

A photograph of a university campus. In the foreground, a large green lawn is visible. A person is sitting on the grass in the lower center. In the background, there are trees, a building, and a flagpole. The flagpole has two flags: the United States flag and a blue and red flag with a white 'AU' logo. The sky is clear and blue.

2010 KOGOD SCHOOL OF BUSINESS UNDERGRADUATE



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ABOUT KOGOD

At American University's Kogod School of Business, our mission is to:

PREPARE students to develop rewarding careers, and to become active global citizens who value integrity and respect diverse viewpoints and cultures.

PRODUCE highly engaged and well-prepared graduates to lead private, public, and nonprofit organizations.

CONDUCT and publish high-quality scholarship for academic and professional audiences.

The Kogod School of Business is accredited by the Association to Advance Collegiate Schools of Business —the highest standard of achievement for business schools worldwide.



Rank in *BusinessWeek's* "The Best Undergraduate B-Schools"

THE KOGOD EXPANSION

Opened in January 2009, the Kogod School of Business's more than 21,000-square-foot expansion includes three breakout rooms, a mini computer lab, and a career development center, as well as:

7 NEW
WIRELESS
CLASSROOMS

1 BEHAVIORAL
RESEARCH
LAB

3
STUDENT
LOUNGES

THE FINANCIAL SERVICES & INFORMATION TECHNOLOGY LAB

is equipped with cutting-edge technology, including Thomson Reuters software, allowing students to experience firsthand the speed at which markets move and explore the complexities of international currencies and exchange rates.

THE KOGOD DIFFERENCE

Established in 1955 as Washington, D.C.'s first university-level school of business, Kogod's undergraduate experience delivers:

INTEGRATED LEARNING ACROSS ACADEMIC DISCIPLINES

Kogod students have multiple interests and often pursue dual degrees, double majors, minors, and individualized course work in AU's top-rated Schools of Communication, International Service, Public Affairs, and the College of Arts and Sciences.

A DIVERSITY OF CULTURES, OPINIONS, AND APPROACHES

More than sixty countries are represented in Kogod's student body, and one-third of Kogod faculty were born outside the United States. Kogod emphasizes the importance of knowing a foreign language, and encourages study abroad for exciting and rewarding learning experiences.

TEACHING AND LEARNING THROUGH EXPERIENCE

Kogod faculty are distinguished scholars and accomplished professionals with a reputation for innovative, hands-on teaching styles. Executives-in-Residence bring leadership experiences to the classroom from organizations including American Express, Citigroup, W. R. Grace & Co., and MicroStrategy.

ENGAGED STUDENTS, FACULTY, AND STAFF

AU's history and culture of engagement are felt strongly at Kogod. The business school attracts students who intend to make a difference in the world. Kogod students are personally involved and confident in their goals, and Kogod gives them the support to pursue their ambitions.

PERSONAL ATTENTION AND SUPPORT

Kogod's low student-faculty ratio (13:1), average class size of thirty-five students, and helpful professors and staff provide students easy access to advice and assistance. Academic advisors, business communications consultants, career development professionals, and peer mentors provide a broad network of support to help students navigate the undergraduate experience and achieve academic and professional goals.

THE KOGOD SCHOOL OF BUSINESS UNDERGRADUATE PROGRAM OFFERS A PORTFOLIO OF OPTIONS TO STUDENTS PURSUING STUDIES IN BUSINESS

Each four-year program provides a balanced approach to business education by progressively building knowledge within and across academic disciplines.

Kogod's curriculum is flexible and provides students with the opportunity to combine their passion for business with interests in other academic areas. Interdisciplinary study is emphasized throughout the program, and students are encouraged to take full advantage of American University's joint programs, double majors, and minors offered in the arts and sciences, communications, government, economics, language, and foreign studies.



AREAS OF PROFICIENCY

Kogod's core curriculum provides the foundational concepts and skills for new graduates to find success in the professional world.

There are five professional skill designations in which students must demonstrate proficiency in order to complete their degrees successfully:



ANALYTICAL TOOLS

involves the use of technology and productivity software like MS Excel to solve problems or make decisions.



TEAM WORK

emphasizes team dynamics and learning how to function in team-based environments.



CASE ANALYSIS

emphasizes critical thinking developed through case studies in order to understand, diagnose, and solve complex business issues.



ORAL INTENSIVE

focuses on public speaking and presenting ideas effectively and persuasively.



WRITING INTENSIVE

concentrates on writing for a business or professional audience.

THE CENTER FOR BUSINESS COMMUNICATIONS helps members of the Kogod community craft their business communications. Students can get individual coaching on their academic and professional writing, presentations, and team projects.

THE BACHELOR OF SCIENCE IN

BUSINESS ADMINISTRATION

(BSBA)

The BSBA is designed to teach broad business functions while expanding technological literacy and building global perspective. Students tailor their degrees by specializing in business disciplines. BSBA students can also add another major or a minor from a different academic area.

KOGOD.AMERICAN.EDU/BSBA

“The program is challenging and exciting. I know that after four years I will be ready to enter the business world with confidence.”

UNDERGRADUATE **LEELA CHENGAPPA**

BSBA: Specialization International Business

ACCOUNTING

Develop a professional accountant’s “tool kit,” with emphasis on financial reporting, federal taxation, auditing, and managerial decision making. Build a strong foundation for state CPA requirements. Pursue an internship with a “Big 4” firm, corporation, or government agency.



ENTREPRENEURSHIP & INNOVATION

Learn how to think and behave like an entrepreneur—whether leading a new venture, or working in a corporation, nonprofit organization, government, or international business. Identify and assess opportunities, develop a new venture business plan, and practice entrepreneurship in multiple contexts.



FINANCE

Gain insight on financial markets and their wide-ranging impacts. Through case studies and company projects, learn how to apply key finance concepts to real-life situations.



INFORMATION SYSTEMS & TECHNOLOGY

Learn how modern organizations harness technology to achieve greater productivity and gain a competitive edge. Build expertise in system design and development. Obtain a certification in Microsoft Office Suite.





INTERNATIONAL BUSINESS

Discover the cultural environment of global business.



Examine the growing impact on business across national boundaries. Explore

international trade issues in emerging markets, including the role of the IMF and the World Bank.

MANAGEMENT

Learn to lead a dynamic work team. Understand the fundamentals of



human capital, and the ways in which organizations measure performance. Develop

competence in negotiation, project management, and change management.

MARKETING

Analyze consumers' needs and buying behaviors, and learn how



certain products satisfy those needs. Study price, promotion, and distribution

strategies. Learn the ins and outs of successful advertising.

REAL ESTATE

Develop a thorough understanding of real estate principles and apply



them to real world circumstances using case studies and company projects.

Build an expertise in real estate markets and the factors influencing their behavior.

THE BACHELOR OF SCIENCE IN

BUSINESS, LANGUAGE & CULTURE

(BLC)

BLC is offered in partnership with the College of Arts and Sciences. This four year interdisciplinary program provides students with a solid academic foundation in business and strong proficiency in a foreign language and culture. Leaders in business realize that knowledge of foreign languages and familiarity with foreign cultures are keys to success in the global community of the twenty-first century.

Current BLC language options include: French, German, Russian, and Spanish. Students in the program are required to take business courses abroad in their chosen foreign language track study-abroad program. It is recommended that students enter the program at the intermediate language level.

This unique interdisciplinary program prepares students to take the American Council on the Teaching of Foreign Languages (ACTFL) oral proficiency interview and prepare for regional fluency certificates (e.g., French Chamber of Commerce Certificate).

KOGOD.AMERICAN.EDU/BLC





STUDY-ABROAD
REQUIREMENT

F
FRENCH

D
GERMAN

ESP
SPANISH

RUS
RUSSIAN



UNDERGRADUATE
**SAMANTHA
DINA**

MAJOR *Bachelor of Science
in Business, Language &
Culture*

“The BLC puts a greater emphasis on language and studying abroad to ensure we have cultural experiences while also teaching us the core business classes.”

- CLUBS**
- Alpha Kappa Psi
 - 1955 Club
 - Residence Hall Association
 - Relay for Life

THE BACHELOR OF SCIENCE IN

BUSINESS AND MUSIC

(BAM)

Unique to AU, the BAM program is designed for students with interests in both business and music. The BAM offers an integrated curriculum in both disciplines preparing students for careers in the for-profit music sector. Students pursuing the BAM will complete the business core curriculum and a music core enabling them to develop an awareness of music fundamentals as well as building and awareness of how to work with talent within the entertainment industry. Students may enhance their studies by utilizing free elective credits built directly into the curriculum, such as performance or production, or business-related studies in a topic such as accounting, management, or marketing. Additionally, BAM students will leverage their academic experience in a series of for-credit internships preparing them with the skills and connections needed for a successful start in the music industry.

KOGOD.AMERICAN.EDU/BAM



UNDERGRADUATE

**ALI
TABACZYNSKI**

MAJOR *Bachelor of Science in
Business and Music*



MUSIC CORE CURRICULUM



UNIVERSITY REQUIREMENTS



BUSINESS CORE CURRICULUM



FOR-CREDIT INTERNSHIPS



FREE ELECTIVE CREDITS

“BAM defined my experience and helped me explore my personality. I am detail oriented but also creative and passionate about music and this degree is the perfect combination.”

INTERNSHIP

The Choral Arts Society of Washington

CLUBS

Alpha Kappa Psi
University Chorus

DOUBLE YOUR EXPOSURE

Interdisciplinary education is a hallmark of the undergraduate experience at AU. Kogod students have the opportunity to pursue diverse academic interests by selecting a second major or minor from another AU school or college.

For example, Kogod and the School of International Service (SIS) offer a double major that provides students with multiple perspectives and training on the interconnectedness of business, foreign relations, globalization, and human rights. Early planning and guidance from academic advisors in both programs allow students to complete a double major in four years, and to take full advantage of other undergraduate experiences such as studying abroad or completing an internship.

UNDERGRADUATE **ROMAN RYAN**

DUAL DEGREE
*BSBA: International Consulting;
BA in International
Economic Policy*

ADD VALUE WITH A MINOR

AU students who seek degrees in other areas but would like to have a background in business may minor in one of six business disciplines: Business Administration, Finance, Information Systems & Technology, International Business, Marketing, and Real Estate.



**BUSINESS
ADMINISTRATION**



MARKETING



FINANCE



**INFORMATION
SYSTEMS &
TECHNOLOGY**



**INTERNATIONAL
BUSINESS**



REAL ESTATE

“I decided freshman year that I wanted to add a business component to my international studies degree. The majors have provided me with two unique perspectives on globalization and international business and allow me to distinguish myself.”

INTERNSHIP

Taylor Nelson Sofres
(TNS) in Beijing, China

CLUBS

1955 Club

Captain, AU Men's Club
Ultimate Frisbee Team





GET AN EARLY START

KOGOD KICKOFF

Kogod's undergraduate programs begin even before the start of classes. All first-year students attend the Kogod Kick-Off, an orientation featuring team-building exercises, a club fair, the opportunity to meet with a peer mentor, and a mini-case competition.

ACADEMIC ADVISORS

The Kogod undergraduate advising team works closely with students in both individual and small group settings. The advisors help students to access a wide array of resources on campus, meet goals, overcome obstacles, and ensure that academic progress is achieved.

PEER MENTORS

Each Kogod student is assigned a Peer Mentor in advance of the first semester to provide guidance and support during the transition to college. Peer Mentors help students get involved in the student community and offer advice on succeeding at the college level.

F.A.T. TUESDAY

During F.A.T. Tuesday (First-Year Advanced Training), academic advisors and peer mentors help students new to Kogod discover and use the tools they will need to plan their degrees and incorporate co-curricular activities, internships, and additional academic studies.

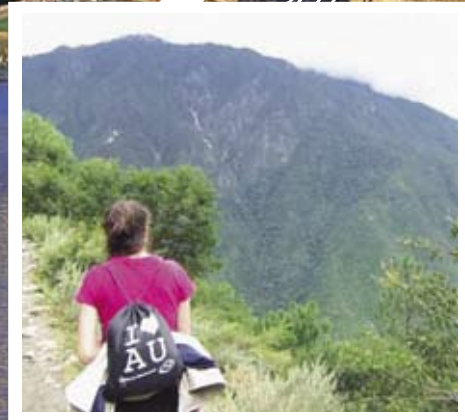
INTERNATIONAL LEARNING

A GLOBAL APPROACH TO EDUCATION TO BROADEN YOUR PERSPECTIVE

AU has established relationships with international institutions in more than one hundred locations. AU Abroad, American's campus-wide study-abroad office, provides summer, semester, and year-long opportunities to study and intern abroad. As part of their academic programs, students can earn business and elective credits at our partner institutions. In addition, Kogod offers semester long programs to study business in France, Germany, Italy, Kuwait, and Monaco.

Students can also participate in one of Kogod's unique one-or two-week international business experiences as early as their first year in the program. International Management Practice trips to Latin America, the European Union, and China are conveniently offered during the semester-long breaks of winter, spring, and summer. Students learn global management strategies through presentations by executives, and develop an understanding of local economies as well as the political, social, and cultural impacts on business.

KOGOD.AMERICAN.EDU/GLOBAL





K-LAB

AT KOGOD, WE BELIEVE EDUCATION SHOULD EXTEND BEYOND THE CLASSROOM

We also believe that students learn, develop, and grow when they are actively involved. The Kogod Leadership and Applied Business (K-LAB) provides real-world experiences that enhance intellectual development, leadership and communication skills, and professional self-confidence.

Get involved in the energetic Undergraduate Business Association or join one of many student-led organizations:

- ✎ Accounting Club
- ✎ American Marketing Association
- ✎ Alpha Kappa Psi (co-ed business fraternity)
- ✎ Undergraduate Black MBA Association
- ✎ Business, Technology and Consulting
- ✎ Entrepreneurs Club
- ✎ Event Planning and Catering Club
- ✎ Kogod Finance Group
- ✎ Hispanic Business Association
- ✎ International Business Club
- ✎ Society for Human Resource Management
- ✎ Students In Free Enterprise (S.I.F.E)

New clubs and organizations are constantly formed by students both within and beyond Kogod. Participation in a student organization provides an excellent opportunity to practice and showcase leadership, organization, and planning skills.

KOGOD.AMERICAN.EDU/KLAB



SPRING INTO ACTION

Students can take a different direction and spend spring break with corporate executives as a Kogod Road Scholar. Visit corporate headquarters and meet with senior executives of companies such as Boeing, Coca-Cola, Delta Airlines, Intel, Microsoft, Hilton, Amazon, UPS, SmashBox Cosmetics, Starbucks, TV Guide, and Wells Fargo.



HELP THE COMMUNITY THROUGH THE WASHINGTON INITIATIVE

Students have the opportunity to serve as consultants for local charitable or nonprofit organizations. Past projects include Hoop Dreams Scholarship Fund, Bread for the City, Hope and a Home, D.C. Central Kitchen, and Facilitating Leadership in Youth. In the spring, students are trained to prepare federal and state income tax returns and volunteer with nonprofit Community Tax Aid, Inc., to prepare returns for low-income individuals and families in the District of Columbia.



THE 1955 CLUB

The 1955 Club provides meaningful opportunities to develop leadership skills through an annual retreat, workshops, and readings. The organization also emphasizes personal responsibility, integrity, and professional development. The 1955 Club has two purpose-driven groups: Kogod Envoys serve as program ambassadors, and Peer Mentors provide support for first-year student programs.



KOGOD CASE COMPETITION

The Case Competition is one of the premier annual events hosted by Kogod. Case Competitions are an excellent opportunity for students to sharpen their communication skills, presentation style, and problem-solving techniques. The Center for Business Communications provides workshops and rehearsals. More than two hundred students participated in the 2008 competition.



STUDENT LEADERSHIP RETREAT

Each spring, student leaders are invited to attend a leadership retreat where they can explore personal values of leadership and work as a team to complete a high-ropes challenge course.

DEDICATED KOGOD CENTER FOR

CAREER DEVELOPMENT

Because of the unique career development needs of business students, Kogod has a dedicated career services staff to assist students in creating individualized career development plans.

Students pursuing a Kogod undergraduate degree have access to all of the resources at American University, enabling them to enjoy an enriching education in and out of the classroom. The Kogod Center for Career Development (KCCD) helps students develop career management skills that will last a lifetime.

Through one-on-one career advising, workshops and networking events, on-campus recruiting for internships and jobs, and state-of-the-art technology, the KCCD equips students with the tools to find meaningful careers after graduation—and the skills to sustain those careers as the U.S. and global economies evolve.

KOGOD.AMERICAN.EDU/KCCD

INTERNSHIPS

Marketing Specialist at SAP

Policy Intern at Women In Government

Intern at the Inter-American Defense College Foundation

CLUBS + ACTIVITIES

1955 Club: Peer Mentor

University Honors Program

Delta Gamma: VP Panhellenic

“The KCCD’s advice on resume formatting and their effective interview tips helped me land a paid internship with the world’s leading provider of enterprise software, SAP.”

CONNECT WITH BOUNDLESS CAREER OPPORTUNITIES

The KCCD comprises career management professionals with the extensive training, certifications, and experience to:

- Serve students by empowering and challenging them to strategically define, attain, and manage their career goals, and by providing the education, tools, training, and resources to assist them.
- Offer employers a forum to educate the campus community and successfully recruit graduating students into positions that best match their skills.
- Provide alumni a venue to share their experience, recruit graduating students, and further their own careers.
- Collaborate with faculty by sharing industry knowledge for use in the classroom and integrating career management into the Kogod education.

NETWORKING & CAREER DEVELOPMENT

KCCD facilitates numerous networking and career development programs throughout the year:

- Industry-focused career development days
- NYC fall finance and spring marketing trips
- Case interview, etiquette, and personal branding workshops
- Alumni-student networking receptions
- Company site visits



UNDERGRADUATE

**ARIEL
JAHNER**

DUAL DEGREE

*BSBA: Specialization
International Consulting;
BA in International Studies*

CORPORATE PARTNERS & COLLABORATORS

- AOL
- BearingPoint
- Beers + Cutler
- Booz Allen Hamilton
- Deloitte
- Discovery Communications
- Ernst & Young
- Fannie Mae
- FINRA
- Freddie Mac
- Goldman Sachs
- Johnson & Johnson
- J.P. Morgan
- KPMG
- Merrill Lynch
- Morgan Stanley
- National Geographic Society
- PM Consulting and Trade
- Presidential Management Fellows Program
- PricewaterhouseCoopers
- Raytheon
- The Gallup Organization
- The World Bank
- U.S. State Department
- Under Armour



A TRADITION OF ALUMNI ACHIEVEMENT



ROBERT KOGOD
BSBA '62

Former Co-Chairman/Co-CEO, Charles E. Smith Commercial Realty, Inc., and Charles E. Smith Residential Realty, Inc.—real estate development, construction, leasing, and management executive, and Kogod School of Business benefactor.



GARY COHN
BSBA '82

President and Co-Chief Operating Officer, Goldman Sachs—serves on his firm's Management Committee and is a member of the AU Board of Trustees.



DEAN FACTOR
BSBA '87

Co-Founder and CEO of SmashBox Cosmetics which grosses over \$200 million annually. He is the great grandson of Hollywood makeup legend Max Factor.



JASMINE STRINGER
BSBA '01

Business Planning Manager, General Mills, Inc.—featured in *Ebony* magazine's "30 Leaders of the Future."

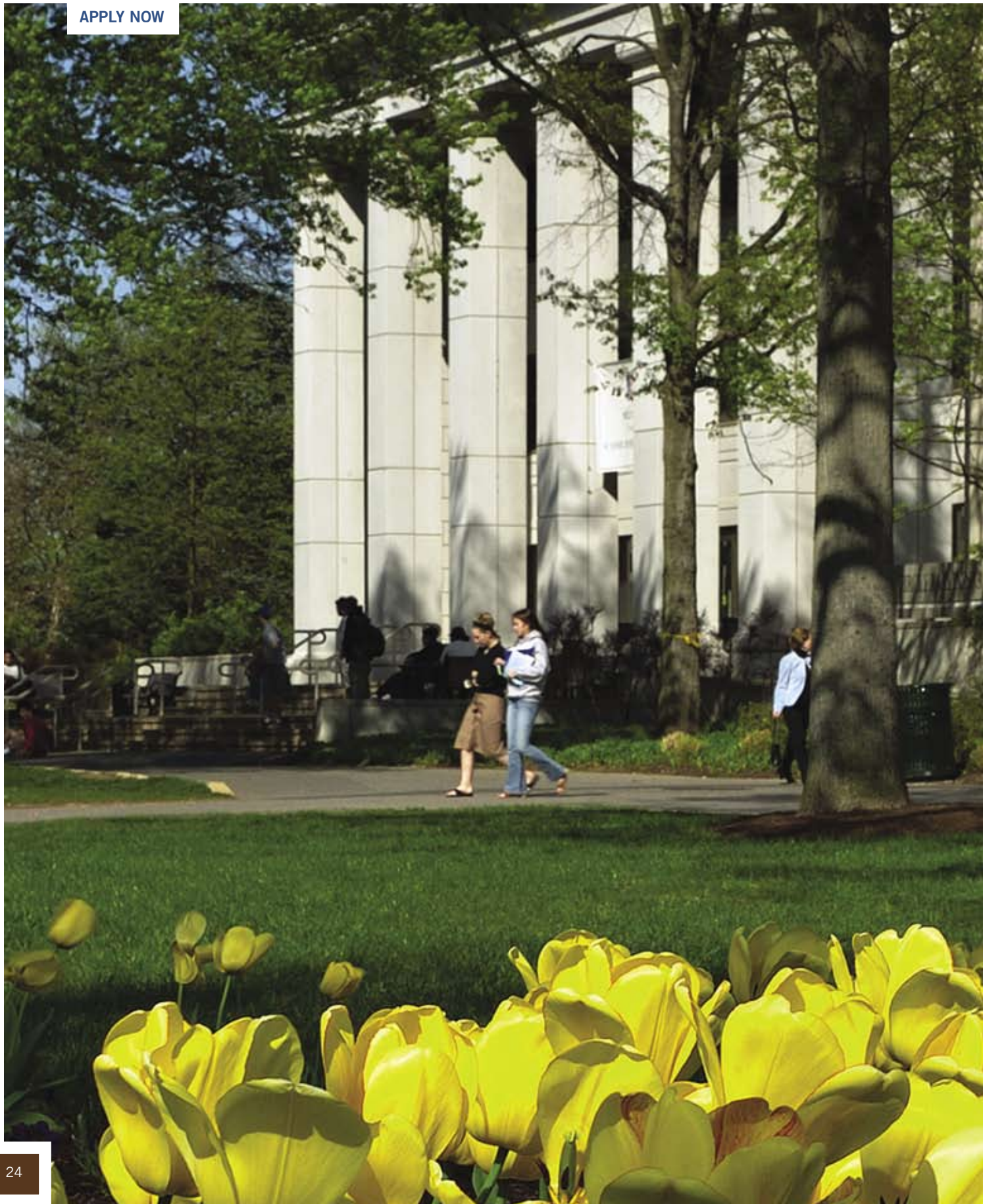
EMENT

Kogod alumni have established a tradition of achievement for over fifty years. As a graduate of American University's undergraduate program, alumni join an expanding network of individuals committed to making a difference in the world.

Each year, Kogod alumni chapters across the globe sponsor a variety of events—including professional-development seminars, panel discussions, and networking events—remaining fully engaged with the undergraduate program and students post-graduation.

KOGOD.AMERICAN.EDU/ALUMNI

APPLY NOW





APPLICATION DEADLINES

NOV 15

FALL EARLY DECISION*

JAN 15

FALL REGULAR DECISION

* Early Decision applies only to freshman applicants.

SPRING TRANSFER DEADLINES

NOV 1

STUDENTS LIVING IN THE UNITED STATES

SEP 1

STUDENTS LIVING OUTSIDE THE UNITED STATES

FALL TRANSFER DEADLINES

JULY 1

STUDENTS LIVING IN THE UNITED STATES**

MAY 1

STUDENTS LIVING OUTSIDE THE UNITED STATES

** March 1 is the deadline to be considered for scholarships and financial aid.

VISIT OUR CAMPUS

Experience the Kogod difference in person. Prospective students can make a reservation to take a guided tour, attend an information session or an open house, or sit in on a class.

- Visit the online Prospective Student Portal at american.edu/admissions
- Call 202-885-6000
- E-mail admissions@american.edu
- Or, visit the American campus anytime for a self-guided tour. Start at the Admissions Green Room in Katzen Arts Center.

VISIT US ON THE WEB

Discover all that awaits by visiting kogod.american.edu/admissions

The AU Web site will also answer many questions about Kogod majors, honors program, scholarships, study-abroad programs, internship opportunities, and financial aid.

CONTACT US

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KOGOD SCHOOL *of* BUSINESS
AMERICAN UNIVERSITY • WASHINGTON, DC

KOGOD

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