

BUSINESS ECONOMICS, BACHELOR OF SCIENCE (724)

Program Coordinator

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Economics is the study of how humans decide how to use the limited resources they have. Economic principles are at the core of decision-making by businesses, governments, non-profit organizations, individuals, and families, because the limited resources are not just money and raw materials – they are also time, attention, computing resources, food, water, hospital beds, or seats on a crowded subway. Economics is also a study of how individuals can create wealth through specialization and trade, as well as the role markets play in making this wealth creation possible.

The Business Economics major combines courses in economics with those in accounting, business data analytics, finance, management, and marketing. Data analysis is one of the core skills in economics, and the students in this major will have an opportunity to develop strong data skills that are highly valued by employers.

This combination of the economic way of thinking, core business competencies, and data-analytic skills prepares students for many different employment opportunities. Our graduates pursue careers in finance, banking, insurance, local and federal governments, public utilities, research institutions, education, and international organizations.

They hold a wide variety of jobs such as economist, loan officer, forecast analyst, financial analyst, business consultant, data analyst, energy analyst, bank examiner, research analyst, broker, market research analyst, policy analyst, professor, lawyer and many more. This multitude of possible career paths is what is great about choosing an economics major. Economics gives students an excellent foundation for employment in many areas of business and government service, as well as for advanced graduate studies.

Business Economics majors may also pursue the **Joint Undergraduate/Master's Program**, an accelerated graduate program that allows students to start working toward their Master of Arts in Applied Economics while completing their Bachelor's degree. Undergraduate students admitted into JUMP may take graduate courses that will count toward BOTH undergraduate and graduate degrees which will significantly lower the cost of obtaining a Master's degree. For more information, visit the department website <https://www.wku.edu/economics/>

Program Requirements (72 hours)

A baccalaureate degree requires a minimum of 120 unduplicated semester hours. More information can be found at www.wku.edu/registrar/degree_certification.php. (https://www.wku.edu/registrar/degree_certification.php)

Students who began WKU in the Fall 2014 and thereafter should review the Colonnade requirements located at: <https://www.wku.edu/colonnade/colonnaderequirements.php>. (<https://www.wku.edu/colonnade/colonnaderequirements.php>)

The Business Economics major does not require an additional minor or major, but the structure of the program leaves enough room for students

to complete a minor or certificate, especially if that minor or certificate is in the Gordon Ford College of Business.

Code	Title	Hours
Business Foundations Courses		
MATH 123	Mathematical Applications for Business *	3
ACCT 110	Accounting for Decision Makers	3
ECON 202	Principles of Economics (Micro)	3
ECON 206	Statistics	3
MGT 210	Organization and Management	3
MKT 220	Basic Marketing Concepts	3
BDAN 250	Introduction to Analytics	3
FIN 330	Principles of Finance	3
MGT 498	Strategy and Policy	3
or ENT 496	Hilltopper Student Consulting Experience	
Career Preparation Courses		
BA 170	Business Student Basics ¹	1
or BA 175	University Experience-Business	
or BA 220	Special Topics in Business Administration (Lower Division)	
MGT 261	Business Communication Fundamentals	3
ECON 399	Career Readiness in Economics	1
ECON 499	Senior Assessment	1
Economics Courses		
ECON 203	Principles of Economics (Macro)	3
ECON 302	Microeconomic Theory	3
ECON 303	Macroeconomic Theory	3
ECON 306	Statistical Analysis	3
or ECON 307	Financial Data Modeling	
ECON 375	Moral Issues of Capitalism ²	3
or ECON 390	Economics, Law, and Public Choice	
or ECON 434	The Economics of Poverty and Discrimination	
ECON 414	Managerial Economics	3
ECON 465	Regression and Econometric Analysis	3
Economics Electives		
Select 12 hours from the following: ²		12
ECON 3@		
ECON 4@		
Business Electives		
Select 6 hours from the following:		6
ACCT 220	Principles of Financial Accounting	
ACCT 3@		
ACCT 4@		
BDAN 3@		
BDAN 4@		
ECON 3@		
ECON 4@		
ENT 3@		
ENT 4@		
FIN 3@		

FIN 4@	
MGT 3@	
MGT 4@	
MKT 3@	
MKT 4@	
Total Hours	72

* Or any calculus class, or math ACT score of at least 26, or math SAT score of at least 610.

¹ BA175 (1 hour) is only for Business LLC students. BA220 (3 hours) is only for WKU students and transfer students who choose a business major as a sophomore or higher.

² Some upper-level electives may satisfy Colonnade Connections requirements: ECON 375 is in the Social and Cultural category, and ECON 385 and ECON 430 are in the Local to Global category. Note, only one of these courses can be used to satisfy the Connections requirement - the rest must be taken from other disciplines.

Finish in Four Plan

First Year

Fall	Hours	Spring	Hours
BA 170		1 ACCT 110	3
COMM 145		3 ECON 203	3
ECON 202 (Colonnade Explorations - Social and Behavioral Sciences)		3 HIST 101 or HIST 102	3
ENG 100		3 Colonnade Explorations - Arts & Humanities	3
MATH 123		3 Colonnade Explorations - Natural & Physical Sciences w/ lab	3
General Elective		3	
		16	15

Second Year

Fall	Hours	Spring	Hours
ECON 206		3 MKT 220	3
ENG 200 (or another approved Colonnade Foundations - Literary Studies course)		3 BDAN 250	3
MGT 261		3 Colonnade - Connections Social & Cultural or Local to Global or Systems	3
MGT 210		3 Colonnade - Connections Social & Cultural or Local to Global or Systems	3
Colonnade Explorations - Natural & Physical Sciences w/o lab		3 General Elective	3
		15	15

Third Year

Fall	Hours	Spring	Hours
ECON 302		3 ECON 303	3
ECON 306 or ECON 307		3 ECON Elective	3
ECON 375, ECON 390, or ECON 434		3 ECON Elective	3
Colonnade - Connections Social & Cultural or Local to Global or Systems		3 FIN 330	3
Business Elective		3 Business Elective	3

		ECON 399	1
		15	16
Fourth Year			
Fall	Hours	Spring	Hours
ECON Elective		3 ECON 414	3
ECON Elective		3 ECON 499	1
ECON 465 ¹		3 MGT 498 or ENT 496	3
ENG 300 (Colonnade Foundations - Writing in the Disciplines)		3 General Elective	3
General Elective		3 General Elective	3
		15	13
Total Hours 120			

¹ It is recommended that ECON 465 should be taken during the second to last semester as it will help student prepare for the Senior Seminar. ECON 465 should not be taken concurrently with ECON 499.