



# BACHELOR OF SCIENCE IN BEHAVIORAL ECONOMICS, BUSINESS & ORGANIZATIONS

The STEM-designated Bachelor of Science in Behavioral Economics, Business and Organizations combines economic modeling with insights from behavioral sciences to analyze and predict human behavior in economic contexts and organizations. Students in this interdisciplinary program learn how to model behavior, collect and analyze choice data, conduct experiments and design interventions to shape individual decisions and organizational outcomes. The program also provides students with the opportunity to pursue additional areas of interest by offering one year of free electives.

## COURSEWORK

- Behavioral Economics I & II
- Cognitive Psychology
- Consumer Behavior
- Designing Innovative Organizations
- Experimental Design
- Macroeconomics
- Microeconomics
- Public Finance
- Social Entrepreneurship

## CAREER OUTLOOK

Students graduate with a solid understanding of human decision-making, so they're ready for a variety of professional roles, such as improving business practices or designing financial products. It also prepares them for roles such as brand manager, marketing specialist, business operations specialist or financial manager. The combined major provides a strong foundation for students interested in pursuing graduate studies in social and behavioral sciences or business.

## MORE WAYS TO STUDY ECONOMICS

- BS in Economics
- BS in Economics and Business
- BS in Economics and Data Science
- BS in Economics and Mathematics
- BS in Economics and Public Health
- BA in Economics
- BA in Philosophy, Politics and Economics
- Minor in Economics
- Minor in Behavioral Economics and Business
- Minor in International Economics

## CONTACT US

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