



**Why pursue the Bachelor of Arts in Business Administration with a concentration in Business Economics?**

The Bachelor of Arts in Business Administration with a concentration in Business Economics is unique because it gives you a solid foundation of core business classes (accounting, economics, finance, information systems, marketing, management, quantitative methods, and business writing) and a wide choice of economics electives that enhance your career choices in today's global economy. A recent *Wall Street Journal* article "The Hot Major for Undergrads is Economics" states, "In a global economy filled with uncertainty, many students see economics as the best vehicle for promising good pay and security."

In addition, economics and business majors ranked among the five most desirable majors in a recent survey of employers by the National Association of Colleges and Employers.

The Business Economics concentration helps you link industry/market developments to the overall economy. It is no coincidence that CEOs of large corporations began their careers in business economics – Steve Ballmer, CEO, Microsoft (Harvard); Scott McNealy, CEO, Sun Microsystems (Harvard); and Meg Whitman, CEO, Ebay Technologies (Princeton).

At Cal State Fullerton, faculty members in the Economics Department regularly contribute to their fields of expertise. Many have played a major role in business and in policy formulation by serving as consultants in national and international committees.

What's more, the Business Economics concentration provides excellent preparation for graduate school. Economics is a solid pre-law or pre-MBA major. Several studies have shown that lawyers with undergraduate degrees in business economics earn more than other lawyers.<sup>i,ii</sup> Many of our undergraduates have pursued graduate studies in law, business, public administration, public health, environmental studies, urban studies, the social sciences, and journalism.

<sup>i</sup> Black, D., S. Seth, and L. Taylor. "The Economic Reward for Studying Economics," *Economic Inquiry*, v 41, n3, July 2003, 365-77.  
<sup>ii</sup> Craft R.K., and J.G. Baker. "Do Economists Make Better Lawyers? Undergraduate Degree Field and Lawyer Earnings." *Journal of Economic Education*, Summer 2003, 263-81.

**Are there special activities for economics students?**

The Economics Association, a club of students with a common interest in economics and business, meets regularly to host academic, social, and career-related events. It is registered with Cal State Fullerton's Business Inter Club Council and also with Omicron Delta Epsilon. The club strives to build relationships, open windows of opportunity for its members, and promote academic and professional success through on-campus and off-campus networking. Please check the department website under Student Information for further details.

**Where can I go for advisement?**

Academic advisement for all undergraduate students can be obtained in the Business Advising Center. Information is available on admission requirements, curriculum and graduation requirements, and transfer course requirements. The center is located in Langsdorf Hall, room 731, and is open Monday through Thursday. For further information and specific information, please call (714) 278-2211 or visit our website: [www.business.fullerton.edu](http://www.business.fullerton.edu).

**How can I learn more?**

For additional information on careers or specific questions about courses in the business economics program, you may contact our faculty career path adviser. Office hours, telephone numbers and e-mail addresses for faculty members are available from the Economics Department office at (714) 278-2228 or at <http://business.fullerton.edu/economics/>.

**What career opportunities are available?**

The Business Economics concentration not only builds your business expertise, but also provides you with analytical and problem-solving skills that are highly valued by employers today. Knowledge of these skills opens doors to a wide range of careers in the private sector as well as in government. Examples are careers in Wall Street; banking, finance and insurance; multinational corporations; real estate; utility companies; non-profits; regulatory agencies; all aspects of business; city, state and federal government agencies; international agencies such as the International Monetary Fund and the World Bank; and in academia.

**What are the program requirements?**

Our program leads to a Bachelor of Arts degree in Business Administration with a concentration in Business Economics. To earn the degree, all students are required to complete the university's general education requirements, as well as the following three areas of the business administration major.

**The Business Administration Core (51 units)**

All students in business administration are required to complete a common body of core requirements covering the foundation areas of business administration and global business. The core ensures that our graduates will have the intellectual and professional tools in the fields of accounting, economics, finance, management, information systems/decision sciences and marketing to succeed in a responsible position in the business world.

*Lower-Division Courses:*

Accounting 201A Financial Accounting  
Accounting 201B Managerial Accounting  
Business Administration 201 Business Writing  
Economics 201 Principles of Microeconomics  
Economics 202 Principles of Macroeconomics  
Info Sys/Decision Sci 265 Intro to Information Systems and Applications  
Management 246 Business and its Legal Environment  
Math 135/130 Calculus

*Upper-Division Courses:*

Business Admin 301 Advanced Business Communications  
Economics 315 Intermediate Business Microeconomics  
OR Economics 310 Intermediate Microeconomic Analysis  
Finance 320 Business Finance  
Info Sys/Decision Sci 361A QBA: Probability and Statistics  
Info Sys/Decision Sci 361B QBA: Statistics and Management Science  
Management 339 Principles of Management and Operations  
Management 340 Organizational Behavior  
Marketing 351 Principles of Marketing  
Global Elective

**Specialized Courses in the Economics Concentration (18 units)**

In addition to the business administration core requirements above, all students with a Business Economics concentration are required to take the following courses.

*Required Concentration Courses (6 units):*

Economics 320 Intermediate Macroeconomic Analysis  
Economics 340 Economic Research Methods

*And 12 units of upper-division economics electives, 6 units of which must be at the 400 level. Economics electives may be chosen from the following:*

Economics 330 Comparative Economic Systems  
Economics 331 Economies in Transition  
Economics 332 Economies of the Pacific Rim  
Economics 333 Economic Development: Analysis and Case Studies  
Economics 334 Economics of Latin America and the Caribbean  
Economics 335 The International Economy  
Economics 336 Economies of the Middle East  
Economics 350 American Economic History  
Economics 351 European Economic History  
Economics 355 Economics of Gender and Work  
Economics 361 Urban Economics  
Economics 362 Environmental Economics  
Economics 410 Industrial Organization  
Economics 411 International Trade  
Economics 412 Labor Economics  
Economics 413 Law and Economics  
Economics 415 Economics of Health  
Economics 416 Benefit Cost and Microeconomic Policy Analysis  
Economics 417 Public Finance  
Economics 420 Money and Banking  
Economics 421 Monetary and Fiscal Policy  
Economics 431 International Macroeconomics and Growth  
Economics 433 The Less Developed Countries and the World Economy  
Economics 440 Introduction to Econometrics  
Economics 441 Introduction to Mathematical Economics  
Economics 450 History of Economic Thought  
Economics 461 Ecological Economics  
Economics 462 Natural Resource Economics  
Economics 499 Independent Study

**Capstone Course (3 units)**

The program culminates with the capstone course, Management 449, Seminar in Strategic Management. This seminar provides an additional focus on what has been learned in the core and concentration through applications in significant, current and real business problems.