

# ECONOMICS

Degree: Bachelor of Science in Business Administration  
 Specializations: Comprehensive Economics  
 e-Commerce Economics  
 Economic Research  
 Global Economics  
 Minors: Business Economics, Economic Policy,  
 Quantitative Economics  
 Department: Marketing & Economics  
 Building 53, Room 133  
 (850) 474-2652  
 econ@uwf.edu  
 College: Business  
 Semester Hours Required for Degree: 120

Faculty: G.S. Martin (Chairperson), N. Arguea, S. Conroy,  
 R.K. Harper, R.R. Hawkins, W.L. Huth, F.E. Ranelli, P.C.M.  
 Teichert (Emeritus)

Students interested in economic studies may earn the Bachelor of Science in Business Administration (B.S.B.A.) degree with a major in Economics. Economics majors develop skills toward policy-oriented decisions, often based on analysis of fundamental resource allocation issues. Economists work in a broad range of areas including business strategy (should we expand into a new market?), societal policies (what is the best way to fight environmental pollution?), and global issues (what rules should govern trade among nations?). Specific topics include healthcare, crime, finance, production, international trade, labor, taxation, politics, the environment, and many others.

Many Economics graduates choose to attend graduate school, thereby enhancing their career opportunities. A major in Economics provides outstanding preparation for the M.B.A. degree and an Economics degree is regarded as an excellent background for the study of Law.

Economics program students at UWF choose one of four specializations.

## **Comprehensive Economics Specialization**

This specialization prepares students for a broad range of career positions in economics. Students have a great deal of flexibility in structuring their program, subject to advisor approval.

## **e-Commerce Economics Specialization**

This specialization focuses on economic issues in the "new" economy, where the tremendous changes occurring in information technology--in particular the advent of the Internet and the World Wide Web--have brought about a need to re-think and re-invent the way that economies and markets work.

## **Economic Research Specialization**

This specialization focuses on applied research and analytical economic issues. An important component of this specialization is the required internship at the UWF Haas Center for Business Research and Economic development.

## **Global Economics Specialization**

This specialization focuses on economic issues in an increasingly global market. Students are required to spend at least one semester at one of UWF's partner universities abroad studying economics. This cultural as well as educational experience prepares students especially well

for positions in international economics and business. Students must complete a specific sequence of courses in this specialization, designed in conjunction with their advisor, at a partner university abroad. To participate in this required part of the program, students must have a minimum 2.50 cumulative GPA. It is recommended, but not required, that during their lower division studies students complete two additional courses in a foreign language beyond the University's foreign language admission requirement.

## PROGRAM REQUIREMENTS

In addition to general University requirements, students seeking the B.S.B.A. in Economics must meet the requirements listed below. A minimum course grade of "C" is required in all College of Business prerequisites, major, and major related courses.

Students should consult with their academic advisor for courses which may satisfy both the General Studies requirements and common prerequisites.

Course descriptions are listed alphabetically by prefix in the back of this *Catalog*.

### **General Studies (36 sh)**

Economics majors should take SPC 2016 to satisfy the humanities/values and expressions component, STA 2023 and MAC 2233 to satisfy the mathematics component, and ECO 2013 to satisfy the social science/socio-political component of General Studies. For additional information see the General Studies section of this *Catalog*.

### **Common Prerequisites (21 sh)**

State mandated common prerequisites must be completed prior to graduation, but are not required for admission to the program. Courses in brackets indicate substitutes from Florida public community/junior colleges and universities.

ACG	2021	Principles of Financial Accounting .....	3
		[ACG x021 or both ACG x001 & x011]	
ACG	2071	Principles of Managerial Accounting .....	3
		[ACG x071]	
CGS	2570	Personal Computer Applications.....	3
		[CGS 1100, 1530, 1570, 2000, 2060, 2100, 2531, or MAN 2812]	
+ ECO	2013	Principles of Economics Macro .....	3
		[ECO x013]	
ECO	2023	Principles of Economics Micro .....	3
		[ECO x023]	
+ MAC	2233	Calculus with Business Applications .....	3
		[MAC x230, x233]	
+ STA	2023	Elements of Statistics .....	3
		[STA x023 or QMB x100]	

+ Indicates common prerequisites which can be used to satisfy General Studies requirements.

### **Lower Division Electives (3-12 sh)**

Sufficient 1000/2000 level electives to complete at least 60 semester hours in the lower division. Current UWF students may use elective courses at any level (1000-4999) to meet this elective requirement.

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## COMPREHENSIVE ECONOMICS

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**Major (48 sh)**

## College of Business Core (30 sh)

ACG	3311	Applied Managerial Accounting .....	3
BUL	3130	Legal Environment of Business .....	3
FIN	3403	Managerial Finance .....	3
GEB	4361	Business in the International Environment .....	3
ISM	3011	e-Business Systems Fundamentals .....	3
MAN	3025	Management Fundamentals .....	3
MAN	3504	Operations Management .....	3
MAN	4720	Policy Analysis & Formulation .....	3
MAR	3023	Marketing Fundamentals .....	3

*Choose one:*

ENC	3250	Professional Writing .....	3
GEB	3212	Writing for Business: Theory & Practice .....	3

## Comprehensive Economics Specialization (18 sh)

ECO	3101	Intermediate Microeconomics .....	3
ECO	3203	Intermediate Macroeconomics .....	3
3000/4000 Economics (ECO or ECP) level electives .....			12

**Major-Related (12 sh)**

3000/4000 level advisor-approved electives .....			12
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**Upper Division Electives (0 sh)**


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## e-COMMERCE ECONOMIES

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**Major (54 sh)**

## College of Business Core (30 sh)

Same as Comprehensive Economics

## e-Commerce Economies Specialization (24 sh)

ECO	3101	Intermediate Microeconomics .....	3
ECO	3203	Intermediate Macroeconomics .....	3
ECP	3409	Internet Economics .....	3
MAR	4721	Internet Marketing Principles .....	3
MAR	4728	High Tech Product Marketing Strategy .....	3
MAR	4880	Internet Marketing Management .....	3
3000/4000 level Economics (ECO or ECP) level electives .....			6

**Major Related (6 sh)**

3000/4000 level advisor-approved electives .....			6
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**Upper Division Electives (0 sh)**


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## ECONOMIC RESEARCH

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**Major (54 sh)**

## College of Business Core (30 sh)

Same as Comprehensive Economics

## Economic Research Specialization (24 sh)

ECO	3101	Intermediate Microeconomics .....	3
ECO	3203	Intermediate Macroeconomics .....	3
ECO	4431	Business and Economic Forecasting .....	3
ECO	4941	Economics Internship .....	3
(Course offered 1-6 sh per semester)			

ECP	4703	Managerial Economics .....	3
MAR	4613	Marketing Research .....	3

*Choose two:*

ECP	3409	Internet Economics .....	3
ECP	4005	Economics and Public Policy .....	3
ECP	4114	Economic Demography and Aging Markets .....	3
ECP	4403	Industrial Economics .....	3

**Major Related (6 sh)**

3000/4000 level advisor-approved electives .....			6
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**Upper Division Electives (0 sh)**


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## GLOBAL ECONOMICS

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**Major (51 sh)**

## College of Business Core (30 sh)

Same as Comprehensive Economics

## Global Economics Specialization (21 sh)

ECO	3101	Intermediate Microeconomics .....	3
ECO	3203	Intermediate Macroeconomics .....	3
ECO	4704	International Trade and Commercial Policy .....	3
3000/4000 level Economics (ECO or ECP) electives .....			3
Advisor-approved economics courses taken at a UWF partner university abroad .....			9

**Major Related (9 sh)**

3000/4000 level advisor-approved electives .....			9
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**Upper Division Electives (0 sh)**


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## MINORS

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**Business Economics 18 sh**

The Business Economics Minor, although accessible to any student, is designed for students with a business major other than Economics. The Business Economics Minor requires completion of 18 sh with a grade in each course of "C" or higher. Nine hours of 3000/4000 level economics courses must be taken at UWF.

ACG	2021	Principles of Financial Accounting .....	3
ECO	2013	Principles of Economics Macro .....	3
3000/4000 level economics (ECO or ECP) electives .....			12

**Economic Policy (15 sh)**

The Minor in Economic Policy is designed for and only available to non-business majors. It gives students in a wide variety of majors the opportunity to add value to the major degree. It is especially appropriate for students who plan to enter law school or work in political or public policy-oriented career fields. The Economic Policy Minor requires completion of 15 sh with a grade of "C" or higher. Nine hours of 3000/4000 level economics courses must be taken at UWF.

3000/4000 level economics (ECO or ECP) electives .....			12
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*Choose one:*

ECO	2013	Principles of Economics Macro .....	3
ECO	3003	Principles of Economic Theory and Public Policy .....	3

**Quantitative Economics (18 sh)**

The Minor in Quantitative Economics is available for all students and is designed for those who wish to learn about math-oriented applications of economic theory. It provides students in a wide variety of majors the opportunity to add value to the major degree. It is especially appropriate for students with strong mathematics interests who plan to build a career as an analyst in financial organizations.

The Quantitative Economics Minor requires completion of 18 sh with a grade of "C" or greater in each course. Nine hours of 3000/4000-level economic courses must be taken at UWF.

ECO	2013	Principles of Economics Macro .....	3
ECO	2023	Principles of Economics Micro .....	3
ECO	3101	Intermediate Microeconomics .....	3
ECO	4431	Business & Economic Forecasting .....	3
ECO	4xxx	Introduction to Mathematical Economics .....	3

*Choose one:*

ACG	3082	Accounting for Non-Majors .....	3
FIN	3403	Managerial Finance .....	3