

# ECONOMICS - B.B.A.

**College of Business Administration**  
 Department of Economics  
 480 Business Administration Building  
 Kent Campus  
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 www.kent.edu/business/economics

## 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 our financial and banking system; the economic relations between the United States and foreign countries; government spending and taxation policies; 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.

### Fully Offered At:

- Kent Campus

## Accreditation

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

## 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.

**Freshman Students on the Kent Campus:** The freshman admission policy on the Kent Campus is selective. Admission decisions are based upon the following: cumulative grade point average, ACT and/or SAT scores, strength of high school college preparatory curriculum and grade trends. The Admissions Office at the Kent Campus may defer the admission of students who do not meet admissions criteria but who demonstrate areas of promise for successful college study. Deferred applicants may begin their college coursework at one of seven regional campuses of Kent State University. For more information on admissions, including additional requirements for some academic programs, visit the admissions website for new freshmen.

**Freshman Students on the Regional Campuses:** Kent State campuses at Ashtabula, East Liverpool, Geauga, Salem, Stark, Trumbull and Tuscarawas, as well as the Regional Academic Center in Twinsburg, have open enrollment admission for students who hold a high school diploma, GED or equivalent.

**English Language Proficiency Requirements for 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 score, or by completing the ESL level 112 Intensive Program. For more information on international admission, visit the Office of Global Education’s admission website.

**Transfer, Transitioning and Former Students:** For more information about admission criteria for transfer, transitioning and former students, please visit the admissions website.

An overall GPA of at least 2.50 (2.25 for economics and entrepreneurship) is required for admission into the College of Business Administration. Students who have previously attended Kent State must also have a minimum 2.50 GPA (2.25 for economics) in their former Kent State coursework.

## 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. Use analytic and quantitative techniques that are use extensively in economic to formulate and test hypotheses.

Graduates of all Bachelor of Business Administration programs will be able to:

1. Recall strategic frameworks that are used to make business decisions.
2. Perform basic calculations using quantitative tools that are used to support business decisions.
3. Articulate and deliberate their ideas in writing.
4. Articulate and deliberate their ideas orally.
5. Identify ethical dilemmas and stakeholders.
6. Recommend alternatives and consequences and choose a reasoned conclusion from the alternatives given.
7. Identify global factors in making a business decision.
8. Analyze global factors in making a business decision.

## 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.

Destination Kent State: First Year Experience	1
Course is not required for students with 25 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

Writing-Intensive Course (WIC)	1 course
Students must earn a minimum C grade in the course.	
Upper-Division Requirement	39 (or 42)
Students must successfully complete 39 upper-division (numbered 30000 to 49999) credit hours to graduate. Students in a B.A. and/or B.S. degree in the College of Arts and Sciences must complete 42 upper-division credit hours.	
Total Credit Hour Requirement	120
Some bachelor's degrees require students to complete more than 120 credit hours.	

## Kent Core Requirements

Kent Core Composition (KCOMP)	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
<b>Total Credit Hours:</b>	<b>36-37</b>

## Program Requirements

### Major Requirements

Code	Title	Credit Hours
<b>Major Requirements (courses count in major GPA)</b>		
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
<b>Additional Requirements (courses do not count in major GPA)</b>		
ACCT 23020	INTRODUCTION TO FINANCIAL ACCOUNTING	3
ACCT 23021	INTRODUCTION TO MANAGERIAL ACCOUNTING	3
BUS 10123	EXPLORING BUSINESS <sup>1</sup>	3
BUS 30062	ADVANCED PROFESSIONAL DEVELOPMENT	3
CIS 24053	INTRODUCTION TO COMPUTER APPLICATIONS	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 24056	BUSINESS ANALYTICS I	3
MGMT 24163	PRINCIPLES OF MANAGEMENT	3
MGMT 34060	OPERATIONS MANAGEMENT	3
MGMT 44285	INTEGRATED BUSINESS POLICY AND STRATEGY	3
MKTG 25010	PRINCIPLES OF MARKETING	3

UC 10097	DESTINATION KENT STATE: FIRST YEAR EXPERIENCE	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		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) <sup>3</sup>		19
Minimum Total Credit Hours:		120

- 1 A student changing to the College of Business Administration or transferring may be waived out of BUS 10123 if:
  1. 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.
  2. 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)
  3. 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 MGMT 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

- A minimum C- grade required in ECON 32040, ECON 32041, ECON 32050.
- A minimum C grade is required 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 courses do not count toward the economics major: ECON 32070 and 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 two measures of outcomes assessment as specified by the College of Business Administration for complete satisfaction of the B.B.A.

## 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 10097	DESTINATION KENT STATE: FIRST YEAR EXPERIENCE	1
Kent Core Requirement		3
Kent Core Requirement		3
Credit Hours		16
Semester Two		
CIS 24053	INTRODUCTION TO COMPUTER APPLICATIONS	3
ECON 22060	PRINCIPLES OF MICROECONOMICS (KSS)	3
MATH 11012	INTUITIVE CALCULUS (KMCR)	3-5
or MATH 12002	or ANALYTIC GEOMETRY AND CALCULUS I (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
ECON 22061	PRINCIPLES OF MACROECONOMICS (KSS)	3
FIN 26074	LEGAL ENVIRONMENT OF BUSINESS	3
MGMT 24163	PRINCIPLES OF MANAGEMENT	3
Kent Core Requirement		3
Credit Hours		15
Semester Four		
ACCT 23021	INTRODUCTION TO MANAGERIAL ACCOUNTING	3
ECON 32040	INTERMEDIATE MICROECONOMIC THEORY AND APPLICATIONS	3
or ECON 32041	or INTERMEDIATE MACROECONOMIC THEORY AND POLICY	
or ECON 32050	or APPLIED ECONOMETRICS I (ELR)	
MGMT 24056	BUSINESS ANALYTICS I	
Economics (ECON) Upper-Division Electives (30000 or 40000 level)		3
Kent Core Requirement		3
Credit Hours		15
Semester Five		
Required: minimum cumulative 2.250 GPA		
ECON 32040	INTERMEDIATE MICROECONOMIC THEORY AND APPLICATIONS	3
or ECON 32041	or INTERMEDIATE MACROECONOMIC THEORY AND POLICY	
or ECON 32050	or APPLIED ECONOMETRICS I (ELR)	
FIN 36053	BUSINESS FINANCE	
MGMT 34060	OPERATIONS MANAGEMENT	3
MKTG 25010	PRINCIPLES OF MARKETING	3

Kent Core Requirement		3
Credit Hours		15
Semester Six		
Required: minimum cumulative 2.250 GPA		
BUS 30062	ADVANCED PROFESSIONAL DEVELOPMENT	3
! ECON 32040	INTERMEDIATE MICROECONOMIC THEORY AND APPLICATIONS	3
or ECON 32041	or INTERMEDIATE MACROECONOMIC THEORY AND POLICY	
or ECON 32050	or APPLIED ECONOMETRICS I (ELR)	
Economics (ECON) Upper-Division Electives (30000 or 40000 level)		
General Electives		6
Credit Hours		15
Semester Seven		
Required: minimum cumulative 2.250 GPA		
Economics (ECON) Upper-Division Electives (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	INTEGRATED BUSINESS POLICY AND STRATEGY	3
Economics (ECON) Upper-Division Electives (30000 or 40000 level)		3
General Electives		4
Credit Hours		13
Minimum Total Credit Hours:		120