Economics, B.B.A.

The B.B.A. in economics emphasizes the economic foundations of business fields—accounting, finance, marketing, business law, and management. Students majoring in economics choose one of two tracks: business or policy. In addition to the common B.B.A. requirements, students complete two sets of requirements for the major: 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 applied field course requirement varies, depending on a student's choice of track.

The Bachelor of Business Administration degree is awarded by the Tippie College of Business.