

Associate of Arts in Business Administration (AABA)



OVERVIEW

AIU® offers an industry-relevant Associate of Arts in Business Administration program designed to help you develop the knowledge and skills needed to pursue entry-level opportunities in a variety of business settings. Along with key business knowledge, the well-rounded liberal arts and business curriculum also focuses on critical thinking and communication skills that are essential for today's business professional.

CURRICULUM INCLUDES

The real-world curriculum offers the opportunity to build a solid foundation of knowledge, concentrated in liberal arts, and areas such as accounting, marketing, economics, and effective business writing and speaking skills. You can also learn about technology, including computer systems and applications used in today's workplaces.

Courses are structured to assist you in the development of your goals. They can help you develop a well-rounded knowledge base common to entry-level business professionals. For example:

Introduction to Business: students can receive a general introduction to business activity and how it relates to our economic society by exploring how businesses are owned, organized, managed and controlled.

Principles of Marketing: students can learn to apply the fundamentals of marketing within an organization and the contemporary market environment by focusing on marketing strategy and development of a marketing mix.

Principles of Accounting I: students will be exposed to a broad overview of financial accounting and can learn the essential fundamentals of the accounting cycle, which can be applied to a wide range of business and accounting situations.

COURSEWORK

WE CAN HELP YOU

- Demonstrate broad knowledge and understanding of the principles and processes involved in the functional areas of business careers
- Demonstrate broad knowledge and understanding of the principles and methods involved in marketing
- Demonstrate broad knowledge and understanding of economic principles and practices, financial markets, banking, and the business economy
- Demonstrate the ability to use knowledge of technology to adapt to a technologically-advancing society and to use computer applications and systems as learning tools

OUTCOMES

WHY AIU?

AIU offers a streamlined, real-world curriculum and flexibility designed to help you schedule school around your life, not the other way around. Along with industry-relevant undergraduate and graduate degrees, our industry-focused specializations allow in-depth study of the field.

To accommodate busy lives, we offer full- and part-time program options and transfer-in credit* for eligible college, work and military experience, which could cut down on the time it takes to earn a degree.



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* Not all credits are eligible to transfer. See the University Catalog for transfer credit policies.

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The AIU Associate of Arts in Business Administration (AABA) degree program combines the required general education courses that offer a liberal-arts foundation with a coherent business core designed to provide students with knowledge of business fundamentals.

FOCUS ON YOUR SPECIFIC AREA OF INTEREST

By studying fundamental topics in business, you have an opportunity to focus your interests on the acquisition of industry-specific knowledge and skills common in today's marketplace.

THE ACCREDITATION COUNCIL FOR BUSINESS SCHOOLS AND PROGRAMS (ACBSP)

The ACBSP accreditation means that AIU's Business Administration programs meet the rigorous standards of this leading accreditation association. It helps ensure that what we teach is industry-current and industry-relevant in today's business environment and can make your degree more meaningful in the marketplace.



REQUIRED COURSES

GENERAL EDUCATION COURSES

ECON220	Microeconomics	4.5
ECON224	Macroeconomics	4.5
ENGL106	English Composition I	4.5
ENGL107	English Composition II	4.5
MATH125	General College Mathematics	4.5
UNIV103	Academic and Professional Success	4.5
UNIV106	Technology and Information Literacy	4.5
UNIV109	Interpersonal Communication	4.5
	Humanities (2 courses)	9
	Natural Sciences (2 courses)	9
	General Education Elective (1 course)	4.5
Total General Education Requirements		58.5

GENERAL ELECTIVES

A combination of any 3 undergraduate courses

Total General Elective Requirements 13.5

CORE COURSES

ACCT205	Principles of Accounting I	4.5
BUSN105	Introduction to Business	4.5
BUSN150	Legal and Ethical Environment of Business	4.5
MKTG205	Principles of Marketing	4.5

Total Core Requirements 18

Total Associate Degree Requirements 90

For important information about the educational debt, earnings, and completion rates of students who attended this program, go to www.aiuniv.edu/disclosures. AIU cannot guarantee employment or salary. Not all programs are available to residents of all states. 1292779 3-18

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