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**Wisconsin's
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University of Wisconsin
Whitewater

Economics is a social science that studies the interactions of individuals, firms and governments.

Businesses and organizations across many industries are increasingly reliant on economic analysis and quantitative methods. A degree in economics from the University of Wisconsin-Whitewater College of Business and Economics leads to high-paying careers in the private, not-for-profit and public sectors, including analyst positions as well as careers in management, finance, insurance, sales, forecasting, urban planning, public policy, and consulting. It is also valuable as a major or minor for those planning to pursue further professional or graduate training in business administration, data analytics, finance, industrial and labor relations, international relations, law, and public policy and administration.

The Economics Department offers three degree programs; a Bachelor of Business Administration (BBA) through the College of Business and Economics, a Bachelor of Art or Science (BA/BS) from the College of Letters and Sciences, and a Bachelor of Science in Education (BSE) from the College of Education. The department also offers a number of core courses for graduate students looking to continue their education in pursuit of a Master of Business Administration, and several faculty are involved in the Doctorate of Business Administration program.

- Bachelors of Business Administration (On campus or Online)
- Masters of Business Administration (100% Online)
- Doctorate of Business Administration (Hybrid)

YOUR FUTURE IS OUR BUSINESS.



Economics at the University of Wisconsin-Whitewater College of Business and Economics

The field of economics is essential to understanding the business world and it provides the foundation for applications in accounting, finance, management and marketing. An economics degree provides students with critical thinking, problem-solving and quantitative analysis skills, which are highly valued and applicable across industries and fields. As such, an economics education leads to a wide-array of career opportunities in business, education and government, as well as non-governmental and non-profit organizations. Students with these skills are adaptable to changing conditions and can easily move between industries and organizations based on their interests, as well as in pursuit of career advancement.

Economists use their critical thinking and quantitative skills to solve business and social problems. They often investigate issues related to local, regional, national and international economic conditions and their impacts on organizations and governments, as well as resource allocation decisions, growth strategies, labor and discrimination outcomes, pollution and poverty, among others. In investigating these kinds of problems, an economist typically does many of the following activities:

- Research and analyze issues and problems
- Conduct surveys and collect data
- Analyze data using mathematical methods and statistical techniques, often using advanced computational techniques
- Prepare reports, tables and charts that present research results
- Interpret and forecast market trends
- Advise businesses, governments and individuals on market conditions
- Design policies or make recommendations for solving economic problems

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