

BBA in Business Economics at the Department of Business Economics

Faculty of Management and Finance

University of Colombo

This is an opportunity that offers a pathway that combines Economics with other business discipline.

The BBA in Business Economics combines knowledge of an academically rigorous discipline with skills that equip graduates to be work-ready. It looks at the application of economics with regard to incentives, opportunity cost, and constrained optimization to actual business and real world problems. This sort of learning ensures that graduates can demonstrate the use of skills that employers demand and value.

Students following BBA in Business Economics can also take advantage of the Economics or business related internship to further their work-ready skills in real businesses.

Graduates in Business Economics find employment in many areas of government and business, where it is recognized that an education provides valuable specialist training for a professional career as well as good general preparation and background for an executive or administrative career.