



AMERICAN
UNIVERSITY OF BEIRUT

SULIMAN S. OLAYAN SCHOOL
OF BUSINESS
Undergraduate Program



TRANSFORMING BUSINESS THINKING

Embark on the world-class Bachelor's of Business Administration (BBA) Program that is revolutionizing business education in the MENA region! An excellent opportunity that you cannot miss: gain a renowned education, develop a range of valuable skills, and prepare for a successful and rewarding career in the business world.



As a BBA student of the Suliman S. Olayan School of Business (OSB), you'll indulge in a rigorous learning experience that integrates the fields of business, arts, sciences, and humanities and promotes innovation. Accordingly, you will gain a holistic comprehension of the economic, social, cultural, and global landscapes, and develop a well-rounded business acumen.

With the BBA program, you'll sharpen your analytical abilities, gain hands-on experience with practical approach to learning, and acquire invaluable soft skills that are essential for achieving your greatest ambitions. At OSB, we pride ourselves for offering a diverse and dynamic Bachelor's Degree in Business Administration, ensuring that our students receive a comprehensive education that prepares them to excel in the ever-evolving world of business.

Experiential learning through mandatory internship, case-based learning, industry exposure and regional and international competitions.

Soft skills development such as communication, teamwork, and problem-solving, which are essential for success in the business world.

Rigorous curriculum that is internationally recognized as the leading program in undergraduate business education in the MENA region.

Leadership development embedded in courses, workshops, and extracurricular activities.

Networking opportunities with alumni and industry professionals through events, guest speakers, and mentorship programs.

International exposure through study abroad programs, international student exchange programs, international faculty and guest speakers, and international student organizations.

Career preparation that aligns students' knowledge, skills, and interests in the pursuit of a meaningful and purposeful career.

General education & community engagement that provide students with skills & knowledge to nurture their intellectual growth and the opportunity to apply them to real-world problems and contribute to their communities.

The BBA program

The BBA program requires students to complete 120 credits (four years) for those beginning at the freshman level, and 90 credits (three years) for those joining the University as sophomores. OSB offers seven distinct academic business concentrations:

ACCOUNTING

FINANCE

MARKETING

HR MANAGEMENT

GENERAL MANAGEMENT

ENTREPRENEURSHIP & FAMILY BUSINESS

BUSINESS INFORMATION & DECISION SYSTEMS

EXPAND YOUR BOUNDARIES

Indulge in hands-on, real-world experiences to enhance your critical thinking and problem-solving skills, boost your self-confidence, and gain competitive edge in the job market. Below are some of the experiential learning opportunities offered at OSB, enabling you to develop your innovation mindset.:

- **International Case Competitions**
Real world business cases
- **Big4&After Competition**
Accounting challenge by EY & PwC
- **The Investment Management Program**
Manage a \$1Million fund
- **The Red Academy**
Marketing competition by Memac Ogilvy
- **Darwazah Startup Accelerate**
Innovation and entrepreneurship
- **Design2Transform**
Business challenge
- **Internship Program**
Two months on the job
- **and many more...**

8,805

successful alumni who have gone on to excel in their respective careers.

#1

in Graduate Employability (QS ranking)
Graduate Employability remains AUB's strongest indicator and a sign that employers globally, and especially in the Arab world, strongly seek AUB graduates.

*QS Graduate Employability Rankings



AACSB
ACCREDITED