BUSINESS ADMINISTRATION
UNDERGRADUATE STUDIES

2019 - 2020
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)
   Based on the available space, a limited number of students who have successfully completed these courses and who meet the declaration requirements as determined by the department will be accepted in the major. 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 12 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 are 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 (12 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 (45 credits)

Business Core Required Courses (33 credits)

- BADM 203/2001 - Introduction to Business (3 cr.)
- BADM 301/3002 - International Business (3 cr.)
- BADM 300/3003 - Business Environment and Ethics (3 cr.)
- BADM 480/4001 - Business Planning and Strategy (3 cr.)
- BADM 000/4999 - Internship and Assessment (0 cr.)
- ENTR 413/4102 - Entrepreneurship and Innovation (3 cr.)
- FINC 303/2101 - Business Finance I (3 cr.)
- MGMT 311/3301 - Business Law (Commercial & Fiscal) (3 cr.)
- MGMT 404/4202 - Managing the Human Capital (3 cr.)
- MKTG 302/2101 - Principles of Marketing (3 cr.)
- MOIS 305/2101 - Introduction to Information Systems/Technology (3 cr.)
- OPMG 310/3201 - Operations for Competitive Advantage (3 cr.)
- OPMG 401/4301 - Supply Chain Management (3 cr.)

Business Core Elective Courses (12 credits)

1. Choose any three (3) courses from the following list, one of which must be a course from your area of concentration if you are intending a concentration in FINC, MKTG or MOIS:
   - FINC 404/3201 - Investment Analysis (3 cr.)
   - MKTG 405/3201 - Marketing Research (3 cr.)
   - MOIS 406/3201 - Management Information Systems and Database Management (3 cr.)
   - OPMG 401/4301 - Supply Chain Management (3 cr.)

2. Choose one (1) course from:
   - Any 3000 or 4000 level course OUTSIDE your concentration within the School of Business.
Finance Concentration (15 credits)

Acceptance in the Finance concentration is competitive. Finance Concentration has limited capacity and is offered given a sufficient number of enrolled students. Eligible students are accepted in the Finance concentration if they meet the Finance concentration’s minimum weighed GPA determined periodically by the department. In order to be eligible to apply for a concentration in finance, students need:

An average B+ in FINC 2101 and FINC 3201. BBA students who do not score this average should not be allowed to register for other Finance courses in the concentration.

In the special event, where a student has FINC 2101 or FINC 3201 transferred from another university, then, a minimum of B+ in either FINC 2101 or FINC 3201 has to be obtained to addition to an average of B in any two additional Finance courses.

For avoidance of doubt, to declare the Finance concentration, a student must take at AUC either FINC 2101 or FINC 3201. In the case where both FINC 2101 and FINC 3201 are transferred, the student will have to repeat FINC 3201 at AUC.

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

- FINC 405/3401 - Applied Banking (3 cr.)
- FINC 414/4301 - Corporate Finance (3 cr.)

In addition, choose three of the following finance elective courses:

- FINC 408/3501 - International Finance (3 cr.)
- FINC 410/4202 - Capital Markets (3 cr.)
- FINC 412/4203 - Options and Derivatives (3 cr.)
- FINC 415/4204 - Portfolio Theory and its Applications (3 cr.)
- FINC 000/4302 - Introduction to Private Equity and Direct Investments (3 cr.)
- FINC 470/4970 - Special Topics in Financial Management (3 cr.) *

(*) Different topics can be counted as different electives
Marketing Concentration (15 credits)

Acceptance in the Marketing concentration is competitive. Marketing Concentration has limited capacity and is offered given a sufficient number of enrolled students. Eligible students are accepted in the concentration if they meet the Marketing concentration’s minimum weighed GPA determined periodically by the department. Students seeking 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

Management in Information Systems Concentration (15 credits)

Acceptance in MOIS concentration is competitive. MOIS Concentration has limited capacity and is offered given a sufficient number of enrolled students. Eligible students are accepted in the concentration if they meet the MOIS concentration’s minimum weighed GPA determined periodically by the department. Students seeking a concentration in Management of Information Systems (MOIS) are required to take the following courses:

- MOIS 430/4202 - Business Information Systems Analysis and Development (3 cr.)
- MOIS 435/3301 - Entrepreneurial IT and Electronic Business (3 cr.)
- MOIS 499/4999 - Internship and Graduation Project (3 cr.)

One course to be selected from the MOIS area:

- MOIS 466/3401 - Human Computer Interaction (HCI) (3 cr.)
- MOIS 423/3501 - Geographic Information Systems (GIS) (3 cr.)
- MOIS 433/3701 - Marketing Information Systems (3 cr.)
- MOIS 434/3702 - Financial Information Systems (3 cr.)
- MOIS 444/3703 - Accounting Information Systems (3 cr.)
- MOIS 450/3801 - Strategic Information Systems (3 cr.)
- MOIS 470/4970 - Special Topics in Management of Information Systems (3 cr.)

(*) Different topics can be counted as different electives
Entrepreneurship Concentration (15 credits)

Acceptance in Entrepreneurship concentration is competitive. Entrepreneurship Concentration has limited capacity and is offered given a sufficient number of enrolled students. Eligible students are accepted in the concentration if they meet the Entrepreneurship concentration’s minimum weighed GPA determined periodically by the department. Students seeking a concentration in Entrepreneurship are required to take the following courses:

- ENTR 417/4301 - Entrepreneurship Lab: Developing and Launching a New Venture (3 cr.)
- ENTR 419/4303 - Social Entrepreneurship (3 cr.)

In addition, choose three courses from:

- ENTR 418/4302 - Corporate Entrepreneurship (3 cr.)
- ENTR 420/4501 - Family Business (3 cr.)
- ENTR 421/4502 - Innovation and Technology (3 cr.)
- ENTR 000/4503 - Digital Strategy (3 cr.)
- ENTR 470/4970 - Special Topics in Entrepreneurship (3 cr.) *

(*) Different topics can be counted as different electives

International Business Concentration (15 credits)

Acceptance in the International Business concentration is competitive. International Business Concentration has limited capacity and is offered given a sufficient number of enrolled students. Eligible students are accepted in the concentration if they meet the International Business concentration’s minimum weighed GPA determined periodically by the department. 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 advisor.
12,432
Alumni of AUC School of Business
Undergraduate and Graduate Programs
*total number excluding double counts

9,903
Alumni of AUC School of Business
Undergraduate Programs
accounting 981
business administration 4,284
management of information and communication technology 70
economics 4,568

2,529
Alumni of AUC School of Business
Graduate Programs
MA in economics 463
MSc in management 370
MSc in finance 39
EMBA 62
MBA 1,421
MA in economics in international development 174

543
Alumni Employed in Fortune 500 Companies

*Data as of census date November 2019
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