

Bachelor of Business Administration with a Major in Economics

Courses in economics (1) provide an understanding of the economic processes that provide the foundation for our business, political, and social behavior; (2) teach students how to acquire, process, and analyze information; and (3) provide a rigorous preparation for management careers in business and government and for graduate study in economics, business administration, and law.

Selected Educational Outcomes

1. Economics majors will demonstrate knowledge of macroeconomic concepts and the influence government policies have on the overall economy.
2. Economics majors will demonstrate knowledge of microeconomic concepts and the influence market structure and government policies have on market outcomes.
3. Economics majors will demonstrate knowledge of econometric concepts and use the results to predict and forecast.
4. Economics majors will utilize quantitative skills to solve economic problems.

Assessment of the educational outcomes for the economics major is primarily the responsibility of the economics faculty. A variety of methods may be used to assess the learning outcomes, including examinations, quizzes, oral presentations, written assignments, research papers, and projects. The faculty members use the assessment results to continuously review and improve the economics curriculum.

Requirements for the B.B.A. with a Major in Economics

Core Curriculum		60
Core Areas A-E (See VSU Core Curriculum) ¹		42
Area F Requirements ²		18
BUSA 1105	Introduction to Business	
BUSA 2106	The Environment of Business	
BUSA 2201	Fundamentals of Computer Applications	
ECON 2106	Principles of Microeconomics	
ACCT 2101 & ACCT 2102	Principles of Accounting I and Principles of Accounting II	
Senior College Curriculum		60
Required Senior College Core ²		
BUSA 2100	Applied Business Statistics	3
BUSA 3100	Business Analytics	3
FIN 3350	Financial Management	3
MGNT 3250	Management and Organization Behavior	3
MKTG 3050	Introduction to Marketing	3
International Option		3
Select one of the following:		
ECON 3600	International Economics	
FIN 3659		
IB 3000	Introduction to International Business	
MKTG 4680	International Marketing	
MGNT 4800	International Management	
BUSA 2999	Career Development	0
BUSA 3999	Experiential Learning	0
BUSA 4900	Business Policy	3
Required Economics Core ²		9
ECON 3000	Research and Analytical Methods in Economics	3
ECON 4100	Managerial Economics	3
ECON 4500	Intermediate Macroeconomics	3
Economics Electives ²		15

Any 3000-or 4000-level ECON courses not required or selected above. Students who double-major in another BBA degree may use ONE of the following as an ECON elective: MKTG 3650, MGNT 4640, FIN 4520, or ACCT 3400.

Business Electives ²	9
Any 3000- or 4000-level business courses not selected above	
General Electives	6
Electives may be business and/or non-business courses	
Total hours required for the degree	120

- ¹ If ECON 2105 is taken in Area E, the grade must be a "C" or better.
- ² The grade in each of these courses must be a "C" or better.
- ³ If PERS 2799 is not taken in Area B, it must be taken as a general elective.
If ECON 2105 is not taken in Area E, it must be taken as a general elective, and the grade must be a "C" or better.