
















BA in BUSINESS CURRICULAR MAP

					PG1: Equip students with <u>knowledge</u> and skills in and across the main functional areas of business.			PG2: Develop creative and <u>critical thinking</u> and decision making skills for complex business problems, supported by the appropriate use of analytical and quantitative techniques.			PG3: Prepare students for careers and <u>advanced studies</u> in a wide range of business disciplines.				PG4: Develop articulate, conscientious <u>leaders</u> and problem solvers who are committed to contributing to their fields and society.			PG5: Provide students with a broad foundation of knowledge and skills and cultivate a commitment to <u>life-long learning</u> .					
																							
					Fundamentals	Frame-works and tools	Business decisions	Evidence-based solutions	Analytic techniques	Creative strategies	Inter-personal skills	Team work	Ethical, legal and social concerns	Advanced study	Communi-cation techniques	Different perspective	Productivity	Information technology	Inquiry	Independent research			
					Define and describe fundamentals of Accounting, Finance, Economics, Marketing and Communications, Operations, Organizational Behavior and Management, Information Technology, and Quantitative Methods	Apply relevant theoretical frameworks and tools from these areas to business situations.	Integrate knowledge across functional areas to formulate and implement business decisions .	Identify and analyze business opportunities and challenges, and recommend evidence-based solutions .	Appropriately collect and select data, apply analytic techniques, and develop well-reasoned conclusions.	Exercise independent judgment, and design creative and innovative strategies to obtain competitive advantage.	Perform business tasks with the interpersonal skills and professional demeanor demanded in business settings.	Identify and address the strengths and weaknesses of a team, and work effectively in interdisciplinary and multicultural teams.	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.	Engage in advanced study and career advancement in their chosen fields of business.	Produce and deliver written and oral presentations, and communicate with specialists and non-specialists using appropriate media and technology.	Think critically and creatively, conceptualizing real-world problems from different perspectives .	Work productively in diverse teams, and solve problems collaboratively.	Use common software and information technology to pursue inquiry relevant to their academic and professional fields, and personal interests.	Weigh evidence and arguments, and appreciate and engage in diverse modes of inquiry characteristic of historical, cultural, political, economic, and quantitative disciplines.	Properly document and synthesize existing scholarship and data, keep current with developments, conduct independent research , and discover and learn new material on their own.			
					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			
BAB Major Core	Ess Core Requirements (15 courses)	Core Fundamentals	Business Math or Calculus 1	BUS 109	B		B			B					B						B		
			Applied Statistics	BUS 110	B			B															B
			Business Communications	BUS 177		I		I					I	I			I		I				
			Introduction to Business	BUS 101	B			B			B	B					B	B	B	B			B
			Foundations of Management	BUS 105	B	B		I					I	I				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							
			Introduction to Managerial Accounting	BUS 146	B		B	B	B	B				B									
			Principles of Marketing	BUS 160	B	B								B			B				B	B	
			Introduction to Innovation & Entrepreneurship	BUS 211	B		I	I	I						B	I	I	I	B				
			Economics of Development	ECON 228				A								I			A		I	A	
			Introduction to Finance	BUS 230	I																		
			Operations Management	BUS 280	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I
Capstone	BUS 299	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A			
		<u>1 of the following two courses</u>																					

Accounting track*	Business	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	
	Elective	International Marketing	BUS 265		I							B							
		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		
		Principles of Corporate Finance	BUS 232			A	A	A			A		A				B		
Economics track**	Required	Intermediate Microeconomics	ECON 221				A	A		A						I			
		Intermediate Macroeconomics	ECON 222			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		
		Public Finance	BUS 233		I			A	I			A		I	A		A		A
Market Structure and Strategy	BUS234		I			A	I												
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				
		Brand Management	BUS 263			A	A	A	A		A		A	A	B				A
		Advertising Management	BUS 266			A	A	A	A		A		A	A	B				A
		Tourism and Hospitality	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 (5 courses)	<i>Students may choose any combination of courses from Business Electives, Accounting Track, Economics Track or Marketing Track with appropriate prerequisites.</i>																		
Business Elective	Business Negotiations	BUS 201										I		I					
	Human Resources Management	BUS 207			A					A	A		A		A				
	Strategic Management	BUS 285	A	A	A	A						A			A				
	Start-up Management	BUS 287				B			B										
	Business Analytics	BUS 288											I	I	I	I	A	A	
	BAB Internship	BUS 292		A					A	A			I						
	<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

Introduction to Personal Finance	CBE 102														B	B	B	B	
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