

BUSINESS MANAGEMENT ECONOMICS 2009-10



UNIVERSITY OF CALIFORNIA, SANTA CRUZ

THE BUSINESS MANAGEMENT ECONOMICS MAJOR

The business management economics major provides students who are interested in careers in business or management with a foundation in economics and a selection of applied fields related to business management. This course of study prepares students for entrance into the business world or admission to graduate programs.

STUDY AND RESEARCH OPPORTUNITIES

- ◆ B.A.
- ◆ Opportunities to take business courses in English in Europe, Mexico, or Hong Kong through the UC Education Abroad Program (EAP)
- ◆ Applied economics and finance B.A./M.S. five-year dual-degree program available

HIGH SCHOOL PREPARATION

High school students planning to major in economics at UC Santa Cruz need no special preparation other than the courses required for UC admission. However, they are encouraged to develop a strong background in mathematics.

TRANSFER PREPARATION

Students transferring to UC Santa Cruz may fulfill some of the requirements for the major by completing equivalent courses, with a grade of C or better, at another recognized institution. Transfer students must present their course syllabi or descriptions to an Economics Department adviser. The department approves courses applicable for economics prerequisites and major requirements. All transfer students must complete the comprehensive requirement at UC Santa Cruz. UC Santa Cruz lower-division requirements in business management economics are:

- Applied Mathematics and Statistics 5, *Statistics*
- Economics 1, *Introductory Microeconomics: Resource Allocation and Market Structure*
- Economics 2, *Introductory Macroeconomics: Aggregate Economic Activity*
- Economics 10A-B, *Economics of Accounting* (two quarters) (or equivalent)
- Economics 11A-B, *Mathematical Methods for Economists* (two quarters) (or equivalent)

While it is not a condition of admission, students from California community colleges may complete the Intersegmental General Education Transfer Curriculum (IGETC) in preparation for transfer to UC Santa Cruz.

Transfer course agreements and articulation between the University of California and California community colleges can be accessed on the ASSIST web site at:

www.assist.org

CAREERS

Accounting
Advertising management
Banking
Business management
Economic forecasting
Industrial relations
Market analysis
Marketing
Public administration
Research
Teaching

These are only samples of the field's many possibilities.

COMPUTER LITERACY REQUIREMENT

Students must complete a minimum of two courses from the following list (with department approval, a student may substitute other computing courses):

- Computer Engineering 12/L, *Computer Organization*
- Computer Engineering 80N, *Introduction to Networking and the Internet*
- Computer Science 10, *Introduction to Computer Science*
- Computer Science 12A/L, *Introduction to Programming*
- Computer Science 5C, *Introduction to Programming in C/C++* (formerly Computer Science 60G/N)
- Computer Science 5J, *Introduction to Programming in Java* (formerly Computer Science 60G/N)
- Computer Science 5P, *Introduction to Programming in Python* (formerly Computer Science 60G/N)
- Computer Science 80B, *Systems and Simulation*
- Information Systems Management 50, *Business Information Systems*
- Information Systems Management 58, *Systems Analysis and Design*
- Linguistics 80G, *Introduction to Unix*
- Economics 216, *Applied Econometric Analysis I* (with permission of instructor)

Note: Computer Science 5J and Computer Science 11 are equivalent to Computer Science 12A/L. Computer Science 5J and 11 are the recommended route for students with no prior programming experience.

MATHEMATICS AND STATISTICS CONTENT REQUIREMENT

Successful completion of Economics 11A and 11B, *Mathematical Methods for Economists* (or equivalent; two quarters) and Applied Mathematics and Statistics 5, *Statistics*, is required of all economics majors. Economics 11A and 11B are prerequisite to Economics 100A, *Intermediate Microeconomics*, 100B, *Intermediate Macroeconomics*, and 113, *Introduction to Econometrics*. Therefore, students are advised to take Economics 11A-B or its equivalent as early as possible in their undergraduate career. Mathematics 11A-B, *Calculus with Applications* (two quarters) with Mathematics 22, *Introduction to Calculus of Several Variables* or Mathematics 19A-B, *Calculus for Science, Engineering, and Mathematics* (two quarters) with Mathematics 22, *Introduction to Calculus of Several Variables* are acceptable equivalents to Economics 11A-B. Students should not attempt to meet the requirement by combining courses from the economics and math sequences. Students must complete whichever sequence they begin. Students planning to do graduate work in economics or business should seriously consider more intensive mathematical training (consult adviser).

EDUCATION ABROAD PROGRAM (EAP)

The Education Abroad Program (EAP) offers economics undergraduate students the opportunity to study at more than 100 host universities and colleges in 34 countries as part of their regular UC academic program. Students receiving financial aid can apply their award to a program abroad.

ECONOMICS FIELD-STUDY PROGRAM

The Economics Department offers its majors the opportunity to integrate their academic knowledge with career-related work. The field-study program places students in internships under the supervision of a faculty sponsor and a professional at the workplace. Students can select from a wide variety of field placements such as accounting firms, community non-profits, government agencies, brokerage firms, marketing agencies, banks, and businesses in Santa Cruz and beyond. Students apply and prepare for field study a quarter in advance. Acceptance into the field-study program is determined by academic standing, class level, and successful completion of Economics 100A, *Intermediate Microeconomics*, Economics 100B, *Intermediate Macroeconomics*, and Economics 113, *Introduction to Econometrics*. Students may earn a maximum of 10 academic credits and complete up to two quarters in a field placement.

COMPREHENSIVE REQUIREMENT

The comprehensive requirement may be satisfied in one of the following ways: (1) by passing the three intermediate core courses with grades of C or better: Economics 100A (or 100M), *Intermediate Microeconomics*, Economics 100B (or 100N), *Intermediate Macroeconomics*, and Economics 113, *Introduction to Econometrics*; (2) with consent of an instructor, by completion of a senior thesis.

Note that item 2, senior thesis, is quite rare. Most students who write a senior thesis have already met the comprehensive requirement.

FOR MORE INFORMATION

For more information on admission into the business management economics major and upper-division course requirements, see:

reg.ucsc.edu/catalog/html/programs_courses/econPS.html

The Economics Department web site can be found at:
econ.ucsc.edu

If you have other questions, contact:
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