

ECONOMICS (BUSINESS), B.S.B.A.

Mission Statement

The mission of the College of Business is to provide a high quality, student-oriented, educational experience to baccalaureate and master's degree business students primarily from the Northwest Florida region. With a focused priority on teaching excellence, supported by scholarship and service, the College of Business prepares students for success in business and society and contributes to the advancement of the educational and economic development of Northwest Florida.

Student Learning Outcomes

UWF Economics B.S.B.A. 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

Evaluation of Student Learning Outcomes

In the Economics B.S.B.A. 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 course.

Job Prospects for Economics B.S.B.A. 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 the Economics B.S.B.A. at UWF:

<http://uwf.edu/cob/departments/market/>