

B.B.A.

BACHELOR OF BUSINESS
ADMINISTRATION IN ECONOMICS

Improve lives and solve tomorrow's problems through the study of human behavior.

Why do people do what they do? What drives the price of oranges? Using mathematics, theory and data to drill down into societal problems, economics help us answer the questions that help people build more rewarding lives.

Program Overview

- Bachelor of Business Administration
- Major

Stetson's Economics program prepares you to understand and predict human behavior by combining a strong liberal arts education with a thorough understanding of finance, mathematics and business analytics. The degree is designed to teach you to think critically and analytically, allowing you to make informed decisions, allocate resources effectively and solve complex issues.

Students supplement classroom knowledge with experiential learning through avenues such as the Roland George Investments Program, study abroad and internships. Some of the businesses at which economics students have interned include Volusia County government, the City of DeLand, Bank of America, Merrill Lynch, Morgan Stanley Smith Barney, KCM Asset Management, Brown & Brown and Siemens Corporation.

Stetson University's School of Business Administration is fully accredited by the AACSB International - The Association to Advance Collegiate Schools of Business, a prestigious accreditation.

Program Highlights

State-of-the-Art Research Systems

State-of-the-art research database services and equipment are available to all students within the Department of Finance, provided by the Sarah George Investments Institute. Additionally, students can use the Centurion Sales recording laboratories to conduct qualitative research interviews and focus groups. These resources allow for in-depth analysis of how consumers and producers arrange their economic activities efficiently in the market. Monopolies, oligopolies, monopolistic competition and perfect competitive markets are studied as well as game theory and behavioral theories governing economic behavior.

(cont'd next page)



Career Significance

Economics majors who earn the B.B.A. degree have attained successful careers in areas such as law, politics, corporate finance, banking and commerce, asset management, insurance and financial planning.

Graduates from the Economics program work for a variety of organizations including:

- Capital Bank
- Fidelity
- Citigroup
- Leaf
- Delta
- Nielsen

STETSON UNIVERSITY

Office of Admissions
421 N. Woodland Blvd. Unit 8378
DeLand, Florida 32723
stetson.edu/admission • (386) 822-7100

B B A

BACHELOR OF BUSINESS ADMINISTRATION IN ECONOMICS

Faculty

The program's faculty takes pride in providing a mentoring approach and strive to deliver a quality educational experience, as well as to help students succeed in their careers. Our faculty publishes research in professional journals for economics, finance and quantitative methods, and several are on editorial boards. Their research interests range from international financial and banking systems to green investing, and from real estate investment trusts to bankruptcy and bankruptcy prediction. Many have taught classes abroad in Austria, Italy, China, Poland and New Zealand.

Christopher DeBodisco, Ph.D., Vanderbilt University

Giovanni Fernandez, Ph.D., Florida International University

Jennifer Foo, Ph.D., Northeastern University

Alan Green, Ph.D., Cornell University

Matthew Hurst, Ph.D., University of Central Florida

James Mallett, Ph.D., Wayne State University

Stuart Michelson, Ph.D., University of Kansas, department chair

Ranjini L. Thaver, Ph.D., University of Notre Dame

Christopher Tobler, Ph.D., University of Arkansas

Jessica West, Ph.D., Florida State University