



B.S. in Business Administration

A global business education
solidly grounded in a balance
of theory and practice.

A GLANCE

A person in a dark suit and striped tie is shown from the chest down. Their right hand is clenched into a fist, pointing towards the viewer. The background is a dark, textured blue-green gradient. A large, semi-transparent white circle is on the left side of the image, partially overlapping the text area.

As a student in the BSBA, you'll acquire a strong foundation in core business concepts such as economics, analytics, finance, marketing, human resources, and operations. Students then specialize in a major and minor field of their choice. The program's focus on learning by doing means that each course has practical assignments and projects that involve real-work business tasks. Instructors have decades of business experience and actively share their expertise within the classroom.



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 scholarship aid to students with demonstrated financial need.

More than 90% of our students received some sort of financial assistance in the 2021-22 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.

The Director's Perspective on the BSBA

Panagiot (Pete) Tsolis, ABD

Associate Professor

Business does not live in textbooks. It lives in the real world. Our graduates are equipped with an accredited degree that is built by business professionals. Instructors have worked for an array of organizations, from Fortune 500 companies to small businesses in markets all over the world. This diverse mix of backgrounds offers students multiple perspectives and approaches, and so develops their ability to think critically in any situation. Tomorrow's jobs haven't been created yet. Our framework of studies helps students build the foundations to succeed in an ever-evolving business environment.



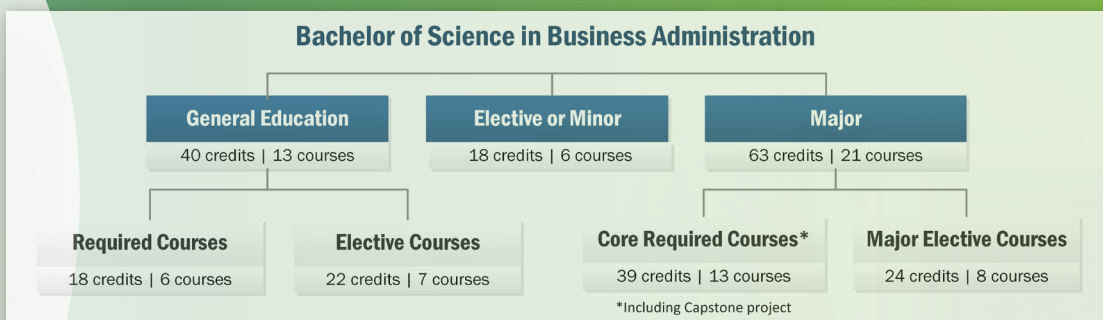
Overview of the B.S. in Business Administration Program

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 and Sales Management
- General Business
- Entrepreneurship
- Finance (Corporate and Personal)
- Hospitality 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:

Introduction to Accounting and Costing
Principles of Management
Principles of Marketing
Principles of Business Finance
Advanced Microeconomic Theory
Advanced Macroeconomic Theory
Business Analytics for Decision Making
Human Resources Management
Elective I
Elective II
Elective III
Elective IV
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
Financial Markets & Institutions
Entrepreneurial Finance
Mergers, Acquisitions and Restructuring

Marketing and Sales Management

Market Research for Consumer Insights
Advertising and Public Relations
Market Psychology & Consumer Behavior
Sales Management

Hospitality Management

Food and Beverage Management
Hospitality Event Management
Industry Placement/Practicum
Resort Management

Entrepreneurship

New Technology Ventures
Innovation and New Product Development
Artificial Intelligence and Digital Innovation
Entrepreneurship and New Ventures

General Business

Business Law
Project Management for Business
Management Information Systems
Supply Chain Management

What Students and Graduates Are Saying About the Program



I am truly happy with my decision to pursue my business studies in Hellenic American College / Hellenic American University. After 4 years full of stress, challenges, and learnings, I admit that I wouldn't change a thing in all this process. I feel so fortunate to have had the opportunity to be surrounded by amazing classmates and professors during my studies. Special thanks to my professor and academic mentor Dr. Damianos Giannakis for always been there for me.

Vangelis Markoutsas , BSBA '22



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 & Career Paths

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".

The great majority of our graduates are employed or engaged in further study. 95% of our B.S. in Business Administration alumni are currently employed or self-employed*. 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 63% of alumni for whom data is available from the 2022 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.

