



BACHELOR of ARTS

The BAB program equips students with a strong academic foundation for business management, marketing, accounting, economics, and a range of other career options. More than that, the program develops professional curiosity, analytical capabilities, effective decision-making, and strong business acumen to address complex, realworld business problems.

### Stand out in your career and thrive as a professional.

Graduates have the know-how to establish their own businesses or hit the ground running in careers across the public and private sectors, for-profit and nonprofit. The program also provides opportunities for graduates to continue their education in master's programs at AUA or elsewhere.

BAB is a four-year undergraduate degree that prepares well-rounded specialists who are able to think critically and creatively, learn independently, work collaboratively, and adapt quickly to challenges. Graduates emerge as lifelong learners with a wide range of experience. ready for employment in a competitive market or graduate study in various fields.

BAB graduates build their own startups or start their careers in the following companies and many more.





















































**Explore** the possibilities

#### **CAREER OPPORTUNITIES**

- Marketing and Sales
- Entrepreneurship
- Finance and Accounting
- Auditing
- Banking
- Management
- International Business

### GRADUATE **STUDY OPPORTUNITIES**

- Management
- Economics
- Accounting
- Data Science
- Finance
- Business Administration

BAB collaborates with dozens of throughout the country to support students in securing credit-bearing internships. 60% of students take senior year of study.

of alumni secure

# What to Expect

BAB is part of a liberal arts education offered by the Manoogian Simone College of Business and Economics. Apart from business-specific disciplines, the program includes a substantial liberal arts education component. This unique component of an AUA undergraduate education assures that students not only specialize in their business major, but also become well-rounded individuals equipped with a wealth of knowledge from various disciplines.

Students take a set of core courses on the fundamental functions of business and management, including finance, marketing, accounting, operations, and economics. Students specialize in one of four study tracks that include a wide range of business courses and electives.

# **Marketing Track**

Study how businesses bring products and services to the consumer by utilizing product innovation, and design, product quality, price, promotion, positioning, and effective distribution to better serve customer wants and needs.

# **Accounting Track**

Focus on the methods by which businesses manage costs and cash flows, estimate and achieve profits analyze investment decisions, and plan for expansions Ensure accuracy and transparency for investors, regulators, and other stakeholders.

## **Economics Track**

Analyze the impact of a country's economy and social systems, regulatory and legal requirements, and international opportunities on business decisions. Address a company's competitive environment and provide important data and analyses that impact a company's strategic plan.

### **General Business Track**

Work with an advisor to select a set of business electives to maximize professional development and advance career objectives. Apply a foundation of general business knowledge to a career in any sector: government, healthcare, nonprofit, private business, and much more.

# **General Education**

The BAB degree consists of two components: the Major requirements and the General Education requirements. While the Major gives students depth, specialization, and career preparation, General Education gives breadth and a foundation of general knowledge, perspectives, and skills for life. Both are carefully designed components to assure that graduates are ready for life-long learning, whether in the classroom, on the job, or on their own. For more information, visit aua.am/gen-ed.

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The American University of Armenia is accredited by the WASC Senior College and University Commission, 1001 Marina Village Parkway, Suite 402, Alameda, CA 94501, 510.748.9001, www.wscuc.org. In addition, AUA is affiliated with the University of California.