey sample includes a general applicant pool of graduates who participated in the Global Management Education Graduate Survey and is not specific to Kaplan University graduates.

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.