

BAB Major Core (18 courses)

BAB Core Fundamentals
(3 courses)

- ☐ BUS 109 Business Math*
- ☐ BUS 110 Applied Statistics
- ☐ BUS 177 Business Communications**

*or Calculus 1

**or E&C 141 Persuasive Writing or E&C 231 Public Speaking

Business Core Requirements
(15 courses)

- ☐ BUS 101 Introduction to Business
- ☐ BUS 105 Foundations of Management
- ☐ BUS 112 Social, Legal & Ethical Environment of Business
- ☐ ECON 121 Principles of Microeconomics
- ☐ ECON 122 Principles of Macroeconomics
- ☐ BUS 145 Introduction Financial Accounting
- ☐ BUS 146 Introduction to Managerial Accounting
- ☐ BUS 160 Principles of Marketing
- ☐ BUS 211 Introduction to Innovation & Entrepreneurship
- ☐ BUS 230 Introduction to Finance
- ☐ BUS 280 Operations Management
- ☐ BUS 295 Research Methods
- ☐ BUS 299 Capstone
(1 of the following courses)
- ☐ BUS 281 Management of Information Systems
- ☐ BUS 286 Accounting Information Systems
(1 of the following courses)
- ☐ BUS 210 Introduction to International Business Management
- ☐ ECON 225 International Economics
- ☐ BUS 265 International Marketing

Physical Education, First Aid, Civil Defense & GenEd Requirements

- ☐ FND 110 Physical Education (120 hours)
- ☐ FND 152 First Aid (20 hours)
- ☐ FND 153 Civil Defense (20 hours)
- ☐ GenEd Requirements (15 courses)

BAB Tracks (5 courses)

Accounting (5 courses)

Students must take Core Requirement:
BUS 286 Accounting Information Systems

Track Requirements (3 courses)

- ☐ BUS 245 Intermediate Financial Accounting
- ☐ BUS 247 Intermediate Managerial Accounting
- ☐ BUS 248 Introduction to Financial Statement Analysis

Track Elective (2 courses)

- ☐ BUS 232 Principles of Corporate Finance
- ☐ BUS 239 Special Topics in Finance
- ☐ BUS 250 Tax Accounting
- ☐ BUS 253 Introduction to Auditing
- ☐ BUS 254 Intermediate Auditing
- ☐ BUS 257 International Accounting

Economics (5 courses)

Students must take Core Requirement: ECON 225 International Economics

Track Requirements (3 courses)

- ☐ ECON 221 Intermediate Microeconomics
- ☐ ECON 222 Intermediate Macroeconomics
- ☐ ECON 224 Introduction to Econometrics

Track Elective (2 courses)

- ☐ ECON 120 Evolution of Economic Thought
- ☐ BUS 226 Money, Banking & Financial Institutions
- ☐ BUS 227 International Monetary Relations
- ☐ ECON 228 Economics of Development
- ☐ ECON 229 Special Topics in Economics
- ☐ BUS 232 Principles of Corporate Finance
- ☐ BUS 233 Public Finance
- ☐ BUS 234 Market Structure and Strategy
- ☐ BUS 239 Special Topics in Finance

Marketing (5 courses)

Students must take Core Requirement: BUS 265 International Marketing

Track Requirements (3 courses)

- ☐ BUS 262 Consumer Behavior
- ☐ BUS 275 Market Research
- ☐ BUS 276 Integrated Marketing Communication

Track Elective (2 courses)

- ☐ BUS 261 Sales Management
- ☐ BUS 263 Brand Management
- ☐ BUS 266 Advertising Management
- ☐ BUS 271 Tourism and Hospitality
- ☐ BUS 278 Internet Marketing
- ☐ BUS 279 Special Topics in Marketing

General Business (5 courses)

Students may choose any combination of courses from Business Electives, Accounting Track, Economics Track, or Marketing Track with appropriate prerequisites

Free Electives (2 courses)

Any two additional courses offered at AUA

Examples of Additional Business Electives (as available)

- ☐ BUS 201 Business Negotiations
- ☐ BUS 207 Human Resources Management
- ☐ BUS 282 Modern Tools of Decision Making
- ☐ BUS 285 Strategic Management
- ☐ BUS 287 Start-up Management
- ☐ BUS 288 Business Analytics
- ☐ BUS 290 Independent Study
- ☐ BUS 292 BAB Internship

BAB Requirements

To be eligible for graduation, BAB students need to complete:

- ✓ BAB Major Core requirements (23 courses)
- ✓ GenEd requirements (15 courses)
- ✓ Free Electives (2 courses)
- ✓ Total 120 credits (40 courses)