

ECONOMICS - B.B.A.

Ambassador Crawford College of Business and Entrepreneurship
Department of Economics
www.kent.edu/business/economics

About This Program

The Economics B.B.A. program provides you with the skills and knowledge needed to excel in the rapidly changing field of economics. With a focus on both theoretical and practical aspects of economics, you'll be prepared for a variety of roles in the business world. Enroll now and take the first step towards a successful career in economics. Read more...

Contact Information

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- Speak with an Advisor
- Chat with an Admissions Counselor

Program Delivery

- **Delivery:**
 - In person
- **Location:**
 - Kent Campus

Examples of Possible Careers and Salaries*

Data scientists and mathematical science occupations, all other

- 30.9% much faster than the average
- 33,200 number of jobs
- \$98,230 potential earnings

Economists

- 14.1% much faster than the average
- 20,500 number of jobs
- \$108,350 potential earnings

Social science research assistants

- 5.8% faster than the average
- 40,100 number of jobs
- \$49,210 potential earnings

Statisticians

- 34.6% much faster than the average
- 42,700 number of jobs
- \$92,270 potential earnings

Management analysts

- 10.7% much faster than the average
- 876,300 number of jobs
- \$87,660 potential earnings

Accreditation

AACSB, International - The Association to Advance Collegiate Schools of Business

* Source of occupation titles and labor data comes from the U.S. Bureau of Labor Statistics' Occupational Outlook Handbook. Data comprises projected percent change in employment over the next 10 years; nation-wide employment numbers; and the yearly median wage at which half of the workers in the occupation earned more than that amount and half earned less.

Admission Requirements

The university affirmatively strives to provide educational opportunities and access to students with varied backgrounds, those with special talents and adult students who graduated from high school three or more years ago.

First-Year Students on the Kent Campus: First-year admission policy on the Kent Campus is selective. Admission decisions are based upon cumulative grade point average, strength of high school college preparatory curriculum and grade trends. Students not admissible to the Kent Campus may be administratively referred to one of the seven regional campuses to begin their college coursework. For more information, visit the admissions website for first-year students.

First-Year Students on the Regional Campuses: First-year admission to Kent State's campuses at Ashtabula, East Liverpool, Geauga, Salem, Stark, Trumbull and Tuscarawas, as well as the Twinsburg Academic Center, is open to anyone with a high school diploma or its equivalent. For more information on admissions, contact the Regional Campuses admissions offices.

International Students: All international students must provide proof of English language proficiency (unless they meet specific exceptions) by earning a minimum 525 TOEFL score (71 on the Internet-based version), minimum 75 MELAB score, minimum 6.0 IELTS score or minimum 48 PTE Academic score, or by completing the ELS level 112 Intensive Program. For more information, visit the admissions website for international students.

Transfer Students: Students who have attended any other educational institution after graduating from high school must apply as undergraduate transfer students. For more information, visit the admissions website for transfer students.

Former Students: Former Kent State students or graduates who have not attended another college or university since Kent State may complete the reenrollment or reinstatement form on the University Registrar's website.

Admission policies for undergraduate students may be found in the University Catalog's Academic Policies.

Some programs may require that students meet certain requirements before progressing through the program. For programs with progression requirements, the information is shown on the program's Coursework tab.

A minimum 2.25 overall GPA is required for admission into the program. Students who have previously attended Kent State must also have a minimum 2.25 in their former Kent State coursework.

Program Requirements

Major Requirements

Code	Title	Credit Hours
Major Requirements (courses count in major GPA)		
ECON 32040	INTERMEDIATE MICROECONOMIC THEORY AND APPLICATIONS (min C- grade)	3
ECON 32041	INTERMEDIATE MACROECONOMIC THEORY AND POLICY (min C- grade)	3
ECON 32050	APPLIED ECONOMETRICS I (ELR) (min C- grade)	3
ECON 42191	SENIOR SEMINAR IN ECONOMICS (WIC) (min C grade)	3
Economics (ECON) Upper-Division Electives (30000 or 40000 level)		12
Additional Requirements (courses do not count in major GPA)		
ACCT 23020	INTRODUCTION TO FINANCIAL ACCOUNTING	3
ACCT 23021	INTRODUCTION TO MANAGERIAL ACCOUNTING	3
BA 24056	BUSINESS ANALYTICS I ²	3
BA 34060	OPERATIONS MANAGEMENT	3
BUS 10123	EXPLORING BUSINESS ¹	3
BUS 30062	ADVANCED PROFESSIONAL DEVELOPMENT	3
CIS 24053	INTRODUCTION TO INFORMATION SYSTEMS AND DIGITAL TECHNOLOGIES	3
COMM 15000	INTRODUCTION TO HUMAN COMMUNICATION (KADL)	3
ECON 22060	PRINCIPLES OF MICROECONOMICS (KSS)	3
ECON 22061	PRINCIPLES OF MACROECONOMICS (KSS)	3
FIN 26074	LEGAL ENVIRONMENT OF BUSINESS	3
FIN 36053	BUSINESS FINANCE	3
MATH 11010	ALGEBRA FOR CALCULUS (KMCR)	3
MATH 11012	INTUITIVE CALCULUS (KMCR)	3-5
or MATH 12002	ANALYTIC GEOMETRY AND CALCULUS I (KMCR)	
MGMT 24163	PRINCIPLES OF MANAGEMENT	3
MGMT 44285	STRATEGIC MANAGEMENT	3
MKTG 25010	PRINCIPLES OF MARKETING	3
UC 10001	FLASHES 101	1
UC 10162	INTRODUCTION TO PROFESSIONAL DEVELOPMENT	1
Kent Core Composition		6
Kent Core Humanities and Fine Arts (minimum one course from each)		9
Kent Core Social Sciences (must be from two disciplines)		3
Kent Core Basic Sciences (must include one laboratory)		6-7
General Electives (total credit hours depends on earning 120 credit hours, including 39 upper-division credit hours) ³		19
Minimum Total Credit Hours:		120

¹ Students changing to a program in the college or transferring may be waived out of BUS 10123 if:

- 30 or more credit hours have been earned and any two classes (from ACCT 23020, ACCT 23021, FIN 26074, MGMT 24163, MKTG 25010 or CIS 24053) have successfully been completed.
- 60 or more credit hours have been earned and the student has successfully completed one course from (ACCT 23020, ACCT 23021, FIN 26074, MGMT 24163, MKTG 25010 or CIS 24053)
- At the discretion of the dean's office, the student has sufficient breadth and depth of knowledge in a business field (as

demonstrated by a CLEP exam or Credit by Exam) but does not meet the requirements listed above.

² Students who have taken MATH 10041 for another program may use it as a substitute for BA 24056.

³ Students may take or use any course at any level as long as the minimum 39-credit hours requirement for upper-division courses is satisfied for graduation with a B.B.A. Exceptions: Maximum 4 credit hours of Physical Activity, Wellness and Sport (PWS) courses may be counted toward the 120 total credit hours or 39-upper-division-credit-hours graduation requirement. General elective courses may be selected from any area and at any level provided students do not go over the PWS, and they satisfy the 39 credit hours upper-division requirements. A minor (business or non-business) is encouraged. Any other exceptions must be approved by the assistant dean. A major in economics also is offered in the College of Arts and Sciences.

Progression Requirements

- Minimum C- grade in ECON 32040, ECON 32041 and ECON 32050
- Minimum C grade in ECON 42191

Graduation Requirements

Minimum Major GPA	Minimum Overall GPA
2.250	2.250

- This major is not available to students pursuing a Bachelor of Arts in Economics.
- The following course does not count toward the economics major: ECON 32082.
- Students must complete at least 50 percent of business credit hours (required for the business degree) in-residence on a Kent State University campus.
- Students must complete at least 50 percent of their major credit hours in residence on a Kent State University campus.
- Students must complete two measures of outcomes assessment as specified by the college for complete satisfaction of the B.B.A. degree.

Roadmap

This roadmap is a recommended semester-by-semester plan of study for this major. However, courses designated as critical (!) must be completed in the semester listed to ensure a timely graduation.

Semester One		Credits
BUS 10123	EXPLORING BUSINESS	3
COMM 15000	INTRODUCTION TO HUMAN COMMUNICATION (KADL)	3
MATH 11010	ALGEBRA FOR CALCULUS (KMCR)	3
UC 10001	FLASHES 101	1
Kent Core Requirement		3
Kent Core Requirement		3
Credit Hours		16
Semester Two		Credits
CIS 24053	INTRODUCTION TO INFORMATION SYSTEMS AND DIGITAL TECHNOLOGIES	3
ECON 22060	PRINCIPLES OF MICROECONOMICS (KSS)	3
MATH 11012	INTUITIVE CALCULUS (KMCR)	3-5
or	or ANALYTIC GEOMETRY AND CALCULUS I (KMCR)	
MATH 12002	(KMCR)	

UC 10162	INTRODUCTION TO PROFESSIONAL DEVELOPMENT	1
Kent Core Requirement		3
Kent Core Requirement		3
Credit Hours		16
Semester Three		
ACCT 23020	INTRODUCTION TO FINANCIAL ACCOUNTING	3
BA 24056	BUSINESS ANALYTICS I	3
ECON 22061	PRINCIPLES OF MACROECONOMICS (KSS)	3
MGMT 24163	PRINCIPLES OF MANAGEMENT	3
Kent Core Requirement		3
Credit Hours		15
Semester Four		
ACCT 23021	INTRODUCTION TO MANAGERIAL ACCOUNTING	3
BUS 30062	ADVANCED PROFESSIONAL DEVELOPMENT	3
ECON 32040	INTERMEDIATE MICROECONOMIC THEORY AND APPLICATIONS	3
ECON 32041	or INTERMEDIATE MACROECONOMIC THEORY AND POLICY	
ECON 32050	or APPLIED ECONOMETRICS I (ELR)	
Economics (ECON) Upper-Division Elective (30000 or 40000 level)		3
Kent Core Requirement		3
Credit Hours		15
Semester Five		
Required: minimum cumulative 2.250 GPA		
BA 34060	OPERATIONS MANAGEMENT	3
ECON 32040	INTERMEDIATE MICROECONOMIC THEORY AND APPLICATIONS	3
ECON 32041	or INTERMEDIATE MACROECONOMIC THEORY AND POLICY	
ECON 32050	or APPLIED ECONOMETRICS I (ELR)	
FIN 36053	BUSINESS FINANCE	3
MKTG 25010	PRINCIPLES OF MARKETING	3
Kent Core Requirement		3
Credit Hours		15
Semester Six		
Required: minimum cumulative 2.250 GPA		
! ECON 32040	INTERMEDIATE MICROECONOMIC THEORY AND APPLICATIONS	3
ECON 32041	or INTERMEDIATE MACROECONOMIC THEORY AND POLICY	
ECON 32050	or APPLIED ECONOMETRICS I (ELR)	
FIN 26074	LEGAL ENVIRONMENT OF BUSINESS	3
Economics (ECON) Upper-Division Elective (30000 or 40000 level)		3
General Electives		6
Credit Hours		15
Semester Seven		
Required: minimum cumulative 2.250 GPA		
Economics (ECON) Upper-Division Elective (30000 or 40000 level)		3
Kent Core Requirement		3
General Electives		9
Credit Hours		15
Semester Eight		
Required: minimum cumulative 2.250 GPA and completion of The Assurance of Learning Assessment given in MGMT 44285		
! ECON 42191	SENIOR SEMINAR IN ECONOMICS (WIC)	3
MGMT 44285	STRATEGIC MANAGEMENT	3
Economics (ECON) Upper-Division Elective (30000 or 40000 level)		3

General Electives	4
Credit Hours	13
Minimum Total Credit Hours:	120

University Requirements

All students in a bachelor's degree program at Kent State University must complete the following university requirements for graduation.

NOTE: University requirements may be fulfilled in this program by specific course requirements. Please see Program Requirements for details.

Flashes 101 (UC 10001)	1 credit hour
Course is not required for students with 30+ transfer credits (excluding College Credit Plus) or age 21+ at time of admission.	
Diversity Domestic/Global (DIVD/DIVG)	2 courses
Students must successfully complete one domestic and one global course, of which one must be from the Kent Core.	
Experiential Learning Requirement (ELR)	varies
Students must successfully complete one course or approved experience.	
Kent Core (see table below)	36-37 credit hours
Writing-Intensive Course (WIC)	1 course
Students must earn a minimum C grade in the course.	
Upper-Division Requirement	39 credit hours
Students must successfully complete 39 upper-division (numbered 30000 to 49999) credit hours to graduate.	
Total Credit Hour Requirement	120 credit hours

Kent Core Requirements

Kent Core Composition (KCMP)	6
Kent Core Mathematics and Critical Reasoning (KMCR)	3
Kent Core Humanities and Fine Arts (KHUM/KFA) (min one course each)	9
Kent Core Social Sciences (KSS) (must be from two disciplines)	6
Kent Core Basic Sciences (KBS/KLAB) (must include one laboratory)	6-7
Kent Core Additional (KADL)	6
Total Credit Hours:	36-37

Program Learning Outcomes

Graduates of this program will be able to:

1. Conceptualize and analyze problems using economic concepts and reasoning.
2. Critically analyze alternative economic policy proposals.
3. Utilize analytic and quantitative techniques that are use extensively in economic to formulate and test hypotheses.

Students earning a B.B.A. degree in Ambassador Crawford College of Business and Entrepreneurship are expected to have developed skills in the following critical areas of business:

1. Core Business Knowledge - Recall the strategic frameworks that are used to make business decisions.
2. Analytical Skills - Use analytical methodologies and critical thinking skills to evaluate and solve business problems.

3. Digital Technology – Demonstrate the technological skills necessary to analyze business problems and develop solutions.
4. Written Communication - Write effective business communications.
5. Oral Communication - Make effective business presentations, using appropriate technologies.
6. Teamwork – Collaborate effectively with others to achieve a common business purpose.
7. Business Ethics – Recognize ethical business dilemmas and use ethical decision making to resolve the dilemma.
8. Global - Analyze the key global factors when making business decisions.

Full Description

The Bachelor of Business Administration degree in Economics equips students with a variety of skills sought by employers, including conceptualizing and solving problems; locating, organizing and using relevant information; and analytical ability.

In their junior year, students learn microeconomic and macroeconomic theory and take an econometrics class to learn basic analytical skills. Students then take a series of electives that deal with vital current topics relevant to many careers in which these theories and skills are applied, such as U.S. financial and banking system; the economic relations between the United States and foreign countries; government spending and taxation policies; and the U.S. health system and policy options.

During their senior year, students take a capstone course that utilizes and applies the theory, skills and institutional knowledge learned in the program.

Economics students may apply early to either the M.B.A. degree or the Master of Arts in Economics degree and double count 9 credit hours of graduate courses toward both degree programs. See the Combined Bachelor's/Master's Degree Program policy in the University Catalog for more information. Undergraduate students applying to the combined program with the Master of Arts in Economics degree must have a minimum 3.200 overall Kent State GPA.