

BACHELOR *of* ARTS

BUSINESS

The BAB program equips students with a strong academic foundation for accounting, business management, economics, marketing, 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 real-world 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 industry leaders/employees throughout the country to support students in securing credit-bearing internships.

"Thanks to the opportunity to study abroad for a semester at Skema Business School, France I managed to set a clear vision about my further academic life, which was one of my most significant victories, and travel to 7 beautiful European countries, contributing to my growth and worldview. I not only got my experience in one of the top business schools in France but also gained an outstanding life experience. My work was accompanied by tremendous encouragement and assistance from AUA, which supports us throughout "today" to grant a better "tomorrow," giving us a chance to become leading professionals"

Nane Khachikyan (BAB' 24)

What to Expect

Students take a set of core courses on the fundamental functions of business, 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.

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.

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.

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.

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. This is ensured through a substantial liberal arts education component. More can be found below.

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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BAB Program

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