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

What does delivery mean?

Examples of Possible Jobs and Salaries*

Data scientists

- 33.5% much faster than the average
- 245,900 number of jobs
- $112,590 potential earnings

Economists

- 1.2% slower than the average
- 17,600 number of jobs
- $115,440 potential earnings

Social science research assistants

- 4.4% about as fast as the average
- 40,600 number of jobs
- $58,040 potential earnings

Statisticians

- 8.5% much faster than the average
- 32,200 number of jobs
- $103,300 potential earnings

Management analysts

- 8.8% much faster than the average
- 1,075,100 number of jobs
- $101,190 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 proficiency of the English language (unless they meet specific exceptions) through the submission of an English language proficiency test score or by completing English language classes at Kent State's English as a Second Language Center before entering their program. For more information, visit the admissions website for international 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.

Transfer Student: 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) [1]		9
Major or Allied Area Elective, choose from the following: [1]		3
ACCT 33001	INTERMEDIATE FINANCIAL ACCOUNTING I	
ACCT 43009	ACCOUNTING DATA ANALYTICS	
BA 44051	MACHINE LEARNING	
CIS 34034	BUSINESS MODELING AND AGILE DESIGN	
CIS 34054	USING INFORMATION SYSTEMS AND DIGITAL TECHNOLOGIES FOR SOLVING BUSINESS PROBLEMS	
CS 33101	STRUCTURE OF PROGRAMMING LANGUAGES	
CS 46101	DESIGN AND ANALYSIS OF ALGORITHMS	
FDM 30270	TRENDS AND PREDICTIVE ANALYTICS IN FASHION	
FDM 40262	DATA-BASED DECISION-MAKING IN FASHION RETAILING	
FDM 40270	FASHION INDUSTRY RESEARCH METHODS (WIC)	
FIN 36059	INTERMEDIATE INVESTMENTS	
FIN 36086	ADVANCED FINANCIAL MODELING	
FIN 46064	INTERNATIONAL BUSINESS FINANCE	
GEOG 39002	STATISTICAL METHODS IN GEOGRAPHY	
GEOG 49070	GEOGRAPHIC INFORMATION SCIENCE	
MATH 21001	LINEAR ALGEBRA	
MATH 22005	ANALYTIC GEOMETRY AND CALCULUS III	
MATH 32044	ORDINARY DIFFERENTIAL EQUATIONS	
MATH 40011	PROBABILITY THEORY AND APPLICATIONS	
MDJ 40117	MEDIA LEADERSHIP AND AUDIENCE	
MKTG 35035	CONSUMER BEHAVIOR	
PH 30002	INTRODUCTORY BIOSTATISTICS	
PH 30004	PUBLIC HEALTH RESEARCH	
POL 30001	RESEARCH METHODS (ELR)	
POL 30003	POLITICAL ECONOMY	
PSYC 31574	RESEARCH METHODS IN PSYCHOLOGY (ELR)	
PSYC 31684	QUANTITATIVE METHODS IN PSYCHOLOGY II	
SPAD 45030	SPORT ENTERPRISE (WIC)	
Any Economics (ECON) Upper-Division course (30000 or 40000 level)		
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 44062	SUPPLY CHAIN MANAGEMENT	3
BUS 10123	EXPLORING BUSINESS [3]	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
American Civic Literacy Requirement [4]		3
Kent Core Composition		6
Kent Core Humanities and Fine Arts (minimum one course from each)		6-9
Kent Core Social Sciences (must be from two disciplines)		0-3
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) [5]		19
Minimum Total Credit Hours:		**120**

[1] ECON 32082 does not count toward the major.

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

[3] Students changing to a program in the college 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.

[4] If students complete the American Civic Literacy requirement by taking HIST 12061, the course will apply to the Kent Core Humanities category. If they complete it with POL 10101, the course will apply to the Kent Core Social Sciences category.

[5] 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 Sciences and Humanities.

Progression Requirements

- Minimum 2.000 overall GPA
- 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
2.000	2.000

- 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 program. Students will work with their advisor to develop a sequence based on their academic goals and history. 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
	American Civic Literacy Requirement		3
	Kent Core Requirement		3
		Credit Hours	**16**
	Semester Two		
	CIS 24053	INTRODUCTION TO INFORMATION SYSTEMS AND DIGITAL TECHNOLOGIES	3
	ECON 22060	PRINCIPLES OF MICROECONOMICS (KSS)	3
	MATH 11012 or MATH 12002	INTUITIVE CALCULUS (KMCR) or ANALYTIC GEOMETRY AND CALCULUS I (KMCR)	3-5
	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 or ECON 32050	INTERMEDIATE MICROECONOMIC THEORY AND APPLICATIONS or APPLIED ECONOMETRICS I (ELR)	3
	Economics (ECON) Upper Division Elective		3
	Kent Core Requirement		3
		Credit Hours	**15**
	Semester Five		
	Required: minimum cumulative 2.000 GPA		
	BA 44062	SUPPLY CHAIN MANAGEMENT	3
	ECON 32040 or ECON 32050	INTERMEDIATE MICROECONOMIC THEORY AND APPLICATIONS or APPLIED ECONOMETRICS I (ELR)	3
	FIN 36053	BUSINESS FINANCE	3
	MKTG 25010	PRINCIPLES OF MARKETING	3
	Kent Core Requirement		3
		Credit Hours	**15**
	Semester Six		
	Required: minimum cumulative 2.000 GPA		
	ECON 32041	INTERMEDIATE MACROECONOMIC THEORY AND POLICY	3
	FIN 26074	LEGAL ENVIRONMENT OF BUSINESS	3
	Economics (ECON) Upper Division Elective		3
	General Electives		6
		Credit Hours	**15**
	Semester Seven		
	Required: minimum cumulative 2.000 GPA		
	Economics (ECON) Upper Division Elective		3
	Kent Core Requirement		3
	General Electives		9
		Credit Hours	**15**
	Semester Eight		
	Required: minimum cumulative 2.000 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
	Major or Allied Area Elective		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.	
American Civic Literacy	3 credit hours
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.

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.

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.