

ECONOMICS, BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BSBA)

A student pursuing a bachelor of science in business administration degree can choose to major in economics. Economics studies how markets allocate resources to promote our personal and collective well-being. It helps students develop a framework for understanding how events affect different markets for goods and services and how the aggregate functioning of the markets determine output, employment and prices. Students are also able to evaluate government policies designed to stabilize the economy, redistribute income, regulate industries and foster international trade.

Economics majors are encouraged to join both Omicron Delta Epsilon, an international honor society in economics, and the Economics, Finance and International Business Club. Both sponsor a variety of professional and social activities which allow students to enhance their out-of-classroom experience, develop a sense of professional common bond and group support among themselves and create a network with off-campus professionals.

All majors are encouraged to do an internship in the summer semester between their junior and senior year. Students may seek placements in their individual area of interest. Internships are available in the areas of banking, insurance, financial advising, financial services, and manufacturing and government. In today's market, employers often offer internships to attract qualified students to their firms.

Economics offers a broader view of the economy than other business related majors. The emphasis is on developing critical thinking and problem solving skills. Graduates are well prepared for careers in the public and private sector and receive an excellent background for furthering their education at graduate or professional schools.

Program Learning Outcomes

- **Communication:** Students graduating with a degree in business administration will demonstrate competency in oral and written communication skills. Students will:
 - Prepare in proper format and style the following documents: business report (one to two pages), business memo, research report and presentation.
 - Deliver an effective oral presentation on a business and/or professional topic.
- **Critical Thinking and Problem Solving:** Students graduating with a degree in business administration will demonstrate effective critical thinking and problem solving skills. Students will:
 - Apply critical thinking skills to analyze and interpret financial statements to judge business performance.
 - Apply critical thinking skills using quantitative techniques for problem solving and strategic decision making.
- **Degree Program Writing Competency:** Students will create written business and professional documents in appropriate style and format.
- **Ethics:** Students graduating with a degree in business administration will have acquired the necessary skills and knowledge to meet professional competencies as business professionals and global citizens. Students will demonstrate:
 - An understanding of the history and vocabulary unique to business disciplines.
 - Knowledge of procedures, concepts, and technical business skills through practical application (forecasting, budgeting, financial statement analyses, business plans, strategic planning).
 - The ability to read and interpret financial statements in the decision-making process.
 - Effective team work and collaborative skills in a simulated business environment.

- **Information Technology:** Students will demonstrate proficiency in the use of computers and software to manage information with statistical analysis, spreadsheet, database and other appropriate applications.
- **Professional Proficiency:** Students graduating with a degree in business administration will have acquired the necessary skills and knowledge to meet professional competencies as business professionals and global citizens. Students will demonstrate:
 - An understanding of the history and vocabulary unique to business disciplines.
 - Knowledge of procedures, concepts, and technical business skills through practical application (forecasting, budgeting, financial statement analyses, business plans, strategic planning).
 - The ability to read and interpret financial statements in the decision-making process.
 - Effective team work and collaborative skills in a simulated business environment.

RELATED LINKS

Economics, BSBA Program Page (<https://www.sru.edu/academics/majors-and-minors/economics/>)

Economics Fact Sheet URL (<https://www.sru.edu/documents/programs/factsheets/undergraduate/FS-Economics.pdf>)

Professional Licensure/Certification Page (<https://www.sru.edu/students/student-consumer-information/professional-licensure/>)

Curriculum Guide

GPA Requirement

Major GPA: 2.0 or higher
Overall GPA: 2.0 or higher
Core GPA: 2.0 or higher

Summary*

Code	Title	Hours
	Rock Studies 2 Requirements	42-43
	Other Basic Requirements	0-3
	Major Requirements	60
	Electives	18

* All undergraduate degree programs require a minimum of 120 credits. Some courses meet multiple requirements, but are only counted once toward the 120 credit total required to graduate.

Rock Studies 2 Requirements

Code	Title	Hours
	The Rock	
SUBJ 139	Foundations of Academic Discovery ¹	3

ENGL 102	Critical Writing	3
ENGL 104	Critical Reading	3
Select one of the following:		3-4
MATH 117	Quantitative Reasoning	
MATH 123	Introduction to Applied Calculus	
MATH 225	Calculus I	
Select one of the following:		3
COMM 200	Civil Discourse: Theory & Practice	
PHIL 110	Ethics and Civil Discourse	
POLS 235	Civil Discourse and Democracy	
Subtotal		15-16
Integrated Inquiry		
<i>Creative and Aesthetic Inquiry</i>		
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
<i>Humanities Inquiry</i>		
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
<i>Social Science Inquiry</i>		
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
<i>Natural Sciences Inquiry</i>		
SCI 101	Science of Life	3
<i>Physical Sciences Inquiry</i>		
SCI 102	Understanding the Physical World	3
Subtotal		15
Thematic Thread		
Select 12 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/) ²		12
Required Thematic Thread Coursework:		
FIN 303	Issues in Global Business	
or MGMT 303	Issues in Global Business	
or MRKT 303	Issues in Global Business	
Total Hours		42-43

¹ Course offered in multiple subjects; cannot take course in first major subject.

² One course from each category; six credits must be 300-level or above; no more than 4 credits from one subject area; specific courses required in first major, regardless of prefix of course, cannot be used to satisfy thread requirements; any course with same prefix as first major cannot be used to satisfy thread requirements, even if it is not a course in the first major.

Basic Math Requirement

Check with your adviser or a current degree audit report to see if you have been exempted from this course. The credit earned in this course will not be counted toward the 120 credit hour minimum needed to earn a degree.

Code	Title	Hours
Complete one of the following:		0-3
Meet required minimum SAT or ACT math score OR		
ESAP 110	Beginning Algebra	
Total Hours		0-3

DIVERSITY, EQUITY, AND INCLUSION REQUIREMENT

Students must take and pass a course with the Diversity, Equity, and Inclusion (DEI) designation prior to graduation. Students can meet this requirement by taking any DEI - designated course in any program at any time during their undergraduate career.

Major Requirements

- 30 major credits must be taken at SRU or PASSHE
- 30 major credits must be taken at the 300 level or above

Code	Title	Hours
Business Administration Core Requirements		
ACCT 209	Financial Accounting ¹	3
ACCT 322	Business Analysis and Decision Making ¹	3
ACCT 340	Legal Environment of Business ¹	3
ECON 201	Principles of Macroeconomics ¹	3
ECON 202	Principles of Microeconomics ¹	3
ECON 219	Business Analytics I ¹	3
or MGMT 219	Business Analytics I	
ECON 319	Business Analytics II ¹	3
or MGMT 319	Business Analytics II	
FIN 320	Managerial Finance ¹	3
MGMT 320	Operations Management ¹	3
MGMT 351	Organizational Behavior ¹	3
MGMT 458	Business Capstone ¹	3
MIS 265	Management Information Systems ¹	3
MRKT 230	Principles of Marketing ¹	3
Subtotal		39
Required Computer Science Course		
CPSC 210	Productivity Software ¹	3
or MIS 210	Productivity Software	
Subtotal		3
Required Economic Courses		
ECON 301	Macroeconomic Analysis ²	3
ECON 302	Microeconomic Analysis ²	3
ECON 318	Introduction to Econometrics ²	3
Select one of the following:		3
ECON 304	Money and Banking ²	
or FIN 304	Money and Banking	
FIN 323	Financial Markets and Institutions ²	
Subtotal		12
Required Electives		
Select any two 300-400 level Economic Course (Excluding Internship): ²		6
ECON 304	Money and Banking	
or FIN 304	Money and Banking	
ECON 312	Critical Choices in Health Care Policy	
ECON 315	Economics of Sustainable Development	
ECON 324	Game Theory, Behavioral and Experimental Economics	
ECON 360	Labor Economics	
ECON 390	Experimental	
ECON 490	Independent Study	

Subtotal	6
Total Hours	60

¹ Course counts for 50% of Major and not for Major GPA

² Course counts for 50% of Major and Major GPA

* Some courses may require pre-requisites. Please see course descriptions to determine if there are any pre-requisites for that specific course.

Co-curricular and Experiential Learning

Students are encouraged to explore additional curricular and co-curricular opportunities. These opportunities can deepen and enhance the learning in accounting, economics and finance. In addition, there is a strong correlation between long-term student success and engagement in these opportunities:

1. Internships
2. Participation in student organizations
3. International study programs (short-term, semester, and year-long)
4. High-Impact Practice (HIP) designated classes
5. student-faculty research
6. Student leadership development
7. Service-learning classes
8. Career education and development

Important Curriculum Guide Notes

This Curriculum Guide is provided to help SRU students and prospective students better understand their intended major curriculum. Enrolled SRU students should note that the My Rock Audit may place already-earned and/or in progress courses in different, yet valid, curriculum categories. Enrolled SRU students should use the My Rock Audit Report and materials and information provided by their faculty advisers to ensure accurate progress towards degree completion. *The information on this guide is current as of the date listed. Students are responsible for curriculum requirements at the time of enrollment at the University.*

PASSHE - Pennsylvania State System of Higher Education Institutions

ECONOMICS - BSBA (2316)

This program is effective as of Summer 2022

Revised 07.06.2022

UCC 03.22.2022

RECOMMENDED FOUR-YEAR PLAN

Course	Title	Hours
First Year		
Fall		
ECON 201	Principles of Macroeconomics	3
ENGL 102	Critical Writing	3
CPSC 210 or MIS 210	Productivity Software or Productivity Software	3
SUBJ 139	Foundations of Academic Discovery ¹	3
Select one of the following:		3
MATH 117	Quantitative Reasoning	
MATH 123	Introduction to Applied Calculus	
MATH 225	Calculus I	

ESAP 101	FIRST Seminar *	1
Hours		16
Spring		
ECON 202	Principles of Microeconomics	3
ENGL 104	Critical Reading	3
SCI 101 or SCI 102	Science of Life or Understanding the Physical World	3
Creative & Aesthetic Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Humanities Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Hours		15
Second Year		
Fall		
ECON 219 or MGMT 219	Business Analytics I or Business Analytics I	3
ACCT 209	Financial Accounting	3
Select one of the following:		3
COMM 200	Civil Discourse: Theory & Practice	
PHIL 110	Ethics and Civil Discourse	
POLS 235	Civil Discourse and Democracy	
SCI 101 or SCI 102	Science of Life or Understanding the Physical World	3
MIS 265	Management Information Systems	3
Declare a Thematic Thread ²		
Hours		15
Spring		
ECON 301	Macroeconomic Analysis	3
ECON 319 or MGMT 319	Business Analytics II or Business Analytics II	3
FIN 303 or MGMT 303 or MRKT 303	Issues in Global Business or Issues in Global Business or Issues in Global Business	3
MRKT 230	Principles of Marketing	3
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Hours		15
Third Year		
Fall		
ECON 302	Microeconomic Analysis	3
FIN 320	Managerial Finance	3
MGMT 351	Organizational Behavior	3
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
ECON Elective		3
Hours		15
Spring		
ECON 318	Introduction to Econometrics	3
ACCT 322	Business Analysis and Decision Making	3
FIN 323	Financial Markets and Institutions	3
MGMT 320	Operations Management	3
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Hours		15

Fourth Year**Fall**

ECON elective		3
ACCT 340	Legal Environment of Business	3
FIN 326	Intermediate Corporate Finance (Recommended Elective)	3
FIN Elective		3
Free Elective		3
	Hours	15

Spring

ACCT 429	Accounting Data Analytics (Recommended Elective)	3
FIN 321	Investments (Recommended Elective)	3
FIN 427	International Financial Management (Recommended Elective)	3
MGMT 458	Business Capstone	3
Free elective		3
	Hours	15
	Total Hours**	121

¹ Course offered in multiple subjects; cannot take course in first major subject.

² Work with your Academic Adviser to declare a Thematic Thread by the end of your fall semester in your second year.

* Students are encouraged to take ESAP 101 as a Free Elective.

Note: By choosing the suggested options, students can finish with BSBA double majors in Economics and Finance, or a major in Economics with a minor in Finance.

****** This document is meant to serve as a guide. Some planners may show more than 120 credits because faculty have created flexibility in choosing courses. However, only 120 credits are required to obtain a degree. Please consult with your academic adviser and refer to your curriculum guide prior to registering for courses. This plan should be reviewed, and verified, by you and your academic adviser at least once each academic year.

Major Code: 2316

Revised: 05.30.2024