

Economics, B.B.A.

Program Description

Economics is the study of business firms; the functioning of regional, national, and global markets; and the development of analytical techniques that aid in decision making and understanding market behavior. The primary focus is on problem definition, model development, data gathering and analysis, model solution, and report generation in the areas of consumer behavior, business behavior, price determination, resource allocation, production and distribution of goods and services, and policies that affect output, employment, income, trade, growth, and inflation. There is a broad range of intellectual challenges within the economics major. Branches of Economics overlap such diverse areas as politics, finance, history, international business, management, marketing, business operations, and psychology.

The program of study in economics prepares students for careers in management, marketing, business research, economic planning, and human resources with employers in industry, trade, banking, and government. Students are also well prepared for graduate study in economics, law, and business.



This program is a part of the Michael J. Coles College of Business.

Admission, Enrollment, and Graduation Policies

Admission Requirements

Admission to Coles B.B.A programs is separate from Admissions to Kennesaw State University. Students must meet the program requirements, outlined below. In order to be able to take upper-division courses in Economics and graduate with an Economics B.B.A., students must successfully:

- Complete BUSA 2150: Professionalism I: Clarifying My Major and Career
- Meet Coles College Sophomore GPA Requirement,
- Be admitted to the Coles Undergraduate Professional Program. Admission to the Coles Undergraduate Professional Program is separate from admission to Kennesaw State University. In addition, all business majors must earn a grade of "C" or better in all business courses counted toward their degree.

View the special admission, progression, and graduation requirements of the Coles College of Business.

Graduation Requirements

Each student is expected to meet the requirements outlined in Academic Policies 5.0
PROGRAM REQUIREMENTS & GRADUATION.

Program Course Requirements

Core IMPACTS Curriculum (42 Credit Hours)

General Education Core IMPACTS Curriculum

Core IMPACTS Curriculum Requirements Specific to This Major

Students must take MATH 1111: College Algebra or higher in Mathematics & Quantitative Skills.

Core Field of Study (18 Credit Hours)

Students must earn a "C" or better in these courses.

- ACCT 2101: Principles of Accounting I
- ACCT 2102: Principles of Accounting II
- ECON 2105: Principles of Macroeconomics
- ECON 2106: Principles of Microeconomics
- ECON 2300: Business Statistics
- IS 2200: Information Systems and Communication

Leadership and Career Program (0 Credit Hours)

- BUSA 2150: Professionalism I: Clarifying My Major and Career
- BUSA 3150: Professionalism II: Relevant Work Experience
- BUSA 4150: Professionalism III: Post-Graduate Success

Major Requirements (33 Credit Hours)

Students must earn a "C" or better in these courses.

Business Core (27 Credit Hours)

- MATH 1160: Elementary Applied Calculus
- BLAW 2200: Legal and Ethical Environment of Business
- MGT 3100: Management and Behavioral Sciences
- MKTG 3100: Principles of Marketing
- FIN 3100: Principles of Finance

- IS 3100: Information Systems Management
- MGT 3200: Operations Management
- ECON 3300: Applied Statistical and Optimization Models
- MGT 4199: Strategic Management

Major Field Required Courses (6 Credit Hours)

- ECON 4510: Microeconomics
- ECON 4610: Macroeconomics

Major Electives (27 Credit Hours)

Students must earn a "C" or better in these courses.

Major Field Elective Course (3 Credit Hours)

Select 3 credit hours from the following list of courses:

- ECON 4310: Economic Development in Global Perspective
- ECON 4410: International Trade and Finance
- FIN 4420: International Financial Management

Major Electives (15 Credit Hours)

Select 15 credit hours from the following list of courses:

- ECON 4210: Money and Financial Markets
- ECON 4310: Economic Development in Global Perspective
- ECON 4410: International Trade and Finance
- ECON 4530: Public and Urban Economics
- ECON 4550: The Economics of Strategy
- ECON 4400: Directed Study
- ECON 4490: Special Topics in Economics and Quantitative Analysis
- ECON 4710: Econometrics
- ECON 4730: R Programming for Economists
- INS 4500: Principles of Risk Management and Insurance

A maximum of 6 of the 15 credit hours in Major Electives may be selected from the following list of courses:

- ECON 4590: Applied Equity Valuation
- ECON 4750: Multivariate Data Analysis
- ECON 4760: Business Forecasting
- ECON 4810: Quantitative Decision Models

- ECON 4850: Decision Analysis and Simulation
- ECON 4870: Advanced Operations Research
- FIN 4220: Corporate Finance
- FIN 4260: Short Term Financial Management
- FIN 4320: Fixed Income Securities
- FIN 4360: Investments
- FIN 4420: International Financial Management
- FIN 4520: Financial Derivatives and Financial Engineering
- FIN 4620: Financial Management of Financial Institutions
- FIN 4460: Financial Statement Analysis
- FIN 4490: Special Topics in Finance

Related Studies (9 Credit Hours)

Select 9 credit hours of 3000–4000 level coursework from the following prefixes: ACCT, BLAW, BUSA, ENTR, FIN, FTA, HMG, INS, IS, ISA, MGT, MKTG, RE. ECON courses cannot be used here. A maximum of 9 credit hours in Economics Experiential Learning such as Internships and Co-ops may be used in this area. Experiential Learning cannot be used in any other area. See a Coles Staff Advisor before taking MGT courses – some MGT courses cannot be used in Related Studies.

Program Total (120 Credit Hours)

Guidance for Selecting Electives

Students should select electives after careful consideration of career and/or graduate school aspirations. Discussions with faculty are advisable.

If you are interested in Econometrics, ECON 4710, MATH 3260, and MATH 3332 are recommended to provide the core skills valuable in the workplace and as prerequisites to graduate studies.

Students planning on graduate studies in economics should also take Calculus II (MATH 2202), Calculus III (MATH 2203), and Ordinary Differential Equations (MATH 2306). However, all of these MATH courses will not fit within the 123 hours of the Economics degree.

If you are interested in business intelligence or business analytics, ECON 4870, ECON 4810, and ECON 4850 are recommended to provide the core skills valuable in the workplace and as prerequisites to graduate studies.