

## Program Overview: Bachelor of Business Administration Business Economics Concentration

### About This Major . . .

The Bachelor of Business Administration (BBA) degree with a concentration in Economics combines business knowledge with a focus on the analytical skills needed by today's workforce. Economists are called upon for a variety of tasks including economic analysis of the overall economy as well as data collection, research analysis, forecasting, short and long-term planning, and consulting. The ability to make decisions at the macroeconomic level as well as use economic modeling tools make this concentration valuable for all industries as well as local, state, and federal government entities. An increased emphasis on analytical, quantitative, and technology skills sets this concentration apart from others.

The senior-level capstone course, Business Strategy, allows students the opportunity to bring together the functional areas of business and apply business knowledge and skills to solve today's complex and ever-changing problems. The course focuses on developing a strategic plan for an organization using critical analysis of business data. To develop the strategic plan, students identify the current strengths and weaknesses of the organization as well as strategies for maintaining a competitive advantage in the future. Assignments such as oral presentations, written papers, and working on a team simulation help students to develop the knowledge and skills needed to manage successfully in the future.

**All CMU baccalaureate graduates are expected to demonstrate proficiency in critical thinking, communication fluency, quantitative fluency, and specialized knowledge/applied learning.**

In addition to these campus-wide student-learning outcomes, graduates of this major will be able to:

1. Critical Thinking Skills: Apply business knowledge and skills in appropriate business contexts and transfer knowledge and skills to new business situations.
2. Communication Skills: Independently communicate clearly, appropriately, and persuasively to the audience, both orally and in writing.
3. Quantitative fluency: Analyze business data critically, reason logically, and apply quantitative analysis methods correctly to develop appropriate business conclusions.
4. Strategic Application of Information: Strategically apply information across functional business areas.
5. Team Work: Effectively work in a team.
6. General Business Knowledge: Integrate knowledge from multiple functional areas of business to solve business problems and to develop sound business strategies.
7. Work Products: Produce professional business work products.
8. Apply key economic concepts in business decision making. (Specialized Knowledge)

### Program Highlights:

Graduates of this concentration have gone on to graduate school, have obtained employment from companies such as SM Stoller Corporation, and have become research analysts.

Students competing in the National PBL Competition brought home first place in the Strategic Analysis and Decision Making and in the Business Decision Making Team categories, and sixth in the Personal Finance category.

This is a versatile degree that prepares students to make decisions based upon quantitative analysis and to solve problems analytically, both skills needed in a global business environment.

Internships are available for juniors and seniors at local, regional, and international companies. Recent internships have been completed at Wells Fargo, Enterprise, and Innovative Textiles.

A solid base in business enables students to gain the necessary knowledge to work across the functional areas of business in today's global environment.



## Program Requirements

A student must follow CMU graduation requirements by completing 120 semester credit hours, including 40 credits of coursework at the 300+ level. See the “Undergraduate Graduation Requirements” in the catalog for additional graduation information. Students should work closely with a faculty advisor when selecting and scheduling courses prior to registration. In general, CMU’s programs of study are based on two curriculum groups:

### 1. Essential Learning

CMU’s Essential Learning program provides the foundation of skills and information that cuts across all fields of study and the support for advanced concepts that students will later encounter in their majors. Before moving into work at the 300+ level, students complete the Maverick Milestone and its co-requirement, Essential Speech. This pair of courses is a capstone experience where students integrate what they have learned from their foundation courses by making connections among diverse areas of knowledge. The capstone is also an opportunity for students to work with disparate ideas, a critical skill expected of all CMU graduates that will aid them in solving the complex and unscripted problems they will encounter in their personal, professional, and civic lives.

### 2. What You Will Study in This Major. . .

#### Foundational Courses

These courses provide a solid basis for upper-division business classes and focus in functional areas. An exciting first class in the business program is Freshman Business Seminar, which provides an overview of both the world of business and the Department of Business at CMU.

- Accounting
- Business Communications
- Economics
- Business Statistics
- Computer Information Literacy

#### Business Core Courses

These include the following functional areas as well as others:

- Management
- Marketing
- Finance
- Management Information Systems
- International Business
- Legal Environment of Business
- Human Resource Management
- Quantitative Analysis
- Business Decision Making

#### Concentration Requirements

These courses will provide the basis for study in the field of economics. Analysis, critical thinking, and communication are key skills needed by all business majors in today’s competitive business environment.

##### Required

- Money and Banking
- Intermediate Macro Theory
- Intermediate Micro Theory
- International Economics
- Labor Management Relations

##### Electives from which to choose

- Risk Management
- Advanced Managerial Accounting
- Econometrics
- International Economics
- History of Economic Ideas
- Solving Problems Using Databases
- Economic History of the United States
- Leadership
- Effective Workplace Communication

#### Electives

An option within the BBA for most concentrations is the ability for students to graduate with two concentrations within the required 120 hours. For example, many students pair an Economics concentration with a Finance or Insurance concentration. This opportunity enables students to gain knowledge and skills in differing business areas.

Additionally, students can select from electives in the following areas:

- Labor Management Relations
- Business Ethics
- Investments
- Big Questions in Business
- Public Sector Economics
- Financial Management: Theory and Application
- Security Analysis and Portfolio Management

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For more information about this major, go to: <http://www.coloradomesa.edu/business/degrees.html> or contact the Academic Department Head for Business, 309 Dominguez Hall, 970.248.1778.