

# BUSINESS ECONOMICS

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The Business Economics major provides an academically challenging program within the context of the liberal arts for those who desire a sophisticated understanding of business operation and an appreciation for the social and economic complexities of the world in which firms operate. The major is intended for students who plan to enter the business world directly after graduation, but it is sufficiently flexible to accommodate those who may choose graduate study. Those interested in international business should consider the special recommendations that pertain to them below. Students who desire a more policy-oriented major should consider the Economics major also offered by the Department of Economics.

The requirements for the major are formulated to acquaint the student with the structure and organization of the business firm, and to provide a framework of theoretical and quantitative analysis necessary for business decision-making. For students who qualify, the Business Intern program provides the opportunity to gain experience in working for a business firm as part of the academic program.

The **major** in Business Economics is described below in three sections: the pre-major, the major core, and the major electives and I.S. The department recommends that students complete the pre-major courses by the end of their fourth semester. Students who do not place into Mathematics 104 (or 108 or 111) on the mathematics placement test should take Mathematics 107 or Mathematics 103 as soon as possible in their college career in preparation for taking Mathematics 104 (or 108 or 111).

Pre-major: ECON 101 — Principles of Economics and  
BUEC 119 — Financial Accounting and

Pre-major: MATH 104 or MATH 108 or MATH 111 and  
ECON 110 — Quantitative Methods for Economics and Business

*or*

MATH 241 — Probability and Statistics I

The major core courses should be completed no later than the end of the student's fifth semester. Note that Mathematics 104 or 108 or 111 must be taken prior to or concurrent with Economics 202.

Major core: ECON 201 — Intermediate Macroeconomics and  
ECON 202 — Intermediate Microeconomics and  
ECON 210 — Applied Regression

*or*

MATH 242 — Probability and Statistics II

The elective courses in the major give students the opportunity to customize their course selections according to their interests. Note that Economics 210 or Mathematics 242 must be taken prior to or concurrent with Business Economics 401.

Elective and I.S.: At least three, but not more than five, additional business economics courses.

Two additional economics courses.

BUEC 401 — Junior Independent Study  
BUEC 451, 452 — Senior Independent Study Thesis

Business Economics majors are not permitted to take courses in the major on an S/NC basis. A grade of C- or better is required for all courses counting toward the major, including the mathematics course. Students receiving a grade below C- in Economics 101 should retake that course before proceeding to the other economics or business economics courses.

### The Interdisciplinary Minor in International Business Economics

This **minor** must be taken in conjunction with a language **major** (currently French, German, or Spanish) selected by the student. It consists of the following requirements:

- Core: ECON 101 — Principles of Economics
- Courses: BUEC 119 — Financial Accounting  
ECON 110 — Quantitative Methods
- Electives: Two courses selected from Business Economics courses numbered 200 or higher, excluding BUEC 391, 392. One course from Economics 251, 252, or 254.

A grade of C- or higher is required in all of the courses in the minor. The language major must include the course most relevant to the language of business as determined by the chair of the relevant language department. A committee consisting of the chair of the appropriate language department and the chair of Economics will certify the selection of a Senior I.S. topic consistent with the study of international business. The international business economics minor is contingent on the successful completion of the selected language major. Students are encouraged to include at least one semester of foreign study and an internship.

There is no general Business Economics minor. The non-major who desires a background in business economics is urged to take Business Economics 119, Economics 101 and 110, Mathematics 104, and other elective business economics courses according to his or her interests.

**119. FINANCIAL ACCOUNTING** The study of basic accounting concepts and principles used in the preparation and interpretation of financial statements. Annually. Fall and Spring. [Q]

**227. MONEY AND CAPITAL MARKETS** An analysis of financial intermediaries, why they exist, and how they function. Topics include money market theory and practice, primary and secondary stock and bond markets, mortgage markets, insurance markets, and the markets for derivative securities. Prerequisite: Economics 101. [#]

**230. MARKETING** An analysis of the entrepreneurial aspects of establishing mutually beneficial exchange relationships. Topics include market research and segmentation strategies as well as product development, promotion, pricing, and distribution. Prerequisite: Economics 101. Spring 2009-2010. [#]

**250. CORPORATE FINANCE** Study of the firm's investing and financing decision-making process and its relationship to the firm's internal and external economic environment. Particular attention is paid to the firm's stakeholders in the financial markets and to a discussion of the advantages and disadvantages of the methods used in capital budgeting, capital structure, and dividend policy decisions. Prerequisite: Economics 101 and Business Economics 119. Annually. Spring 2009-2010. [#]

**255. ORGANIZATION OF THE FIRM** Study of the internal structure of the firm, examining the incentives of the firm's various constituencies (owners, managers, suppliers, employees). Particular emphasis is placed on the separation of ownership and control in the public corporation. Prerequisite: Economics 101, 202.

**260. STRATEGIC MANAGEMENT** This course analyzes business problem-solving from the perspective of various functional areas within a complex external environment. The approach is a mix of theory and case study designed to give students an opportunity to apply previous course work while forcing them to consider tradeoffs and balance alternatives. Prerequisites: Business Economics 119, Economics 110 and 202, and one other business economics course.

**271. PORTFOLIO THEORY AND ANALYSIS** A study of alternative types of investments, including a discussion of the methods utilized in selecting and evaluating security portfolios. Prerequisites: Economics 101, 110, 210; Business Economics 119; Mathematics 104 or 108.

**401. INDEPENDENT STUDY** Prerequisite: Economics 110. Co- or prerequisite: Economics 210. Spring 2009-2010.

**407, 408. BUSINESS ECONOMICS INTERNSHIP** Qualified students will be placed with a firm selected in accordance with their goals and interests. Placement will be for 22 weeks. Two credits. Prerequisites: junior standing, 2.75 cumulative grade average, Economics 101 and 202, Business Economics 119, and permission of intern coordinator. Annually. Fall 2009-2010.

**451, 452. INDEPENDENT STUDY THESIS** Prerequisite: Successful completion of all components of Business Economics 401. Spring semester enrollment in 451 by permission only.