Our Presenters

Maddie Bell
Enrollment Services Advisor, AAB Business Management Degrees

Prof. Debra Way
Program Coordinator, AAB Business Management Technology

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Our Presenters

Prof. Prince Ellis
Lead Faculty, AAB Financial Management Technology

Prof. Linda Long, Ed.D
Lead Faculty, ABB Marketing Management Technology

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❓ Have Questions?

Q&A 💬 : You may click on the ***Q&A*** icon to open the Q&A window, where you may type and submit your questions at any time during the presentation!

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Agenda

- Program Overviews & Highlights
- AAB Curriculum Overview
- Certificate Overview
- Application & Admission Requirements
- Tuition & Financial Aid
- Student Resources
- Questions

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Program Overviews

AAB in Business Management Technology: The program is designed to strengthen essential skills such as communication, problem solving, human relations skills, and teamwork that are invaluable across many entry-level management positions in a wide variety of industries.
Future Careers: Office Manager - Sales Manager - Sales Support Manager - Store Manager

AAB in Financial Management Technology: This associate degree will help you develop the skills and expertise you need to help businesses capitalize on investments and securities in a finance entry-level position.
Future Careers: Collections Specialist - Financial Specialist - Loan Specialist - Personal Banker

AAB in Marketing Management Technology: Prepares you for an entry-level role in marketing. After graduation, you'll possess the skills to coordinate specific marketing functions such as customer service, promotions or public relations.
Future Careers: Advertising Sales Representative - Digital Marketer - Event Promoter - Market Research Assistant

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Program Highlights

100% Online & Asynchronous: No campus visits required and no set class meeting times. Keep up with the coursework and assignments at your own pace, keeping the posted deadlines in mind. If you are local, we do have hybrid/hi-flex options!

Advance Your Career: Upgrade your current business skills or be ready for an entry level business position in your chosen field of study (BMT, FMT, MMT).
Looking ahead? Consider the Bachelor of Technical and Applied Studies (BTAS) Applied Administration program post-graduation.

Start-to-Graduation Support: Every student enrolled online is assigned a dedicated team providing one-on-one support. This includes a Student Success Coordinator and Academic Advisor. Students are also encouraged to network and connect with their online professors.

Flexible Scheduling: Offering part-time and full-time options with six start dates per year. Courses in this program run for 7 weeks. Our 100% online program is designed with busy, working professionals in mind.

Program Overview	Academic Calendar	Admission Requirements	Careers	Curriculum	Tuition

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Curriculum | AAB Management Technology Courses (ALL)

COURSE	TITLE	CREDIT
ECON 1001	Introduction to Microeconomics	3
ECON 1002	Introduction to Macroeconomics	3
MGMT 1080	Problem Solving Tools	3
MGMT 2070	Fundamentals of Management	3
BLAW 2080	Legal Environment of Business	3
BUS ELEC	Business Elective	3
FIN 2050	Fundamentals of Business Finance	3
ACCT 2081	Finacial Accounting	3
ACCT 2082	Managerial Accounting	3
MKTG 2080	Introduction to Marketing	3

COURSE	TITLE	CREDIT
ENGL1001	English Composition	3
ENGL2089	Intermediate Composition	3
MATH1008	Foundations of Quantitative Reasoning	3
IT1001C	Computer Applications	3
BoK: HU	Humanities Elective	3
BoK: NS	Natural Sciences Elective	3

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Curriculum | BMT / FMT / MMT Specific Courses

BMT

COURSE	TITLE	CREDIT
MGMT 2072	Fundamentals of Human Resources	3
MGMT 2075	Fundamentals of Human Relations	3
MKTG 2085 or ENTR 2001	Fundamentals of Consumer Behavior or Essentials of Entrepreneurship	3
MKTG 2071	Personal Selling and Sales Management	3

MMT

COURSE	TITLE	CREDIT
MKTG 2085	Fundamentals of Consumer Behavior	3
MKTG 2071	Personal Selling and Sales Management	3
MKTG 2045	Fundamentals of Advertising & Promotion	3
MKTG 2065	Fundamentals of Digital Marketing	3

FMT

COURSE	TITLE	CREDIT
FIN 2060	Fundamentals of Financial Planning	3
FIN 2070	Fundamentals of Risk Management	3
FIN 2071	Stock Markets and Investments	3
FIN 2081	Personal Finance	3

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Certificate in Insurance and Finance Management

The **Online Certificate in Insurance & Finance Management (IFM)** at the University of Cincinnati equips students with foundational knowledge about the insurance and finance industry to prepare you for future trainings and exams for licensure.

Future Careers:

- Insurance Underwriting and Claims Management
- Insurance Sales and Brokering
- Corporate Risk Management
- Banking and Financial Services
- Insurance Claim Processor
- Financial Clerk
- Risk Analyst
- Client Service Representative

Curriculum

COURSE	TITLE	CREDIT
IFM 2072	**Insurance Company Operations**	3
IFM 2073	**Fundamentals of Insurance**	3
FIN 2070	**Fundamentals of Risk Management**	3
ACCT 2081	**Financial Accounting**	3
ECON 1001	**Introduction to Microeconomics**	3
ECON 1002	**Introduction to Macroeconomics**	3
BLAW 2080	**Legal Environment of Business**	3
COMM 2081	**Business Communication**	3

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⊟ Application Process

Complete the online application! https://online.uc.edu/apply-now/

Dates & Deadlines: *(subject to change)*
A-Term

	Spring	Summer	Fall
Application Deadline	November	March	July
Courses Start	January	May	August

B-Term

	Spring	Summer	Fall
Application Deadline	December	April	August
Courses Start	March	July	October

WAIVED APPLICATION FEE

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GET STARTED

Application fee waived through Summer 2025

| Program Overview | Academic Calendar | Admission Requirements | Careers | Curriculum | Tuition |

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Admissions Requirements

Complete the online application! https://online.uc.edu/apply-now/

For high school students:
- High school diploma or GED
- Some students may need to take math or English assessments (at no charge) to ensure proper course placements

For transfer students:
- Transferability of credits based on school accreditation, course comparability, year taken, and final grade
- Transcripts needed from ALL colleges or universities previously attended
- Some students may need to take math or English assessments (at no charge) to ensure proper course placements

Required Application Documents:
- No test scores required
- The online application fee is waived through Summer 2025
- Send **official** high school and college transcripts to UC Office of Admissions

University of CINCINNATI | ONLINE

WAIVED APPLICATION FEE

GET STARTED

Application fee waived through Summer 2025

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💵 Tuition

COURSE	PART-TIME PER CREDIT	FULL-TIME PER SEMESTER
Ohio Resident	$304.00	$3,632.00
Non-Resident	$319.00	$3,812.00

subject to change

Note: A part-time student is anyone taking less than 12 undergraduate credit hours. A full-time student is anyone taking 12 or more undergraduate credit hours. Students must be taking at least 6 credit hours to utilize Financial Aid

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💵 Financial Aid

- **UC Clermont Donor-Based Scholarships:** Students in any of the 3 AAB Management Technology Associate programs can apply for several donor-based scholarships with just one application.

- **Business Tuition Scholarships**: University of Cincinnati Online Business Partnership offers a tuition scholarship to participating organizations.

- **Military Benefits**: If you apply for military benefits, please contact your regional VA Representative to determine if your benefits will cover the program.

- **FAFSA**: To apply for federal student aid, complete the Free Application for Federal Student Aid (FAFSA®) before each year of college. It's free and easy, and gives you access to the largest source of financial aid to pay for your education. **UC School Code: 003125**

- **Tuition payment plans are available.**

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Personalized Support

- **Enrollment Services Advisors**
  These specialists will not only guide you through the application process but will also help steer you toward the right courses, programs, and opportunities to best serve your personal and professional goals.

- **Student Success Coordinators**
  These specialists will connect you to key resources, help you navigate the online student platform, and explain how to contact your professors in an online environment.

- **Academic Advisors**
  - Help you clarify your academic, professional, and personal goals;
  - Explain program and university policies;
  - Advise on classes and how they fit your goals;
  - Counsel you on academic or personal matters;
  - Ensure sure you stay on track to graduation.

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🤝 Student Resources

- **Bearcat Promise Career Studio**
  The Bearcat Promise Career Studio is a place where all UC students can participate in career exploration, planning, and development. Whether you're writing your first resume or interviewing for your first job, we're here to help!

- **Learning Commons**
  The Learning Commons provides *free* centralized academic support for UC students. We are open to *all* students across *all* majors and *all* campuses. As the hub for academic support in and out of the classroom, we bring together hundreds of peer educators, faculty, and best practices around teaching and learning to create a supportive environment for students to succeed.

- **CAPS (Counseling and Psychological Services)**
  At UC CAPS, we prioritize accessible and effective services that you can access when needed. We take a collaborative, strengths-based approach to help you identify tools, resources, and strategies to meet your mental health goals. This might only take one meeting, or it might take a little more support. Either way, we're here to help you on your Bearcat journey.

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? FAQs

? **How are classes formatted?**
Classes are online and asynchronous in a 7-week format. You will have weekly assignments with due dates, but you may log on at any time 24/7 to complete your coursework.

? **Is this school accredited? Will my degree say online?**
The University of Cincinnati's is regionally accredited, which is the highest level of accreditation possible. Your degree will say University of Cincinnati!

? **If I live in Cincinnati, can I still come to campus if I'm an online student?**
Yes, you may attend on-campus classes at our Clermont campus as an online student.

? **How long will this course take to complete?**
This program typically takes between 5-6 semesters to complete, about 2 years.

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Contact Us

Office of Online Student Recruitment

513-556-7900

onlineenrollment@uc.edu

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Thank you for attending!

Be on the lookout for an email with a link to a recording of this information session!