

MAJOR IN BUSINESS ADMINISTRATION - ECONOMICS

Requirements

Students in the Economics Track complete the major in Business Administration and 21 units of Economics requirements. **Students will not be allowed to take majors only courses until they have successfully completed all of the PBUA courses and been admitted to the BUAD major.**

This is a screened program. Please see the admission requirements for additional information.

Requirements for all Business Administration Majors

| Code | Title | Units |
|--|--|-------|
| Courses Required for Admission to Major | | |
| ACCT 201 | PRINCIPLES OF FINANCIAL ACCOUNTING | 3 |
| ECON 201 | MICROECONOMIC PRINCIPLES | 3 |
| or ECON 203 | HONORS MICROECONOMIC PRINCIPLES | |
| ECON 202 | MACROECONOMIC PRINCIPLES | 3 |
| or ECON 204 | HONORS MACROECONOMIC PRINCIPLES | |
| LEGL 225 | LEGAL ENVIRONMENT OF BUSINESS | 3 |
| MATH 211 | CALCULUS FOR APPLICATIONS | 3-4 |
| or MATH 273 | CALCULUS I | |
| Select one of the following: | | 3 |
| ECON 205 | STATISTICS FOR BUSINESS AND ECONOMICS I | |
| MATH 231 | BASIC STATISTICS | |
| or MATH 233 | HONORS BASIC STATISTICS | |
| Admission to the BUAD major requires a grade of C or higher in the six courses required for admission. | | |
| Required Business Courses (open to Pre-BUAD majors) | | |
| ACCT 202 | PRINCIPLES OF MANAGERIAL ACCOUNTING | 3 |
| BUSX 301 | BUSINESS COMMUNICATIONS | 4 |
| EBTM 250 | PROBLEM SOLVING IN BUSINESS I | 1 |
| EBTM 251 | PROBLEM SOLVING IN BUSINESS II | 1 |
| EBTM 337 | ENTERPRISE INFORMATION SYSTEMS | 3 |
| FIN 331 | PRINCIPLES OF FINANCIAL MANAGEMENT | 3 |
| MKTG 341 | PRINCIPLES OF MARKETING | 3 |
| MNGT 361 | LEADERSHIP AND MANAGEMENT | 3 |
| Required Business Courses (open to BUAD majors only) | | |
| BUSX 460 | PROFESSIONAL EXPERIENCE | 3 |
| EBTM 350 | BUSINESS ANALYTICS | 3 |
| EBTM 365 | PRINCIPLES OF OPERATIONS MANAGEMENT | 3 |
| MNGT 481 | STRATEGIC MANAGEMENT (must be taken at TU) | 3 |

BUAD majors must also complete an approved concentration or track 21-24

Total Units 72-76

Economics Track Requirements

| Code | Title | Units |
|---|--|-----------|
| Economics Track Required Courses | | |
| ECON 306 | STATISTICS FOR BUSINESS AND ECONOMICS II | 3 |
| ECON 309 | INTERMEDIATE PRICE THEORY | 3 |
| ECON 310 | MACROECONOMIC THEORY | 3 |
| ECON 313 | MONEY AND BANKING | 3 |
| ECON xxx | Upper-Level Electives ¹ | 9 |
| Total Units | | 21 |

¹ ECON 497 cannot count as an elective.

Four-Year Plan of Study

Suggested Four-Year Plan

Based on course availability and student needs and preferences, the selected sequences will probably vary from those presented below. Students should consult with their adviser to make the most appropriate elective choices.

Freshman

| Term 1 | Units Term 2 | Units |
|--|--------------------------------------|-----------|
| ECON 201 or 203 (Core 6) | 3 ECON 202 or 204 | 3 |
| Prerequisite for MATH 211 or MATH 273 (Core 3) | 3 MATH 211 (may substitute MATH 273) | 3 |
| Core 1 (or Core 2) | 3 Core 2 (or Core 1) | 3 |
| Core 4 | 3 Core 10 | 3 |
| Core 5 | 3 Elective | 3 |
| | 15 | 15 |

Sophomore

| Term 1 | Units Term 2 | Units |
|----------------------|--------------|-----------|
| ACCT 201 | 3 ACCT 202 | 3 |
| ECON 205 or MATH 231 | 3 EBTM 250 | 1 |
| LEGL 225 (Core 11) | 3 EBTM 251 | 1 |
| Core 7 | 4 Core 8 | 4 |
| Core 13 | 3 Core 12 | 3 |
| | Elective | 3 |
| | 16 | 15 |

Junior

| Term 1 | Units Term 2 | Units |
|-------------------|--------------|-----------|
| BUSX 301 (Core 9) | 4 EBTM 337 | 3 |
| ECON 309 | 3 EBTM 350 | 3 |
| FIN 331 | 3 ECON 310 | 3 |
| MKTG 341 | 3 ECON 313 | 3 |
| MNGT 361 | 3 Elective | 3 |
| | 16 | 15 |

Senior

| Term 1 | Units Term 2 | Units |
|----------|--------------|-------|
| EBTM 365 | 3 BUSX 460 | 3 |

| | | |
|--------------------------------|-------------------|-----------|
| ECON Elective 1 | 3 ECON Elective 3 | 3 |
| ECON Elective 2 | 3 ECON Elective 4 | 3 |
| MNGT 482 (Recommended Core 14) | 3 MNGT 481 | 3 |
| Elective | 3 Elective | 1 |
| | 15 | 13 |

Total Units 120

Learning Outcomes Profile of a CBE Graduate

As a premier school of applied business learning, the College of Business and Economics prepares its graduates to achieve excellence in their professional careers. Rigorous academic studies and hands-on business experience—all subject to strict measures of performance—work in combination to **develop** the foundation for success, **connect** students with the professional community and **transform** students who will have a positive impact in and beyond Maryland.

Graduates of Towson University's College of Business and Economics will:

Apply Business Knowledge in the Context of Professional Employment

- Demonstrate knowledge of business concepts and theories
- Successfully complete a quality, mentored, reflective professional experience in preparation for future employment

Communicate Properly and Effectively

- Write professional documents that provide audience-centric content, rhetorically appropriate organization and follow accepted conventions of design, style, grammar, punctuation and mechanics
- Make articulate and persuasive oral presentations

Apply Critical Thinking and Problem-Solving Skills to Organizational Decision Making

- Conduct internal and external analyses of domestic and global organizations, formulate strategies and identify issues with implementing these strategies
- Practice creative ideation
- Develop comprehensive, justified conclusions that result from systematic application of relevant information and decision criteria to decision alternatives within a realistic organizational decision context

Use Technology Effectively in Business Settings

- Demonstrate competency in the use of analytical software
- Utilize state-of-the-practice software for business applications

Work Effectively Toward Achieving Common Goals within Diverse Teams

- Guide teams, as leaders and followers, to achieve team goals while maintaining group cohesion, follower satisfaction and efficient operations
- Treat others with respect and show sensitivity to their views, values, cultures and customs

Distinguish Between Ethical and Unethical Conduct in the Professional Lives

- Explain how ethical conduct of managers affects individuals' motivation and organizations' performance
- Apply ethics in business decision-making, considering the impact of ethical conduct on multiple stakeholders