



Academic Affairs

MARTIN V. SMITH SCHOOL OF BUSINESS AND ECONOMICS

Presented By:

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Overview of Degree with Learning Outcomes

- Bachelor of Arts in Economics
- Bachelor of Science in Business
- Emphasis in Entrepreneurship
- Emphasis in Finance
- Emphasis in Global Business
- Emphasis in Management
- Emphasis in Marketing
- Minor in Business Management
- Minor in Economics
- Certificate in Business Administration
- Master of Business Administration (MBA)
- Dual degree: MS in Biotechnology/MBA



The Smith School has a liberal arts and interdisciplinary focus. It is built on the three Cs: critical thinking, cooperation (working with others), and communication (oral and written English). Students learn the fundamental principles of accounting, economics, finance, information systems, management, and marketing as applied in a variety of organizational settings. A distinguishing aspect of the Smith School is the requirement to take courses developed in conjunction with disciplines outside the traditional business curriculum. Examples include courses with Biology, Chemistry, Education, English, Fine Arts, and History.

In addition, a Capstone Course provides students with the opportunity to integrate their knowledge through a Global Strategy Simulation exercise. To foster an integrative and cross disciplinary experience in a relevant business area, students are required to select one of five emphases: Entrepreneurship, Finance, Global Business, Management or Marketing. All emphases draw on upper-division courses from accounting, economics, management and marketing to offer an in-depth perspective into three critical areas of business.

The Bachelor of Arts in Economics focuses on the integration of core economic analysis with relevant interdisciplinary applications. The degree develops analytical tools and communication skills in the context of economic theory and its linkages to a broad array of human decisions. Economics, as a social science, seeks to explain and predict the behavior of consumers, producers, managers, government officials and citizens by examining the interactions of incentives and constraints in an environment of ever-present scarcity of time, skills and resources. Microeconomics focuses on the choices of individuals and firms, as well as their role in the marketplace, while macroeconomics aggregates economic activity to the national level to analyze trends and fluctuations in overall economic activity. The Bachelor of Arts in Economics program offers flexibility and opportunity through its emphases: general, environmental resource, international, managerial or quantitative economics. These emphases allow students to pursue specific interests and maximize connections to disciplines related to economics.

Student Learning Objectives

- Demonstrate critical thinking skills by identifying, evaluating, synthesizing, and presenting issues related to accounting, economics, finance, information systems, management and marketing.
- Demonstrate communication skills by writing excellent reports and papers and making effective oral presentations in English.
- Demonstrate cooperation skills by working effectively with others in group settings - both inside and outside the classroom.



Careers

The Smith School prepares students to work in a variety of organizations - both public and private. The Bachelor of Science degree prepares students for several types of graduate and professional school studies: MBA, MPA, law school.

The Bachelor of Arts degree also prepares students for careers in both the public and private sectors. It can also prepare students for graduate study in such fields as economics, business, resource management, public administration, law and international affairs.

Accomplishments

- Received endowment funding to name the Martin V. Smith School of Business & Economics
- Offered a Study Tour of China in March 2006. Leaving for a second Study Tour in March 2007
- Hosted Robert Perry and George Borjas as Guest Speakers
- Business Advisory Council developed "Professor for a Day" with several speaker visits to classrooms

Assessment Activities

The Smith School program chose to assess student learning outcomes in their Capstone courses. The Capstone course is useful to the assessment process because it requires students to integrate all business core subjects (use critical thinking) and apply their individual and collective knowledge in a case study and simulation environment. The course also stresses communication and cooperation (working with others). As a first stop,

the Smith School developed a rubric to assess students' written communication skills on both a group and individual basis. Based on these ratings, the School decided "there are discernable and noticeable analytical and writing deficits." To help Smith School students gain the writing skills required by the program, the School has developed a four-point plan which is being implemented.

- **Strong liberal arts orientation**
- **Require calculus**
- **Require at least three upper division inter-disciplinary courses**
- **Opportunity to serve community via Small Business Institute (SBI) student project teams**