

gordon ford college of business
**internship
PROGRAM**
employer information



HIRE DEDICATED INTERNS

Internships are an educational opportunity • An internship consists of services for experience between a student and an employer. Internships help students to determine if they have an interest in a particular career, help students create a network of contacts, and, in some cases, achieve course credit. Some interns find permanent employment with the organizations for which they worked

gfcb by the numbers



2,298 students in 10 academic majors

8 minors • 3 certificate programs



Three Master's level programs



**Plus 2 Online Completion Program
in business administration**



**514
graduates**



100% placement rate for Accounting JUMP

165 honors students • 70 study abroad participants

PEAK participants = 300



top 1% of all business schools in the world

organizations offering internships ➔

upon completion of the internship. The Gordon Ford College of Business appreciates the opportunity for students to receive legitimate, real-world experience that is directly related to the student's major. Routine filing, copying and answering phones are important parts of jobs; however these duties and responsibilities should not represent more than approximately 25% of the intern's activities.

BKD ▪ Berkshire Hathaway ▪ State Farm Insurance ▪ Hilliard Lyons ▪ General Motors Corvette Plant ▪ Wells Fargo ▪ United Way ▪ Fund for American Studies ▪ Arthur Laffer & Associates ▪ Berry Plastics ▪ Waterstep ▪ English, Lucas, Priest & Owsley ▪ Fruit of the Loom ▪ FiServ ▪ Aramark ▪ Express Employment ▪ Hensley & Throneberry ▪ Hope House Ministries ▪ BB&T ▪ Hillside Farms ▪ Booth Fire & Safety ▪ First Security Bank ▪ Commonwealth Health Corporation ▪ Hangout Creative ▪ Trace Die Cast ▪ Federal Mogul ▪ FDIC ▪ Caterpillar ▪ Wright Implement ▪

"I can apply what I learned in the classroom to what I'm doing here on a daily basis. I can also take what I'm learning here and bring it back into the classroom."

*-Kody Johann
GM Corvette Plant Intern*



*-Maci Martin
GM Corvette Plant Intern*

Northwestern Mutual ▪ Big Brothers Big Sisters of South Central Kentucky ▪ Ernst & Young ▪ CRI ▪ JPMorgan Chase ▪ WKU Health Services ▪ Olde Stone Golf Club ▪ Bowling Green Area Chamber of Commerce ▪ Walgreens ▪ Walt Disney World ▪ Camping World ▪ Owensboro Medical Health Systems ▪ Bruna Corporation ▪ Magna ▪ Bando ▪ Keeneland Association ▪ Warren Averett ▪ Mountjoy, Chilton, Medley ▪ Van Meter Insurance Group ▪ Scotty's Contracting and Stone ▪ WKU Sports Marketing ▪ Moore Insurance Agency ▪ UPS ▪ The Campus Special ▪ Alliance Coal ▪ Federal-Mogul ▪ Xerox Financial Services ▪ Ahead Staffing ▪ Crye Leike Realty ▪ North American Stamping Group ▪ Auburn Leather Company ▪ Hospital Corporation of America ▪ BRADD ▪ Lost River Pizza Company ▪ T. Marzetti ▪ AWARE ▪ Sumitomo Electrical Wiring Systems ▪ Kentucky Department of Transportation ▪ Consolidated Electrical Systems ▪ Vanguard Labs ▪ JC Kirby and Son Funeral Chapel and Crematory ▪ Ruby Tuesday ▪ Citizens First Bank ▪ TS Trucking ▪ Hughes and Coleman ▪ United American Insurance ▪ Anthem Blue Cross ▪ BG ▪ Junior Achievement ▪ Clear Defense Pest Control ▪ WKU-PBS ▪ U.S. State Department ▪ Logan Aluminum ▪ US Bank ▪

MAJORS

Accounting

Students participating in our high-quality academic program are interested in the following positions: Public accounting such as auditing, tax, environmental accounting, forensic/investigative accounting, and personal financial planning; Corporate and Government accounting positions which include financial management, financial reporting, internal auditing, cost accounting, tax planning, and budget analysis.

Business Data Analytics

All courses in Business Informatics use a project-based learning model in which students learn by doing. Business Informatics students are interested in the following positions: Network and database administration for financial institutions, insurance companies, hotels, restaurants, governmental agencies, manufacturers, and retailers. Web Administration such as web design, programming and development, system administration and analysis. Other employment areas are systems development and technical support services.

Economics

The Economics major emphasizes the applied analytical and critical thinking skills crucial to career success. Economics students are interested in the following positions: Consulting and research for retail, banking, insurance, mining, transportation, healthcare, and tourism; local and federal governmental positions such as the State Department and the EPA, public utilities, trade associations, labor unions, and international organizations. Other employment areas include banking, insurance, sales, management, and education.

Entrepreneurship

Students in the Entrepreneurship program learn and develop the concepts and skills necessary to start and own a small business, to develop or grow an existing company, or to create an entrepreneurial environment within a larger organization.

Finance

Students concentrate in Financial Management or Financial Planning. Financial Management majors are primarily interested in positions in banking, corporate financial analysis, real estate, investment banking, and supply chain management. Financial Planning majors are interested in personal financial planning, investment advising and analysis, and trust officers. Students can manage a portfolio of real money or manage a simulated bank. They are encouraged to increase personal professionalism by attending professional conferences and completing internships. The Center for Financial Success allows students to gain experience assisting clients with basic financial literacy issues.

International Business

Armed with a business school background, and a focus on cultural competence, international business students possess skills needed in a wide range of organizational settings. These skills include data analysis, communication, and special project management. Internship placement interests include: foreign companies operating in the United States, international banks, government agencies, multinational corporations, and non-profit organizations focused on international missions.

Management

Students focus on three programs: Business Administration, International Business, and Entrepreneurship. Students may also concentrate in Human Resources. Management students are interested in the following positions: management in business and industry such as banks, retail stores, hotels, restaurants, service providers, and healthcare; local, state, and federal government as well as non-profit organizations. Other areas consist of human resource management, operations management, sales insurance, real estate, entrepreneurial endeavors, and businesses with an international focus or interest.

Marketing

WKU is one of a limited number of schools in the country to offer a major concentration in sales and a minor in sales. The marketing major offers three distinct career tracks: 1) Strategic Marketing 2) Marketing Sales and 3) Social Media Marketing. Marketing and Sales majors are interested in the following positions: Sales and promotion in industrial sales, wholesale, direct marketing, consumer product sales, financial services, advertising, e-commerce, and sales management. Also of interest is Brand/Product management, market research, retail purchasing and procurement, banking, insurance, real estate, and social media management.

How can the GFCB help you find the prime candidate?

- Internship Posting on Career Link
- Internship Coordinator meets with students regularly regarding their career interests and encourages applying for internships
- GFCB students are alerted through email, faculty, and social media when every internship is posted
- Employer receives applicant résumés and decides which candidates to interview
- Employer determines time, date, and location of interviews

What makes GFCB students unique?

Students in the GFCB benefit from an applied education that emphasizes real-world solutions to today's complex business problems.

Preparing students for entry into the professional business environment is an important focus for the GFCB. Professional success doesn't begin when a student wears the cap and gown and receives a diploma. Preparing for professional success is a process that begins the moment a student walks into Grise Hall for the first time. That's where PEAK steps in, giving students a multitude of information, assistance, and advice in these and more areas:



Professional Education and Knowledge
Gordon Ford College of Business

- Career awareness and exploration opportunities
- Personal improvement workshops and seminars
- Real-world experiences through mentoring and internships
- Continued professional development and networking for alumni

"Your department has prepared [students] very well to speak, act, and produce from phone/text communication to the interview to the job work itself."

—Bud Agnew, Owner, S&R Tire Center

KHEAA Work-Study Program

Why?

All Kentucky employers, who are eligible to participate in the program, may receive \$2/hour reimbursement, up to a maximum amount, on any eligible students with funds provided by KHEAA. The maximum amount varies with each individual, but it can be substantial.

Requirements?

- KHEAA requires each employer to complete a standard three-page *Employer Agreement* once per fiscal year
- Complete a *Position Analysis* form for each student twice per year
- Submit a *Monthly Invoice* to receive reimbursement

Benefits for employers?

- Receive a \$2/hour wage reimbursement for eligible student wages up to 20 hours per week while school is in session and 40 hours per week during breaks
- Interview from a pool of qualified candidates who have an interest in the work performed by your organization
- Free access to *CareerLink*, WKU's student employment portal, where you may post job openings, search resumes, download candidates' credentials and schedule on-campus interviews.

Visit wku.edu/career/employers/kwsp.php for more information about the KWSP Program

For more information, contact:

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NONPROFIT ORG
US POSTAGE

US POSTAGE

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