



Bachelor of Science in Business Administration

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 Information Technology 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.

WHAT'S INSIDE:

- [> Career Outcomes](#)
- [> Curriculum Highlights](#)
- [> Kaplan University Overview](#)

To enroll, call your Admissions Advisor today.
For more information, visit www.kaplanuniversity.edu.



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

Careers in management are available in many industries, offering diverse opportunities for job applicants with the right knowledge, skills, and credentials. 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.



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.

Possible Career Opportunities and Day-to-Day Activities¹:

- › **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
- › **Operations Planner or Analyst**—Assemble data, analyze performance, identify problems, and develop recommendations that support the management of a supply chain

The concentration structure of our bachelor's degree allows students to focus open electives on a particular career area. Concentrations provide the opportunity to develop a skillset tailored toward a specific career.

Concentrations include:

- › Accelerated MBA Option
- › Financial Analysis
- › Human Resources
- › Information Systems Management
- › Investment
- › Management
- › Marketing
- › New Media/ Internet Marketing
- › Project Management
- › Procurement
- › Real Estate
- › Risk Management and Insurance
- › Sales Management
- › Supply Chain Management and Logistics
- › Wealth Management

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.

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	Other Programs
<p>Bachelor of Science in Business Administration Credit Hours: 180</p> <p>Accelerated Master of Business Administration Option Credit Hours (MBA): 40</p> <p><small>Note: Please see catalog.kaplanuniversity.edu for additional information and eligibility requirements.</small></p>	<p>In addition to this program, Kaplan University also offers:</p> <ul style="list-style-type: none"> › Master of Business Administration › Master of Science in Management › Master of Science in Accounting › Bachelor of Science in Accounting › Bachelor of Science in Finance

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.

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

For more information on Kaplan University's ACBSP accreditation, visit www.acbsp.org.

Kaplan University's Human Resources Concentrations Align With the Society for Human Resource Management's HR Curriculum Guidebook and Templates.

The Society for Human Resource Management (SHRM) has acknowledged that the following business programs fully align with SHRM's *HR Curriculum Guidebook and Templates*:

- › Master of Business Administration with a concentration in human resources
- › Master of Science in Management with a concentration in human resources
- › Bachelor of Science in Business Administration with a concentration in human resources

SHRM is the world's largest association devoted to human resource management. The Society serves the needs of HR professionals and advances the interests of the HR profession. Founded in 1948, SHRM has more than 250,000 members in over 140 countries and more than 575 affiliated chapters.

We Stand Behind Our Academic Quality

As a new student, the Kaplan CommitmentSM 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.²

Note From the 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."

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



Explore Our Scholarships

Kaplan University's scholarships can help lower tuition costs and put even more possibilities within reach.³

Military Student Benefits

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

IMPORTANT INFORMATION—PLEASE READ

For comprehensive consumer and gainful employment information, visit www.kaplanuniversity.edu/student-consumer-information.aspx.

¹ 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. Certain financial analysis positions may require securities licensing and passing a securities exam. Contact the Financial Industry Regulatory Authority (FINRA) for more information. In addition, job titles and responsibilities may vary from organization to organization.

² 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 and www.kaplanuniversity.edu/Kaplan_Commitment.pdf. Application fee waived for campus and learning center students through December 31, 2016.

³ 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.

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