

ECONOMICS (B.B.A.)

Major Requirements

Business Core Requirements:

Code	Title	Hours
ACC 211	PRINCIPLES OF FINANCIAL ACCTNG	3
ACC 212	PRINCIPLES OF MANGERIAL ACCTNG	3
BIZ 201	INTRODUCTION TO BUSINESS	3
BIZ 350	BUSINESS COMMUNICATIONS	3
ECO 212	PRINCIPLES OF MICROECONOMICS	3
ECO 256	BUSINESS STATISTICS I	3
ECO 356	BUSINESS STATISTICS II	3
FIN 320	BUSINESS FINANCE	3
GB 201	INTRO TO LEGAL ASPECTS OF BUSI	3
MNGT 330	MANAGEMENT TO ORGANIZATIONS	3
MNGT 334	SUPPLY CHAIN MANAGEMENT	3
MNGT 351	MNGT INFORMATION SYSMS AND APP	3
MNGT 458	STRATEGIC MANAGEMENT	3
MNGT 482	BUSINESS ETHICS	3
MKT 351	MARKETING MANAGEMENT	3
MATH 221	CALCULUS I INDUST OR BUS	3
GB 463	Business Analytics	3
Total Hours		51

Major Requirements:

A minimum of 24 semester hours is required for the degree.

Code	Title	Hours
ECO 311	INTERMEDIATE MACROECONOMICS	3
ECO 312	INTERMED MICROECONOMIC THEORY	3
ECO 325	ECONOMIC DEVELOPMENT	3
ECO 360	MATH FOR ECONOMICS AND FINANCE	3
ECO 444	PUBLIC ECONOMICS	3
ECO 446	INTERNATIONAL TRADE	3
ECO 456	URBAN ECONOMICS	3
ECO 460	INTRODUCTION TO ECONOMETRICS	3
Electives		
Restricted, Business Elective ¹		3
Total Hours		27

¹ Any international business course that is not already required on the curriculum for the major

General Education = 42 hours; COB Core = 48 hours; Major = 24 hours; Electives = 6 hours

A 2.0 GPA is required in all courses taken at the University, all business courses required in the curriculum, and all courses that constitute the major.

Curriculum Map

Course	Title	Hours
Freshman		
Fall		
BIZ 101	UNIVERSITY SUCCESS FOR BUS MAJ	1
ENG 104 or ENG 103 or ENG 111	COMPOSITION I or English Composition I with Co-requisite Support or COMPOSITION & LITERATURE FOR L	3
MATH 111	COLLEGE ALGEBRA	3
Humanities & Fine Arts Option		3
Natural Science Option		3
Social & Behavioral Science Option		3
Hours		16
Spring		
BIZ 102	UNIVERSITY SUCCESS FOR BUS MAJ	1
ENG 105 or ENG 112	COMPOSITION II or COMPOSITION	3
MATH 221	CALCULUS I INDUST OR BUS	3
Humanities & Fine Arts Option		3
Natural Science Option		3
Pathway Option		3
Hours		16
Sophomore		
Fall		
ACC 211	PRINCIPLES OF FINANCIAL ACCTNG	3
BIZ 201	INTRODUCTION TO BUSINESS	3
ECO 211	PRINCIPLES OF MACROECONOMICS	3
Humanities & Fine Arts Option		3
Pathway Option		3
Hours		15
Spring		
ACC 212	PRINCIPLES OF MANGERIAL ACCTNG	3
ECO 212	PRINCIPLES OF MICROECONOMICS	3
GB 201	INTRO TO LEGAL ASPECTS OF BUSI	3
MNGT 351	MNGT INFORMATION SYSMS AND APP	3
UNIV 200	CIVIC ENGAGEMENT	1
Pathway Option		3
Hours		16
Junior		
Fall		
BIZ 350	BUSINESS COMMUNICATIONS	3
ECO 256	BUSINESS STATISTICS I	3
ECO 311	INTERMEDIATE MACROECONOMICS	3
FIN 320	BUSINESS FINANCE	3
MKT 351	MARKETING MANAGEMENT	3
Hours		15
Spring		
ECO 312	INTERMED MICROECONOMIC THEORY	3
ECO 325	ECONOMIC DEVELOPMENT	3
ECO 356	BUSINESS STATISTICS II	3
ECO 360	MATH FOR ECONOMICS AND FINANCE	3
MNGT 330	MANAGEMENT TO ORGANIZATIONS	3
Hours		15
Senior		
Fall		
MNGT 334	SUPPLY CHAIN MANAGEMENT	3
ECO 444	PUBLIC ECONOMICS	3
MNGT 458	STRATEGIC MANAGEMENT	3
MNGT 482	BUSINESS ETHICS	3
GB 463	Business Analytics	3
Hours		15

Spring		
ECO 446	INTERNATIONAL TRADE	3
ECO 456	URBAN ECONOMICS	3
ECO 460	INTRODUCTION TO ECONOMETRICS	3
Any International Business Core ²		3
Hours		12
Total Hours		120

¹ Not already required in major.

² Not already in the major

Notes:

- Candidates that transfer 12 or more hours of college credit are exempt from UNIV 100 UNIVERSITY SUCCESS; however, the student must take 2 hours of general electives to replace the UNIV course.
- On-line Graduation Clearance (**to be completed during the graduating semester only**).

Student Learning Outcomes

- Students will demonstrate a solid foundation in applying the financial principles of the time value of money.
- Students will be able to evaluate a large and complex business problem, make some assumptions, structure the firms' cash flows and make a decision.
- Students will demonstrate knowledge and application of various investment instruments
- Students will demonstrate knowledge of risk and returns in evaluation of portfolios performance
- Students will be able to demonstrate how international business activities influence financial decisions.
- Students will develop and demonstrate oral and written communication skills with focus on effectiveness, clarity, and sophistication.
- Students will be able to demonstrate an understanding of the processes involved in ethical decision making in personal, professional and civic life.
- Students will be able to demonstrate an understanding of the dynamics of the global economy.
- Students will be able to demonstrate competency with utilizing information technology.
- Students will be able to develop and strengthen critical thinking skills in conjunction with quantitative analysis.
- To develop an awareness of multiculturalism and diversity understanding.
 - To demonstrate mastery of basic knowledge concerning the importance of cultural values and diversity and the impact these factors have on business organizations.
 - To demonstrate a clear understanding of knowledge of different cultures as they relate to diversity.
- To develop an awareness to recognize the dynamics of the global markets and its impact on global economy.
 - To demonstrate an understanding of the process of making business recommendations after reviewing external and internal industry information.
 - To demonstrate the ability to explain how various economic and market outcomes exists and how businesses respond to those nuances.

- To demonstrate competency with utilizing information technology.
 - To demonstrate a competency regarding business productivity software.
 - To demonstrate competency concerning the techniques used in the collection, presentation, manipulation and interpretation of numerical data.