



# Associate of Applied Science in Business Administration

## An Associate's Degree for Those Who Mean Business

To stand out in business, you need to make the most of your talent. Kaplan University's online Associate of Applied Science in Business Administration is designed to offer the right balance of theory and practice to help prepare you for advancement in the business world. 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 [www.kaplanuniversity.edu](http://www.kaplanuniversity.edu).



# Solve Today's Business Challenges— Pursue a Business Degree.

An Associate of Applied Science in Business Administration from Kaplan University could help you start or advance your career in fields such as accounting, business administration, marketing, and management.



## 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.

You can personalize your degree in business administration by choosing a concentration designed to help you develop a skillset tailored toward a specific career.

### Concentrations include:

- › Business
- › Customer Service
- › Entrepreneurship
- › Health Club Operations
- › Hospitality Management
- › Information Processing
- › Meeting and Event Planning
- › Office Management
- › Retail Management
- › Sales
- › Small Business Management

### Possible Career Opportunities and Day-to-Day Activities for Some of These Concentrations<sup>1</sup>:

- › **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
- › **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

# 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 retail, sales, and personnel.

**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	Other Programs
<p><b>Associate of Applied Science in Business Administration</b> <b>Credit Hours:</b> 90</p>	<p><b>In addition to these programs, Kaplan University also offers:</b></p> <ul style="list-style-type: none"><li>› Bachelor of Science in Accounting</li><li>› Bachelor of Science in Business Administration</li><li>› Bachelor of Science in Finance</li></ul>



# Kaplan University—A Different School of Thought®

Kaplan University is an institution of higher learning dedicated to providing innovative undergraduate, graduate, and continuing professional education. Our programs are designed to foster student learning with opportunities to launch, enhance, or change careers in today’s diverse global society.

## We Stand Behind Our Academic Quality

As a new student, the Kaplan Commitment<sup>SM</sup> gives you a chance to experience real classes before deciding whether you will stay and pursue your studies. If you withdraw during the introductory period, you will have no financial obligation beyond the application fee.<sup>2</sup>

## Explore Our Scholarships

Kaplan University’s scholarships can help lower tuition costs and put even more possibilities within reach.<sup>3</sup>

## Military Student Benefits

We provide specialized support and benefits that include military-friendly leave of absence and drop policies, and a special tuition rates for servicemembers, including Guard and Reserve, and veterans as well as their spouses.

## Kaplan University Business Degrees Are Accredited by ACBSP



Programs in the School of Business and Information Technology have received programmatic accreditation from the Accreditation Council for Business Schools and Programs (ACBSP). ACBSP promotes continuous improvement and recognizes excellence in the accreditation of business education programs around the world.

ACBSP accreditation includes the following programs:

- › Associate of Applied Science in Accounting
- › Associate of Applied Science in Business Administration
- › Bachelor of Science in Accounting
- › Bachelor of Science in Business Administration
- › Master of Science in Accounting
- › Master of Science in Management
- › Master of Business Administration

For more information on Kaplan University’s ACBSP accreditation, visit [www.acbsp.org](http://www.acbsp.org).

### IMPORTANT INFORMATION—PLEASE READ

For comprehensive consumer and gainful employment information, visit [www.kaplanuniversity.edu/student-consumer-information.aspx](http://www.kaplanuniversity.edu/student-consumer-information.aspx).

<sup>1</sup> Kaplan University’s programs are designed to prepare graduates to pursue the stated positions, which have varying responsibilities. However, Kaplan University cannot guarantee employment or career advancement. Additional training or certification may be required. In addition, job titles and responsibilities may vary from organization to organization.

<sup>2</sup> Classes count toward a degree if satisfactorily completed. No credits are earned if the student withdraws during the introductory period (3 weeks for undergraduate students), which begins day one of the first term. Students who choose to continue their studies at the University will need to meet specific requirements. Graduate programs not included. Additional terms may apply to international and non-U.S. citizen students. For further information, see [catalog.kaplanuniversity.edu](http://catalog.kaplanuniversity.edu) and the Kaplan Commitment Statement. Application fee waived for campus and learning center students through December 31, 2016.

<sup>3</sup> Additional terms and conditions apply. Contact an Admissions Advisor for further details. Scholarships cannot be used in conjunction with any other Kaplan University discount (including tuition rates for members of the military and veterans), voucher, grant, or scholarship.

### Note From the Dean

“I am extremely proud of our business 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.”

Dr. Thomas Boyd, Dean  
School of Business and  
Information Technology



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