

BUSINESS ECONOMICS, BBA

Program Description

The Business Economics program integrates economics with courses in marketing, management, accounting, finance and quantitative analysis. Economics as a discipline is positioned at the intersection of social science and business, so has a great relevance for an extremely wide range of business and public policy issues, thereby providing our successful graduates with great career prospects in both the private and public sectors. By combining the study of economics (the scientific study of how society manages its scarce resources) and business, our degree provides a strong theoretical and professional basis for a successful and rewarding career. Business economics majors gain the skills to gather and analyze data for solving problems affecting companies, governments and non-profit organizations. The program includes basic courses in all business disciplines as well as in economics, and develops the skills that graduates need to work in a wide range of industries. The skillset includes understanding of the incentives that affect human behavior, the operation of markets and the strategic decisions of businesses and governments, both locally and internationally.

Career Possibilities: Many students choose to further their studies in graduate school, especially in business and law schools. Career possibilities for students who graduate with a major in business economics include: Data Analytics, Strategic Pricing and Modeling, Financial Analysis and Modeling, Operations Research and Management, Labor and Employment Relations, Banking and Investment Banking; Treasury and Securities, International Trade and Logistics, Commodity Specialist, Marketing Research, Consumer Goods Research and Analysis, Business and Economic Consulting, Insurance and Financial Advising, High School Teaching and Community Education, Government Work; Labor Statistics, Office of the Comptroller of the Currency, other governmental agencies.

BBA Student Learning Goals and Objectives

- G1. To Be Effective Communicators
 - O1. Students will demonstrate the ability to identify the appropriate message purpose, select appropriate organization, provide sufficient supporting details, and use effective mechanics.
 - O2. Students will demonstrate the ability to prepare (content, presentation and media) and deliver (verbally and nonverbally) a professional presentation.
- G2. To Be Competent in Business Practices
 - O1. Students will demonstrate knowledge of key business theories and concepts and will apply these business theories and concepts correctly.
 - O2. Students demonstrate the ability to incorporate theories, concepts, and practices across multiple disciplines to produce practical answers.
 - O3. Students will effectively analyze data.
- G3. To Be Good Decision Makers
 - O1. Students will demonstrate the ability to identify valid, reliable and important information applicable to the issue being studied.
 - O2. Students will demonstrate the ability to analyze multiple responses to issues.
- O3. Students will demonstrate the ability to determine and support an appropriate decision.
- G4. To Be Good Citizens
 - O1. Students will demonstrate the ability to identify ethical concepts.

In addition, all Economics Majors will demonstrate the ability to identify relevant (valid, reliable, and important) information to the issue being studied.

General Requirements

Requirements	Credit Hours
Core Curriculum Program (http://catalog.tamucc.edu/undergraduate/university-college/programs/core-curriculum-program/)	42
First-Year Seminars (when applicable) ¹	0-2
Business Core	45
Economics Major Requirements	24
Electives	9
Total Credit Hours	120-122

¹ Full-time, first time in college students are required to take the first-year seminars.

- UNIV 1101 First-Year Seminar I (1 sch)
- UNIV 1102 First-Year Seminar II (1 sch)

Program Requirements

Code	Title	Hours
Full-time, First-Year Students		
UNIV 1101	First-Year Seminar I *	1
UNIV 1102	First-Year Seminar II *	1
Core Curriculum Program		
University Core Curriculum		42
Business majors are required to complete as part of their University Core Curriculum Program:		
ECON 2301	Macroeconomics Principles *	
MATH 1324	Mathematics for Business and Social Sciences ¹	
Business Core		
BUSI 0011	Cob Student Code of Ethics and Plagiarism ^{2,*}	0
ACCT 2301	Financial Accounting	3
ACCT 2302	Managerial Accounting	3
BLAW 3310	Legal Environment of Business *	3
BUSI 0088	Graduation Requirements Review	0
ECON 2302	Microeconomics Principles *	3
FINA 3310	Financial Management *	3
MATH 1325	Calculus for Business & Social Sciences ¹	3
MGMT 3310	Principles of Management	3
MGMT 3315	Business Communications *	3
MGMT 4388	Business Strategy *	3
MISY 2305	Computer Applications in Business *	3
MISY 3310	Management Information Systems Concepts ^{*,^}	3
MKTG 3310	Principles of Marketing *	3

OPSY 4314	Operations Management *	3
ORMS 3310	Data Analysis and Statistics *	3
International Business Course		
Select one of the following depending on major:		3
ACCT 3315	MULTINATIONAL ENTITIES: ACCOUNTING AND CONSOLIDATIONS (for Accounting Major) ^{3,*}	
ECON 3315	International Economic Issues (for Business Economics Major)	
FINA 4315	International Finance (for Finance Major)	
MGMT 4315	Multinational Management (for Management Major) *	
BUSI 4310	International Business (for all other Majors)	
Economics Major Requirements		
ECON 3310	Intermediate Macroeconomics	3
ECON 3311	Intermediate Microeconomics	3
ECON 3312	Money and Banking	3
ECON 3322	Managerial Economics	3
ECON 4085	Economics Exit Exam *	0
ECON 4310	Introduction to Econometrics	3
Economics Electives		
Select 9 hours from the following:		9
ECON 3316	Environmental Economics	
ECON 3320	Public Finance	
ECON 3335	Labor Economics	
ECON 4325	Economics of European Integration	
ECON 4388	History of Economic Thought *	
ECON 4390	Current Topics in Economics	
ECON 4396	Directed Individual Study *	
ECON 4398	Internship in Economics	
Electives		
Upper-level Business Elective		3
Business Elective		3
Non-Business Elective		3
Total Hours		122

¹ Higher level mathematics course may be accepted as a substitute with approval.

² All Business Majors and Minors must complete BUSI 0011 Cob Student Code of Ethics and Plagiarism (0 sch) before or during their first semester enrolled in upper-division Business courses.

³ ACCT 3315 MULTINATIONAL ENTITIES: ACCOUNTING AND CONSOLIDATIONS (3 sch) may be taken as either International Business Course or as an Accounting Elective but not both.

* Online offering

^ Blended offering

Note:

Course prerequisites are strictly enforced.

Courses

ECON 1301 Introduction to Economics

3 Semester Credit Hours (3 Lecture Hours)

NON-TECHNICAL INTRODUCTION TO THE STRUCTURE AND FUNCTIONING OF THE AGGREGATE ECONOMY AND SELECTED SPECIFIC MARKETS. BASIC CONCEPTS REGARDING HOW MARKETS FUNCTION, REGULATION, MONETARY AND FISCAL POLICY IN A MACROECONOMIC CONTEXT AND SOME SPECIAL TOPICS OF CONTEMPORARY RELEVANCE ARE STUDIED. STUDENTS ARE INTRODUCED TO THE BASIC CONCEPTS USED IN THE SOCIAL AND BEHAVIORAL SCIENCES FOR MEASURING AND INTERPRETING ECONOMIC AND BUSINESS CONDITIONS. THIS COURSE CANNOT BE TAKEN TO FULFILL THE BUSINESS CORE OR ANY BUSINESS MAJOR REQUIREMENTS. IT IS RECOMMENDED THAT STUDENTS WHO MIGHT BE INTERESTED IN MAJORING IN BUSINESS OR ECONOMICS, TAKE EITHER ECON 2301 OR ECON 2302 INSTEAD.

TCCNS: ECON 1301

ECON 2301 Macroeconomics Principles

3 Semester Credit Hours (3 Lecture Hours)

AN OVERVIEW OF HOW THE ECONOMY OF THE UNITED STATES IS ORGANIZED AND FUNCTIONS IN A MARKET PRICE SYSTEM. MARKET PROCESSES ARE USED TO SHOW HOW RESOURCES AND INCOMES ARE ALLOCATED BY HOUSEHOLDS AND BUSINESSES. DETERMINATION OF NATIONAL INCOME, EMPLOYMENT, PRICE LEVEL, INTEREST RATES, AND GROWTH ARE THE FOCUS OF SIMPLE ANALYSIS TECHNIQUES. MONETARY AND FISCAL POLICIES ARE EXAMINED INCLUDING THEIR INTERNATIONAL DIMENSIONS. SATISFIES THE SOCIAL AND BEHAVIORAL SCIENCES COMPONENT OF THE UNIVERSITY CORE CURRICULUM. A STUDENT TAKING REMEDIAL COURSES IN BASIC ENGLISH (ENGL 0399) AND/OR MATHEMATICS (MATH 0300) IS NOT RECOMMENDED TO TAKE THIS COURSE CONCURRENTLY.

TCCNS: ECON 2301

ECON 2302 Microeconomics Principles

3 Semester Credit Hours (3 Lecture Hours)

DEMAND AND SUPPLY, CONSUMER BEHAVIOR, ELASTICITY, PRODUCTION COSTS, PERFECT AND IMPERFECT MARKET STRUCTURES AND MODELS OF THE MODERN MARKET PRICE SYSTEM ARE ANALYZED. EMPHASIS IS ON USE OF MARGINAL ANALYSIS TO DETERMINE PRICES, OUTPUT, INCOME AND ECONOMIC WELFARE IN A MARKET PRICE SYSTEM. SATISFIES THE SOCIAL AND BEHAVIORAL SCIENCES COMPONENT OF THE UNIVERSITY CORE CURRICULUM.

TCCNS: ECON 2302

ECON 3310 Intermediate Macroeconomics

3 Semester Credit Hours (3 Lecture Hours)

THEORY OF THE DETERMINATION OF AGGREGATE INCOME, EMPLOYMENT AND PRICES IS EXAMINED. FOCUS IS ON THE MICROECONOMIC FOUNDATIONS OF AGGREGATE DEMAND: CONSUMPTION, INVESTMENT, FOREIGN TRADE, AND GOVERNMENT. MACROECONOMIC MODELS FROM THE BASIC THROUGH THE COMPLETE MODEL ARE EXAMINED FOR THE U.S. AND GLOBAL ECONOMIES.

Prerequisite: (ECON 2301 and 2302).

ECON 3311 Intermediate Microeconomics

3 Semester Credit Hours (3 Lecture Hours)

EXAMINES SUPPLY AND DEMAND ANALYSIS, CONSUMPTION THEORY, PRODUCTION THEORY, STRUCTURE AND PERFORMANCE OF FIRMS, EFFICIENCY OF MARKETS, AND DETERMINATION OF GENERAL WELFARE IN A MARKET PRICE SYSTEM.

Prerequisite: (ECON 2301 and 2302).

ECON 3312 Money and Banking**3 Semester Credit Hours (3 Lecture Hours)**

DESCRIPTION OF THE OPERATIONS OF BANKING AND OTHER FINANCIAL INSTITUTIONS, EXAMINATION OF THE BASIC TENETS OF MONETARY THEORY, ANALYSIS OF MONETARY POLICY AND ITS CONTRIBUTION TO ECONOMIC POLICY.

Prerequisite: (ECON 2301 and 2302).

ECON 3315 International Economic Issues**3 Semester Credit Hours (3 Lecture Hours)**

EVALUATES AND ANALYZES VARIOUS CONTEMPORARY ISSUES IN INTERNATIONAL ECONOMICS, USING ELEMENTARY ECONOMIC THEORY AND RECENT ECONOMIC AND FINANCIAL DATA. THE COURSE INCLUDES ISSUES SUCH AS ECONOMIC INTEGRATION, REGIONALIZATION AND GLOBALIZATION, INTERNATIONAL TRADE ISSUES, THE STRUCTURE AND ROLE OF INTERNATIONAL ECONOMIC ORGANIZATIONS, THE FOREIGN EXCHANGE MARKET, AND ECONOMIC ISSUES IN DEVELOPING COUNTRIES.

Prerequisite: (ECON 2301).

ECON 3316 Environmental Economics**3 Semester Credit Hours (3 Lecture Hours)**

USES ECONOMIC ANALYSIS TO EXAMINE THE UNDERLYING CAUSES OF ENVIRONMENTAL AND NATURAL RESOURCE PROBLEMS, AS WELL AS ALTERNATIVE POLICY ISSUES. THE CHOICE OF ENVIRONMENTAL PROTECTION GOALS AND THE MEANS OF ACHIEVING THEM ARE ANALYZED AND APPLIED TO THE CASES OF AIR POLLUTION (LOCAL AND GLOBAL), WATER POLLUTION, AND TOXIC POLLUTION. THE ENVIRONMENTAL POLICIES OF VARIOUS COUNTRIES ARE COMPARED AND STUDIED FROM AN ECONOMIC PERSPECTIVE.

Prerequisite: (ECON 2301 or 2302).

ECON 3320 Public Finance**3 Semester Credit Hours**

THIS COURSE EXAMINES THE ROLE THAT GOVERNMENT PLAYS IN THE ECONOMY. THE COURSE DISCUSSES THE CONDITIONS FOR ECONOMIC EFFICIENCY TO BE ACHIEVED AND CIRCUMSTANCES WHERE A MARKET FAILS. IT ALSO PRESENTS THE CONCEPTS OF PUBLIC GOODS AND THE AGGREGATION OF INDIVIDUAL PREFERENCES INTO COLLECTIVE PRIORITIES AS EXPRESSED BY THE GENERAL PUBLIC THROUGH THE POLITICAL PROCESS. TOPICS INCLUDE TAXATION, WELFARE ECONOMICS, ENVIRONMENTAL AND HEALTH EXTERNALITIES, COST-BENEFIT ANALYSIS, AND GOVERNMENT BUDGET.

Prerequisite: (ECON 2301 or 2302).

ECON 3322 Managerial Economics**3 Semester Credit Hours (3 Lecture Hours)**

EMPHASIS IS ON THE USE OF ECONOMIC PRINCIPLES TO MAKE SOUND BUSINESS DECISIONS. STUDENTS WILL USE ECONOMIC ANALYSIS, KNOWLEDGE OF MARKETS AND ORGANIZATIONS TO ADDRESS REAL-WORLD PROBLEMS. THE COURSE EMPHASIZES THE ROLE OF THE BUSINESS ECONOMIST AS A MEMBER OF THE MANAGEMENT TEAM TRYING TO FIND WAYS TO IMPROVE THE USE OF RESOURCES AVAILABLE TO AN ORGANIZATION.

Prerequisite: (ECON 2302).

ECON 3335 Labor Economics**3 Semester Credit Hours (3 Lecture Hours)**

THE STUDY OF LABOR THEORY AND LABOR MARKET PROCESSES TO EXPLAIN HOW HOUSEHOLD LABOR DECISIONS ARE MADE AND HOW HOUSEHOLD INCOMES ARE DETERMINED. THE EFFECTS OF LABOR MARKET IMPERFECTIONS, AND THE EFFECTS OF BUSINESS DECISIONS AND LABOR UNIONS ON LABOR MARKET OUTCOMES ARE ALSO EVALUATED. PROVIDES AN OVERVIEW OF THE U.S. LABOR MOVEMENT, INCLUDING ITS IMPACT ON FEDERAL LEGISLATION; LABOR THEORY; AND CONTEMPORARY LABOR ISSUES. THE EFFECTS OF FEDERAL LEGISLATION ARE EXAMINED, INCLUDING THOSE ON THE COMPETITIVENESS OF U.S. LABOR IN A GLOBAL ECONOMY.

Prerequisite: (ECON 2301 and 2302).

ECON 3340 Healthcare Economics**3 Semester Credit Hours (3 Lecture Hours)**

THE SUPPLY AND DEMAND FOR HEALTH SERVICES. MARKETS FOR HEALTH PROFESSIONALS AND HEALTHCARE PROVIDER FIRMS. DISCUSSES THE ROLES OF INSURANCE, MANAGED CARE AND HMO'S, PROFESSIONAL LICENSURE, FOR-PROFIT AND NOT-FOR-PROFIT PROVIDER FIRMS, AND INFORMATION PROBLEMS IN HEALTH CARE MARKETS; REGULATION, GOVERNMENT FINANCING OF HEALTH CARE AND HEALTH CARE REFORM ISSUES IN THE U.S.

Prerequisite: (ECON 2301 and 2302).

ECON 4085 Economics Exit Exam**0 Semester Credit Hours**

THE ECONOMICS EXIT EXAM (EEE) IS AN EXAM GIVEN IN THE FALL AND SPRING SEMESTERS ONLY. IT IS A GRADUATION REQUIREMENT FOR ALL STUDENTS WITH A BBA DEGREE IN ECONOMICS. STUDENTS ENROLL IN THIS COURSE DURING THE SEMESTER THAT THEY PLAN TO TAKE THE EEE. ADMISSION IS LIMITED TO STUDENTS WHO HAVE COMPLETED 90 OR MORE SEMESTER CREDIT HOURS.

ECON 4310 Introduction to Econometrics**3 Semester Credit Hours (3 Lecture Hours)**

A STUDY OF THE ANALYSIS OF QUANTITATIVE DATA, WITH SPECIAL EMPHASIS ON THE APPLICATION OF STATISTICAL METHODS TO ECONOMIC PROBLEMS. THE COURSE COVERS THE THEORY AND PRACTICE OF ORDINARY LEAST SQUARES REGRESSION, APPLICATION TO ECONOMICS AND FINANCE, AND SELECTED SPECIAL TOPICS. TOPICS INCLUDE HETEROSKEDASTICITY, MULTICOLLINEARITY AND AUTOCORRELATION, QUALITATIVE INDEPENDENT AND DEPENDENT VARIABLES, AND SIMPLE TIME-SERIES ANALYSIS.

Prerequisite: (ECON 2301, 2302 and ORMS 3310 or MATH 1342).

ECON 4325 Economics of European Integration**3 Semester Credit Hours (3 Lecture Hours)**

AN INTRODUCTION TO THE ECONOMICS OF WESTERN EUROPE, AND BY IMPLICATION, THE ECONOMIC FUNCTIONS OF THE INSTITUTIONS OF THE EUROPEAN UNION (EU). STUDENTS ARE INTRODUCED TO ECONOMIC POLICY ISSUES WHICH ARE CURRENTLY OF CONCERN IN THE EUROPEAN UNION, AND THE ANALYSIS OF ECONOMIC PROBLEMS WHICH ARE OF PARTICULAR RELEVANCE TO EUROPEAN UNION MEMBER STATES. THESE INCLUDE (BUT ARE NOT LIMITED TO) THE THEORY OF CUSTOMS UNIONS, OPTIMAL CURRENCY AREA THEORY, THE SINGLE MARKET, COMPETITION POLICY, AND THE EXTERNAL TRADE AND DEVELOPMENT POLICIES OF THE EU.

Prerequisite: (ECON 2301 and 2302).

ECON 4340 Topics in Health Economics and Healthcare Policy

3 Semester Credit Hours (3 Lecture Hours)

EXAMINES SOME ASPECTS OF U.S. HEALTHCARE DECISION MAKING AND DELIVERY SYSTEM FROM AN APPLIED AND BEHAVIORAL ECONOMICS PERSPECTIVE. TOPICS SELECTED WILL SHOW STUDENTS HOW TO APPLY THE PRINCIPLES OF ECONOMICS TO ANALYZE HEALTHCARE OUTCOMES AND INSTITUTIONAL EFFECTIVENESS, AS WELL AS GOVERNMENT DECISION MAKING IN HEALTHCARE. THE SCOPE OF THIS COURSE MAY INCLUDE ANALYSIS OF CURRENT TRENDS AND TOPICS IN THE U.S. HEALTHCARE INDUSTRY; THE UTILIZATION AND APPLICATION QUANTITATIVE SKILLS REQUIRED TO UNDERSTAND AND EVALUATE PERFORMANCE OF HEALTHCARE ORGANIZATIONS, HEALTH OUTCOMES, AND CURRENT HEALTHCARE ISSUES.

Prerequisite: (ECON 3340).

ECON 4388 History of Economic Thought

3 Semester Credit Hours (3 Lecture Hours)

A CONSIDERATION OF THE PHILOSOPHICAL BASIS, HISTORICAL CONTEXT, AND DEVELOPMENT OF ECONOMIC THINKING. FOCUSES ON PRE-20TH-CENTURY ECONOMISTS-THE MERCANTILISTS, THE PHYSIOCRATS, ADAM SMITH, DAVID RICARDO, KARL MARX, AND EARLY NEOCLASSICAL ECONOMISTS. ATTENTION IS ALSO GIVEN TO LATER ECONOMISTS AND SCHOOLS OF THOUGHT AS CONTINUATIONS AND MODIFICATIONS OF EARLIER IDEAS IN ECONOMICS.

Prerequisite: (ECON 3310 and 3311).

ECON 4390 Current Topics in Economics

1-3 Semester Credit Hours (1-3 Lecture Hours)

SELECTED TOPICS FOR SPECIAL STUDY RELATED TO ECONOMICS, THE FUNCTIONING OF THE ECONOMY OR ECONOMIC ISSUES. MAY BE REPEATED FOR CREDIT WHEN TOPICS VARY.

Prerequisite: (ECON 2301).

ECON 4396 Directed Individual Study

1-3 Semester Credit Hours

INDIVIDUAL SUPERVISED STUDY AND A FINAL REPORT.

ECON 4398 Internship in Economics

3 Semester Credit Hours

SUPERVISED FULL-TIME OR PART-TIME, OFF-CAMPUS TRAINING IN A SERVICE, MANUFACTURING, OR PUBLIC SECTOR POSITION. ORAL AND WRITTEN REPORTS REQUIRED.