



Monte Ahuja  
College of Business

# Business Economics

## BACHELOR OF BUSINESS ADMINISTRATION (BBA)



### Why Business Economics?

Economics is the study of how effectively society meets its human and material needs and provides a logical, ordered method for looking at various problems. The Bachelor of Business Administration (BBA) in Economics draws upon history, philosophy and mathematics to deal with subjects ranging from how an individual household or business can make sound decisions, to societal issues such as unemployment, inflation and environmental decay.

Students graduating with a major in Business Economics have a solid foundation for interesting and rewarding **careers in private business, consulting, government, financial services, medicine and law.**



### The Program

The BBA in Business Economics is designed for students interested in the application of **advanced economic analysis, principles and thinking**, to the management and operation of business organizations and governmental or non-profit institutions. The curriculum affords an opportunity to couple knowledge of the structure and operation of our economy with the decision theory and problem-solving approach used in contemporary business administration.

Advising for the Business Economics major is through the Office of Undergraduate Advising in the College of Business Administration, with collaboration from the Economics Department in the College of Liberal Arts and Social Sciences.



### Student Organizations

Many students say that joining one or more business student organizations greatly enhanced their overall academic experience. It has proven to be a great way to make friends and to begin building a professional network. There are over **ten dedicated business organizations** that are active in the College of Business including The Accounting Association, American Marketing Association, Freshman Sophomore Business Association, Financial Management Association, Beta Alpha Psi, Net Impact and The Society for Human Resource Management (SHRM).





Monte Ahuja  
College of Business

# Business Economics

## FOUR-YEAR GRADUATION PLAN

The BBA program requires completion of **120 credit hours** of course work that includes university, college, and Economic major requirements, and a Finance concentration. Adhering to the recommended sequence below provides a balanced workload and ensures that students will have the proper prerequisites and knowledge for maximum benefit of these courses. Students will graduate from the program as a well-rounded professional with functional knowledge of each major business discipline, with a major focus on Business Economics and a minor focus on Finance.

### FIRST YEAR

FIRST SEMESTER	CREDITS	SECOND SEMESTER	CREDITS
ENG 101 English I	3	ENG 102 English II	3
MTH 148 Mathematics for Business Majors I*	3	MTH 149 Mathematics for Business Majors II*	4
BUS 151 The World of Business	3	Arts and Humanities elective**	3
Social Science Non-U.S. Society elective**	3	Natural Science with Lab elective**	4
ASC 101 Introduction to University Life	1	IST 203 Software Tools for Personal Productivity	3
<b>TOTAL</b>	<b>13</b>	<b>TOTAL</b>	<b>17</b>

### SECOND YEAR

THIRD SEMESTER	CREDITS	FOURTH SEMESTER	CREDITS
BUS 201 Applied Business Statistics	3	OSM 202 Introduction to Business Analytics	3
ECN 202 Principles of Microeconomics	3	ACT 222 Introductory Accounting II	3
GAD 250 Business Communication (W)	3	Natural Science elective**	3
ACT 221 Introductory Accounting I	3	U.S. Diversity elective**	3
African-American Experience elective**	3	ECN 201 Principles of Macroeconomics	3
<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>15</b>

### THIRD YEAR

FIFTH SEMESTER	CREDITS	SIXTH SEMESTER	CREDITS
ECN 301 Intermediate Macroeconomics	3	ECN 302 Intermediate Microeconomics	3
MGT 321 Organizational Behavior	3	ECN 322 Introduction to Econometrics	3
IST 305 Introduction to Information Systems	3	OSM 311 Introduction to Operations Management	3
FIN 351 Introduction to Financial Management	3	Arts and Humanities Non-U.S. Society elective**	3
BLW 411 Ethics and Business Law I (W)	3	MKT 301 Fundamentals of Marketing	3
<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>15</b>

### FOURTH YEAR

SEVENTH SEMESTER	CREDITS	EIGHTH SEMESTER	CREDITS
Economics elective	3	MGT 465 Management Strategy and Policy (W)	3
BUS 351 Business, Society and Government (W)	3	Economics elective	3
Economics elective	3	Economics elective	3
Finance Concentration elective	3	Finance Concentration elective	3
Economics elective	3	Finance Concentration elective	3
<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>15</b>

- \*The Analytical Geometry and Calculus sequence (MTH 181-182) may be substituted for the Mathematics for Business Majors sequence (MTH 148-149).
- \*\*Before choosing electives, students should consult an advisor.
- (W) Counts as a Writing Across the Curriculum course for university graduation requirements (only if taken at CSU). Students must earn a grade of "C" or better in order to receive Writing Across the Curriculum credit.