WHY BUSINESS ADMINISTRATION?

Business administration is one of the most popular and highly sought after majors of study at universities globally. While it is considered a competitive and challenging area of study, students pursuing a Bachelor of Business Administration (BBA) are prepared to join the business community and its many interesting career opportunities. A graduate with a business degree has a distinct edge when applying to jobs, especially in large and multinational corporations, government agencies and nonprofit organizations. The BBA is offered by the Department of Management at The American University in Cairo’s (AUC) School of Business, which strives to ensure that students master the knowledge required to succeed in a dynamic environment. Courses offered in this major cover different areas of business, including management, entrepreneurship, accounting, marketing, finance, management of information systems and operations management.

A UNIQUE LEARNING EXPERIENCE

A degree in business administration prepares students to be future leaders of businesses in the region and beyond. The learning experience of a business student at the AUC School of Business goes beyond a typical classroom experience. Inside the classroom, students benefit from applying business knowledge by working on projects, participating in simulations, writing case studies and working on projects with companies. Outside the classroom, students participate in national and international competitions, study tours and conferences, and are exposed to a real-life pace and enrich their practical experience. Furthermore, internships develop their professional experience, prepare students for the real world and enable them to build networks that will last throughout their entire careers.
CAREERS

Business administration graduates do not just join the workforce, they influence it, shape it and change it for the better. The program teaches them to not only recognize opportunity, but to create it. This is a necessary skill in a business environment that is constantly evolving. A business and management studies degree prepares for a career in business, which may stretch across any sector or industry, therefore career options are varied.

There are many different career options for a graduate with a BBA. The degree may lead to work in administrative and management functions in finance, marketing, operations, human resources and more in multinational corporations, financial institutions, consulting firms and the banking sector. Graduates may venture into the area of entrepreneurship and pursue their dreams of opening their own business. A business administration graduate is also prepared to pursue an academic degree by applying to master’s and PhD programs in various areas of management.

The program prepares students not only for their first job after graduation but for a lifetime of contributions to the private, public and nonprofit sectors.
REQUIREMENTS

ELIGIBILITY CRITERIA:
The number of students accepted to the BBA program is limited and is filled through the declaration of major process.

Students seeking admission to the BBA program should apply in their third semester, and must have completed not less than 27 credit hours of study, fulfilling the following criteria:

1. Courses:
   - ACCT 2001 - Financial Accounting
   - ECON 2021 or 2011 - Introduction to Macroeconomics
   - BADM 2001 - Introduction to Business
   - MACT 2222 - Statistics for Business

2. Score: Weighted Grade Point Average (GPA)
The selection of students for the business major is competitive and will depend on the calculation of an equal weighted score between:

I. Overall GPA
   a. A minimum of 127 credits must be completed
   b. All courses a student has completed will be included in the calculation, excluding in certain cases, the course with the lowest grade.*
   * A student could be eligible to have his or her lowest grade excluded from the calculation of the overall GPA if he or she has completed 30 or more credit hours.

II. Major GPA
The major GPA based will be calculated using the following criteria:
   a. A minimum of 18 credits of courses related to the business major must be completed.
   b. All business major courses, including collateral courses, that the student has completed will be included in the calculation, excluding in certain cases, the course with the lowest grade.*
   * A student could be eligible to have his or her lowest grade excluded from calculating the Management Related GPA if he or she has completed 15 or more credit hours.
MAJOR REQUIREMENTS:
The curriculum for a BBA offers a comprehensive coverage of subjects. Courses will be divided into four parts: core curriculum, collateral course requirements, business core and concentration courses. A total of 127 credit hours are required to graduate.

Students who seek a BBA degree are not permitted to register for a minor in accounting or entrepreneurship.

Students can choose from the following five concentrations:

- Entrepreneurship: Students are prepared to venture into a new business or startup. This is becoming the fastest growing discipline and has a major impact on economic development of nations, creation of employment, development of innovations and finding solutions for many social problems.

- Finance: Students learn how to manage the finances of firms and institutions, as well as study, identify and differentiate between the various areas of finance including general finance, corporate finance and financial services.

- International Business: Students learn about different areas of international business and globalization highlighting global business practices whilst giving a special focus on the economic issues in the Middle East and Egypt specifically. This prepares them for the global marketplace without compromising the regional focus.

- Management of Information Systems: Students learn computing in business through organizational analysis, database management, web/network management, electronic business and systems development, as well as effectively working and integrating with other functional business areas such as marketing, finance and accounting.

- Marketing: Students learn about the activities involved in the process of buying, selling, pricing, transporting and advertising, as well as the different ways of segmenting, studying and appealing to final consumers including individuals, business organizations and nonprofit entities.
Bachelor of Business Administration (127 credits)

Core Curriculum (37 credit hours)

General Electives (9 credits)

Collateral Requirements (18 credits)

- ACCT 2001 - Financial Accounting
- ACCT 2002 - Managerial Accounting
- ECON 2021 - Introduction to Macroeconomics
- ECON 2011 - Introduction to Microeconomics
- ECON 2061 - Mathematics for Economists I
- MACT 2222 - Statistics for Business

Business Core Requirements (48 credits)

- BADM 2001 - Introduction to Business
- BADM 3002 - Introduction to International Business
- BADM 3003 - Business Environment and Ethics
- BADM 4001 - Business Planning and Strategy
- BADM 4999 - Internship and Career Development
- ENTR 4102 - Entrepreneurship and Innovation
- FINC 2101 - Business Finance I
- FINC 3201 - Investment Analysis
- MGMT 3301 - Business Law (Commercial and Fiscal)
- MGMT 4202 - Managing the Human Capital
- MKTG 2101 - Principles of Marketing
- MKTG 3201 - Marketing Research
- MOIS 2101 - Introduction to Information Systems/Technology
- MOIS 3201 - Management Information Systems and Database Management
- OPMG 3201 - Operations for Competitive Advantage
- OPMG 4301 - Supply Chain Management
Entrepreneurship Concentration (15 credits)

Students seeking a concentration in Entrepreneurship are required to take the following courses:

- ENTR 4301 - Entrepreneurship Lab: Developing and Launching a New Venture
- ENTR 4303 - Social Entrepreneurship

**In addition, choose three of the following courses:**

- ENTR 4302 - Corporate Entrepreneurship
- ENTR 4501 - Family Business
- ENTR 4502 - Innovation and Technology
- ENTR 4970 - Special Topics in Entrepreneurship

Finance Concentration (15 credits)

Students seeking a concentration in finance need to achieve the following:

1. Average B+ in FINC 2101 and FINC 3201. BBA students who do not score this average will not be allowed to register for other finance courses in the concentration. Obtained in addition to having a B average in any two additional finance courses.
2. In order to declare the finance concentration, a student must attend at AUC either FINC 2101 or FINC 3201. In the case where the student is seeking to transfer both FINC 2101 and FINC 3201, the student will have to repeat FINC 3201 at AUC.

- FINC 3401 - Applied Banking
- FINC 4301 - Corporate Finance
- FINC 4204 - Portfolio Theory and Its Applications

**In addition, choose two of the following courses:**

- FINC 3501 - International Finance
- FINC 4202 - Capital Markets
- FINC 4203 - Options and Derivatives
- FINC 4970 - Special Topics in Financial Management
International Business Concentration (15 credits)

Students seeking to pursue a concentration in International Business are required to take two of the following courses:

- ECON 2051 - Economic History of the Modern Middle East
- ECON 3053 - Economic Development
- ECON 4094 - Economics of Egypt
- ECON 4051 - Seminar on Economic Development in the Middle East

*In addition, choose three of the following courses:*

- MKTG 4601 - International Marketing
- FINC 3501 - International Finance
- ECON 4031 - International Trade
- MOIS 3601 - Decision Support Systems and Business Intelligence
- MGMT 4970 - Special Topics in Management*

(*) upon departmental approval of exchange program requirements

Students intending to complete this concentration through the cohort exchange program with the University of South Carolina in the United States should follow the cohort requirements upon the consultation and approval of the exchange program adviser.
Management in Information Systems Concentration (15 credits)

Students seeking to pursue a concentration in management in information systems should choose one of the following MOIS elective courses:

- MOIS 3301 - Entrepreneurial IT and Electronic Business
- MOIS 3401 - Human-Computer Interaction
- MOIS 4999 - Internship and Graduation Project

In addition, choose one of the following courses:

- MOIS 4202 - Business Information Systems Analysis and Development
- MOIS 4704 - Systems Integration

In addition, choose one of the following marketing elective courses:

- MOIS 3501 - Geographic Information Systems
- MOIS 3601 - Decision Support Systems and Business Intelligence
- MOIS 3701 - Marketing Information Systems
- MOIS 3702 - Financial Information Systems
- MOIS 3703 - Accounting Information Systems
- MOIS 3801 - Strategic Information Systems
- MOIS 4970 - Special Topics in Management of Information Systems

Marketing Concentration (15 credits)

Students seeking to pursue a concentration in marketing are required to take the following courses:

- MKTG 3202 - Consumer-Buyer Behavior
- MKTG 3301 - Marketing Communications Management
- MKTG 4602 - Marketing Strategy

In addition, choose two of the following marketing elective courses:

- MKTG 4401 - Professional Selling
- MKTG 4601 - International Marketing
- MKTG 4501 - Services Marketing
- MKTG 4302 - E-Marketing
- MKTG 4303 - Principles of Public Relations
- MKTG 4203 - Advanced Marketing Research
- MKTG 4970 - Special topics in Marketing
The management diploma has been discontinued.

**STATISTICS**

11,437
Alumni of AUC School of Business
Undergraduate and Graduate Programs

- 847 accounting
- 4,351 economics
- 3,825 business administration
- 31 management of information and communication technology

9,054
Alumni of AUC School of Business
Undergraduate Programs

- 448 MA in economics
- 143 MA in economics in international development
- 18 MSc in finance
- 369 MSc in management
- 1,397 MBA
- 44 EMBA

2,419
Alumni of AUC School of Business
Graduate Programs

552
Alumni Employed in Fortune 500 Companies

*The management diploma has been discontinued.*
AUC School of Business is one of only 70 business schools worldwide, out of nearly 14,000, as well as the first in the Middle East and third in Africa, to achieve triple-crown accreditation from the European Quality Improvement System (EQUIS), the Association of MBAs (AMBA) and the Association to Advance Collegiate Schools of Business (AACSB).

**TESTIMONIALS**

“The simulations, class presentations and case studies among other practical learning techniques prepared me to become a competent employee who is capable of thinking critically and presenting confidently in today’s competitive market.” – *Dalia El Tayebi ’08*