

## **ECONOMICS**

### **Mission Statement**

*The mission of the College of Business is to provide a high quality, student-oriented educational experience to undergraduate and graduate business students primarily from the Northwest Florida region. The college of Business prepares students for successful careers in business and society and, in doing so, advanced the educational and economical development of Northwest Florida. The College of Business prepares students for successful careers by offering them the opportunity to develop knowledge and skills in a particular business discipline within the framework of a broad business curriculum.*

### **Student Learning Outcomes**

UWF Economics graduates should be able to do the following:

#### **Content**

- Develop facility in the use of terminology and concepts in the major areas of business:
  - Information Technology
  - Management
  - Accounting
  - Marketing
  - Economics
  - Finance
- Recognize the impact of external economic environmental context and forces on the operation of the firm in domestic and global markets
- Recommend appropriate business strategies for firms in diverse market conditions

#### **Critical Thinking**

- Identify and analyze key elements that comprise business problems/ opportunities
- Select and apply appropriate discipline frameworks to address business problems/opportunities
- Select and apply appropriate problem-solving techniques to business problems
- Integrate knowledge across business disciplines to formulate defensible strategic business decisions

#### **Communication**

- Create and deliver effective oral presentations
- Develop effective written presentations
- Contribute effectively to group discussions

## **Integrity/Values**

- Recognize legal and ethical problems that occur in business contexts
- Select and defend an appropriate ethical and legal course of action

## **Project Management**

- Design and execute reasonable timelines for project completion
- Collaborate effectively with diverse individuals
- Manage appropriately to facilitate project completion

## **Assessment of Student Learning Outcomes**

In the Economics major, you will demonstrate specific knowledge and skills through quizzes, examinations, projects, and other assignments throughout the undergraduate program. For example, in the core BSBA course Policy Analysis & Formulation, you will be given an opportunity to demonstrate your academic accomplishments in a standard format through the production of a substantial case analysis. In most courses, you will have quizzes and examinations on the knowledge and skills covered in the respective courses.

## **Job Prospects for Economics Graduates**

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 career fields include:

Agriculture

Health Care

Finance

Production

International Trade

Labor

Taxation

Politics

Environmental Policy

And Many Others

***Find Out More about Economics at UWF:***

***<http://uwf.edu/market>***