

GRADUATE ENTREPRENEURSHIP CERTIFICATES

SCHOOL OF BUSINESS AND MANAGEMENT



**TO SUCCEED IN YOUR OWN BUSINESS, YOU
NEED THE RIGHT BUSINESS EDUCATION.**

Kaplan University's Graduate Certificate in Entrepreneurship for New Ventures and Graduate Certificate in Entrepreneurship for Growth Ventures are comprehensive, online programs designed to prepare graduates with essential tools to start or expand a business.¹ Kaplan University has teamed up with Kauffman FastTrac[®], to offer these interactive certificate programs.² Now, both the aspiring entrepreneur and the more established business owner can study to gain the critical knowledge and skills to pursue or advance their careers.

Kaplan University has created a dynamic environment for online learning. Our advanced technology and enhanced delivery methods make classes accessible and user friendly.

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.SM



**KAPLAN
UNIVERSITY**

NOW IS THE TIME TO START YOUR OWN BUSINESS

According to a 2008 study, 70 percent of U.S. registered voters think the health of the economy depends on the success of entrepreneurs.³ And, according to a separate study, 92 percent of Americans called entrepreneurs critically important to job creation.³

In 2009, the number of business startups reached its highest level in 14 years, with approximately 100,000 people creating businesses each month.⁴

In order to stand out amongst these other business owners, it is important to be equipped with the knowledge that could give you an edge. A certificate from Kaplan University could help you gain the skills to be successful in your business venture.



YOUR BUSINESS IS OUR BUSINESS

At the Kaplan University School of Business and Management, we want to help you succeed in your business ventures. That is why we have teamed up with Kauffman FastTrac®, a provider of learning curricula that equips aspiring and existing entrepreneurs with the tools, resources, and networks to start and grow successful businesses.

KAUFFMAN | FASTTRAC®

Some characteristics that could help your success as an entrepreneur include:

- Flexible expectations—The ability to adapt quickly to changing situations and deadlines
- Strong communication skills—The ability to communicate persuasively, both orally and in writing, with other managers, staff, and the public
- Sound judgment—The ability to make rational decisions regarding complex situations

POSSIBLE DAY-TO-DAY ACTIVITIES FOR ENTREPRENEURS COULD INCLUDE:⁵

- Creating business plans
- Developing a budget
- Financial planning
- Analyzing potential growth
- Creating growth strategy
- Creating a marketing plan
- Assessing business operations
- Identifying and implementing best practices
- Hiring employees
- Training and managing employees
- Conducting internal assessments
- Creating feasibility studies



A different school of thought.™

**KAPLAN
UNIVERSITY**

REAL-WORLD KNOWLEDGE FOR REAL-WORLD SUCCESS

Kaplan University's programs are designed to accommodate both the aspiring business owner as well as the established entrepreneur.

The Graduate Certificate in Entrepreneurship for New Ventures uses the FastTrac® NewVenture™ process to teach students how to start and build a successful business. The curriculum provides knowledge of key business areas, including the creation of business plans, development of financial and operational plans, and development of feasibility studies.

The first course in this certificate program, Foundations of Entrepreneurship: FastTrac® NewVenture™, focuses on concept analysis, while the second, FastTrac® NewVenture™ Lab, focuses on business planning.

The Graduate Certificate in Entrepreneurship for Growth Ventures uses the FastTrac® GrowthVenture™ process to teach students how to manage an expanding business and to strategically align all aspects of the business for growth. The curriculum provides knowledge of key business areas, including the creation of marketing plans, identification of leadership strategies, creation of growth business plans, and conducting internal assessments.

The first course in this certificate program, Managing a Growing Business: FastTrac® GrowthVenture™, focuses on setting direction, while the second, FastTrac® GrowthVenture™ Lab, focuses on taking action.



Program Detail

Graduate Entrepreneurship Certificates

- Credit Hours: 4 per certificate⁶

HERE IS WHAT ONE STUDENT HAD TO SAY

Terri Perkins

- Graduate of Kaplan University's Master of Business Administration program

“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 THOUGHTSM

Kaplan University isn't like other online universities. We offer productive, interactive, dynamic learning opportunities that encourage and enhance the talents of our students. Created around the principle of using advanced technology and enhanced delivery methods, we make classes accessible and user friendly. Combined with our strong focus on personal interaction, Kaplan University has created the right environment for learning. You can navigate lessons, explore Web field trips with the click of your mouse, and communicate with fellow students and faculty via email and message boards. Most importantly, our outcomes-based programs are designed to provide you with the skills you need to reach your educational and career goals.¹

WAYS TO HELP YOU MAXIMIZE YOUR TALENT

We partner to help you achieve success from day one. Some of our student support services include:

- Academic advising
- Career services
- Tutoring
- Technical support
- Networking/connection tools
- Student clubs/organizations
- Library
- Military student service center
- Resource center

Other Programs

In addition to this program, Kaplan University also offers:

- › Human Resources Postbaccalaureate Certificate
- › National Security Administration Postbaccalaureate Certificate
- › Graduate Certificate in Accounting
- › Graduate Certificate in Human Resources
- › Graduate Certificate in Project Management

IMPORTANT INFORMATION—PLEASE READ

¹ Kaplan University's programs are designed to prepare graduates to pursue employment in their field of study, or in related fields. However, the University does not guarantee that graduates will be placed in any particular job or employed at all, or that completion of the program will result in the growth or expansion of your business.

² Kauffman FastTrac[®] was created by the Kauffman Foundation, the largest foundation that advances entrepreneurship as a key to growing economies and expanding human welfare. The words "Kauffman FastTrac" are service marks owned by the Ewing Marion Kauffman Foundation.

³ "Kauffman Fast Facts: Entrepreneurship and the Economy," on the Internet at www.kauffman.org/uploadedFiles/FactSheet/entrep_and_economy_fast_facts.pdf

⁴ "Despite Recession, U.S. Entrepreneurial Activity Rises in 2009 to Highest Rate in 14 Years, Kauffman Study Shows," on the Internet at www.kauffman.org/newsroom/despite-recession-us-entrepreneurial-activity-rate-rises-in-2009.aspx

⁵ Kaplan University's programs are designed to prepare graduates to pursue the stated positions, which have varying responsibilities. However, the University does not guarantee that graduates will be placed in any job or equipped to perform all the tasks noted. Additional training or certification may be required.

⁶ These programs are not eligible for Title IV federal financial aid. Upon successful completion of each program, graduates will be awarded a certificate from Kaplan University. Qualified credits earned in fulfillment of these certificates may be transferable to certain Kaplan University degree programs.

Note From Dean

"Many prospective entrepreneurs just need a bit of education to jump start their businesses. Kaplan University's programs provide just that—the tools and techniques you need to become a successful entrepreneur or grow your business to the next level."



Dr. Thomas Boyd, Dean
School of Business and Management

A different school of thought.SM



To enroll, call your Admissions Advisor today. For more information, visit studentcenter.kaplan.edu.