BUSINESS UNDERGRADUATE PROGRAMS

SCHOOL OF BUSINESS AND INFORMATION TECHNOLOGY
EARN YOUR ASSOCIATE’S OR BACHELOR’S DEGREE ONLINE

KAPLAN UNIVERSITY
JUSTIN KNOWLES
Graduate,
School of Business and Information Technology
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Letter From the Dean</td>
<td>2</td>
</tr>
<tr>
<td>The School of Business and Information Technology</td>
<td></td>
</tr>
<tr>
<td>A Degree That Works for You</td>
<td>3</td>
</tr>
<tr>
<td>Why Kaplan University?</td>
<td>3</td>
</tr>
<tr>
<td>Accreditation and Approvals</td>
<td>3</td>
</tr>
<tr>
<td>Academic Programs</td>
<td></td>
</tr>
<tr>
<td>Bachelor of Science in Accounting</td>
<td>4</td>
</tr>
<tr>
<td>Bachelor of Science in Business Administration</td>
<td>4</td>
</tr>
<tr>
<td>Bachelor of Science in Finance</td>
<td>5</td>
</tr>
<tr>
<td>Associate of Applied Science in Accounting</td>
<td>5</td>
</tr>
<tr>
<td>Associate of Applied Science in Business Administration</td>
<td>5</td>
</tr>
<tr>
<td>Leadership Centers</td>
<td></td>
</tr>
<tr>
<td>Kaplan University Center for Excellence in Financial Services</td>
<td>6</td>
</tr>
<tr>
<td>Women in Business and IT Leadership Center</td>
<td>6</td>
</tr>
<tr>
<td>Uncompromising Support</td>
<td></td>
</tr>
<tr>
<td>Education Advising</td>
<td>7</td>
</tr>
<tr>
<td>Career Services</td>
<td>7</td>
</tr>
<tr>
<td>Tutoring Services and Academic Support Centers</td>
<td>7</td>
</tr>
<tr>
<td>Schedule and Start Dates</td>
<td>7</td>
</tr>
<tr>
<td>Faculty Highlights</td>
<td>8</td>
</tr>
<tr>
<td>Career Advice From HR Professionals</td>
<td>10</td>
</tr>
<tr>
<td>Paying for School</td>
<td></td>
</tr>
<tr>
<td>Financial Options</td>
<td>11</td>
</tr>
<tr>
<td>Kaplan University Scholarships</td>
<td>11</td>
</tr>
<tr>
<td>Military Overview</td>
<td>12</td>
</tr>
<tr>
<td>Credit for Prior Learning</td>
<td>12</td>
</tr>
<tr>
<td>About Kaplan University</td>
<td></td>
</tr>
<tr>
<td>Accreditation and Approvals</td>
<td>13</td>
</tr>
<tr>
<td>Contacts</td>
<td>13</td>
</tr>
</tbody>
</table>
LETTER FROM THE DEAN

At the Kaplan University School of Business and Information Technology, we know that it takes more than a degree to be successful in your career. Our goal is to help you gain both the knowledge and the skills to pursue career advancement. Our faculty members are dedicated teachers and experienced professionals, bringing you real-world expertise from the business frontier. Our courses emphasize development of project management, communication, decision-making, teamwork, and problem-solving skills—all keys to a successful career.

The School of Business and Information Technology offers you opportunities to network and interact with students, faculty, and industry leaders. Kaplan University offers a wide variety of student clubs and honor societies, including prestigious groups such as Ambassadors and Leaders, Golden Key International Honour Society, and Collegiate Entrepreneurs’ Organization.

I am very proud of our business programs. If you are looking for the right blend of practical skills and knowledge to help you advance your career, you have found the right place. I look forward to welcoming you.

Thomas Boyd, PhD
Dean and Vice President, Kaplan University
School of Business and Information Technology

MEET THE DEAN
DR. THOMAS BOYD
PhD, University of North Carolina at Chapel Hill
MBA, Florida Atlantic University
BS, Oakland University (Michigan)

As the dean and vice president of the School of Business and Information Technology, Dr. Boyd oversees strategic academic and administrative objectives and leads initiatives to create agile, technology-enabled, competency-based programs for the University.

After leaving his job as a product manager at Motorola, Inc., Dr. Boyd received his PhD from the University of North Carolina at Chapel Hill and taught courses in consumer behavior, business-to-business marketing strategy, and sports marketing. Of specific interest to Dr. Boyd is his study of sports fans for which he has been quoted in over 100 mainstream publications. In recent years, he has also focused much of his research on pedagogy, where he examines ways to make the student team project experience more productive.

Previously, Dr. Boyd completed a project that examined the sponsor relationships of NASCAR and how the organization delivers unique value to sponsors. He has won numerous teaching, research, and service awards, including the 2010 Faculty of the Year award from the Mihaylo College of Business and Economics (CBE) at California State University, Fullerton, where he was a professor of marketing, the associate dean for academic programs, and a member of the board of governors of the University Foundation.
THE SCHOOL OF BUSINESS AND INFORMATION TECHNOLOGY AT KAPLAN UNIVERSITY

A Degree That Works for You

What good is knowledge if you can’t apply it in the real world? At Kaplan University’s School of Business and Information Technology, we focus on developing skills to deliver real results in the business world: negotiate a deal; create a business plan; network with industry professionals; and communicate effectively. Whether your focus is international business, human resources, or new media, our goal is to help you build the business skills that will support your career goals.1

Why Kaplan University?

CONCENTRATIONS: Build specialized skills and knowledge by selecting courses that best fit your desired career path.

BUSINESS FUNDAMENTALS: Study decision-making, managing human capital, strategy, processes, logistics, and technology.

PROFESSIONAL STRATEGIES: Develop networking, negotiation, leadership, professionalism, teamwork, personal branding, coaching, and mentoring skills—skills you could put to use for immediate and long-term career results.

TRIAL PERIOD: We stand behind our academic quality. The Kaplan CommitmentSM allows you to attend classes for an introductory period with no tuition obligation beyond the nonrefundable application fee.2

SCHOLARSHIPS: You could lower your tuition with a Kaplan University scholarship. See our website for details on eligibility.3

SUPPORT: Get the assistance you need, when you need it. Work with Education Advisors, faculty, Career Services, and a host of other support services that guide you from day one to graduation.

Accreditation and Approvals

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 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.

SHRM ALIGNMENT

The Society for Human Resource Management (SHRM) has acknowledged that the human resources concentrations in the following business degree programs fully align with SHRM’s HR Curriculum Guidebook and Templates:
- Master of Business Administration
- Master of Science in Management
- Bachelor of Science in Business Administration

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.
ACADEMIC PROGRAMS

Carve out your area of expertise. Our programs provide a general knowledge base enhanced by concentrations—groupings of courses that provide knowledge and skills specific to your chosen field. Whether you are preparing for a management position or looking to otherwise advance your career, graduates of our programs go on to succeed in fields such as marketing, finance, human resources, and accounting.1 Personalize your education by choosing courses that target your desired career path.

BACHELOR OF SCIENCE IN ACCOUNTING

Our bachelor’s degree program in accounting is designed to help you:
• Apply the conceptual framework of the Generally Accepted Accounting Principles (GAAP) to business applications
• Create statements and measures of assets, liabilities, equities, revenues, and expenses of business entities
• Understand taxation of individuals and businesses
• Evaluate financial reports and make recommendations based on these reports
• Compose communications required for accounting professionals

CONCENTRATIONS
• Auditing/Forensic Accountancy
• Managerial Accountancy
• Public Accountancy
• Tax Accountancy

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

Our bachelor’s degree program in business administration is designed to help you:
• Evaluate information management, planning, and control in business environments
• Analyze organizational processes and procedures in a variety of business settings
• Synthesize appropriate principles, concepts, and frameworks for making ethical decisions
• Assess the roles that structure, management, and leadership play in organizational performance
• Evaluate how economics, government, and law affect value creation in the global context

CONCENTRATIONS
• Accelerated MBA Option
• Financial Analysis
• Human Resources
• Information Systems Management
• Investment
• Management
• Marketing
• New Media/Internet Marketing
• Procurement
• Project Management
• Real Estate
• Risk Management and Insurance
• Sales Management
• Supply Chain Management and Logistics
• Wealth Management
BACHELOR OF SCIENCE IN FINANCE

The Bachelor of Science in Finance is a rigorous program designed to help you:

- Gain technical knowledge and skills in a range of financial areas
- Acquire an understanding of factors that influence financial decision-making
- Develop/implement critical thinking skills to solve in-depth financial problems

CONCENTRATIONS

- Accelerated Master of Science in Finance (MSF)
- General Finance
- Insurance
- Investments
- Real Estate
- Wealth Management

Program may not be available in all states. Contact an Admissions Advisor for details.

ASSOCIATE OF APPLIED SCIENCE IN ACCOUNTING

Our associate's degree program in accounting is designed to help you:

- Recognize the impact of state and federal laws and regulations on business
- Define the various tasks and responsibilities of managers in organizations
- Recognize basic financial and accounting data that influence business activities
- Analyze financial data and demonstrate the ability to make informed financial decisions
- Identify solutions to various accounting business demands by applying Generally Accepted Accounting Principles (GAAP)
- Use technology and software applications appropriate to business environments

ASSOCIATE OF APPLIED SCIENCE IN BUSINESS ADMINISTRATION

Our associate’s degree program in business administration is designed to help you:

- 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
- Apply basic economic, finance, and accounting principles to organizational environments

CONCENTRATIONS

- Business
- Customer Service
- Entrepreneurship
- Health Club Operations
- Hospitality Management
- Information Processing
- Meeting and Event Planning
- Office Management
- Retail Management
- Sales
- Small Business Management
GET TO KNOW OUR LEADERSHIP CENTERS

Remaining competitive and staying ahead of the curve takes preparation. This holds true from corporations to ambitious working professionals to promising students. Kaplan University is leading the charge outside of the classroom with two new leadership centers: the Center for Excellence in Financial Services and the Women in Business and IT Leadership Center.

Our centers are valuable, open-access sources to critical industry strategies and insights designed to help strengthen learning, sharpen skills, bolster professional experience, and explore trends in today’s competitive business and information technology industries.

Kaplan University Center for Excellence in Financial Services

A CONTENT-RICH PORTAL THAT PROVIDES NEWS, ARTICLES, TUTORIALS, AND BEST PRACTICES FOR FINANCIAL PROFESSIONALS

The Center for Excellence in Financial Services, a joint effort between Kaplan University’s School of Business and Information Technology and School of Professional and Continuing Education, is a comprehensive online source for anyone seeking to enter or advance in the financial services sector. Students, scholars, and executives will find current news and resources that span in-demand sectors including:

- **Accounting**: the Center offers resources for government, nonprofit, and private accounting professionals.
- **Real Estate**: the Center posts essential information for real estate professionals.
- **Investment and Wealth Management**: the Center promotes ideas and insights for those focused on investments and market securities.
- **Risk and Insurance**: the Center features sources of continuous learning and guidance for insurance and risk management teams.

In addition, the **Guide to Economic History** helps you shape your future in business by providing a look back to the past, and the **Trend Watch** section keeps you current with updates and news that will greatly impact your daily business. Be sure to visit regularly to stay in the know about what the experts are saying.

Visit the Center for Excellence in Financial Services at www.kaplanuniversity.edu/center-for-excellence.aspx.

Women in Business and IT Leadership Center

The Women in Business and IT Leadership Center supports graduates, working professionals, academics, and current students with real-world examples of successful women, networking and mentoring information, information on educational pathways for advancement, and tools and tips to sharpen skills and enhance professional development. It is a constructive source for new solutions and ideas addressing the unique challenges and opportunities for women across various business and workplace settings.

Kaplan University’s School of Business and Information Technology faculty and students collaborated to design the Center sharing information on:

- **Leadership and mentoring**
- **Networking and professional organizations**
- **Career development and professional advancement**
- **Industry trends**

UNCOMPROMISING SUPPORT

Kaplan University students receive personal academic support. From a highly engaged faculty to technical support, you get the assistance you need when you need it.

Education Advising

Education Advisors provide the following types of individualized support:

• Access to resources and tools
• Degree planning and selection of concentrations
• Answers to questions about your program
• Motivation to stay on track to graduation

Career Services

Career Specialists emphasize the practical, tangible steps you can take for results in the real world. Career Services offers:

• Practical career planning to ensure a personalized approach to pursuing your career goals
• Résumé and cover letter reviews, mock interview assistance, and networking advice
• 24/7 availability of the Career Services portal on KU Campus, which includes job postings and career services tools
• On-demand access to relevant information on résumé writing, interviewing, networking, and more
• A mentoring program to help connect you with alumni in your field

Tutoring Services and Academic Support Centers

Kaplan University offers rich academic support through a suite of tutoring services. Our Writing Center, Math Center, Technology Center, and Science Center provide subject-specific assistance. Depending on the center, services include:

• Live tutoring for one-on-one support from professors and professional tutors
• Subject support including an essay review service
• Workshops covering a wide range of topics
• Podcasts, self-paced tutorials, and additional resources

SCHEDULE AND START DATES

We’ve found that traditional fall and spring start dates don’t exactly meet the needs of our student population. For your convenience, start dates occur throughout the year.
Kaplan University business faculty members have significant professional experience in their fields in addition to their academic credentials. They bring knowledge gained through the powerful combination of higher learning and industry experience.

- 93% of our full-time graduate faculty and 74% of our full-time undergraduate upper-division faculty hold doctorate degrees.
- Our faculty is dedicated to teaching and committed to student success.
- Faculty members have academic training and professional experience within their specific disciplines.
- All full-time faculty members include scholarship and research as part of their annual development plan, which helps ensure their expertise stays up-to-date for the classroom.

FACULTY HIGHLIGHTS

**DR. CATHERINE FLYNN**
Doctor of Business Administration, Colorado Technical University
Master of Arts and Bachelor of Arts in English, Western State College of Colorado

Dr. Catherine Flynn has been a Kaplan University professor since 2002 and brings a wealth of professional experience as an editor, journalist, manager, and director of distance learning. Her research interests include business writing and communications. She was attracted to Kaplan University because of the University’s commitment to academic excellence and its delivery of distance learning to a broad spectrum of talented students nationwide.

Dr. Flynn notes that Kaplan University provides faculty and students with an opportunity to expand their education beyond the confines of the classroom, building knowledge in a student-centered environment. She describes Kaplan University students as highly motivated, focused, and committed to their education and careers. In addition to teaching at Kaplan University, Dr. Flynn has taught at Colorado School of Mines, the University of New Mexico, and Western State College of Colorado.

“Immerse yourself in the profession through local and national organizations as this helps you stay up to date and creates networking opportunities.”

*Rebecca Herman, Faculty Member
School of Business and Information Technology*
Dr. Steven Cates has more than 30 years of human resources managerial experience. He has worked as an executive for Fortune 500 companies including Burlington Industries, Able Engineering, Kroehler Manufacturing Company, and Philip Morris. Prior to joining Kaplan University, Dr. Cates taught at Valdosta State University, Averett University, and Nova Southeastern University.

His research interests include employment discrimination, employment/labor law, and stereotyping and its effects on marketing relationships. Dr. Cates has presented over 40 research papers at leading conferences around the world, and has also published articles in leading journals on the topics of strategic human resource management.
Communication Skills Rank Highest Among Employers

The latest Student Advisory Report from the School of Business and Information Technology, in collaboration with the Society for Human Resources Management (SHRM), focuses on insights from top employers across various industries. HR professionals from across the country weighed in on the key personality attributes and professional skills they look for when hiring individuals to fill business and information technology (IT) positions. Some of the key findings are illustrated in the infographic.
PAYING FOR SCHOOL

Explore Your Financial Options Before You Make Any Decisions

FINANCIAL AID

Our Financial Aid Office works with you from enrollment to graduation to ensure you understand your financial options and to help you plan the most efficient use of financial resources. We will help you craft a personalized financial plan that meets your particular needs.

Prior to enrolling at Kaplan University, you are encouraged to explore all available financial options, including employer tuition benefits, military tuition assistance, and scholarships. Options for eligible students include:

FEDERAL GRANTS
- Federal Supplemental Educational Opportunity Grant Program
- Federal Pell Grant Program

LOANS (subject to eligibility requirements)
- Subsidized Federal Stafford Loan
- Unsubsidized Federal Stafford Loan
- Federal PLUS Loan
- Alternative Loans

OTHER AGENCIES OR PROGRAMS
- Promise Jobs*
- Veterans Administration Benefits
- Division of Vocational Rehabilitation*
- Workforce Investment Act†
- Defense Activity for Non-Traditional Education Support (DANTES)

Kaplan University Scholarships

Kaplan University understands that earning your degree is a significant investment, both financially and personally. To help you succeed, we offer scholarships that apply directly toward paying your tuition. To learn more about our scholarship offerings, visit our website or contact an Admissions Advisor.

* Agency or program validates student and program eligibility. Eligibility can vary by state.
† Kaplan University may be eligible to be an approved training provider for Workforce Investment Act (WIA) student aid. Students must contact their local WIA One-Stop Centers or their Local Workforce Investment Boards to determine training program eligibility.
Supporting Military Members, Veterans, and Military Spouses at Kaplan University

If you or your spouse served in the U.S. Armed Forces, Kaplan University provides the support to help you reach your educational and career goals—whether military or civilian.

- Reduced tuition rates for servicemembers, including National Guard and Reserve, military spouses, and veterans
- Scholarships for eligible spouses and dependent children
- Leave of absence and drop policies that support the ever-changing nature of military life
- College credit for DANTES/CLEP exams and eligible military occupations or training
- Specially trained advisors within our Military Student Support Center who understand military culture, procedures, and the complex military educational benefits

Kaplan University has signed and agreed to comply with Executive Order 13607, establishing principles of excellence for educational institutions serving servicemembers and veterans and their spouses and other family members.

Credit for Prior Learning

The knowledge and skills you already have could help you save time and money on your degree. Kaplan University offers five pathways to help you earn credit for your prior learning:

1. Transfer eligible credits earned at an accredited institution
2. Seek college credit for your work and life experiences
3. Earn course credit through competency assessments
4. Convert your military training into college credit
5. Receive credit for eligible professional certifications

To apply for credit, you must first submit official transcripts, course descriptions, and supporting documentation to the Office of the Registrar. Visit catalog.kaplanuniversity.edu for the Prior Learning Assessment policy.
ABOUT KAPLAN UNIVERSITY

Kaplan University is an institution of higher learning dedicated to providing innovative undergraduate, graduate, and continuing professional education. Our programs foster student learning with opportunities to launch, enhance, or change careers. The University is committed to general education, a student-centered service and support approach, and applied scholarship in a practical environment.

We offer more than 180 programs that are designed to provide students with the relevant skills for employment in business, criminal justice, education, health care, information technology, paralegal studies, and more.

Accreditation and Approvals

Kaplan University is accredited by The Higher Learning Commission. This accreditation covers all our academic programs, all branch campuses, and all programs provided via distance education. For more information, please visit the HLC website at hlcommission.org, write to them at 230 S. LaSalle Street, Suite 7-500, Chicago, IL 60604, or call 800.621.7440.

Kaplan University is authorized under federal law to enroll nonimmigrant, alien students.

IMPORTANT INFORMATION: PLEASE READ

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

1 Kaplan University cannot guarantee employment or career advancement.

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 Eligibility rules and other terms apply; consult an Admissions Advisor. Scholarship awards and eligibility requirements are subject to change. Scholarship 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 or Kaplan University Tuition Cap pricing.

4 Testimonial was solicited by Kaplan University. Views and opinions stated herein are the individual’s and not necessarily those of Kaplan University. Individual student experiences may vary.

BUSINESS DEGREE PROGRAMS