AUA’s Master of Business Administration (MBA) is a rigorous, cross-disciplinary program providing an innovative curriculum for working professionals who aim to maximize their personal effectiveness and advance their careers. The program provides students the opportunity to focus on tracks including marketing, accounting, finance, or business analytics. Alternatively, students may pursue a general business track taking those courses most suited to their needs.

The MBA class schedule is tailored to allow working professionals to work full-time while pursuing their studies. Through this individual approach, the program allows students to complete the program in two or three years. Typically, classes are held during the evening hours two to three times a week Mondays through Saturdays.

**Program Goals**

AUA’s MBA program will develop students’ knowledge and skills as:
- Managers with practical knowledge of finance, accounting, marketing, business analytics, organizational dynamics and other functional areas essential for success in a rapidly changing and globalizing business environment
- Innovative and forward-looking thinkers, who can analyze and solve problems effectively and make decisions strategically
- Creative and effective leaders, with the ability to take initiative to bring about and lead change and innovation
- Valuable team members skilled in working collaboratively while motivating, guiding, and mentoring others
- Ethical business leaders who value integrity, accountability, service to community, and a drive to succeed

**Curriculum**

The MBA curriculum is divided into core courses, leadership development courses, track related courses, and general management electives. During the first year, MBA students take a set of core courses providing systematic knowledge of the fundamental functions of business and management including *finance, marketing, accounting, business analytics, and operations*. 
Comprehensive Development through Tracks

Second and third year courses focus on subjects and competencies required for exercising high-level managerial responsibility. Each track combines an optimal mix of theoretical rigor and real life applications.

Finance
Students pursuing the finance track will obtain business and financial skills to pursue higher positions in financial and other industries, such as IT and telecommunication, featured as highly competitive and with rich set of opportunities to grow. Students in this track may concurrently specialize in accounting and graduate with a dual track degree.

Accounting
The accounting track provides students with advanced knowledge in accounting necessary for success in diverse business areas. This option serves as a gateway to professional career paths in Big 4 and other leading companies operating in the finance, accounting, auditing, and business consultancy sectors.

Business Analytics
With the growing need for graduates with strong analytical skills, students pursuing business analytics will graduate with a competitive advantage. Students will master skills and technologies required to conduct quantitative analysis, predictive modeling, and optimization for smart business decision making.

Marketing
The marketing track provides graduates with skills in new marketing strategies with a strong emphasis on market research, advertising and digital marketing. Students learn product innovation and design, promotion, positioning, and effective distribution to better serve customer wants and needs.

General Business
Students interested in pursuing a general track are given the flexibility to choose courses from all areas of expertise.

Track courses emphasize critical and creative thinking, effective leadership, as well as analytical and implementation skills. Students also have the opportunity to take elective courses in various advanced business disciplines that will build a customized learning experience in line with their career goals and aspirations.

AUA’s MBA Graduates

Around 1/3 of AUA’s MBA graduates are leaders in fields including the accounting, banking, and finance sectors. A quarter work in business consulting and management and another 16% in IT. The remaining are pursuing careers in a diverse set of industries including marketing and PR, telecommunication, tourism, and hospitality.