



AMERICAN UNIVERSITY
OF PHNOM PENH
STUDY LOCALLY. LIVE GLOBALLY.

SCHOOL OF BUSINESS





AUPP's School of Business provides unparalleled opportunities to study business, whether you aspire to start your own business, work for a multinational corporation, or contribute to the economic development of Cambodia and beyond, the School of Business at AUPP is the ideal place to pursue your business education.


Bachelor's Degrees


- » Business Administration
- » Communication
- » e-Society (Digital Marketing)

Master's Degree


- » Business Administration


 Modern facilities

 Learn from a global faculty

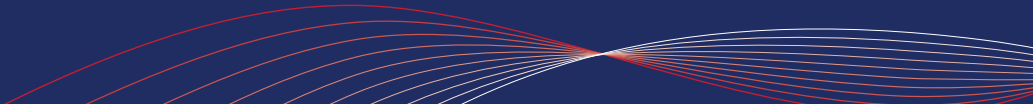
 Develop essential digital skills, including data analysis, digital marketing, social media strategy, and global communications

 U.S. Degree (Dual Degrees)

 Gain real world experience through internships

 Gain expertise in finance, marketing, management, and entrepreneurship, and prepare for a globalized business world

WHY STUDY BUSINESS AT AUPP?





Management



Finance



Accounting



Marketing

AREAS OF STUDIES



Economics



Entrepreneurship



Bachelor's Degree

Bachelor of Science in Business/Bachelor of Science in Business Administration

- › Single Degree
- › Dual Degree

The Business program offered with University of Arizona equips graduates for success in the business world. A successful business career requires an understanding of fundamental economic concepts and mathematical relationships, as well as strong analytical skills and the ability to communicate effectively, both in writing and speaking.

Course Highlights



- ★ Business Foundations
- ★ Operations & Supply Chain Management
- ★ Entrepreneurship
- ★ Digital Marketing & E-Commerce
- ★ Data Analysis
- ★ Global Business & International Trade

Career Paths



- ★ Corporate Executive
- ★ Entrepreneur
- ★ Business Manager
- ★ Product Manager
- ★ Market Research Analyst
- ★ Accountant
- ★ e-Marketing Specialist



Bachelor's Degree

Bachelor of Science in Business / Bachelor of Arts in Communication

- › Dual Degree

This is an interdisciplinary undergraduate program with University of Arizona that combines the fields of communication and business. This program is designed to provide students with a comprehensive understanding of effective communication strategies and business principles, preparing them for a wide range of career opportunities in various industries.

Course Highlights



- ★ Conflict Management
- ★ PR Strategy
- ★ Strategic Writing for PR
- ★ PR Campaign
- ★ Mass Media Effects
- ★ PR Crisis Communication

Career Paths



- ★ Journalism
- ★ Mass Media
- ★ Public Relations (PR)
- ★ Marketing
- ★ News and TV Broadcasting

Bachelor's Degree

Bachelor of Science in Business / Bachelor of Arts in Information Science and e-Society

› Dual Degree

This dual degree program with University of Arizona explores the relationship between technology, society, and business, focusing on the ways information technology impacts various aspects of our lives, including social interactions, organizational processes, and economic activities. Students in this program will gain a comprehensive understanding of data management, digital technologies, and social media.

Course Highlights



- ★ Collaborating in Online Communities
- ★ Social Media Strategy
- ★ Ethical Issues in Information
- ★ Information Trust, Manipulation, & Deception
- ★ Digital Engagement
- ★ Multimedia Design & the Moving

Career Paths



- ★ Entrepreneurship
- ★ Digital Marketing Director
- ★ E-Commerce Specialist
- ★ Technology-Related Sales
- ★ Online Content Writer/Editor



Master's Degree

Master of Business Administration

› Single Degree
› Dual Degree

The MBA program offered with Fort Hays State University equips students with the practical skills and knowledge needed for successful business and management careers. Working professionals and emerging leaders will gain the recognized standard for leadership and management, developing the competencies to thrive in today's complex business environment. Students will learn to deliver value through data-driven decision-making, collaborative project implementation, and leadership for change.

Course Highlights



- ★ Strategic Management & Leadership
- ★ Financial Management & Analysis
- ★ Digital Marketing & Transformation
- ★ Data Analytics & Business Intelligence
- ★ Operations & Supply Chain Management
- ★ Entrepreneurship & Innovation

Career Paths



- ★ Investment Banking
- ★ Marketing and Brand Management
- ★ Management Consulting
- ★ Entrepreneurship and Startups
- ★ Strategic Planning and Business Development
- ★ Operations and Supply Chain Management
- ★ General Management

Tuition Fees



Bachelor's Degree [Per Year]

Master's Degree [Per Course]

Single Degree

\$6,000

Single Degree

\$900

Dual Degree

\$9,000

Dual Degree

\$1,200

Scholarships



AUPP Scholarships

Academic excellence

up to
35%

National high school exam results

Postgraduate

up to
50%

Financial need

up to
100%

AUPP Partner's scholarships

Full scholarship

100%

- Techo Digital Talent Scholarships of MPTC Association of Samdech Akka Moha Sena Padei
- Techo HUN SEN & Samdech Kittiprittbandit Scholarship Students (AMT)
- Union of Youth Federations of Cambodia (UFYC)

U.S. Partner Universities



THE UNIVERSITY
OF ARIZONA



FORT HAYS STATE
UNIVERSITY

Apply Now



Bachelor's Degree



Master's Degree

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