

ECONOMICS (BA)

Mission Statement

The Department of Economics and Geography is committed to the delivery of exceptional undergraduate and graduate instruction by faculty members who are both actively engaged in scholarly activities and capable of integrating the results of their research into their instructional activities. Our intent is that this instruction will emphasize our role in guiding students to prepare them to be intellectual resources that will continually redevelop to serve many organizations over a productive career. We also recognize our responsibility to provide economics related service to the University and Jacksonville communities. The specific objectives of the BA in Economics are:

- to attract and retain students from diverse backgrounds with the abilities required for success in economics related careers.
- to provide economics students with analytical, team-building, and technological skills; written and oral communication skills, critical thinking, research and problem solving skills that are necessary for lifelong success in the economics profession.
- to provide exposure to economic, global, political, social, legal, ethical, regulatory, environmental, and technological issues.
- to encourage students to become active in professional organizations in economics.
- to prepare students to enter quality graduate programs.
- to provide students not seeking a graduate degree a means of obtaining employment in an economics related field.
- to provide students the opportunity to work with faculty on research projects.
- to provide students opportunities for international travel and study.

Student Learning Outcomes

Graduates completing the Bachelors degree in Economics will be able to display abilities in the following three areas:

Content/Discipline Knowledge and Skills

Students will demonstrate knowledge and understanding of basic concepts in economics as follows:

- by explaining and describing the use of such basic economic concepts as scarcity and market equilibrium, as well as more advanced microeconomic and macroeconomic concepts.
- by explaining and evaluating the key economic concepts and principles used, or misused, in economic analyses published in newspapers and magazines.
- by locating and retrieving information on economic topics and issues, published research in economics and related fields, and by finding information about the generation, construction, and meaning of economic data.

Critical Thinking Skills

Students will demonstrate these analytical decision-making skills as follows:

- by critically interpreting and manipulating economic data at a basic level through the use of regression analysis and other statistical techniques.
- by applying key economic concepts, theories, and principles through broadly assessing the costs and benefits of an economic policy issue.

- by improving their personal test scores on the Test of Understanding of College Economics (TUCE) from the beginning of their first course until the end of their degree program.

Communication Skills

Students will demonstrate communications skills as follows:

- through preparation of a proposal for a research project, or conducting an individual or group research study and presenting the results in a polished paper.
- through in-class presentations in at least one of their upper division economics classes.

Assessment Approaches

A variety of assessment approaches will be employed to evaluate the intended student learning outcomes. To appraise discipline-specific knowledge, a course embedded assessment approach will be employed. Student performance will not only be assessed for the purpose of the assignment of course grades within the required economics courses, but will also be re-evaluated with respect to the attainment of each of the identified intended student learning outcomes through the TUCE exam. The direct assessment measures will be complemented by a variety of indirect measures that may include employer or alumni surveys, student perception surveys and graduate school placement rates.

Career Opportunities

For information on the many career options available to Economics majors, go to *What Can You Do with an Economics Major* at:

<http://www.unf.edu/dept/cdc/majors/economics.html>

For More Information

To learn more about the UNF Economics Department and majoring in Economics, go to <http://www.unf.edu/coggin/econgeo/economics-ba.htm>

For a printer friendly version (pdf) click here