

HellenicAmericanUniversity

*Bachelor of Science
in BUSINESS
Administration*

**Bachelor of Science
in Business
Administration
(BSBA)**

*Bachelor of Science
in BUSINESS
Administration
(BSBA)*

What makes us unique

We offer a business education that is solidly grounded in the fundamentals of how companies work – the curriculum you'd find in leading American business schools. At the same time, our BSBA program offers you numerous opportunities for rich, hands-on learning in diverse settings both in Greece and in the United States. You'll finish the program equipped with the necessary knowledge and skills, but also the entrepreneurial and innovative mindset, to function effectively in today's business world.

Our strengths:

- A hands-on approach to learning how business is done today: you will learn how to draft a business plan, develop a social media strategy, create an operations plan for an actual project, put together a recruitment campaign and handle other real-world management tasks – skills you need whether managing a unit in a company or running your own business.
- Emphasis on developing strong business communication skills in English.
- The senior-year Capstone research project: a real-life business project in which you demonstrate the competencies you've acquired throughout your studies.
- Choice of minors in Project Management or Entrepreneurship.
- A very flexible academic schedule with afternoon, evening and e-learning courses to accommodate students' work schedules.
- Faculty mentoring and personal support for your academic and professional development.

Be an active participant in your studies

At Hellenic American University we believe that students learn best when they take an active part in their own learning. That's why we offer you numerous opportunities to apply what you learn in the classroom.

During your BSBA studies you will have the chance to:

- Study at New Hampshire partner institutions in the United States.
- Participate in ongoing research projects in entrepreneurship, marketing, knowledge management and other business topics.
- Receive support for your own research project.
- Participate in the Annual Student Leadership Conference in New Hampshire.
- Discuss business concerns with experienced practitioners and young entrepreneurs via forums and workshops.
- Take part in industry field trips and site visits.

What you will study

Some of the subject areas you will study and explore are:

- Core Business functions: marketing, accounting, finance, HR
- New Economy functions: information technology, knowledge management, social media
- Operations Management and Project Management
- Entrepreneurship, Innovation and New Product Development
- Concentrations available in engineering management, entrepreneurship, finance, hospitality management, information technology marketing, project management and general business.
- Specialized topics in business areas such as mergers & acquisitions, conflict resolution and nation branding

Who will teach you

The members of our faculty come from an international background with doctoral degrees earned at renowned institutions in the US and Europe. They are devoted to student-centered teaching and engaged in research and consulting projects in which students are often welcome to participate.

All faculty members who teach in the program:

- are committed to helping their students develop personally and professionally;
- have a successful track record in industry and consulting;
- conduct research in their fields of specialization.

teach

Get ready for the workplace or further studies

As a student in the BSBA program you will:

- Gain awareness of regional and global areas of business opportunities.
- Acquire the know-how and skills to run a small business venture or manage an organizational business unit.
- Develop leadership, decision-making, problem-solving and negotiation skills.
- Sharpen your critical, analytical and quantitative thinking.
- Develop strong written and oral communication skills in English.

If you choose to pursue a Minor in Project Management, you will also prepare to take the examinations for the leading international professional certifications in Project Management (PMI & IPMA).

Degree Programs Offered by Hellenic American University:

Ph.D. in Applied Linguistics

Master of Arts in Applied Linguistics

Master of Arts in Conference Interpreting

Master of Arts in Translation

Master of Business Administration

Master of Science in Information Technology

Master of Science in Psychology

Bachelor of Arts in English Language and Literature

Bachelor of Music

Bachelor of Science in Business Administration

Bachelor of Science in Engineering

Bachelor of Science in Information Technology

Bachelor of Science in Psychology

Associate of Science in General Engineering

What our students say about us

The integrity, passion and motivation, combined with effective teaching approaches of the professors in the BSBA program at Hellenic American University are empowering. As a first-year student I feel that I am on the right path surrounded by the right mentors and role models.

Debbie Koutroumanos, BSBA 2017, Project Manager for start-up firms, OPA Taxi & Tours

My experience in the BSBA Program at Hellenic American University has been exceptional. The University gave me the opportunity to learn about the assignments and tasks that a manager in a company would have and to travel to the US to attend a leadership conference. Through my courses at Hellenic American University, I have acquired skills and competences that are useful to me not only as an employee in a company, but also as a member of the global society.

Virginia Koula, BSBA 2014, Store Manager, Max Perry

The BSBA Program of the Hellenic American University gives me the ability to develop the best of myself. This is achieved through an organized academic schedule and experienced faculty members who develop my inherent abilities and promote my competitive entrepreneurial skills.

Stavroula Mitsea, BSBA 2014, Customer Care, Royal Canin Hellas

I had the opportunity to meet great people through the BSBA program, not only professors, but also business persons who represented in practice what we were taught in class. What I most liked about the program was how the students grew close to each other and our professors were always there to support and guide us.

Eleftheria Ntalla, BSBA 2011, Eurobank



Contact details:

Hellenic American University

52 Concord Street,
Manchester, NH 03101,
Tel: +1 603 645 1800,
E-mail: info@hauniv.edu
Web: www.hauniv.edu

Hellenic American College

22 Massalias Street, 10680 Athens,
Tel: +30 210 3680950,
Fax: +30 210 3680073,
E-mail: info@haec.gr
Web: www.haec.gr

Hellenic American University does 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 its educational policies, admissions policies, scholarship and loan programs, and athletic or other school-administered programs.