



**American
University
of Armenia**

Manoogian Simone College of Business & Economics Master of Business Administration

Overview of the Program

The Master's in Business Administration (MBA) program provides rigorous studies in business for working professionals who wish to maximize their personal effectiveness and advance their careers, regardless of their academic and professional backgrounds. Students with educational backgrounds in business management, economics or finance, benefit from the program as much as humanities and social science graduates, engineers or medical professionals, seeking managerial competencies or career change opportunities.

Strong Foundation

Students are required to take a set of core courses, that provide systematic knowledge about the fundamental functions of business and management including finance, marketing, accounting and operations.

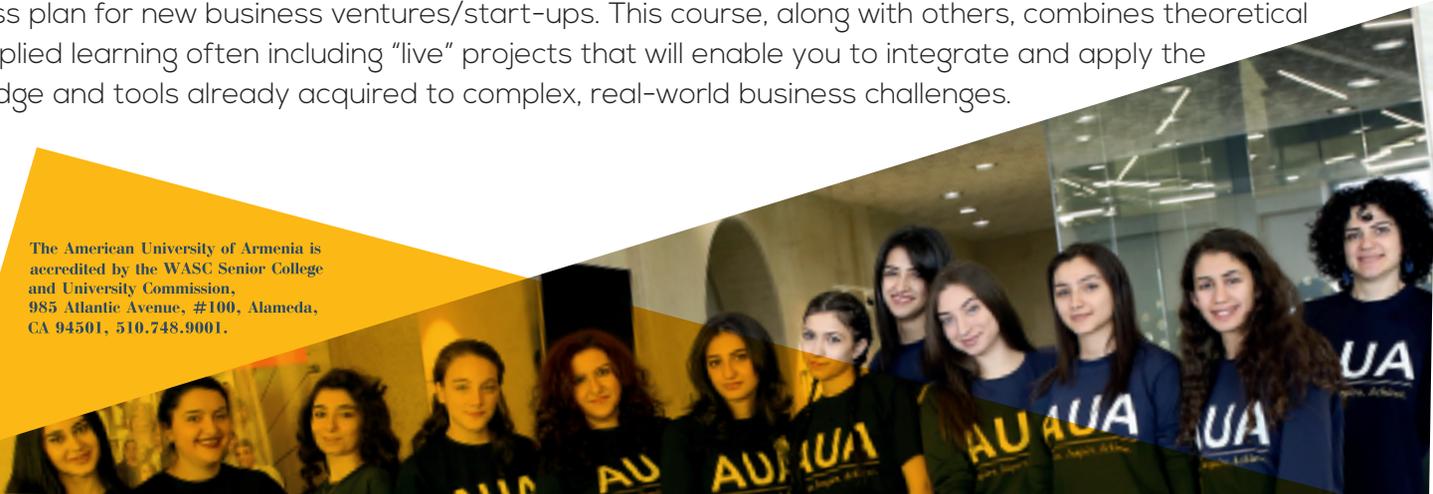
Comprehensive Development

Second and third year courses focus on subjects and competencies required for exercising high-level managerial responsibility. The curriculum emphasizes critical and creative thinking, effective leadership, analytical and implementation skills. During this phase, you will also have the opportunity to take elective courses in various advanced business subjects that will allow you to build a customized learning experience in line with your career goals and aspirations. Some students may wish to declare a formal concentration in marketing, accounting, or finance. Others will want to design a program that advances their own particular objectives.

The Applied & Integrative Learning

MBA curriculum emphasizes integrative and experiential learning. In the second year, you will take a capstone course that will integrate much of what you have learned in your first year courses and will challenge you to apply the newly acquired knowledge and tools to the preparation and presentation of a business plan for new business ventures/start-ups. This course, along with others, combines theoretical and applied learning often including "live" projects that will enable you to integrate and apply the knowledge and tools already acquired to complex, real-world business challenges.

The American University of Armenia is accredited by the WASC Senior College and University Commission, 985 Atlantic Avenue, #100, Alameda, CA 94501, 510.748.9001.





Curriculum

The curriculum is designed to help you develop your knowledge and skills as:

- Managers with practical knowledge of accounting, finance, marketing, organizational dynamics, and other functional areas essential for success in a rapidly changing and globalizing business environment
- Innovative and forward-looking thinkers, who can analyze and solve problems effectively and make decisions strategically
- Creative and effective leaders, with the ability to take initiative to bring innovation and lead change
- Valuable team members skilled in working collaboratively while motivating, guiding, and mentoring others
- Ethical business leaders who value integrity, accountability, service to community, and a drive to succeed

EPIC

The Entrepreneurship and Product Innovation Center (EPIC) is an on-campus technology and business incubator. EPIC empowers students to create, network, and go beyond the degree program requirements to innovate, develop new technologies, and create start-ups. EPIC includes a Venture Incubation Space for collaborative interactions among stakeholders (students, investors, partners, mentors, etc.) as well as the Prototyping Lab, which houses cutting edge lab equipment to enable hardware prototyping, green technologies, and Computer Aided design and manufacturing.

Faculty

The MBA faculty bring profound knowledge, up-to-date teaching methods, and rich professional experience to their classrooms. Our professors hold graduate diplomas, MBA-s and PhD-s from outstanding North American and European universities. Our full time faculty are engaged in academic research, present their research output in international conferences and publish in peer-reviewed (high rank) international journals. Our adjunct faculty hold key positions in local and international businesses, governmental and non-governmental organizations, and some of them are successful entrepreneurs.



American University of Armenia
40 Marshal Baghramyan
Yerevan, 0019
+374 60 69 40 40
www.aua.am

Office of Admissions
grad@aua.am
admissions.aua.am
apply at im.aua.am
+374 60 61 27 50

 AUAAdmissions
 AUArmenia
 AUAnewsroom
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 @AUAtweets

MBA Program
✉ ApplyCBE@aua.am
🌐 cbe.aua.am
☎ +374 60 61 26 20