Business Economics Major

Department of Economics Faculty:
Associate Professor Kench, Chair; Dana Professors Truscott, Fesmire; Professor Hoke; Associate Professor Brust; Assistant Professors Beckman, Jayakumar, Skipton, Stinespring.

A student may choose a major in business economics leading to a Bachelor of Science degree or a major in economics leading to a Bachelor of Arts degree, but not both. The major in business economics provides students with a broad exposure to each of the functional areas in business (accounting, finance, management and marketing) and provides students with a strong foundation in economics.

The economics field consists of two main areas: microeconomics, which addresses issues relating to individual firm behavior, including profit maximization, resource usage and price strategies; and macroeconomics, which relates to the broad issues that are national and international in scope, including inflation, unemployment, economic growth, and the balance of payments. Courses in the curriculum are divided into these two broad categories.

Requirements for a B.S. degree in the Sykes College of Business:

Sykes College of Business core requirements ..................36
SPE 200 Oral Communications, or SPE 208 Speech for Business and the Professions...............4

Economics major requirements: MAT 225 Calculus for Business*** ...4
ECO 320 Intermediate Microeconomics ..........3
ECO 321 Intermediate Macroeconomic Analysis ...3
ECO 460 Forecasting...........................3
ECO 461 Seminar in Economics.................3
Three of the following courses:.................9
ECO 300 Labor Economics..............3
ECO 420 Public Finance.................3
ECO 430/International Economics IBS 403 and Finance ..........3
ECO 450/Economic Development ...3
IBS 404

FIN 470 Financial Markets, Institutions, and Money....3
ECO 510 Environmental Economics and Management........3

Total Semester Hours: 65

***ECO majors are required to take MAT 225 or MAT 260 (fulfills the 4-credit hour baccalaureate math requirement).

Four-Year Degree Plan for Majors in Business Economics (B.S.)

First (Freshman) Year

Fall Semester (16 sem. hrs.)
GTW 100 Gateways .........................1
ECO 204 Principles of Microeconomics ...3
ENG 101 Composition and Rhetoric I ...............4
GIS 101 Global Issues......................4
MAT 225 Calculus for Business***...4

Spring Semester (16 sem. hrs.)
GTW 102 Gateways II .......................1
ACC 202 Financial Accounting Information ...3
ECO 205 Principles of Macroeconomics ............3
ITM 200 Introduction to Computers ..........1
ENG 102 Composition and Rhetoric II ...........4
Curr. Dist. course (Non-COB).................4

Second (Sophomore) Year

Fall Semester (14 sem. hrs.)
Science course*................................3
SPE 200 or 208 .....................4
General Curr. Dist. courses (Non-COB) ....4
ACC 203 Managerial Accounting .........3

Spring Semester (17 sem. hrs.)
ITM 210 Managerial Statistics ........3
Science course*..........................3
General Curr. Dist. courses (Non-COB) ........8
ITM 220 Information Systems ..........3

Note: The Lower COB core, ENG 101 and 102, MAT 225*** and ITM 200, must
be completed by the end of the sophomore year.

**Third (Junior) Year**

**Fall Semester (16 sem. hrs.)**
- FIN 310 Financial Management...3
- MGT 330 Principles of Management...3
- MKT 300 Principles of Marketing...3
- Non-COB General Elective...4
- ECO 320 Intermediate Microeconomics...3

**Spring Semester (15 sem. hrs.)**
- General Electives...6
- ECO 321 Intermediate Macroeconomic Analysis...3
- ITM 361 Operations Management...3
- MGT 335 Essentials of Corporate Responsibility...3

**Fourth (Senior) Year**

**Fall Semester (16 sem. hrs.)**
- ECO 460 Forecasting...3
- ECO Elective...3
- General Curr. Dist. Course (Non-COB)...4
- General Electives...6

**Spring Semester (15 sem. hrs.)**
- ECO 461 Seminar in Economics...3
- MGT 431** Practical Strategic Assessment...3
- ECO Elective...3
- General Electives...6

*Science courses must be from different areas. One science course must be in biology. The second science course must be in chemical or physical science.

**Writing Intensive Course**

***ECO majors are required to take MAT 225 or MAT 260 (fulfills the 4-credit hour baccalaureate math requirement).**

**Economics Minor**

Requirements for a minor in economics: 18 semester hours of credit in economics courses.

**B.A. In Economics**

Undergraduate students outside of the College of Business may elect to earn a B.A. in economics. The Bachelor of Arts in Economics allows the student to combine a strong liberal arts background with an important functional area of business. The economics major provides students with an analytical framework that allows them to critically evaluate the performance of businesses and government economic policy in the context of the global marketplace.

**Requirements for the major in economics:**

- ECO 204 Principles of Microeconomics...3
- ECO 205 Principles of Macroeconomics...3
- ECO 320 Intermediate Microeconomics...3
- ECO 321 Intermediate Macroeconomic Analysis...3
- ECO 460 Forecasting...3
- ECO 461 Seminar in Economics...3
- ECO Electives...12
- ACC 202 Financial Accounting...3
- ITM 210* Managerial Statistics...3
- MAT 225** Calculus for Business...4

**MAT 201, Introduction to Statistics, four hours, may be substituted. This substitution is recommended for students planning graduate work in economics.**

**ECO majors are required to take MAT 225 or MAT 260 (fulfills the 4-credit hour baccalaureate math requirement).**

**Entrepreneurship Major**

**Entrepreneurship Faculty:** Professor Rustogi; Associate Professors Bear, Beckman, Tompson; Assistant Professor Flagg.

New business creation is the source of economic and job growth, and the means by which the economy transforms itself through new technologies, products and services. Graduates in this program develop the knowledge and skills required to start and operate an entrepreneurial venture with attention focused on creativity, innovation, developing an entrepreneurial mind-set, new venture planning, entrepreneurial finance, entrepreneurial marketing research, and managing and growing the new business venture. The entrepreneurship major can be applied to either starting a business or working in an existing firm where creativity and innovation