

BA in Business Curriculum Map

Required or Elective	Course title	SubCode and Course Number	Student Learning Outcomes ¹ (B=Beginner; I=Intermediate; A=Advanced)																
			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	
			1																
BAB Major Core Requirements	Core Fundamentals	Business Math	BUS 109	B	B		B				B						B		
	Applied Statistics	BUS 110	B			B											B		
	Business Communications	BUS 177			I	I	I			I	I		I		I		I		
	Core Requirements (15 courses)	Introduction to Business	BUS 101	B			B		B		B		B		B		B	B	
		Principles of Microeconomics	ECON 121	B	B		B		B		B		B				B		
		Principles of Macroeconomics	ECON 122	B	B		B		B		B		B				B		
		Introduction to Financial Accounting	BUS 145	B	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							
		Business Math 2	BUS 209	B	B		B								B			B	
		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								
		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
		<i>1 of the following two courses</i>																	
		Management of Information Systems	BUS 281	I			I			I	I	I				I		A	
		Accounting Information Systems	BUS 286	A		A			A			A						A	
		<i>1 of the following three courses</i>																	
		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	
Special Topics in Finance			BUS 239				A				A	A			A		A		
Tax Accounting			BUS 250			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	
Economics track**	Required	Intermediate Microeconomics	ECON 221				A	A		A						I			
	Intermediate Macroeconomics	ECON 222			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 and Public Policy	ECON 201											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	
		International Monetary Relations	BUS 227			A					A		A		A		I	A	
		Economics of Development	ECON 228			A						I			A		I	A	
		Special Topics in Economics	ECON 229			A			A				A		A		A	A	
		Principles of Corporate Finance	BUS 232			A	A	A			A		A				B		
		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	Consumer Behavior	BUS 262		I											B		
Market Research		BUS 275					A										A		
Integrated Marketing Communication		BUS 276			A			A		A		A			I	A	A		
Elective		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	

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General Business (5 courses)		Students may choose any combination of courses from Business Electives, Accounting Track, Economics Track or Marketing Track with appropriate prerequisites.																			
	Business Electives	Business Negotiations	BUS 201										I		I						
Human Resources Management		BUS 207		A							A	A		A		A					
Financial inclusion and Sustainable development		BUS 218			I									I	I			I	I		
Modern Tools of Decision Making		BUS 282			B		I	I			A				A			A			
Strategic Management		BUS 285	A	A	A		A							A							
Start-up Management		BUS 287					B		B												
Business Analytics		BUS 288														I	I	I	A	I	A
Independent Study		BUS 290																			
BAB Internship		BUS 292		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

¹ BA in Business Program Goals & Student Learning Outcomes can be found at <https://cbe.aua.am/ba-in-business-program-goals-student-learning-outcomes/>