

Economic Courses

Required Courses

ECON 3408 -Introduction to Programming for Analytics

Prerequisites: C or better in ECON 3402

This course is an introduction to basic concepts in computer programming with emphasis in business applications. It seeks to help students develop fundamental programming logic and the tools necessary to analyze and investigate various business-related problems and data structures using SAS programming. The topics covered in this course include Importing, exporting, manipulating, transforming, and combining data, creating reports using SAS procedures, descriptive statistics and regression analysis in SAS, and creating macros in SAS.

CISM 3340 -Data Management and Design

Prerequisite: CISM 3335 with a minimum grade of C. Application of development tools and languages (e.g., DBMS, Visual Basic, etc.) for business problem solving in a database environment.

ECON 3460-Forecasting

Prerequisite: ECON 2105 and ECON 2106 and ECON 3402.

A study of the nature of business fluctuations and their underlying causes. Emphasis is on the application of various forecasting techniques with regard to analyzing and projecting future business and economic conditions at the national, regional, industry, and firm levels.

ECON 4408 - Visual Analytics

Prerequisites: C or better in ECON 3402 and ECON 3408.

This course provides a rigorous treatment to modern tools in data visualization and analytics. The materials will be organized around two overarching themes: 1) creating professional-looking charts in popular statistical software, and more importantly, 2) processing data and presenting analysis results in an effective and visually appealing manner. The first module of the course will demonstrate how to make in Microsoft Excel charts commonly used in business reports (e.g. trend graphs, pie charts, bar graphs). We will also cover data management and preparation for various data structures and formats, such as importing and exporting data, merging and joining datasets, and reshaping, collapsing or aggregating data for analysis purposes. In the second module, we will dive into more advanced topics in visual analytics mainly using Tableau and R. We will cover how to create more sophisticated visualization tools such as thematic maps and interactive dashboards. Students will have the opportunity to work with various data examples and create their own interactive graphs (e.g. with publicly available financial data or healthcare data). Finally, we will cover how to combine data visualization tools with state-of-the-art data science techniques such as cluster analysis and regression trees.

CISM 4390 Business Intelligence and Data Mining

Prerequisite: ECON 3402

This course introduces students to the fundamental concepts of business intelligence and several data mining software tools that enable organizations to strive for business intelligence.

ECON 4476 Business Analytics Capstone

Prerequisites: GPA of 2.0 or better in major courses and no more than one D. C or better ECON 3402 and ECON 3460 and MATH 1413.

This class is a capstone seminar in Analytics. After completing this class, a student should be able to analyze a data set that has been gathered either from a primary data source, such as a survey, or manipulated from a second data source, such as a large longitudinal data set like the NLSY79. Students will be required to propose a unique project from this data source and will be required to produce a dashboard that can be presented as a stand-alone analysis of the data. Analytical techniques learned to facilitate this project will include basic data visualization and statistical techniques in R. These topics will include data visualization features such as base, grid, and lattice graphics, and statistical techniques, such as regression, forecasting, and hypothesis tests.

MGNT 4660 Strategic Management

Prerequisite: FINC 3511 and MGNT 3600 and MKTG 3803 and (ECON 3402 or MATH 1401) and ACCT 2101 and ACCT 2102 and BUSA 2106 and CISM 2201 and ECON 2105 and ECON 2106

An integrative approach to the study of the total enterprise from the executive management's point of view—the environment in which it operates, the direction management intends to head, management's strategic plan and the task of implementing and executing the chosen strategy. Must be taken no earlier than one semester before graduation and provided completion of Core Area F business courses and MGNT 3600, MKTG 3803, FINC 3511 and ECON 3402. Must have senior standing.

Major Electives

ACCT 4233—Strategic Cost Management

ACCT 4241—Accounting Information Systems

ECON 4475—Intro to Econometrics

MGNT 3627—Managing Cultural Differences

MGNT 4621—Application in Human Resource Management

MKTG 3808—Business Research

MKTG 4808—Marketing Research

MKTG 4864—Consumer Behavior

MKTG 4868—Marketing Metrics

RELE 4706—Residential Appraisal

For description and information about these and other classes see the UWG Undergraduate online



See our website www.westga.edu/econ



BBA ECONOMICS

Data Intelligence and

Business Analytics

UWG

Economics

Richards College of Business

MORE INFORMATION

The Department of Economics offers a Bachelor's of Business Administration (BBA) in Data Intelligence and Business Analytics with a major in Economics. Modern businesses have extensive need for new data experts who can collect, manage, and analyze the vast amounts of information that is produced as part of an increasingly heterogeneous and integrated network of social and business interactions. Businesses collect data from transactions or existing supply relationships, social media engagement and website usage. Smaller businesses that previously did not collect data now collect data and develop strategies to increase efficiency, reduce waste, and increase their customer base. As a consequence, there is a significantly greater volume of data being produced relative to the qualified professionals who can manage, analyze, and interpret it. According to Glassdoor 2019 the pay scale for a business analyst annual salary is \$52,000 to \$83,000 listed at Glassdoor.com depending on the job.

Omicron Delta Epsilon is one of the world's largest academic honor societies. The objectives of Omicron Delta Epsilon are recognition of scholastic attainment and the honoring of outstanding achievements in Economics; the establishment of closer ties between students and faculty in Economics within colleges and universities, and among colleges and universities; the publication of its official journal, The American Economist; and sponsoring of panels at professional meetings as well as the Irving Fisher and Frank W. Taussig competitions. The West Georgia Chapter of Omicron was founded in 1977. **Undergraduate Admission Requirements to the West Georgia Chapter of Omicron Delta Epsilon:**

- completion of 12 semester hours of Economics courses.
- attainment of at least a "B" average in Economics courses and an overall "B" average in all classes and be in the upper 1/3 of their classes.

International Study Opportunities to study abroad in the spring and summer semesters are available through the Management Dept. and the Marketing Dept. Through these programs students can also earn economics course credit. For more information about these study abroad opportunities, see the study abroad webpage: <https://www.westga.edu/academics/business/study-abroad.php>

Certificates

SAS® Certification: Economics and other majors have the opportunity to earn SAS® Certification by completing a variety of assignments and/ or projects. Contact Dr. William "Joey" Smith in the Economics Department for details.

DATA Analytics Certificate: The Undergraduate Data Analytics Certificate (DAC) is a collaborative, cross-disciplinary program. The Data Analytics Certificate can be completed by students in conjunction with any major program at UWG. The certificate is designed for students who aspire to work in academic, government, non-profit and business sectors. This certificate requires 12 credit hours (4 courses). No more than three courses per discipline will count toward the certificate. Contact Dr. William "Joey" Smith in the Economics Department for details.

2020-2021 — B.B.A.—ECONOMICS

Name: _____

Student 917: _____

Course & No.	Hrs	Comp	Rem	Course & No.	Hrs	Comp	Rem
CORE CURRICULUM				BUSINESS CORE (2)			
A. ESSENTIAL SKILLS (1) 9 HOURS				27 HOURS			
ENGL 1101	3			ABED 3100	3		
ENGL 1102	3			CISM 3330	3		
MATH 1111 or MATH 1113	3			ECON 3402	3		
B. INSTITUTIONAL PRIORITIES 5 HOURS				ECON 3406	3		
ORAL COMM	3			FINC 3511	3		
Elective	2			MGNT 3600	3		
C. HUMANITIES 6 HOURS				MGNT 3615	3		
Fine Arts Select	3			MKTG 3803	3		
Humanities Select	3			International Select (3)	3		
D. Natural Sciences, Math, & Tech 10 HOURS				MAJOR COURSES (2) 24 HOURS			
LAB SCI	4			ECON 3408	3		
NON-LAB SCI	3			CISM 3340	3		
MATH 1413	3			ECON 3460	3		
E. SOCIAL SCIENCES 12 HOURS				ECON 4408	3		
HIST 1111 OR 1112	3			CISM 4390	3		
HIST 2111 OR 2112	3			ECON 4476	3		
POLS 1101	3			Major Elective (5)	3		
Elective	3			MGNT 4660	3		
F. MAJOR SPECIFIC COURSES (2) 18 HOURS				ELECTIVES (4) 9 HOURS			
ACCT 2101	3			Elective	3		
ACCT 2102	3			Elective	3		
BUSA 2106	3			Elective	3		
CISM 2201	3			Total Program Hours 120 HOURS			
ECON 2105	3						
ECON 2106	3						

(1) Attain a minimum GPA of 2.0 for graduation.

(2) Attain a minimum of 2.0 in area F.

Attain a minimum of 2.0 for business core and field of major requirements. No more than one "D" is accepted in courses presented to satisfy major requirements.

(3) Select one of the following (ECON 4450, FINC 4521, MKTG 4866 or MGNT 4625).

(4) At least one of the electives must be taken in the ROCB.

EFFECTIVE FALL 2020

(5) Major Elective (Choose one)

ACCT 4233 (3) - Strategic Cost Management

ACCT 4241 (3) - Accounting Information Systems

ECON 4475 (3) - Intro to Econometrics

MGNT 3627 (3) - Managing Cultural Differences

MGNT 4621 (3) - Applications in Human Resource Management

MKTG 3808 (3) - Business Research

MKTG 4808 (3) - Marketing Research

MKTG 4864 (3) - Consumer Behavior

MKTG 4868 (3) - Marketing Metrics

RELE 4706 (3) - Residential Appraisal



The Economics Club We recommend that new economics majors join the UWG Economics Club. The group is sponsored through the department and provides a support network with other students and faculty affiliated with the program.