

BUSINESS ECONOMICS

Bachelor of Arts



Introduction to the Major

As global markets continue to evolve, the demand for professionals who can navigate economic fluctuations and provide strategic insights is on the rise.

Gaining knowledge and skills in business economics is crucial for business students because it equips them with a comprehensive understanding of economic theories and analytical tools, coupled with practical business skills. The business economics major enables students to grasp the intricacies of market operations at both micro and macro levels and develop skillsets to deliver solutions in rapidly changing business environments.

Highlights

Undergraduate students benefit from the Central MA branch of the Small Business Development Center being located on campus and can work with developing businesses in our community through the Small Business Analyst class offered in coordination with them. Students can also pursue a popular and renowned study abroad program at the London School of Economics and take courses that count towards their major.



"Apply directly to companies and use your campus resources - professors, career services, and alumni can open unexpected doors. Stay open to opportunities beyond the well-known firms; some of the best roles come from places you might not expect."

- Kyle Jackson '25, MS in Accounting '26



What can I do with my major?

JOBS & EMPLOYERS

By studying Business Economics, students gain a solid foundation in economic analysis and possess a set of business skills useful for immediate employment. This combination is valuable for various careers, including business development, consulting, investment banking, and market research. Notable alumni employers include Amazon, Apple, Goldman Sachs, JP Morgan Chase & Co., and The World Bank.

GRADUATE PROGRAMS

Majors often pursue MBA and master's degrees at Clark in marketing, or business analytics, or at other top schools including Carnegie Mellon, Columbia, and Emory.

Foundational Courses

All School of Business undergraduates complete core courses in accounting, management, information systems, organizational behavior, finance, and marketing. A total of sixteen units is required for this program.

- Two prerequisites
- Six business core courses
- Five economics core courses
- Two electives
- One capstone

Find out more at clarku.edu/programs/major/business-economics-ba/

YOUR CLARK EXPERIENCE



Discover and Demonstrate your Purpose



Cultivate Your Communities



Engage Locally & Globally



Develop your Professional Identity

Year 1



Explore the School of Business

Take a First-Year Intensive (FYI) course in the School of Business and try some introductory courses.



Get Connected

Join activities offered through the Student Leadership and Programming office and learn about potential leadership opportunities. Log in to Handshake to find career exploration events for all class years.



Explore on and off campus

Learn more about the many School of Business student organizations, including our chapter of the American Marketing Association and Women in Business. Get involved in the wider community through the community engagement fairs.

Year 2



Dig in and define your interests

Connect with the School of Business assistant dean for help declaring your major and finding an adviser.

Combine your studies with a second major or minor such as entrepreneurship, finance, management, or marketing.



Pursue leadership opportunities

Take part in on-campus clubs that align with your interests. Apply for club leadership positions or resident assistant roles.



Start planning for future opportunities

Start looking into projects and internships to apply your classroom knowledge. Meet with your career adviser at the CCC to strategize your search. Visit the Career Lab in ASEC for resume help.

Year 3



Explore the world

Visit the Office of Study Abroad to learn about opportunities. Many programs offer the opportunity to both study and complete an internship, giving you great exposure to international business.



Gain professional experience

Pursue a summer internship. Start working with the CCC early in your third year to prepare so you won't miss opportunities with early deadlines.



Plan for senior year and beyond

Work with your academic adviser to shape your plans. Apply for the 4+1 Accelerated Master's Degree if desired and be aware of the deadlines and requirements.

Year 4



Finish strong

Make sure to complete all major and core coursework and other requirements. Accepted into a 4+1 program? Start taking graduate courses and connect with career services on next steps.



Pull it together with your capstone

Your capstone experience draws on all of the knowledge and experiences you have gained at Clark. Collaborate with your peers in the capstone course to improve your critical thinking and effective communication skills.



What's next?

Work with the CCC and attend career fairs, employer information sessions, and recruitment events. Update your professional documents and LinkedIn profile. Participate in mock interviews and reach out to alumni through LinkedIn.