

# 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.<sup>1</sup>

### WHAT'S INSIDE:

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

Students, alumni, faculty, and staff are eligible for a 10% tuition reduction. For more information, visit [cc.kaplan.edu](http://cc.kaplan.edu) or call 866.397.9456 (Toll Free).

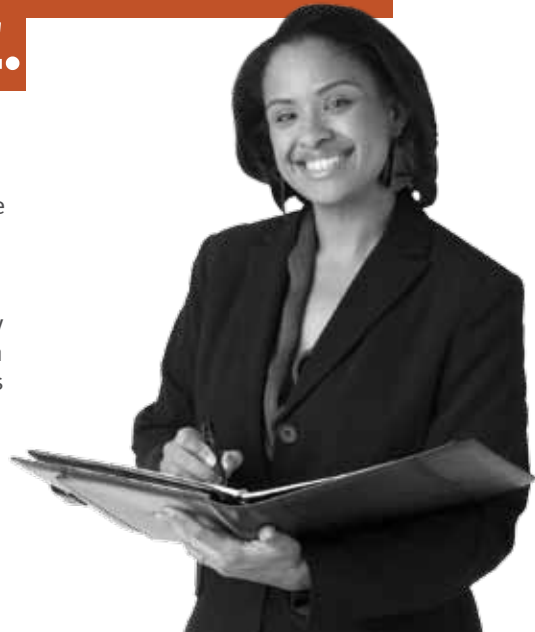
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**KAPLAN  
UNIVERSITY**

## 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.<sup>2</sup> 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).<sup>3</sup> If you seek to advance your career in management, Kaplan University's online Bachelor of Science in Business Administration could help prepare you with the knowledge and skills to pursue those opportunities.<sup>1</sup>



## 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.<sup>4</sup>

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
- Criminal Justice
- Financial Analysis
- Human Resources
- Information Assurance
- Information Systems Management
- Management
- Marketing
- New Media/Internet Marketing
- Prelaw
- Project Management
- Procurement
- Risk Management
- Sales Management

### POSSIBLE CAREER OPPORTUNITIES AND DAY-TO-DAY ACTIVITIES FOR SOME OF THESE FOCUS AREAS COULD INCLUDE:<sup>1</sup>

- **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.<sup>1</sup>

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

## Transfer Credit

We are committed to helping you save time and money as you earn your bachelor's degree. If you have an associate's degree, you could earn your bachelor's degree in as little as 2 years of full-time study. In addition, you may be eligible to receive college credit for prior coursework, formal training courses, or work and life experiences.<sup>5</sup>



## HERE IS WHAT ONE STUDENT HAD TO SAY

**Trisha Strous<sup>6</sup>**

• Kaplan University Bachelor of Science in Business Administration, emphasis in accounting

“From the flexibility and how you interact in the classroom with professors and students... it's the kind of education that fits better with [my life]. [Education doesn't have to] fit into this set standard where everything's allotted in time slots.”

# KAPLAN UNIVERSITY—A DIFFERENT SCHOOL OF THOUGHT®

## THE KAPLAN COMMITMENT<sup>SM</sup>—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.<sup>7</sup>

## 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.<sup>8</sup>
- Scholarships for eligible Kaplan University students.<sup>8</sup>
- A portfolio development course that could help translate your work and life experiences into college credit.<sup>5</sup>

## 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
- › Master of Science in Finance
- › Bachelor of Science in Accounting

#### IMPORTANT INFORMATION—PLEASE READ

For comprehensive consumer information, visit [online.kaplanuniversity.edu/consumer\\_info.aspx](http://online.kaplanuniversity.edu/consumer_info.aspx).

<sup>1</sup> 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 certification or training may be required for certain positions. In addition, job titles and responsibilities may vary from organization to organization.

<sup>2</sup> Source: National Association of Colleges and Employers (NACE), "Top Majors for College Class of 2011," on the Internet at [www.naceweb.org/Press/Releases/Top\\_Majors\\_for\\_College\\_Class\\_of\\_2011.aspx?referral=pressroom&menuid=273](http://www.naceweb.org/Press/Releases/Top_Majors_for_College_Class_of_2011.aspx?referral=pressroom&menuid=273).

<sup>3</sup> 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](http://www.bls.gov/oco/ocos021.htm), and Computer and Information Systems Managers, on the Internet at [www.bls.gov/oco/ocos258.htm](http://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.

<sup>4</sup> 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](http://www.bls.gov/oco/oco1001.htm).

<sup>5</sup> Associate's and bachelor's degrees and credits considered to be remedial, occupational, or specialized may not be accepted for transfer. Kaplan University does not guarantee the transferability of credit. Average completion time based on a full-time schedule. Programs will take longer for part-time students to complete. See University Catalog for Transfer of Credit Policy.

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

<sup>7</sup> 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 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. Only available to new students; continuing students are not eligible.

<sup>8</sup> Tuition reduction may not be combined with scholarships, military discounts, tuition vouchers, and other discounts.

## 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



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