

MASTER *of*

# Business Administration

## What is the Master of Business Administration (MBA) Program?

AUA's Master of Business Administration (MBA) is a rigorous, cross-disciplinary program that provides an innovative curriculum for working professionals who aim to maximize their personal effectiveness and advance their careers. Course schedules are *tailored* to allow working professionals to work full-time while pursuing their studies and complete the program in two to three years. Typically, classes are held during the evening hours two to three times a week and on Saturdays.

## Program Goals

AUA's MBA program will develop students' knowledge and skills as:

- Managers with practical knowledge in finance, accounting, marketing, business analytics, 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 who initiate 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



# Curriculum

The MBA curriculum is divided into core courses, leadership development courses, track related courses, and general management electives. During the first year, students take a set of core courses that provide systematic knowledge of the fundamental functions of business and management including: **Finance, Marketing, Accounting, Business Analytics and Operations.**

## Comprehensive Development through Tracks

Advanced courses focus on subjects and competencies required for exercising high-level managerial responsibility. Each track combines an optimal mix of theoretical rigor and real life application.

### Marketing:

The marketing track provides graduates with skills in new marketing strategies with a strong emphasis on market research, advertising and digital marketing.

### Finance & Accounting:

Students pursuing the finance & accounting track will attain financial and accounting skills to pursue higher positions in several industries, such as IT and telecommunication. Also, this option serves as a gateway to careers in Big 4 and other leading companies operating in the finance, accounting, auditing, and business consultancy sectors. Students in this track may specialize in Finance as a major area and leave Accounting as minor or vice versa.

### General Business:

Students interested in pursuing a general track are given the flexibility to choose courses from all areas of expertise.

### Business Analytics:

With the growing need for graduates with strong analytical skills, students pursuing business analytics will graduate with a competitive advantage. Students will master skills and technologies required to conduct quantitative analysis, predictive modeling, and optimization for smart business decision making.

*Track courses emphasize critical and creative thinking, effective leadership, as well as analytical and implementation skills. Students also have the opportunity to take elective courses in various advanced business disciplines and design their own customized learning experience mirroring their career goals and aspirations.*

**APPLY  
ONLINE  
[im.aua.am](https://im.aua.am)**

## AUA's MBA Graduates

Around one-third of alumni are leaders in the accounting, banking, and finance sectors. Another third work in business consulting, management, and IT. The rest are pursuing careers in a diverse set of industries including marketing and PR, telecommunication, tourism, and hospitality.

### American University of Armenia

40 Marshal Baghramyan  
Yerevan, 0019, Armenia

+374 60 69 40 40  
[im.aua.am](https://im.aua.am)

### Office of Admissions

Room 108M

+374 60 61 27 48  
Apply at [im.aua.am](https://im.aua.am)  
[grad@aua.am](mailto:grad@aua.am)  
[admissions.aua.am](https://admissions.aua.am)

### MBA Program

+374 60 61 26 20  
[applycbe@aua.am](mailto:applycbe@aua.am)  
[cbe.aua.am/mba](https://cbe.aua.am/mba)

### Social Media

[/AUAAdmissions](https://www.facebook.com/AUAAdmissions)  
[/AUAArmenia](https://www.facebook.com/AUAArmenia)  
[/aua\\_insta](https://www.instagram.com/aua_insta)  
[/AUAuploads](https://www.youtube.com/AUAuploads)  
[@AUAtweets](https://twitter.com/AUAtweets)