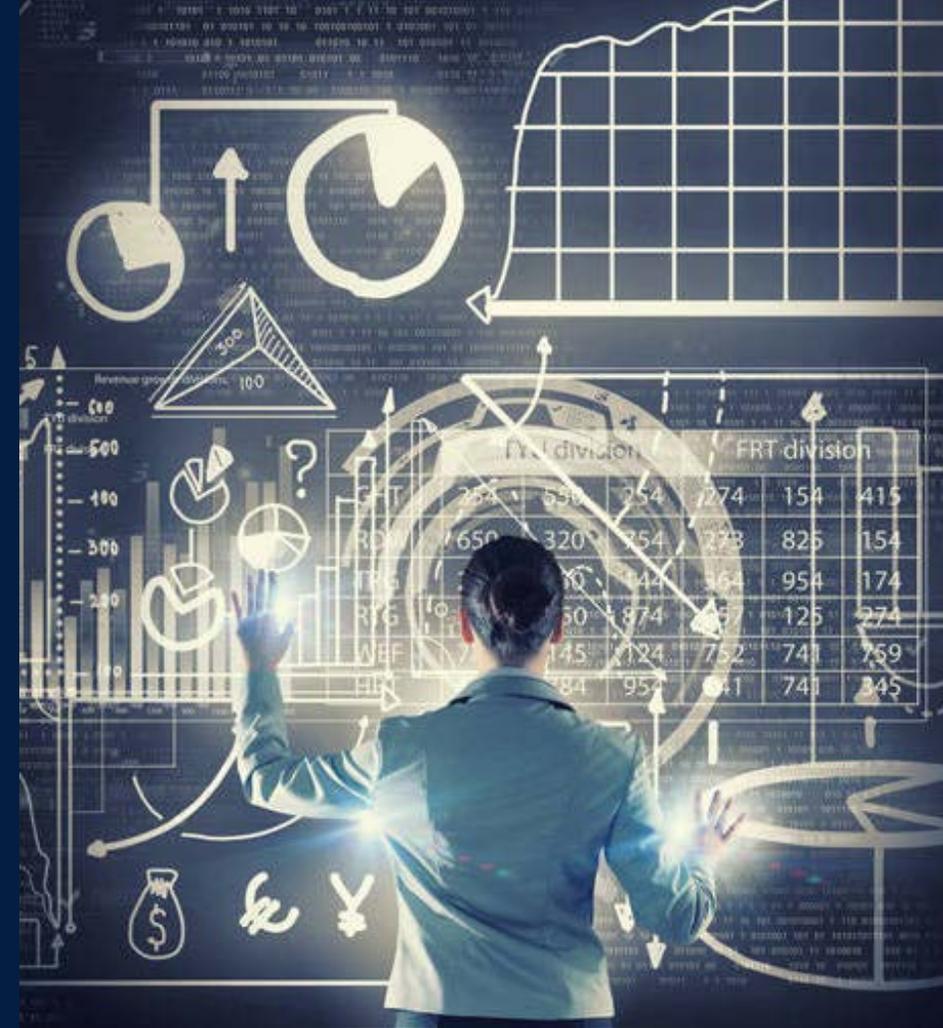




Why Major in Business Data Analytics or Economics?



WHY MAJOR IN ECONOMICS?

“

*A lot of people talk about majoring in business ... actually, **economics is even better**, because you learn a lot more quantitative analysis, a lot more statistics, and things that are applicable in this big data world.*





WHY MAJOR IN ECONOMICS?

“

“Knowledge of Economics is an invaluable component of any liberal arts education, not to mention an indispensable tool for making sense of the intricacies of the modern world. It is also excellent preparation for a future in business, as well as for graduate studies in law, public policy, and international studies.”



**The
Princeton
Review**

RECENT JOB PLACEMENTS



CAREER OPPORTUNITIES



- **Business Analyst**
- **Data Analyst**
- **Operations Analyst**
- **Financial/Securities/
Investment Analyst**
- **Pricing Analyst**
- **Market Analyst**
- **International Business**
- **Business Forecaster**

MARKET DEMAND FOR ECONOMICS & BUSINESS DATA ANALYTICS MAJORS



- Economics is ranked among the “**Best College Majors for a Lucrative Career**” (*Kiplinger.com and Indeed.com*)
- Economics is ranked No. 5 on the list of “**Top 10 College Majors**” (*Princetonreview.com*)
- Applied Economics and Econometrics, integral components of the **Business Data Analytics major**, ranked among the **top 15 majors** on the list of “**Highest Paying Jobs with a Bachelor’s Degree**” (*Payscale.com, 2021*)
- Business Analytics is **the number one most sought-after major by area employers**

MARKET DEMAND FOR ECONOMICS & BUSINESS DATA ANALYTICS MAJORS

(CONTINUED)



- Employer demand for market research analysts is predicted to grow 22% over the 2020-30 period (*Bureau of Labor Statistics*)
 - Average growth rate for all occupations is 8% over the same period
- Employer demand for economists will grow by 13% over the 2020-30 period (*Bureau of Labor Statistics*)
 - Average growth rate for all occupations is 8% over the same period

EARNINGS COMPARED TO OTHER MAJORS 10 YEARS INTO YOUR CAREER*

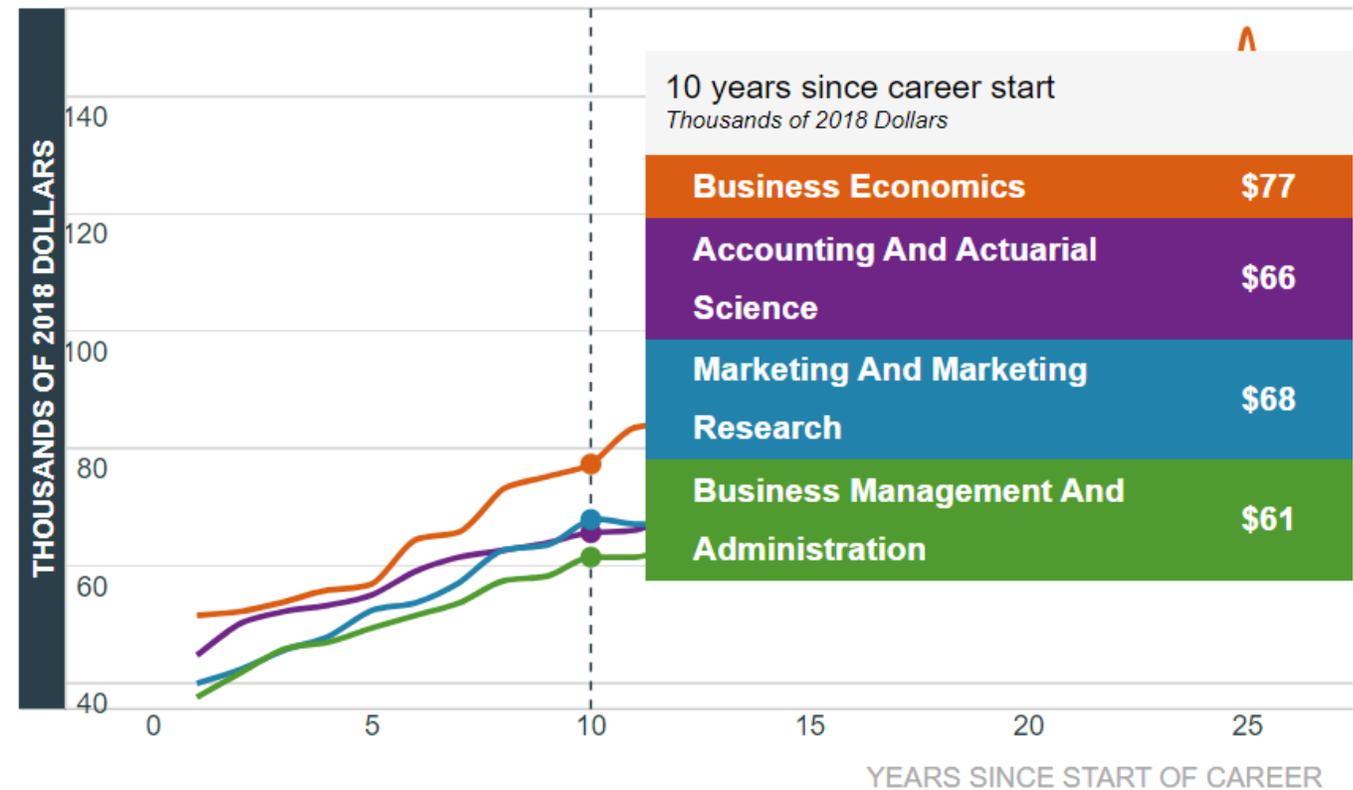
"Economics and business economics are the only two non-STEM majors in the top 25 majors ranked by wages."

(Georgetown University, Center on Education and the Workforce)

*** Includes students with only undergraduate degrees.**

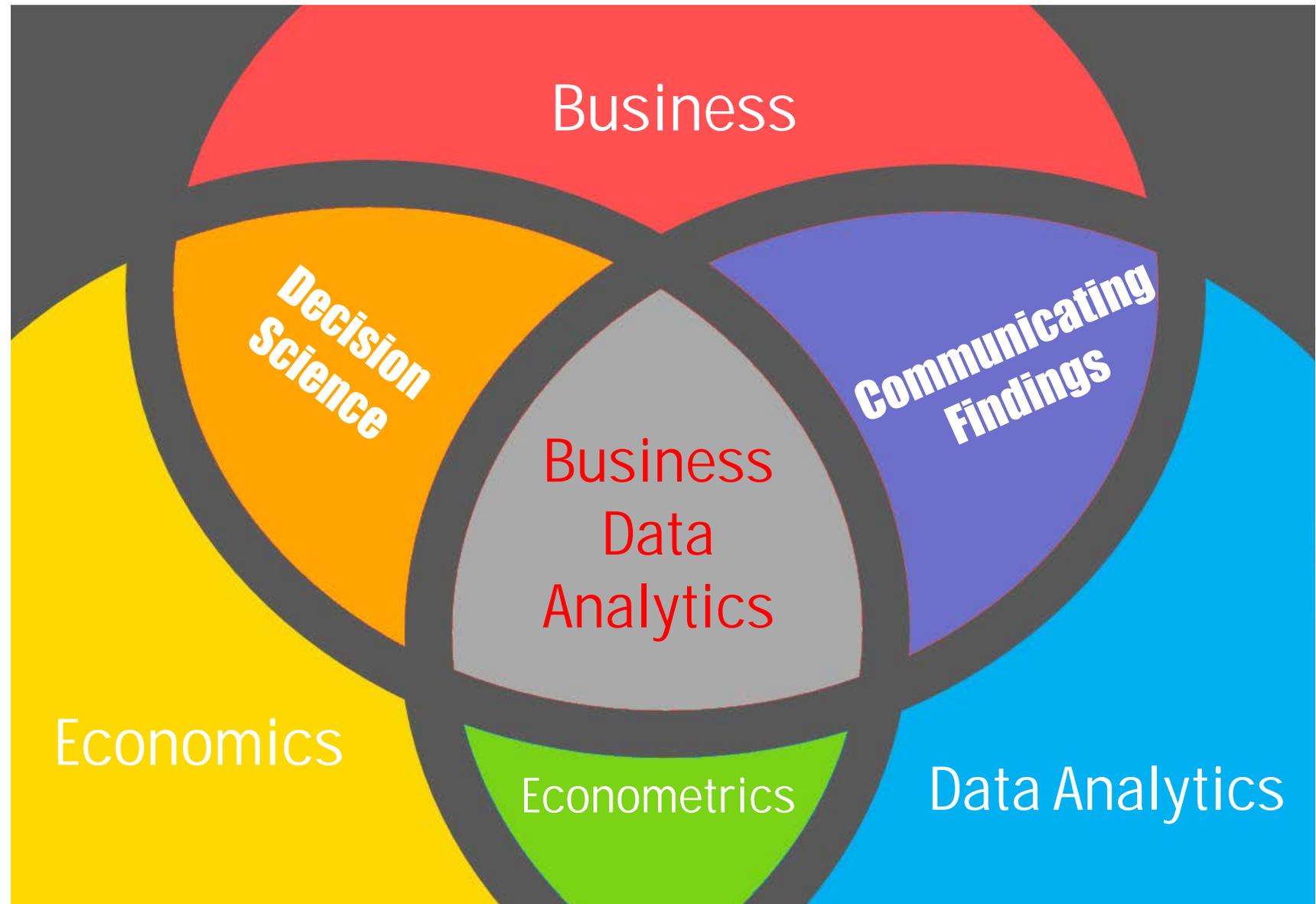
Annual Earnings

Median annual earnings over career.



(Source: The Hamilton Project, Brookings Institution)

ONE
MAJOR,
SO MANY
SKILLS!



Every Business Data Analytics or Economics major can Earn a SAS® Certificate of Completion!

This certificate provides tangible evidence to employers of a students' econometrics and data science skills

Between May 2019 and May 2020, **227,977** U.S. job postings cited SAS as a required or preferred hard skill.



TESTIMONIALS

“Learning data analytics through SAS as an economics major has been incredibly useful in my career. I apply the thought processes and techniques to solve a wide variety of problems and create value every day.”



**NICHOLAS CHURA, Class of 2019
Economics Major**

**Procurement Specialist – Polymers
The Goodyear Tire & Rubber
Company**



**ELVIRA
OCHATIOUK,**
Class of 2020
Economics Major

**Risk Management
Analyst,
Citibank**

“My Economics major at The University of Akron has taught me how to complement my qualitative thoughts with quantitative analysis to reach informed, evidence-based conclusions that I can use to make decisions in both my personal life and professional career.”



SAM MYERS, Class of 2016

Economics Major

**Salesforce Analytics
Consultant**

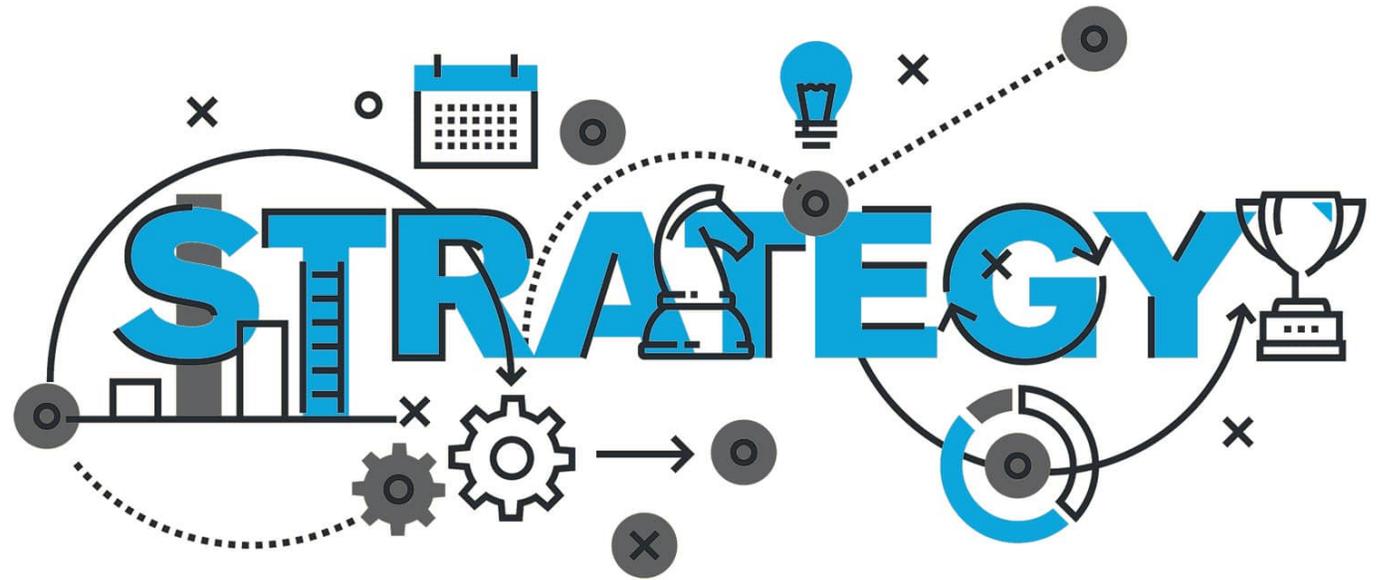
“SAS shows employers that the candidate has the ability to use statistical tools to answer complex business problems using data. Certifications in a tool such as SAS would move a potential candidate towards the higher end of our salary range for the position.”



JAMES SIBANDA

Class of 2010

Product Development Manager
KeyBank



“The courses were directly applicable to solving real world problems and empowered me with tools to extract insights from data and inform winning go-to-market strategies.”



SYDNEY MARTIS,
Class of 2015
**Human Capital Consultant,
Deloitte Consulting**



*“In a world increasingly surrounded by data, pursuing an undergraduate degree in economics leads to the development of core skills such as **data analytics, public speaking, teamwork and problem solving** that are **valuable to any employer.**”*

A NETWORK OF NOTABLE ALUMNI

Sejla Karalic
Fulbright Scholar to China

Jeff Murphy
Former Vice President,
Dominion Energy

Adele Roth
Deputy Planning Director For
Economic Development,
City of Akron

Sam Myers
Director of Analytics, AWP
30 for the Future Recipient

Sandy Pianalto
Former President,
Cleveland Federal Reserve Bank

Mike Morrell
Former Deputy Director, CIA
(Acting Director, CIA)



THINKING ABOUT GRADUATE SCHOOL?

An economics major is great preparation for graduate school in:

- Law
- Business
- Public Policy
- Economics
- International Relations
- And more!



WHAT ARE YOUR DEGREE OPTIONS?

DEPARTMENT OF ECONOMICS

- BA in Economics
- BBA in Business Data Analytics
- Minor in Economics
- Minor in Business Data Analytics
- BA in Philosophy, Political Science and Economics



MEET THE FACULTY!



INTERESTED TO LEARN MORE ABOUT YOUR OPTIONS IN THE ECONOMICS DEPARTMENT?

Dr. Sucharita Ghosh, Chair of the Economics Department, is available to answer all your questions and provide you with more information.

All you need to do is to send her an email: sghosh@uakron.edu





CONTACT US



Come visit us in the Department of Economics in the College of Business, Department Chair, Dr. Sucharita Ghosh, Room 312



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