

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.

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.

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.

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.

American University of Armenia

40 Marshal Baghramyan
Yerevan, 0019, Armenia

+374 60 69 40 40
aua.am

Office of Admissions

Room 108M

+374 60 61 27 50
Apply at im.aua.am
ugrad@aua.am
admissions.aua.am

BAB Program

+374 60 61 26 02
bab@aua.am
aua.am/ba-business

Social Media

[/AUAAdmissions](https://www.facebook.com/AUAAdmissions)
[/AUArmenia](https://www.facebook.com/AUArmenia)
[/AUACbe](https://www.facebook.com/AUACbe)
[/aua_insta](https://www.instagram.com/aua_insta)
[/AUA_cbe](https://www.instagram.com/AUA_cbe)
[/AUAuploads](https://www.youtube.com/AUAuploads)
[@AUAtweets](https://twitter.com/AUAtweets)