

ECONOMICS (ECON)

ECON 1101. Econ - Financial Literacy. (3 Credits)

Credit Hours: (3-0-3) This course explores the microeconomic and macroeconomic principles that underpin financial literacy, emphasizing the importance of informed decision-making in personal finance. In this class, students will learn how to apply economic thinking to real-world financial situations and develop the skills necessary to make sound financial decisions. Specifically, students will learn how to use economic theories and concepts to make informed decisions about budgeting, cash flow management, maximizing their earnings potential, tax planning, obtaining and using credit, saving and investments, insurance and risk management, and retirement. The course will emphasize the importance of understanding the broader economic context when developing and implementing financial plans.

ECON 2105. Prin Macroeconomics. (3 Credits)

Prerequisite: Exemption from or completion of Learning Support Mathematics. Credit Hours: (3-0-3). An introduction to the concepts and analysis of economic aggregates and policies.

ECON 2106. Prin Microeconomics. (3 Credits)

Prerequisite: None. Credit Hours: (3-0-3). An introduction to the concepts and analysis of the structure and performance of the market economy.

ECON 2106H. Honors Prin Microeconomics. (3 Credits)

Prerequisite: Acceptance into the Honors Program or permission of the Honor Program Coordinator Credit Hours: (3-0-3) This honors course focuses on the individual behavior of households and firms that maximize their return. The cost and production structure is examined to find out how firms make decisions and maximize profits. The analysis of the structure and performance of the market economy is studied by investigating the four markets, namely perfect competition, monopoly, monopolistic competition and oligopoly. In addition, some analysis will be done with regard to public policy and its impact on society.

ECON 3000. Econ of AI & Foun of Prompt En. (3 Credits)

This course introduces students to the economics behind AI adoption and the foundations of prompt engineering as an emerging skill set in business environments.

ECON 3001. Data Tools for Econ & Bus. (3 Credits)

This course introduces students to the data tools and analytical methods used in modern economics and business. Using Stata and R, students learn how to clean, visualize, and analyze real-world datasets to answer economic and managerial questions.

ECON 3200. Managerial Economics. (3 Credits)

Prerequisites: ECON 2106 Credit Hours: (3-0-3) This course will introduce students to how firms make managerial decisions to maximize profits and will equip students to understand the problems faced by a manager as well as how to solve those problems strategically and efficiently. Students will evaluate the theory and application of economic concepts such as cost, production, markets, and pricing decisions undertaken by firms. The course will conduct an analysis of the structure and performance of the market by investigating the four market structures of perfect competition, monopoly, monopolistic competition, and oligopoly. Students will gain a strong understanding of economic concepts and the application of these concepts in the real-world business environment through case-studies.

ECON 3250. Consumer Behavior. (3 Credits)

Prerequisite: ECON 2106 and BUSA 2106 Credit Hours: (3-0-3) This course will examine how consumers make their decisions to buy products for personal, family, or group use. Students in this course will study how to understand consumers, interpret the data behind consumer behavior, and engage in marketing strategies designed to help consumers make their decisions. The course will use a data-driven approach to gain consumer behavior insights that focus on understanding customer needs and values.

ECON 3310. Service Sector Economics. (3 Credits)

This course will be a key component of the new Service Industry concentration for the Business Management degree. It will provide students with an understanding of important economic concepts particular to the service industry. This class is necessary for students because the service sector is responsible for the largest portion of the global economy's business activity, with more service-based companies now on the Fortune 500 list than at any time before. Students need an understanding of service sector economics considering that nearly every job now requires interpersonal interactions that form the basis of service.

ECON 4080. Special Topics in Econ. (3 Credits)

This course provides for the advanced study of emerging issues or specialized content in areas of economics. Course may be repeated when topics are different for a maximum of six credit hours towards graduation.

ECON 4400. International Economics. (3 Credits)