

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

| Code | Title | Hours |
|---|---|-----------|
| 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 3650 | Multinational Corporate Finance | |
| 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 4000 | Introduction to Econometrics | 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.

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| Business Electives ² | 9 |
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Any 3000- or 4000-level business courses not selected above

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| General Electives | 6 |
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Electives may be business and/or non-business courses

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| Total hours required for the degree | 120 |
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- 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 Personal Finance 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.