

An abstract graphic consisting of numerous thin lines radiating from a central point, creating a fan-like shape. The lines are colored in a gradient from dark blue to light red.

Find your talent at

AMERICAN UNIVERSITY'S

**KOGOD
SCHOOL
OF BUSINESS**



About American University's **Kogod School of Business**

We believe that business is the greatest platform for meaningful change. And employers like you make that change possible.

You need employees who can integrate, innovate, and thrive in your organization from day one. That's why we give our students the hard skills, soft skills, and passionate imagination needed to advance your mission.

Every program at Kogod equips students with a core understanding of their field with practical, hands-on projects. Our students work with real clients to create real results, all while learning to navigate a complex, global business environment. Kogod students have access to one of the top entrepreneurship centers in the country, while the Kogod Center for Business Communications prepares them with the communication and relationship-building skills essential for success.

As the oldest accredited business school in Washington, DC, we pride ourselves on our over 60-year history of proven success.

40% of our alumni are living
in the DC area.

The Kogod School of Business Makes

Good Talent Easy to Find

We know you're busy. That's why we connect you with a worldwide network of students and alumni to making hiring the best employees as easy as possible.

Kogod's Office of Career Engagement offers several ways to engage with our students, both in person and online.

Career Management Platform

Handshake is Kogod's premier career management platform, where you can post jobs, review résumés, and schedule on-campus interviews and information sessions. Visit american.joinhandshake.com to set up your complimentary account.

Information Tabling

Showcase your company with an information table at Kogod. You will have the opportunity to informally meet with students for all or part of the day.

Interviews

Interview students on campus or via video conferencing. We assist in all aspects of planning, preparing, and executing on-campus interviews.

Annual Industry Days and Career Fairs

Kogod hosts events throughout the year focusing on specific industries, including accounting, financial services, entertainment, information technology, analytics, marketing, and real estate. We invite employers to participate in expert panels, career fairs, and networking receptions.

Information Sessions

Build your brand by hosting an information session on campus, virtually, or on-site at your company. During these sessions, you can share your hiring needs, meet potential candidates, and market your organization.

Employers-in-Residence

Recruiters, company representatives, and alumni can meet with students one-on-one for networking and coaching.

Partner with Student Clubs or Organizations

Market directly to Kogod's wide range of undergraduate and graduate clubs and organizations. We also offer opportunities to partner with faculty through classroom presentations, consulting projects, and more.

Site Visits

Introduce students to your organization by hosting them on-site at your company. Site visits can be organized both locally and nationally.

A Note on Hiring International Students

In an increasingly global marketplace, the most successful organizations are making global competencies a key pillar of their hiring strategy. We encourage you to consider the unique assets—including language skills and cultural knowledge—that Kogod's international candidates will contribute to your organization.

Hiring these talented students is much easier than you think, and US Citizenship and Immigration Services (USCIS) has provisions for hiring international students through a number of visa programs.





Kogod School of Business

Undergraduate Programs

Through classroom learning and hands-on experience, students in Kogod's undergraduate programs learn both the hard and soft skills you need your employees to have on day one. Our students are eager to not only put their skills into practice but to also make a positive impact on their organizations and the world around them.

BS Accounting

BS Business Administration

BS Business & Entertainment

BS Business, Language & Cultural Studies

BS Finance

BS Accounting

Kogod's accounting program prepares students to work in public accounting, as well as in industrial, financial, government, nonprofit, and consulting organizations. One way students get hands-on experience is by providing free tax preparation services to low-income individuals.

BS Business Administration

Business administration students can specialize in accounting, entrepreneurship, finance, information systems and technology, management, or marketing. As seniors, students work in teams to develop strategic plans and solve real-world problems for local businesses. Previous projects include reducing e-cigarette usage among underage users, increasing Capital Bikeshare usage, and increasing the number of volunteer firefighters.

BS Business & Entertainment

Our most unique program, the BS in business and entertainment prepares students for a career in the entertainment industry. In addition to providing a strong foundation in basic business skills, including accounting, strategy, and marketing, students specialize in agency management, audio technology, film, or music performance. Students in the management track work with regional recording artists preparing assessment, marketing and promotion, and operational plans.

BS Business, Language, & Cultural Studies

The business, language, and cultural studies degree is designed for students who are passionate about business and foreign languages. In addition to learning business fundamentals, students study Arabic, French, German, Russian, or Spanish and spend a semester abroad immersed in the language. Graduates of the program are well-prepared to excel in the international arena.

BS Finance

Kogod's finance program prepares students to work in industrial, financial, governmental, nonprofit, and consulting organizations, as well as sit for the Chartered Financial Analyst (CFA) or Certified Financial Planner (CFP) exams. Kogod's Student Managed Investment Fund (SMIF) provides students the opportunity to independently manage \$700,000 in portfolio assets.

Undergraduate Student Profile



BS ACCOUNTING



What sets our students apart

Students have multiple opportunities to get hands-on experience, including providing free tax preparation services to low-income individuals.

BS BUSINESS ADMINISTRATION



What sets our students apart

Students work in teams to solve real-world problems for local businesses, such as increasing Capital Bikeshare usage.

BS BUSINESS & ENTERTAINMENT



What sets our students apart

In our most unique program, students learn basic business skills while specializing in agency management, audio technology, film, or music performance.

BS BUSINESS, LANGUAGE, & CULTURAL STUDIES



What sets our students apart

In addition to learning business fundamentals, students study Arabic, French, German, Russian, or Spanish and spend a semester abroad immersed in the language.

BS FINANCE



What sets our students apart

Students are prepared to sit for the CFA or CFP exams and have the opportunity to manage \$700,000 in portfolio assets.

Demographics data includes all enrolled undergraduate students as of January 6, 2020.



Kogod School of Business

Graduate Programs

Kogod's graduate students are prepared to thrive in the global world of business. You can be confident that every student has the knowledge, communication skills, leadership ability, and passion to move your organization forward.

Full-Time MBA

Online MBA

MS Accounting

MS Analytics

Online MS Analytics

MS Finance

MS Marketing

MS Real Estate

MS Sustainability Management

MS Taxation

Online MS Marketing Analytics

Online MS International Relations & Business

Full-Time MBA

Kogod's full-time MBA program gives students hands-on experience through case method usage, real-world consulting projects, company site visits, and conversations with industry leaders. All of our MBA students travel internationally to complete a global consulting project in order to understand the challenges and opportunities in international markets. Previous cohorts have traveled to China, Colombia, India, the Philippines, and the United Arab Emirates.

Online MBA

The online MBA program prepares students to apply leadership and financial analysis skills to help businesses operate more effectively across a wide range of industries. The curriculum features in-person immersions, during which students learn from leading experts in business capitals around the world, as well as the opportunity to select electives that personalize learning and further career goals.

MS Accounting

Our accounting students learn from award-winning faculty and specialize in several fields, including finance reporting and assurance, forensic accounting, and taxation. Courses in statistics, economic theory, and auditing give them the know-how and technical skills needed to pass the CPA exam and excel in the industry. American University is one of only a few universities in the US to have partnerships with ACCA and ACFE, which prepare our students for credential exams while they learn the essentials of their fields.

MS Analytics

With specializations in marketing, biostatistics, and IT consulting, Kogod's analytics students are experts in data analysis and how to use data to solve a variety of organizational and business challenges. The program teaches data analysis best practices related to fiscal performance and operational effectiveness, as well as evidence-based data gathering, data modeling, quantitative analysis, and how to implement them to provide businesses with a competitive advantage. At the heart of the program is a capstone, where students partner with local organizations to provide solutions to real-world analytics problems.

Online MS Analytics

Students in the online MS in analytics program focus on the important relationship between business strategy and analytics. Compared to an MS in data science that typically offers an education focused on how to design algorithms and statistical programming, Kogod’s MS in analytics explores how the data gained from those algorithms can be used to influence a wide range of industries. At the heart of the program is the capstone experience, where students collaborate with classmates to solve challenges using real data from companies like Capital One and Special Olympics International.

MS Finance

The MS in finance program is Financial Risk Management-accredited, CAIA-affiliated, and the only CFA-affiliated program in Washington, DC. Our students prepare to be leaders in the financial sector by overseeing \$700,000 in assets with a student-managed investment fund and through courses in investment banking, investment analysis and portfolio management, and international finance.

MS Marketing

Real-world experience is central to our MS in marketing program. In addition to visiting 8-10 different marketing companies, students complete an applied client project which pairs them with a local events marketing firm to conduct market research and strategic planning, create a full-scale campaign, and evaluate the campaign’s effectiveness. Students present their findings at the company’s headquarters, giving them the opportunity to present to real clients.

MS Real Estate

Students in the MS real estate program oversee \$125,000 in assets in the real estate investment trust fund, giving them hands-on real estate investment experience. Kogod’s partnerships with CFA, CAIA, and FRM give students access to exclusive content and sample exams, as well as courses like real estate development and asset management. A capstone in urban planning and sustainability prepares them for commercial and international development, mortgage financing, and investment banking. Kogod’s real estate program is the only program in the DC area housed in a business school.

MS Sustainability Management

Kogod’s MS in sustainability management is the only sustainability management program in the DC area housed in a business school, giving students a commercial perspective on the field. The coursework and curriculum integrate forward-thinking business education with environmental and social science, public policy, and an international perspective. Through the international capstone experience, students develop and implement a project to advance sustainability management in a selected business, government, nonprofit, or start-up in another country.

MS Taxation

Our taxation program is ranked among the top ten in the country by TaxTalent, made possible by faculty who are employed at leading national firms like PwC, Deloitte, KPMG, and EY. Students often visit the US Senate Finance Committee, House of Representatives Ways and Means Committee, US Treasury Department, and US Tax Court, and our Tax Policy Center gives students hands-on experience researching some of today’s most important tax policy issues.

Online MS Marketing Analytics

The online MS in marketing analytics program focuses on the impact that data analysis has on marketing, advertising, and brand strategy. Compared to the MS in analytics program, which offers a foundational degree in data analytics and its application in business, the MS in marketing analytics is dedicated to the study of how data affects marketing in various industries. Students learn how to implement strategic data-driven solutions using quantitative analysis and data interpretation through software-based classes like Business Intelligence and Predictive Analytics.

Online MS International Relations & Business

The skills-based MS in international relations and business curriculum is designed to promote an advanced understanding of how the global economy, policy environment, and business strategy function together. Through weekly online class sessions and coursework, students explore how international commerce and cultural differences factor into business decisions within the global economy. Online learning is supplemented with an in-person immersion experience in a global business hub, culminating in a capstone project.

Graduate Student Profile



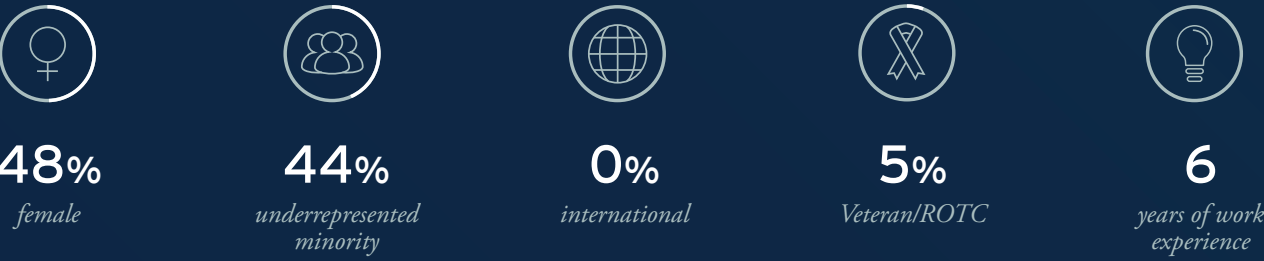
FULL-TIME MBA



What sets our students apart

Teams perform a live, international consulting project, including travel to the company site.

ONLINE MBA



What sets our students apart

Students complete real-world projects by traveling to domestic and/or international business capitals.

MS ACCOUNTING



68%

female



11%

underrepresented
minority



60%

international



0%

Veteran/ROTC



2.6

years of work
experience

What sets our
students apart

Students earn the CFE
credential, prepare for the
CFE exam, and are eligible
to sit for the CPA exam.

MS FINANCE



38%

female



8%

underrepresented
minority



83%

international



0%

Veteran/ROTC



1.6

years of work
experience

What sets our
students apart

Students oversee \$700,000
in assets from a variety
of positions through
Kogod's Student Managed
Investment Fund.

MS ANALYTICS



49%

female



18%

underrepresented
minority



48%

international



5%

Veteran/ROTC



1.9

years of work
experience

What sets our
students apart

Students partner with local
organizations to work on
real-world analytics
projects and solutions.

MS MARKETING



55%

female



25%

underrepresented
minority



20%

international



0%

Veteran/ROTC



0.7

years of work
experience

What sets our
students apart

Students partner with a
global marketing agency to
work with a real client and
develop a fully-integrated
marketing campaign.

ONLINE MS ANALYTICS



51%

female



35%

underrepresented
minority



0%

international



6%

Veteran/ROTC



6

years of work
experience

What sets our
students apart

Students collaborate with
classmates to solve challenges
using real data from
companies like Capital
One and Special Olympics
International.

MS REAL ESTATE



14%

female



14%

underrepresented
minority



64%

international



0%

Veteran/ROTC



2

years of work
experience

What sets our
students apart

Students practice accounting,
economics, real estate, and
finance by managing a real
estate investment trust fund
worth \$125,000.

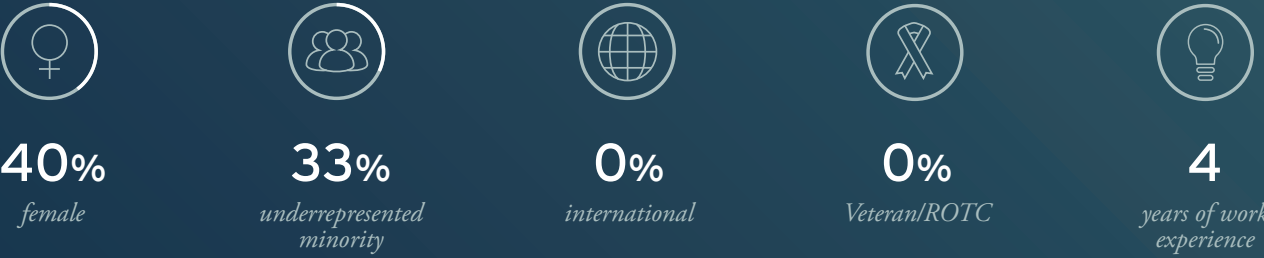
MS SUSTAINABILITY MANAGEMENT



What sets our students apart

Students develop and implement a sustainability project in a business, nonprofit, or governmental organization in another country.

ONLINE MS INTERNATIONAL RELATIONS AND BUSINESS



What sets our students apart

Students travel to a global business capital and complete a real-world capstone project, in partnership with the top-ranked School of International Service.

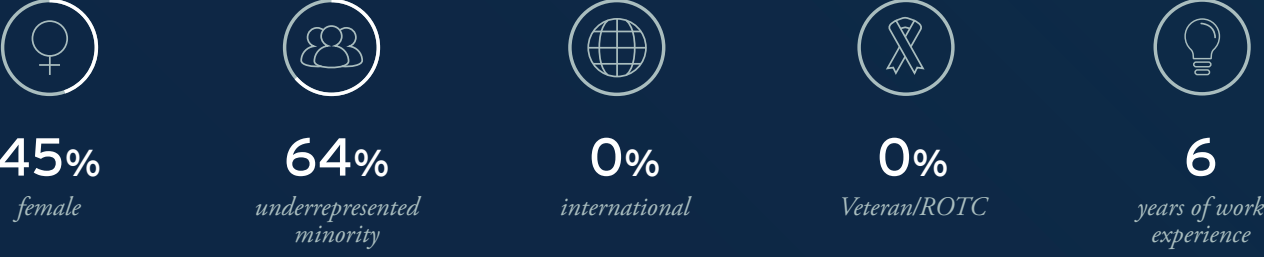
MS TAXATION



What sets our students apart

Students frequently visit the US Senate Finance Committee, House Ways and Means Committee, US Treasury Department, and US Tax Court.

ONLINE MS MARKETING ANALYTICS



What sets our students apart

Students solve real-world marketing challenges in courses such as Brand Strategy and Marketing Management.

Demographics data includes all enrolled graduate students as of January 6, 2020.



KOGOD SCHOOL OF BUSINESS

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KOGOD
SCHOOL *of* BUSINESS

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