

# Economics



## Bachelor of Business Administration in Economics

**Economics is a social science that studies the interactions of individuals, firms and governments.** Economists investigate business and social questions and problems such as how to promote company profitability, policy strategies for reducing poverty and pollution, the best allocation of organizational resources, the impacts of inflation and unemployment on the economy, as well as many others.

At the same time, 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 education leads to career opportunities in business, education and government, as well as non-governmental and non-profit organizations. 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 or public policy.

The curriculum is divided into economic theory, quantitative methods and a variety of applied subfields. This curriculum provides students with critical thinking, problem-solving and quantitative analysis skills, which are highly valued and applicable across industries and fields.



University of Wisconsin  
**Whitewater**

College of Business  
and Economics



[www.edu/cobe/departments/  
department-of-economics](http://www.edu/cobe/departments/departments-of-economics)



# 100%

placement rate

# 30,000

active alumni

# \$64,193

average starting salary



## University of Wisconsin Whitewater

College of Business and Economics

### What are the career prospects with this degree?

National employment growth for economists is expected to be 8 percent from 2018 to 2028, and projected growth in Wisconsin is 5.7 percent for the same period. As quantitative and statistical proficiency, as well as analytical and critical thinking skills, are necessary in all organizations, entry-level careers for students with an Economics degree span all industries and sectors.

With these skills, Economics students are adaptable to changing labor market conditions and have the ability to easily move between industries and organizations based on their interests, as well as in pursuit of career advancement.



### Common Employers

American Family Insurance, Northwestern Mutual, Summit Consulting, Milwaukee Tool, US Bank



### Common Job Titles

Business Analyst, Data Scientist, Financial Specialist, Account Manager, Product Analyst



### Wisconsin's Largest Business School

