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Proposal for a revised major in Global Business and Economics

GLOBAL BUSINESS AND ECONOMICS (BA)

Background: The recent merger of the Economics and Business Studies departments provides a unique opportunity to create a new major in Global Business and Economics (BA) that will capitalize on faculty capabilities and the demand for graduates prepared to meet the needs of a rapidly changing global environment. The proposed major will incorporate existing courses from Business Studies – Economics offerings as well as selected courses from other departmental offerings. Market research indicates that a major of this type appeals to a significant number of potential students in the undergraduate pool.

Rationale: The proposal for the new major addresses the following issues:

- The Business Studies and Economics department currently offers a (BA) in Management and a (BA) in Economics. The proposal eliminates both of these majors and offers students the opportunity to earn a major that captures the strength of both programs and eliminates some duplication of effort.

- The students currently selecting the BA in Management or BA in Economics would be better prepared for the changing global environment by the proposed major in Global Business and Economics.

- The proposal will allow for better utilization of the capabilities of faculty in the Department of Business Studies and Economics, and incorporate opportunities provided by the Pell Center.

- The proposed major will address the needs of undergraduate students seeking educational experiences that prepare them for opportunities in a rapidly changing global environment and encourages study abroad and increased capabilities in modern languages.

Catalog Description

Coordinator: Dr. Harold Lawber

The Global Business and Economics program of study builds on the University's Liberal Arts core and the Business Studies – Economics core to provide a well rounded educational experience. Selected courses with direct applications to the global environment from Economics, Business and other programs enhance the program to prepare students for a wide range of diverse opportunities in the international sector. Students completing the major are encouraged to study abroad and take additional courses in modern languages.

COURSE REQUIREMENTS FOR MAJOR

Common Core for All Business - Economics Majors

Course #:	Name:	Credits:
ACC101	Financial Accounting I	4
ACC102	Financial Accounting II	4
ECN101	Introductory Macroeconomics	3
ISM____	*6 Total Credits	
ISM____		
MGT120	Business & Organizational Behavior	3
MGT212	Business Communication	3
MGT300	Ethics for Business	3
		Total: 26

Major Requirements:

ECN102	Introductory Microeconomics	3
POL/ECN220	Political Economy of Industrial Societies	3
ECN363	Economics of Global/Regional Organizations	3
ECN314	Economics of Culture & Comparative Politico-Economics Systems	3
ECN411/MGT411	International Trade and Global Corporations	3
MGT385	International Standards Organizations (ISO9000/14000) Quality Management	3
MGT403	Business Law	3
ECN417	Economic Ideas in Historical Perspective	3
PELL ____	(Choice of 2 courses offered by the Pell	3
PELL ____	Center dealing with issues relate to Globalization/International Economic issues)	3
	Total:	**30**

Total credits required to complete the major: 56