



I choose

Business Administration



Bachelor of Business Administration

The program is designed to provide an excellent business education for Morocco's future business leaders. It focuses on major areas of business administration such as finance, marketing, management, international business, logistics, and supply chain management. Each study area has been carefully designed to help students develop the appropriate knowledge and abilities that will contribute to their intellectual growth and development, and ultimately lead them to achieve successful careers in business administration. Students have the opportunity to expand their horizons by selecting a minor in one of the above mentioned areas, as well as African Studies, Arabic Language and Culture, Communication Studies, Human Resource Development, Organizational Studies, Women and Development, Computer Science, or Mathematics. All students must complete one or more internships in industry.

Major Core Courses

- Accounting
- Microeconomics and Macroeconomics
- Principles of Management
- Principles of Marketing
- Business & Corporate Finance
- Business Law & Ethics
- Entrepreneurship
- Operations Management
- Management Information Systems
- Quantitative Methods in Business
- Business Policy and Corporate Strategy
- Professional Career Development

Some Concentration Courses

- Islamic Finance (Finance)
- Financial Investments and Securities Analysis (Finance)
- International Trade (International Business)
- International Accounting (International Business)
- Management of Transportation (Logistics)
- Production and Inventory Management (Logistics)
- Organizational Behavior (Management)
- Conflict Management (Management)
- Advertising and Promotion Management (Marketing)
- Consumer Behavior (Marketing)

Career Opportunities

Program graduates have taken leadership positions with businesses, corporations, and other organizations both nationally and internationally, as financial analysts, marketing managers, project managers, etc. Many have opted for graduate studies in institutions as prestigious as Harvard University, London School of Economics, and EM Lyon.

This degree, like all other Al Akhawayn University degrees, is a state diploma (Bulletin Officiel no.5998).

Apply online at
www.aui.ma/admissions



For more information:

Office of Admissions, Al Akhawayn University, P.O. Box 104, Ifrane 53000, Morocco
Phone: (+212)-535-862-075/78/86
Fax : (+212)-535-862-177 • E-mail: admissions@ui.ma