



AMERICAN
UNIVERSITY
OF BEIRUT

Mediterraneo

BACHELOR OF BUSINESS ADMINISTRATION (BBA) IN MANAGEMENT (4 YEARS, 240 ECTS)



SHAPING FUTURE LEADERS

MANAGEMENT FOR A CHANGING GLOBAL ECONOMY

“The support and mentorship from experienced faculty have been instrumental, especially in guiding projects and research with real impact. In addition, opportunities such as internships have broadened my perspective and prepared me to think beyond local contexts. Overall, my experience in the program has shaped my belief that I am capable of leading and contributing to businesses on a global scale.”

— Erinayo Ayodele-Bamisaye, BBA Management '27



PROGRAM OVERVIEW

The BBA in Management at AUB Mediterraneo prepares students to lead organizations, solve business problems, and make responsible strategic decisions in a rapidly changing global environment. Through a progression from business foundations in economics, finance, accounting, and analytics to advanced study in leadership, strategy, innovation, and consulting, the program prepares graduates ready for careers across industries and entrepreneurial ventures.

WHAT BBA MANAGEMENT GRADUATES ARE EQUIPPED TO DO

Understand and
apply core business
principles

Lead teams and
manage organizational
performance

Analyze business
challenges and make
strategic decisions

Communicate
professionally across
diverse business
contexts

Adapt to evolving
global and digital
business landscapes

HOW STUDENTS LEARN

Case-based teaching and interactive classroom discussion

Applied projects using real business scenarios

Team-based assignments and leadership development

Internship and practical industry exposure

Exposure to regional and global business contexts

WHAT MAKES THIS BBA DISTINCT

- AACSB-accredited business education
- European and U.S. recognized degree
- American liberal arts approach within a European university environment
- Faculty with academic and industry expertise
- Part of AUB's 160-year global academic legacy
- Mandatory internship and strong employer engagement
- Exchange opportunities through international partnerships

AREAS OF STUDY & CAREER PATHWAYS

- Leadership and organizational management
- Entrepreneurship and innovation
- Management consulting
- Human resource management
- Family business management
- Operations and project management



BENEFITS TO STUDENTS

Strong business foundation across disciplines
Leadership and teamwork development
International mobility and global career opportunities
Supportive and personalized academic environment



BENEFITS TO EMPLOYERS

Graduates with strong managerial and leadership skills
Professionals ready to contribute from day one
Adaptable and globally aware talent
Strong communication and problem-solving abilities

I initially struggled to confidently express and apply my ideas, but my BBA Management program has helped me develop stronger thinking and the confidence to approach challenges more effectively.

— Cleopas Cleopa, BBA Management '29



THE CYPRUS AGENCY OF QUALITY ASSURANCE AND ACCREDITATION IN HIGHER EDUCATION

ABOUT AUB MEDITERRANEO

Located in Pafos, Cyprus, AUB Mediterraneo is a branch campus of the American University of Beirut (established 1866). It combines AUB's academic heritage with a European setting, offering internationally recognized programs grounded in quality, relevance, and impact.



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