

BA in BUSINESS CURRICULAR MAP

| | | <p>PG1: Equip students with knowledge and skills in and across the main functional areas of business.</p> <p>PG2: Develop creative and critical thinking and decision making skills for complex business problems, supported by the appropriate use of analytical and quantitative techniques.</p> <p>PG3: Prepare students for careers and advanced studies in a wide range of business disciplines.</p> <p>PG4: Develop articulate, conscientious leaders and problem solvers who are committed to contributing to their fields and society.</p> <p>PG5: Provide students with a broad foundation of knowledge and skills and cultivate a commitment to life-long learning.</p> | | | | | | | | | | | | | | | | | |
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| | | <p>Fundamentals Frameworks and tools Business decisions Evidence-based solutions Analytic techniques Creative strategies Inter-personal skills Team work Ethical, legal and social concerns Advanced study Communication techniques Different perspective Productivity Information technology Inquiry Independent research</p> | | | | | | | | | | | | | | | | | |
| | | <p>Define and describe fundamentals of Accounting, Finance, Economics, Marketing and Communications, Operations, Organizational Behavior and Management, Information Technology, and Quantitative Methods</p> <p>Apply relevant theoretical frameworks and tools from these areas to business situations.</p> <p>Integrate knowledge across functional areas to formulate and implement business decisions.</p> <p>Identify and analyze business opportunities and challenges, and recommend evidence-based solutions.</p> <p>Appropriately collect and select data, apply analytic techniques, and develop well-reasoned conclusions.</p> <p>Exercise independent judgment, and design creative and innovative strategies to obtain competitive advantage.</p> <p>Perform business tasks with the interpersonal skills and professional demeanor demanded in business settings.</p> <p>Identify and address the strengths and weaknesses of a team, and work effectively in interdisciplinary and multicultural teams.</p> <p>Appropriately weigh the ethical, legal and social concerns of stakeholders in business decision making taking into account corporate responsibility, environmental sustainability and the regional and global nature of business.</p> <p>Engage in advanced study and career advancement in their chosen fields of business.</p> <p>Produce and deliver written and oral presentations, and communicate with specialists and non-specialists using appropriate media and technology.</p> <p>Think critically and creatively, conceptualizing real-world problems from different perspectives.</p> <p>Work productively in diverse teams, and solve problems collaboratively.</p> <p>Use common software and information technology to pursue inquiry relevant to their academic and professional fields, and personal interests.</p> <p>Weigh evidence and arguments, and appreciate and engage in diverse modes of inquiry characteristic of historical, cultural, political, economic, and quantitative disciplines.</p> <p>Properly document and synthesize existing scholarship and data, keep current with developments, conduct independent research, and discover and learn new material on their own.</p> | | | | | | | | | | | | | | | | | |
| | | <p>Learning Outcomes B=Beginner; I=Intermediate; A=Advanced</p> | | | | | | | | | | | | | | | | | |
| | | 1.1 | 1.2 | 1.3 | 2.1 | 2.2 | 2.3 | 3.1 | 3.2 | 3.3 | 3.4 | 4.1 | 4.2 | 4.3 | 5.1 | 5.2 | 5.3 | | |
| BA Major Core | Core Fundamentals | Applied Statistics | BUS 110 | B | | | B | | | | | | | | | | B | | |
| | | Business Math or Calculus 1 | BUS 109 | B | | B | | B | | | | B | | | | | B | | |
| | | Business Communications | BUS 177 | | | I | I | I | | I | I | | I | | I | I | | | |
| | Business Core Requirements (15 courses) | Introduction to Business | BUS 101 | B | | | B | | B | | B | | B | B | B | B | | B | |
| | | Social, Legal & Ethical Environment of Business | BUS 112 | B | B | | | B | | | I | B | | B | | | | | |
| | | Principles of Microeconomics | ECON 121 | B | B | | | B | | | B | | B | | | B | | | |
| | | Principles of Macroeconomics | ECON 122 | B | B | | | B | | | B | | B | | | B | | | |
| | | Introduction to Financial Accounting | BUS 145 | B | B | | B | | | | B | | B | | | | | | |
| | | Principles of Marketing | BUS 160 | B | B | | | | | B | | | | B | | | B | | |
| | | Operations Management | BUS 280 | I | I | I | I | I | | | I | I | | | | | | | |
| Foundations of Management | BUS 105 | B | B | | | I | | | I | I | | | B | | | B | | | |

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| | | Innovation & Entrepreneurship | BUS 211 | B | | I | I | I | | | | B | I | I | I | B | | | | | |
| | | Development Economics | ECON 228 | | | A | | | | | | | I | | | A | | I | A | | |
| | | Introduction to Finance | BUS 230 | I | | | | | | | | | | | | | | | | | |
| | | Introduction to Managerial Accounting | BUS 146 | B | | B | B | B | B | | B | | | | | | | | | | |
| | | Capstone | BUS 299 | | I | | | | | I | | | | | I | | | | | | |
| | | <i>1 of the following two courses</i> | | | | | | | | | | | | | | | | | | | |
| | | Management of Information Systems | BUS 281 | I | | | I | | | I | I | I | | | | | I | A | | | |
| | | Accounting Information Systems | BUS 286 | A | | A | | | A | | A | | | | | | | A | | | |
| | | <i>1 of the following three courses</i> | | | | | | | | | | | | | | | | | | | |
| | | Introduction to International Business Management | BUS 210 | B | I | I | I | | | | I | B | | | | I | | B | | | |
| | | International Economics | ECON 225 | | | I | | | | | | | | I | | | | | I | I | I |
| | | International Marketing | BUS 265 | | I | | | | | | | B | | | | | | | | | |
| Accounting track* | Required | Intermediate Financial Accounting | BUS 245 | | I | I | I | | | I | I | | | | | | | | | | |
| | | Intermediate Managerial Accounting | BUS 247 | | I | I | I | I | I | | I | | | | | | | | | | |
| | | Introduction to Financial Statement Analysis | BUS 248 | I | I | | I | I | | I | | | | | B | | I | | | | |
| | Elective | Principles of Corporate Finance | BUS 232 | | | A | A | A | | | A | | A | | | | B | | | | |
| | | Tax Accounting | BUS 250 | | | A | A | | A | | A | | A | A | | | | | | | |
| | | Introduction to Auditing | BUS 253 | | B | | | I | | I | I | | | I | | | | I | | | |
| | | Intermediate Auditing | BUS 254 | | I | I | | | | | | A | | | B | | | | | | |
| | | International Accounting | BUS 257 | | | A | | A | A | | A | | A | A | A | | A | A | A | | |
| Economics track** | Required | Intermediate Microeconomics | ECON 221 | | | | | A | A | | A | | | | | | I | | | | |
| | | Intermediate Macroeconomics | ECON 222 | | | I | I | I | I | | I | | I | I | | | I | I | I | | |
| | | Introduction to Econometrics | ECON 224 | B | B | B | | B | | B | | | | | | | B | | | | |
| | Elective | Evolution of Economic Thought | ECON 120 | I | I | | | | | | | I | | | I | | | | I | | |
| | | Economics of Sustainable Development | ECON 223 | | | I | | | | | | I | | | A | | I | | | | |
| | | Money, Banking & Financial Institutions | BUS 226 | | | A | | A | A | | A | | A | A | | | I | A | A | | |
| | | International Monetary Relations | BUS 227 | | | A | | | | | A | | A | | A | | I | A | A | | |
| | | Special Topics in Economics | ECON 229 | | | A | | | A | | | | A | A | | | | A | A | | |
| Principles of Corporate Finance | BUS 232 | | | A | A | A | | | A | | A | | | | B | | | | | | |
| Marketing track*** | Required | Consumer Behavior | BUS 262 | | I | | | | | | | | | | | | B | | | | |
| | | Market Research | BUS 275 | | | | | A | | | | | | | | | | | A | | |
| | | Integrated Marketing Communication | BUS 276 | | | A | | | A | | A | | A | A | | | I | A | A | | |
| | Elective | Sales Management | BUS 261 | | | A | A | A | A | | A | A | | A | | A | | | | | |
| | | Brand Management | BUS 263 | | | A | A | A | A | | A | | A | A | B | | | | A | | |

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| | | Advertising Management | BUS 266 | | | A | A | A | A | | A | | A | A | B | | | A | |
| | | Tourism Destination Marketing | BUS 271 | | | I | I | I | I | | I | | | I | I | | | I | I |
| | | Internet Marketing | BUS 278 | | | I | I | I | A | I | | I | | I | I | I | | | |
| | | Special Topics in Marketing | BUS 279 | | | A | A | | A | | | | | A | | | | A | A |
| General Business General (5 General Business courses) | <i>Students may choose any combination of courses from Business Electives, Accounting Track, Economics Track or Marketing Track with appropriate prerequisites.</i> | | | | | | | | | | | | | | | | | | |
| | | Business Negotiation | BUS 201 | | | | | | | | | | | I | | I | | | |
| | | Strategic Management | BUS 285 | A | A | A | A | | | | | | A | | | A | | | |
| | | BAB Internship | BUS 292 | | A | | | | | A | A | | | | I | | | | |
| | | Start-up Management | BUS 287 | | | | B | | | B | | | | | | | | | |
| | <i>Free elective: Any two additional courses offered at AUA</i> | | | | | | | | | | | | | | | | | | |

*Students must take Core Requirement: BUS 286 Accounting Information Systems
**Students must take Core Requirement: ECON 225 International Economics
***Students must take Core Requirement: BUS 265 International Marketing