

BUSINESS ECONOMICS

AREA OF STUDIES

The Business Economics major equips students with the skills to understand markets, interpret policy changes, and forecast economic trends—abilities highly valued by employers, policymakers, and industry leaders.

What You Will Learn

Our program blends economic theories with real-world applications. Students begin by exploring how competition and innovation shape industries and create opportunities for business growth. You will then learn about the global economy, gaining insight into trade, investment, and how countries are connected through markets. Training in data analytics and econometrics helps you uncover patterns, evaluate evidence, and make informed decisions. Courses in policy analysis further develop your ability to assess regulations and anticipate their impact on businesses.

Specialized Electives

To match your interests and career goals, students can choose from a variety of elective courses such as Sustainability and Economic Policy, Game Theory, Time Series Analysis. These electives allow you to explore the areas of business economics you are most passionate about.

Enhance Your Skills

Students may also pursue the Minor in Business Analytics and Forecasting, offered in collaboration with the Computer Science Program. This minor provides in-demand technical skills that strengthen your career readiness in today's data-driven economy.

CAREER OPPORTUNITIES

1. Business Analyst
2. Economic Consultant
3. Policy Advisor
4. Data and Market Analyst
5. Business Entrepreneur