



B.S. in Business Administration

A global business education
solidly grounded in how
companies work

A GLANCE

As a student in the BSBA, you'll acquire a strong foundation in core fields such as accounting, marketing, HR and operations and specialization in a major field of your choice. The program's focus on learning by doing means that each course has practical assignments and projects that involve real-work business tasks. So, you'll finish the program equipped with the business competencies and mindset to succeed in today's business world.





The Program at a Glance

Duration
4 years full-time

Language
English

Courses
39+Capstone

Delivery Mode
On-site or online

Strengths of the Program

Learning for the Real World

Project-based learning, case studies and a focus on the practical application of knowledge help you acquire the competencies demanded in real-world business settings.

Personal Attention

With your faculty mentor, student-centered teaching and small-sized classes, you receive individual attention to your needs and the opportunities to develop your talents and strengths.

Ongoing Career Planning

Your mentor works closely with you to plan your studies along the career path you want to pursue. And update it as you go through the program and acquire greater exposure to the field.

A 360° Education

Learning takes place both in and outside the class. Talks by expert practitioners and business leaders, in-company projects and co-curricular activities like the Marketing Club maximize your opportunities for learning.

Strong Communication Skills

You build strong skills and confidence in handling business communications in English—from writing reports and delivering presentations to pitching a business idea and developing content for digital media.

Option for Online Study

If you choose to do some or all of the BSBA online you'll find a highly supportive and engaging learning environment, which includes live video sessions, personalized guidance from your mentor and an eLearning platform with a rich array of interactive tools.



Financial Aid & Scholarships

Hellenic American University admits students on the basis of academic promise and not on their ability to pay.

We provide guaranteed scholarship aid to students with demonstrated financial need.

More than 90% of our students received some sort of financial assistance in the 2019-20 academic year.

For more information on our financial aid program, contact an Admissions officer at the College.

Admission Requirements


Minimum requirements for admission to the B.S. in Business Administration are:

- High school diploma from an accredited high school or foreign secondary school equivalent;
- Evidence of English Language proficiency;
- A personal essay, submitted as part of the application form, and an interview with a member of the Admissions Committee.

A Professor's Perspective on the BSBA

Dr. Damian Giannakis

Assistant Professor



Our graduates have proven they can hold their own in any business setting here in Greece—or abroad. One reason why is the material we teach with. It draws on an international bibliography that's continually updated to incorporate advances in the field but also reflect changes in the real business world. But it's also the emphasis we place on problem-solving and practical learning—and the close individual mentoring our students have from their professors.

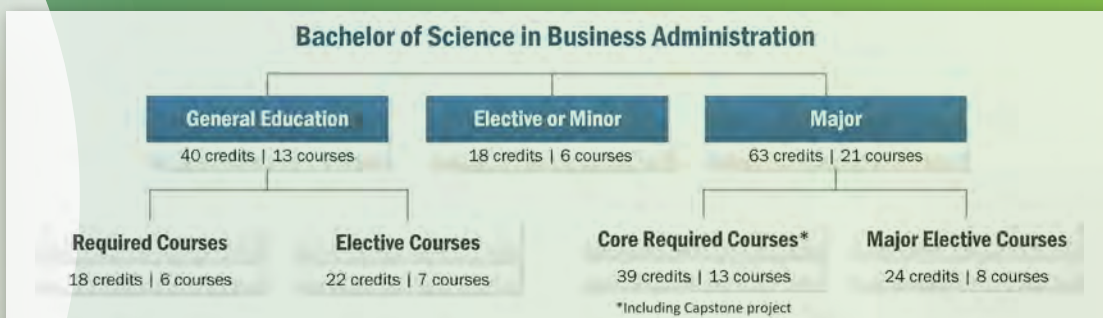
Overview of the B.S. in Business Administration Program

In addition to courses in General Education, you'll take a set of required core Business courses and electives in your field of interest. You can then continue with a general business degree or major in one of the following fields:

BSBA Majors

- Marketing
- Entrepreneurship
- Finance
- Project Management
- Information Technology Management
- Hospitality Management
- Aviation Management
- Flight Operations Management
- Engineering Management

Toward the end of the program, you'll also do the **Business Capstone**, a project-based course where you apply the theories, tools and techniques you've learned in your studies to solve a real-world strategic business problem.



Required Core Courses:

Accounting I, II
Business Statistics
Microeconomic Theory
Macroeconomic Theory
Principles of Management
Principles of Marketing
Corporate Finance
Management Information Systems
Operations Management
Human Resources Management
Project Management
Business Capstone

For a list of all courses in each of the majors, contact the Admissions Office or consult the online course catalog at <https://hauniv.edu/business-administration>

Indicative Courses in selected BSBA Majors:

Finance

Investment & Portfolio Management
Derivatives and Risk Management
Mergers, Acquisitions and Restructuring

Marketing and Sales Management

Consumer Behavior & Market Research
Fundamentals of Digital Marketing
Business to Business Marketing

Hospitality Management

Food and Beverage Management
Hospitality Event Management
Industry Placement/Practicum

Information Technology Management

Database Management Systems
Systems Analysis and Design
Electronic Commerce Management

Project Management

Project Management Information Systems
The Human Side of Project Management
Project Negotiations & Conflict Resolution

Aviation and Flight Operations Management

Global Aviation Management and Law
Aviation Safety, Security & Human Factors
Unmanned Aircraft Systems

What Students and Graduates Are Saying About the Program



I am really grateful for having the chance to receive my education at HAU, a truly American higher education institution. I got equipped with all the tools to be successful in my marketing career, not only through theoretical work, but also through success stories and real-life examples. I also developed critical thinking skills, got over my fear of public speaking and learned how to write professionally. These are soft skills that are often overlooked at the start of your studies but trust me, they are the ones making the difference.

Stathis Georgakopoulos, BSBA '11
Performance Marketing Specialist for /Data



From my very first day in college, I met amazing people. Fellow students, faculty and professionals, who shared with me their friendship, knowledge, and experience... When I needed it the most, I had the trust and support of our college community, reassuring me of how important it is to make a difference, follow a dream, and aim high.

Elizabeth Anagnou, BSBA '20



During my interview at the British House of Commons, I had to give a presentation in front of the hiring board. I wasn't nervous at all, because I had learned to give presentations during my studies and felt confident in the language—and for that I thank Hellenic American University from the bottom of my heart.

Matthew Nikas, BSBA '16
Service Delivery Coordinator at the British House of Commons



Accreditation

Hellenic American University is accredited by the New England Commission of Higher Education (NECHE), which the U.S. Department of Education recognizes as "a reliable authority on the quality of education for the institutions it accredits".

Certification

Students with a major or minor in Project Management will be well-prepared for the examinations for international professional certifications in Project Management (PMI & IPMA).

Accreditation & Certification

Career Paths

The great majority of our graduates are employed or engaged in further study. Roughly 85% of our B.S. in Business Administration alumni are currently employed, self-employed or pursuing graduate studies in Greece or abroad*. Graduates have found work in professions such as:

- Marketing and digital marketing professionals
- Customer service and account representatives
- Sales personnel
- Teachers and special education personnel
- Business analysts

Other career options for BSBA alumni include positions in operations, customer care, public relations, market research and social media and digital content management.

*Figures relate to the 67% of alumni for whom data is available from the 2018 Hellenic American College Alumni Employment Survey.




CAREER PATHS



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 www.facebook.com/HellenicAmericanCollege

Hellenic American College has signed a cooperation agreement with Hellenic American University (New Hampshire, USA) that enables the College to offer the University's undergraduate and graduate degree programs at its facilities in Athens. Upon successful completion of their studies and the fulfillment of all degree requirements as specified in the relevant University Catalog, participants in these degree programs are granted a degree directly from Hellenic American University.



Hellenic American University is accredited by the New England Commission of Higher Education (NECHE).

Hellenic American University's degree programs are regulated, approved, and regularly monitored by the New Hampshire Department of Education, Division of Higher Education – Higher Education Commission.

Hellenic American College and Hellenic American University do not discriminate on the basis of race, color, national and ethnic origin, gender, sexual orientation, age, religion, physical disability, or veteran status in the administration of their educational policies, admissions policies, scholarship and loan programs, and athletic or other school-administered programs.

