

Bachelor of Business Administration with a Major in Applied Economics

Graduates with a major in Applied Economics will have a proficient knowledge of economic concepts and the analytical skills needed to make informed, evidence-based business decisions. The applied economics curriculum systematically uses mathematical and statistical analyses to evaluate economic activities and solve business problems. Applied economics graduates are prepared for careers in business and government and for graduate studies in economics, analytics, business administration, and law.

Select Educational Outcomes

1. Graduates will demonstrate knowledge of microeconomics and macroeconomics.
2. Graduates will explain the impacts of institutions in an economy.
3. Graduates will use technology to construct meaningful information from data.
4. Graduates will use quantitative skills to solve business problems.
5. Graduates will communicate in writing the findings of economic analysis.

The applied economics faculty use a variety of methods to assess the educational outcomes, including examinations, quizzes, oral presentations, written assignments, and projects. The faculty use assessment results to continuously review and improve the applied economics curriculum.

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

Code	Title	Hours
Core Curriculum		60
Core Areas A-E (See VSU Core Curriculum) ¹		42
Area F Requirements ²		18
BUSA 2100	Applied Business Statistics	
BUSA 2106	The Environment of Business	
DATA 2000	Information Systems and Data Transformation in Business	
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 3450	Management Information Systems	3
DATA 3100	Introduction to Data Analytics	3
DATA 3200	Data Visualizations and Analytics	3
FIN 3350	Financial Management	3
MGNT 3250	Management and Organization Behavior	3
MKTG 3050	Introduction to Marketing	3
BUSA 4900	Strategic Management	3
International Option--select one of the following:		3
ECON 3600	International Economics	
FIN 3650	Multinational Corporate Finance	
IB 3000	Introduction to International Business	
MKTG 4680	International Marketing	
MGNT 4800	International Management	
Professional Growth		
BUSA 2999	Career Development	0
BUSA 3999	Experiential Learning	0
BUSA 4999	Career Path	0
Required Economics Core ²		9
ECON 4000	Introduction to Econometrics and Data Analysis	3
ECON 4100	Economics of Business and Work	3
ECON 4500	Growth and Business Cycles	3

Economics Electives ²	15
Any 3000- or 4000-level ECON courses not required or selected above. At least 6 hours must be 3000- or 4000-level ECON courses.	
Supporting Courses ²	9
Any 3000- or 4000-level ACCT, BUSA, ECON, FIN, HCAD, IB, MGNT, or MKTG courses not required or selected above	
MATH 1261	Survey of Calculus I
MATH 2150	Introduction to Linear Algebra
MATH 3600	Probability and Statistics
CRJU 1100	Introduction to Criminal Justice
CRJU 3300	Criminal Law
CRJU 3401	Criminal Justice Data Analysis
CRJU 3402	Criminal Justice Research Methods
General Elective	3
Elective may be undergraduate and/or graduate business and/or non-business courses ⁴	
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 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.

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No more than 9 hours of MBA or MAcc courses may be counted toward the major.

Accelerated Undergraduate-to-Graduate Track

Contingent upon acceptance in to the Accelerated Undergraduate-to-Graduate Track, students wishing to pursue a Master of Business Administration (M.B.A.) or a Master of Accountancy (M.Acc.) at Valdosta State University may take up to 9 semester hours of graduate-level coursework (courses numbered 5000 or above) that will count toward Business electives for their major or toward general electives for the undergraduate degree.

Acceptance in to the Accelerated track requires:

1. written notification by an LCOBA professional advisor from the Student Engagement Center to the LCOBA Director of Graduate Programs of her/his willingness to serve as the student's Accelerated Undergraduate-to-Graduate Track advisor.
2. completion of 75 credit hours of undergraduate coursework:
 - a. at least 15 hours must be LCOBA courses, with at least a 3.0 GPA for those LCOBA credits; and
 - b. a grade of "C" or better must be earned in each of those LCOBA courses.
3. an overall GPA in undergraduate course work of at least 3.0.

Graduate courses taken as an undergraduate will count toward the 120-hour graduation requirement but will not count toward the student's undergraduate GPA or the calculation of academic honors.

Upon acceptance into the Accelerated Undergraduate-to-Graduate Track in the M.B.A. or M.Acc., students must maintain an overall GPA of 3.0 to remain in good standing. Students who do not maintain good standing or who do not wish to continue with the Accelerated Undergraduate-to-Graduate Track may revert to their original track to complete the remaining requirements for their undergraduate business degree (B.B.A.).