BA in BUSINESS CURRICULAR MAP

				PG1: Equip students with knowledge and skills in and across the main functional areas of business.			PG2: Develop creative and critical thinking and decision making skills for complex business problems, supported by the appropriate use of analytical and quantitative techniques.			PG3: Prepare students for careers and advanced studies in a wide range of business disciplines.				PG4: Develop articulate, conscientious leaders 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 life-long learning.		
				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 perspec tive	Producti-vity	Information technology	Inquiry	Independent research
		Learning Outcomes B=Beginner; I=Intermediate; A=Advanced		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 multicultur **alteams**.	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 busines.	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	Core Fundamentals	Applied Statistics	BUS 110	B			B											B	
		Business Math	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		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	B	
		Operations Management	BUS 280	I	I	I	I	I	I		I	I							
		Foundations of Management	BUS 105	B	B		I				I	I			B			B	
		Introduction to Innovation & Entrepreneurship	BUS 211	B		I	I	I				B	I	I	I	B			
		Introduction to Finance	BUS 230	I															
		Introduction to Managerial Accounting	BUS 146	B		B	B	B	B		B								
		Research Methods	BUS 295		I			I						I				I	
		Capstone	BUS 299	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A
		1 of the following two courses																	
		Management of Information Systems	BUS 281	I			I			I	I	I				I	A		
		Accounting Information Systems	BUS 286	A		A			A		A						A		
		1 of the following three courses																	
		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
		Economics of Development	ECON 228			A						I			A		I	A	
		Special Topics in Economics	ECON 229			A			A				A	A				A	A
		Public Finance	BUS 233		I			A	I			A		I	A		A		A
		Market Structure and Strategy	BUS 234		I			A	I										
		Special Topics in Finance	BUS 239					A			A	A				A	A		
Marketing track***	Required	Principles of Corporate Finance	BUS 232			A	A	A			A		A				B		
		Consumer Behavior	BUS 262		I												B		
		Market Research	BUS 275					A											A
	Elective	Integrated Marketing Communication	BUS 276			A			A		A		A	A			I	A	A
		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
		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)		Students may choose any combination of courses from Businss Electives, Accounting Track, Economics Track or Marketing Track with appropriate prerequisits.																	
Business Electives		Business Negotiations	BUS 201									I		I					
		Human Resources Management	BUS 207		A					A	A		A		A				
		Modern Tools of Decision Making	BUS 282		B		I	I		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	A	I	A
		BAB Internship	BUS 292		A				A	A				I					

* *Free elective: Any two additional courses offered at AUA*

** 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