ECONOMICS

Degree: Bachelor of Science in Business Administration


Minors: Business Economics, Economic Policy, Quantitative Economics

Department: Marketing & Economics
Building 53, Room 133
(850) 474-2652
econ@uwf.edu

College: Business

Semester Hours Required for Degree: 120


Students interested in economic studies may earn the Bachelor of Science in Business Administration (B.S.B.A.) degree with a major in Economics. Economics majors develop skills toward policy-oriented decisions, often based on analysis of fundamental resource allocation issues. Economists work in a broad range of areas including business strategy (should we expand into a new market?), societal policies (what is the best way to fight environmental pollution?), and global issues (what rules should govern trade among nations?). Specific topics include healthcare, crime, finance, production, international trade, labor, taxation, politics, the environment, and many others.

Many Economics graduates choose to attend graduate school, thereby enhancing their career opportunities. A major in Economics provides outstanding preparation for the M.B.A. degree and an Economics degree is regarded as an excellent background for the study of Law.

Economics program students at UWF choose one of four specializations.

Comprehensive Economics Specialization
This specialization prepares students for a broad range of career positions in economics. Students have a great deal of flexibility in structuring their program, subject to advisor approval.

E-Commerce Economics Specialization
This specialization focuses on economic issues in the "new" economy, where the tremendous changes occurring in information technology--in particular the advent of the Internet and the World Wide Web--have brought about a need to rethink and re-invent the way that economies and markets work.

Economic Research Specialization
This specialization focuses on applied research and analytical economic issues. An important component of this specialization is the required internship at the UWF Haas Center for Business Research and Economic development.

Global Economics Specialization
This specialization focuses on economic issues in an increasingly global market. Students are required to spend at least one semester at one of UWF's partner universities abroad studying economics. This cultural as well as educational experience prepares students especially well for positions in international economics and business. Students must complete a specific sequence of courses in this specialization, designed in conjunction with their advisor, at a partner university abroad. To participate in this required part of the program, students must have a minimum 2.5 cumulative GPA. It is recommended, but not required, that during their lower division studies students complete two additional courses in a foreign language beyond the University's foreign language admission requirement.

PROGRAM REQUIREMENTS

In addition to general University requirements, students seeking the B.S.B.A. in Economics must meet the requirements listed below. A minimum course grade of "C" is required in all College of Business prerequisites, major, and major related courses.

Students should consult with their academic advisor for courses which may satisfy both the General Studies requirements and common prerequisites.

Course descriptions are listed alphabetically by prefix in the back of this Catalog.

General Studies (36 sh)
Economics majors should take SPC 2016 to satisfy the humanities/values and expressions component, STA 2023 and MAC 2233 to satisfy the mathematics component, and ECO 2013 to satisfy the social science/socio-political component of General Studies. For additional information see the General Studies section of this Catalog.

Common Prerequisites (21 sh)
State mandated common prerequisites must be completed prior to graduation, but are not required for admission to the program. Courses in brackets indicate substitutes from Florida public community/junior colleges and universities.

ACG 2021 Principles of Financial Accounting ....................... 3
[ACG x021 or both ACG x001 & x011]

ACG 2071 Principles of Managerial Accounting ..................... 3
[ACG x071]

CGS 2570 Personal Computer Applications ........................ 3
[CGS 1100, 1530, 1570, 2000, 2060, 2100, 2531, or MAN 2812]

+ ECO 2013 Principles of Economics Macro ....................... 3
[ECO x013]

ECO 2023 Principles of Economics Micro ............................. 3
[ECO x023]

+ MAC 2233 Calculus with Business Applications ................. 3
[MAC x230, x233]

+ STA 2023 Elements of Statistics ................................. 3
[STA x023 or QMB x100]

+ Indicates common prerequisites which can be used to satisfy General Studies requirements.

Lower Division Electives (3-12 sh)
Sufficient 1000/2000 level electives to complete at least 60 semester hours in the lower division. Current UWF students may use elective courses at any level (1000-4999) to meet this elective requirement.
COMPREHENSIVE ECONOMICS

Major (48 sh)
College of Business Core (30 sh)
ACG 3311 Applied Managerial Accounting ....................... 3
BUL 3130 Legal Environment of Business ......................... 3
FIN 3403 Managerial Finance ........................................... 3
GEB 4361 Business in the International Environment .......... 3
ISM 3011 e-Business Systems Fundamentals .................... 3
MAN 3025 Management Fundamentals .............................. 3
MAN 3504 Operations Management .................................. 3
MAN 4720 Policy Analysis & Formulation ....................... 3
MAR 3023 Marketing Fundamentals .................................. 3

Choose one:
ENC 3250 Professional Writing ..................................... 3
GEB 3212 Writing for Business: Theory & Practice ............ 3

Comprehensive Economics Specialization (18 sh)
ECO 3101 Intermediate Microeconomics .......................... 3
ECO 3203 Intermediate Macroeconomics ........................... 3
3000/4000 Economics (ECO or ECP) level electives .......... 12

Major-Related (12 sh)
3000/4000 level advisor-approved electives .................. 12

Upper Division Electives (0 sh)

E-COMMERCE ECONOMIES

Major (54 sh)
College of Business Core (30 sh)
Same as Comprehensive Economics

E-Commerce Economies Specialization (24 sh)
ECO 3101 Intermediate Microeconomics .......................... 3
ECO 3203 Intermediate Macroeconomics ........................... 3
ECP 3409 Internet Economics ......................................... 3
MAR 4721 Internet Marketing Principles ........................... 3
MAR 4728 High Tech Product Marketing Strategy ............. 3
MAR 4880 Internet Marketing Management .................... 3
3000/4000 level Economics (ECO or ECP) level electives .... 12

Major-Related (6 sh)
3000/4000 level advisor-approved electives .................. 6

Upper Division Electives (0 sh)

GLOBAL ECONOMICS

Major (51 sh)
College of Business Core (30 sh)
Same as Comprehensive Economics

Global Economics Specialization (21 sh)
ECO 3101 Intermediate Microeconomics .......................... 3
ECO 3203 Intermediate Macroeconomics ........................... 3
ECP 4704 International Trade and Commercial Policy ....... 3
3000/4000 level Economics (ECO or ECP) electives .......... 3
Advisor-approved economics courses taken at a UWF partner university abroad ..................... 9

Major Related (9 sh)
3000/4000 level advisor-approved electives .................. 9

Upper Division Electives (0 sh)

MINORS

Business Economics 18 sh)
The Business Economics Minor, although accessible to any student, is designed for students with a business major other than Economics. The Business Economics Minor requires completion of 18 sh with a grade in each course of "C" or higher. Nine hours of 3000/4000 level economics courses must be taken at UWF.

ACG 2021 Principles of Financial Accounting .................. 3
ECO 2013 Principles of Economics Macro ....................... 3
3000/4000 level economics (ECO or ECP) electives .......... 12

Economic Policy (15 sh)
The Minor in Economic Policy is designed for and only available to non-business majors. It gives students in a wide variety of majors the opportunity to add value to the major degree. It is especially appropriate for students who plan to enter law school or work in political or public policy-oriented career fields. The Economic Policy Minor requires completion of 15 sh with a grade of "C" or higher. Nine hours of 3000/4000 level economics courses must be taken at UWF.

ECO 2013 Principles of Economics Macro ....................... 3
3000/4000 level economics (ECO or ECP) electives .......... 12

Choose one:
ECO 3003 Principles of Economic Theory and Public Policy ................. 3
**Quantitative Economics (18 sh)**

The Minor in Quantitative Economics is available for all students and is designed for those who wish to learn about math-oriented applications of economic theory. It provides students in a wide variety of majors the opportunity to add value to the major degree. It is especially appropriate for students with strong mathematics interests who plan to build a career as an analyst in financial organizations.

The Quantitative Economics Minor requires completion of 18 sh with a grade of “C” or greater in each course. Nine hours of 3000/4000-level economic courses must be taken at UWF.

- **ECO 2013** Principles of Economics Macro ......................... 3
- **ECO 2023** Principles of Economics Micro ......................... 3
- **ECO 3101** Intermediate Microeconomics ......................... 3
- **ECO 4431** Business & Economic Forecasting .................... 3
- **ECO 4xxx** Introduction to Mathematical Economics .......... 3

*Choose one:*

- **ACG 3082** Accounting for Non-Majors ......................... 3
- **FIN 3403** Managerial Finance ................................. 3