

Economics, BBA

The BBA in economics emphasizes the economic foundations of business fields—accounting, finance, marketing, business law, and management. Students who choose the BBA in economics have the option to select the analytical subprogram.

In addition to the common BBA requirements, students who major in economics complete three sets of requirements for the major: mathematics and statistics courses that provide the skills needed for understanding economic theory and data; economic theory courses that provide the tools needed for analyzing economic issues; and field courses that apply economic tools to business, social, or specialized analytical issues. The course requirements vary, depending on whether a student selects the analytical subprogram.