

**BACHELOR of SCIENCE in BUSINESS ECONOMICS (#724)**

Department of Economics  
 Gordon Ford College of Business  
 Western Kentucky University

The suggested program of study shown below should be used in consultation with your advisor(s).  
 Every student will finish with a unique plan of his/her own depending on the electives selected.

**SAMPLE - Four Year Plan**

Fall Semester		Spring Semester	
BA 175, University Experience Business	3	ACCT 200, Introductory Accounting – Financial	3
CIS 141, Basic Computer Literacy	3	Arts & Humanities (E-AH)	3
ECON 202, Principles of Economics – Micro (E-SB)	3	COMM 145, Fund Speaking (F-OC)	3
ENG 100, Introduction to College Writing (F-W1)	3	ECON 203, Principles of Economics – Macro (E-SB)	3
MATH 123, Mathematical Apps for Business (F-QR)	3	Literary Studies (F-AH)	3
<b>TOTAL CREDIT HOURS</b>	<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>15</b>

Fall Semester		Spring Semester	
ACCT 201, Introductory Accounting – Managerial	3	Connections <sup>1</sup> (K-SC or K-LG or K-SY)	3
CIS 243, Principles of MIS	3	ECON 206, Statistics	3
HIST 101 <b>OR</b> 102, World History I <b>OR</b> II (F-SB)	3	MGT 200, Legal Environment of Business	3
MGT 210, Organization and Management	3	MKT 220, Basic Marketing Concepts	3
Natural & Physical Sciences (E-NS)	3	Natural & Physical Sciences with lab (E-SL)	3
<b>TOTAL CREDIT HOURS</b>	<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>15</b>

For more details and courses offered in the **Colonnade General Education** program visit the <https://www.wku.edu/colonnade/>.

Language Proficiency of novice-high before completing 60 credit hours is required (or completion of 2<sup>nd</sup> level of a language). Two credits (or equivalent) of a single world language in High School will satisfies this WKU requirement.

**Admission to the Gordon Ford College of Business and the Major** – To gain admission to the Gordon Ford College of Business (GFCB) and the Business Economics major students must have 60 earned hours with a minimum 2.5 overall GPA. They must also complete the eight admission courses (ACCT 200, ACCT 201; CIS 141; COMM 145; ECON 202, ECON 203, ECON 206; MATH 123 (or higher) with a separately calculated 2.5 GPA.

Fall Semester		Spring Semester	
Connections <sup>2</sup> (K-SC or K-LG or K-SY)	3	Connections <sup>3</sup> (K-SC or K-LG or K-SY)	3
ECON 302, Microeconomic Theory	3	ECON 414, Managerial Economics	3
ECON 303, Macroeconomic Theory	3	Economics Upper-Division Elective	3
ECON 306, Statistical Analysis <b>OR</b> ECON 307, Financial Data Modeling	3	ECON 465, Regression & Econometric Analysis <b>OR</b> ECON 480, Economic Forecasting	3
MGT 314, Operations Management	3	FIN 330, Principles of Financial Management	3
<b>TOTAL CREDIT HOURS</b>	<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>15</b>

Fall Semester		Spring Semester	
Economics Upper-Division Elective	3	ECON 499, Senior Assessment	1
Economics Upper-Division Elective	3	Economics Upper-Division Elective	3
General University Elective	3	Economics Upper-Division Elective	3
General University Elective	3	General University Elective	2
Writing in the Disciplines (F-W2)	3	MGT 498, Strategy & Policy <b>OR</b> ENT 496, Small Business Analysis & Strategy	3
		Professional Upper-Division Elective	3
<b>TOTAL CREDIT HOURS</b>	<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>15</b>

**Total Credit Hours: 120**

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**Phone:** (270) 745-2249

**Website:** <https://www.wku.edu/economics/>

**Email:** [econ@wku.edu](mailto:econ@wku.edu)

**Course Descriptions:** <http://www.wku.edu/undergraduatecatalog/>