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# Gordon Ford College of Business

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Grise Hall, Office 445

Phone: (270) 745-6311

Email: [gfc@wku.edu](mailto:gfc@wku.edu)

Website: [www.wku.edu/business](http://www.wku.edu/business)

Suggested Degree Paths:

<http://www.wku.edu/degreepaths/18-19/gfc.php>

Dr. Cathy Carey, Interim Dean

Email: [Cathy.Carey@wku.edu](mailto:Cathy.Carey@wku.edu)

Michelle Trawick, Associate Dean for Faculty and Administration

Email: [Michelle.Trawick@wku.edu](mailto:Michelle.Trawick@wku.edu)

## Departments

- Accounting
- Economics
- Finance
- Information Systems
- Management
- Marketing

The Gordon Ford College of Business traces its roots to the Bowling Green Business University, founded in 1884 as the Southern Normal School and Business College. In 1907, the Southern Normal School became Western Kentucky State Normal School, and the Bowling Green Business University began a long history of nationally noted programs. In June 1963, Western Kentucky University assumed the business programs of the Bowling Green Business University, and in 1964 the Bowling Green College of Commerce became a division of the University. The name was changed in 1972 to the Bowling Green College of Business and Public Affairs; and following department realignment in 1979, it became the Bowling Green College of Business Administration. To honor the generosity of Gordon B. Ford, the college was renamed the Gordon Ford College of Business in December of 1998, becoming the second named business school in Kentucky. All business programs offered by the College are accredited by AACSB International - The Association to Advance Collegiate Schools of Business.

## Mission

The mission of the Gordon Ford College of Business is to be a leader in providing high quality, applied undergraduate business education and select graduate programs that meet the needs of the business community.

In fulfilling the college and university missions, and with a balanced emphasis on teaching, research, and service, a highly qualified faculty strives for effective teaching and active student learning. The faculty demonstrate competency through continuous intellectual activity in discipline-based, applied, or instructional research. The currency and relevancy of research and pedagogical activity are supported by active faculty participation with professional associations and initiatives with business, industry, and government organizations.

Baccalaureate programs are designed to build upon a firm liberal arts education with professional theory and applications necessary for creative and rational decision-making in the business world. The Gordon Ford College of Business offers undergraduate majors in Accounting, Business Economics, Business Data Analytics, Economics, Entrepreneurship, Finance, International Business, Management, and Marketing. The Master of Business Administration, Master of Accountancy, and Master of Arts in Applied Economics provide professional education for individuals seeking successful careers and executive leadership positions.

## Advising for Gordon Ford College of Business Students

All WKU students must receive advising until they graduate. Professional advisors are available in the Undergraduate Student Services and Advising and Career Development Center (GH 449; 270-745-3290). Besides academic advising the advisors provide assistance with degree requirements, information on study abroad, internship opportunities, and student/professional organizations, and help students locate other campus resources.

## Center for Applied Economics

The mission of the Center for Applied Economics (CAE) is to be an outreach of the WKU Department of Economics and Gordon Ford College of Business by serving as an economic information access point for Bowling Green and South Central Kentucky while engaging faculty and graduate students in local area research. Mission objectives are to: collect, condense, and present economic information relevant for Bowling Green and South Central Kentucky; provide a bridge between technical economic research and the community on current, relevant topics; provide experience for graduate students in the application and communication of economic ideas and practices; and provide fee-based economics studies (for example, economic impact studies).

The primary means of achieving this outreach is through the CAE website at <http://wkuappliedeconomics.org/> where one can find local area research and data, interactive local data charts, and links to the social networking sites Twitter and Facebook for up-to-date announcements from the Center. Also on the website are articles produced by both faculty and graduate students.

### **Center for Entrepreneurship and Innovation (CEI)**

The CEI assists in the delivery of undergraduate and graduate courses in entrepreneurship and new venture development and management. Specifically, the CEI is dedicated to:

- Making connections *to* and *for* entrepreneurial students.
- Engaging faculty from various disciplines across campus to conduct interdisciplinary research in entrepreneurship.
- Facilitating outreach and networking activities by engaging entrepreneurs to promote an entrepreneurial culture in the region and linking those entrepreneurs with WKU.
- Assisting in finding internship and part-time work opportunities for entrepreneurial students at WKU.

The CEI also serves as a home for the award-winning ENACTUS student organization and the Small Business Institute® professional organization.

### **Center for Financial Success**

The mission of the Center for Financial Success (CFS) is to aid the University and regional community by sharing knowledge and expertise on a wide range of financial planning and literacy topics. The CFS aids constituents in becoming informed, financially independent and responsible members of society through an applied, multi-faceted approach utilizing faculty expertise and service, student involvement and engagement, as well as community and professional partnerships.

### **Center for Leadership Excellence**

As the business culture becomes more global, more sophisticated, and more competitive, the need for insightful and innovative leadership strategies is more important than ever. The Center for Leadership Excellence in the Gordon Ford College of Business at WKU is committed to providing a world-class center for leadership development practices and research information. The Center will move beyond the methods and styles (the what) used by leadership in the past and the present to the reasons behind those successful strategies (the why) and identify contexts and circumstances in which leadership strategies can be most successful.

The Center for Leadership Excellence has developed an innovative workshop format that provides new information for leadership behaviors; novel strategies for practicing leadership; collaborative study of leadership appropriate for multiple venues; national and international forums with prominent leaders as panelists and discussants to share ideas, experiences, and strategies; and situations to encourage and evaluate the work of researchers and collaborators.

### **Center for Professional Selling**

Our Sales Program is one of twenty Fully Certified Sales Programs in the United States as a member of the University Sales Center Alliance (USCA). The WKU Center for Professional Selling is the only certified program in the State of Kentucky, and is a national leader in sales education. This Center was formed by WKU in July 2007 with two specific goals:

1. Education Focus: Enhance the perception of the sales profession while preparing students for a career in sales. Development of appropriate curriculum to include a Major and Minor in Sales.
2. Business Focus: Strengthen the relationship between WKU and Corporations. Develop partnerships with corporations to provide real-world classroom activities in addition to internship or full-time employment opportunities.

### **Center for the Study of Capitalism**

The purpose of the BB&T Center for the Study of Capitalism is to create a comprehensive program of study on the moral foundations of capitalism. It provides resources and learning opportunities to students and the public regarding capitalism's role in society.

### **Enrollment Policy for Upper-Division Courses**

To enroll in upper-division accounting courses, students must have a 2.0 grade point average. To enroll in upper-division business courses other than accounting, students must have a minimum of 60 earned hours and a 2.0 overall grade point average. Enrollment in all upper-division business courses is limited to a maximum of 12 credit hours for students not admitted to one of the baccalaureate programs in the Gordon Ford College of Business. A complete set of regulations concerning enrollment in the Gordon Ford College is available in the Undergraduate Student Services and Academic Advising Center (Grise Hall 449).

**Accounting Majors** – Students interested in pursuing a major in Accounting must complete ACCT 200 and 201 with a grade of “B” or higher. Accounting students must also earn a grade of “C” or higher for any course serving as a prerequisite for any major required course.

**Economics Majors** – Economics majors pursuing a Bachelor of Arts degree are not required to take ACCT 200 and ACCT 201.

**Gordon Ford College of Business Minors** – A student who is not pursuing a major in the college may enroll in upper-division courses leading to a minor in the college provided the student has earned a minimum of 60 semester hours, and met the prerequisites for the course(s).

**Appeals and Requests for Exception** – Requests for exception to the enrollment and/or admission policies for the Gordon Ford College must be submitted in writing to the Gordon Ford College of Business Admissions and Appeals Committee.

**Registration** – Under most circumstances, students are approved to register for upper-division courses in the college without making application. Eligible students who experience problems with registration should contact the Undergraduate Student Services and Academic Advising Center (Grise Hall 449).

### **Transfer Policies**

Students pursuing a major in the Gordon Ford College of Business must earn a minimum of one-half of the major in residence at Western Kentucky University.

Students wishing to transfer to Western Kentucky University need to follow Colonnade Program guidelines as listed in the catalog. This strategy should minimize the risk of losing credits toward graduation. Courses that are offered only at the upper-division level at Western Kentucky University should not normally be taken at other schools. Students are advised to consult the Western Kentucky University department chair of their major program or the Undergraduate Student Services and Advising and Career Development Center (Grise Hall 449) regarding the transferability of any upper-division course.

Students who plan to enroll or who are presently enrolled in junior or community colleges who envision transferring to WKU to complete a baccalaureate degree in the Gordon Ford College of Business should follow a program of Colonnade and prerequisite courses similar to the catalog requirements for freshmen and sophomores on the WKU campus. The Gordon Ford College is an active participant in the statewide transfer agreement for business programs for KCTCS students completing the A.A. or A.S. degrees. Students enrolled in the Kentucky Community and Technical College System (KCTCS) should contact their advisor for specific information on transferring courses to the Gordon Ford College of Business and Western Kentucky University.

Introductory courses in accounting (6 hours), economics (6 hours), statistics (3 hours) and an introductory computer course with microcomputer applications (3 hours) taken at accredited schools are readily transferable to Gordon Ford College of Business programs. Courses in linear mathematics (3 hours) and calculus (4 hours) are also generally transferable to Gordon Ford College of Business programs.

Most Bachelor of Science programs in the Gordon Ford College of Business are structured as shown below:

- Colonnade Program – 39 hours,
- Professional core (Includes 6 Colonnade hours) – 42 hours,
- Advanced major and elective courses – 39 hours,  
TOTAL 120 hours

## Advanced Professionalism Certificate

Reference Number: 1730

Minimum Hours for Certificate: 12

This certificate focuses on competencies needed for career readiness and professional development for transitioning to the business field, including assessment, exploration, and experiential components. Students must complete the following categories:

- **Category I Self-Management Skills (3 hours):** BA 175 or FIN 161
- **Category II Advanced Communication and Leadership (6 hours; maximum 3 hours for any prefix):** COMM 240, COMM 330, COMM 345\*, COMM 348, COMM 362, COMM 460\*\*, COMM 463\*\*, ENG 306, ENG 307; LEAD 330\*\*, LEAD 440\*\*, LEAD 450\*\*, MGT 361, MKT 325.
- **Category III Applied Career Experiences (3 hours):** ACCT 390\*, CIS 369\*, ECON 490\*, FIN 440\*, MGT 490\*, MKT 490\*, BA 490\*.
- **Category IV (Students must pass this 0 credit course prior to graduation):** BA 495.

\* Each of these courses lists prerequisites that are already required in GFCB undergraduate programs.

\*\*Each of these courses lists prerequisites that could require additional coursework by the student. It is important to note that the prerequisite statement also includes "permission of instructor."

\*\*\*Students may petition the certificate director to use HON 404 to satisfy Category I.

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## Department of Accounting

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**Dr. Harold Little, Chair**  
Email: [Harold.Little@wku.edu](mailto:Harold.Little@wku.edu)

Grise Hall, Office 501  
Phone: (270) 745-3895  
Email: [Acct@wku.edu](mailto:Acct@wku.edu)  
Website: [www.wku.edu/accounting](http://www.wku.edu/accounting)

**Holland Professor:** Vacant  
**Meany Professor:** Vacant  
**Nixon Professor:** Y. Chen

**Professors:** R. Kinnersley, S. Wells  
**Associate Professors:** S. Bibelhauser, M. Lee, H. Little, M. Ross

**Assistant Professors:** J. Bergner, A. Hunt, M. Simerly  
**Pedagogical Assistant Professor:** K. Barron  
**Instructor II:** S. Henson  
**Executive-in-Residence:** R. Callahan

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### Mission Statement

The mission of the Department of Accounting at Western Kentucky University is to provide quality accounting education and prepare students for successful and rewarding careers in accounting and business.

The mission is supported by:

- effective teaching.
- applied, pedagogical, and discipline-based research.
- service to the college, the university, the profession, and the business community.

### Accounting Program

The accounting department provides a challenging program of study for students who desire to pursue a major in the field of accounting. Students are engaged in unique and enriching learning experiences both inside and outside the classroom. Upon the successful completion of the 120-hour undergraduate program, students are prepared for a rewarding career in public accounting, industry, government, and other business fields.

**Transfer Students.** Students in community or junior colleges who plan to transfer to Western Kentucky University to complete a baccalaureate degree in accounting should concentrate on courses, which will satisfy Colonnade Program requirements. Credit for accounting or business courses completed at community or junior colleges, except some 200-level courses, will generally not be allowed as part of the Accounting Program.

Students attending four-year schools who wish to transfer to Western Kentucky University should follow a program of Colonnade and prerequisite courses for entry into the Accounting Program. For accounting and business courses offered only at the 300-level and 400-level at Western Kentucky University, a maximum of nine semester hours may be transferred from other four-year schools for credit in the accounting major. Such transfers require the approval of the Western Kentucky University Chair of Accounting. Such courses completed before entering WKU will be accepted for transfer credit as part of the accounting program only if the grade of "C" or better was earned. Students already enrolled at Western Kentucky University should not plan on completing accounting requirements at other institutions.

**Pilot Program.** Students who successfully complete the high school AICPA Accounting Program for Building the Profession (APBP) and pass the APBP exam will receive three hours of proficiency credit that will meet the prerequisite requirement for Introduction to Accounting – Managerial (ACCT 201). and Intermediate Accounting I (ACCT 300). Contact the department for additional information.

**Program of Study:** When planning a program of study in this department, students should refer to the suggested Program of Study. Each student should be aware of the University's academic requirements and regulations contained in this catalog in the chapter titled "Academic Information." Students are encouraged to contact the Gordon Ford College of Business Undergraduate Student Academic Advising Center and/or the Accounting Department Chair for academic advising and assistance. For career-related information, students should contact the Accounting Department, Center for Career and Professional Development, GFCB Internship Coordinator, or an Accounting faculty member for career mentoring and advising.

### **Major in Accounting**

**Reference Number:** 602P (seeking admission)  
602 (officially admitted)

**Minimum Hours for Degree:** 120  
**Degree:** Bachelor of Science

**Minimum Hours for Major:** 73

**Sample Degree Path:** [http://wku.edu/degreepaths/18-19/documents/gfcb/accounting\\_602.pdf](http://wku.edu/degreepaths/18-19/documents/gfcb/accounting_602.pdf)

**Accounting JUMP:** [http://wku.edu/degreepaths/18-19/documents/gfcb/accounting\\_jump\\_602.pdf](http://wku.edu/degreepaths/18-19/documents/gfcb/accounting_jump_602.pdf)

To gain admission to the Accounting Program, students must have:

1. earned a minimum of 60 hours;
2. completed ACCT 200 and ACCT 201; CIS 141; ECON 202, ECON 203, ECON 206; MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610, and COMM 145 with a minimum grade point average of 2.5 in the courses listed above; and
3. a minimum overall GPA of 2.5. Students with lower than a 2.5 grade point average that includes 12 hours of upper-division business courses will be allowed to take only those upper-division courses in the Gordon Ford College of Business they are repeating. Repeating a course will not be considered to violate the enrollment policy restricting upper-division courses to 12 hours before admission.

All students desiring to major in accounting must complete the following courses:

**Accounting:** ACCT 200, ACCT 201, ACCT 300, ACCT 301, ACCT 303, ACCT 310, ACCT 312, ACCT 430, ACCT 450, ACCT 499, and six hours of accounting electives from the following list: ACCT 401, ACCT 402, ACCT 410, ACCT 420, ACCT 431, and ACCT 451.

**College:** CIS 141, ECON 202, ECON 203, ECON 206, CIS 243, MGT 200, MGT 210, MGT 313 or ECON 306 or ECON 307, MKT 220, MGT 314, FIN 330 and MGT 498. Three hours of professional or accounting electives should be selected from COMM 345, ENG 306, and all upper-division courses offered in the Gordon Ford College of Business **except** ACCT 330, BA 490, CIS 369, ECON 490, ENT 490, FIN 449, MGT 490, and MKT 490.

Any students seeking to enroll in ACCT 300 must have completed ACCT 200 with a grade of "B" or better. A student seeking to enroll in ACCT 301 and/or ACCT 310 must have completed ACCT 200 and ACCT 201 with grades of "B" or better. Except for ACCT 300, ACCT 301, and ACCT 310, students must be admitted to the Accounting Program to enroll in upper-level accounting courses. Accounting majors must earn a grade of "C" or better in ACCT 300, ACCT 301, ACCT 303, ACCT 310, and ACCT 312 and other courses when used as prerequisites for succeeding courses. For example, an accounting major must earn at least the grade of "C" in ACCT 300 before enrolling in ACCT 301. Also, accounting majors are allowed to repeat an upper-division accounting course only once, even if they received a "W" on the first attempt. Exceptions to this policy will be considered only in extenuating circumstances. All students must take two accounting electives and one approved accounting or business elective.

### **Pursuing a Second Degree in Accounting**

Individuals who have already received a college degree have the opportunity of enrolling in WKU to pursue a degree in accounting.

Students with a first degree in the area of business should be able to complete the Bachelor of Science degree in accounting with approximately 30 additional hours. Those individuals without previous courses in business tend to need a higher number of hours to complete the second degree.

Admission requires the completion of certain pre-professional courses and the attainment of a grade point average (GPA) of at least 2.5 in those courses.

Second baccalaureate degree candidates are exempt from the Western Kentucky University Colonnade requirements. Accounting students must, however, complete the math requirement and an approved speech course, either in previous college work or as a part of the proposed course of study.

Only those accounting and professional business courses completed within five years of the time that the student enrolls for the second degree in accounting will be accepted. The business environment is ever changing. Subject matter taken in courses completed several years ago likely has either been forgotten or is not currently relevant.

The decision to accept coursework toward the second degree rests with the Accounting Department Chair. The prospective candidate for the second degree should contact the Chair of Accounting to schedule a meeting to evaluate their situation, to develop a program of study, and to obtain an estimate of the time necessary to complete the second degree in accounting.

**Accounting JUMP Program** – The Accounting Joint Undergraduate and Master Program (JUMP) allows students to take both undergraduate and graduate courses concurrently. The student who meets the eligibility requirements and successfully pursues and completes the Accounting JUMP program will earn two degrees: A Bachelor of Science in Accounting degree and a Master of Accountancy (MAcc) degree.

To be eligible for the Accounting JUMP Program, students must (1) file a Statement of Intent with the Department of Accounting; (2) complete ACCT 300, ACCT 301, ACCT 310, and ACCT 312; and (3) have a minimum GPA of 3.25 (4.0 scale) in ACCT 300, ACCT 301, ACCT 310, and ACCT 312 with a minimum grade of C in each course. These minimum requirements establish eligibility for admission, but do not guarantee acceptance into the program.

Students accepted into the Accounting JUMP Program, may have one of the required undergraduate accounting electives waived. In addition, the GMAT requirement for admission to the WKU Graduate School will be waived. For more information, please contact Dr. Steve Wells, Director of the MAcc Program, or Mrs. Sheri Henson, Coordinator of the Accounting JUMP Program, via email or at 270-745-3895. For additional information concerning the Master of Accountancy program, please visit the Graduate Catalog: <http://www.wku.edu/graduate/>.

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## Department of Economics

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**Dr. Alex Lebedinsky, Chair**  
**Email:** [Alex.Lebedinsky@wku.edu](mailto:Alex.Lebedinsky@wku.edu)

**Grise Hall, Office 431**  
**Phone:** (270) 745-2249; **Fax:** (270) 745-3190  
**Email:** [ECON@wku.edu](mailto:ECON@wku.edu)  
**Website:** [www.wku.edu/economics](http://www.wku.edu/economics)

**Professors:** C. Carey, B. Goff, Y. Kim, A. Lebedinsky, B. Strow, C. Strow, M. Trawick, D. Wilson, D. Zimmer  
**Associate Professor:** S. Leguizamon  
**Assistant Professors:** C. Biolsi, J. Byl, J. Leguizamon, S. Locke  
**Professors Emeriti:** M. Borland, B. Davis, T. Noser, C. Roberts  
**Transitional Retirees:** D. Myers, R. Pulsinelli

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### Mission Statement

The primary mission of the economics program is to offer educational opportunities to students in order to prepare them to become accomplished citizens and professionals capable of critical thinking and independent analysis. The economics faculty places an emphasis on excellence in teaching and continuous professional development in applied, instructional and basic research. The department also recognizes the importance of conducting professionally relevant service activities for the university, the public, and private constituents at the local, state and national levels.

Economics is an integral part of a well-rounded liberal arts education because the study of economics provides an antecedent to ethical judgments, to the assessment of the full range of both past and present public policies, and to an understanding of other economies and cultures. Economics is a versatile, multifaceted subject that includes global dimensions that are of increasing importance in today's diverse society.

The program also recognizes the importance of economic science in the preparation of a wide variety of professionals including those in business, law, journalism, banking, government, and academia. The faculty acknowledges the importance of communication and technical skills in the development of well-rounded students. Economics courses require the application of the appropriate verbal and writing skills that are crucial complements to analytical skills. The economics curriculum and course offerings are designed to highlight and illustrate the practical importance of a knowledge of economics in understanding today's local, national and global issues.

### Economics

Economics is a discipline concerned with how society chooses to allocate scarce resources among alternative uses in order to produce and distribute private and public goods.

The programs and course offerings are designed to provide a basic understanding of economic concepts, institutions, processes, and problems; to foster critical and analytical methods of thinking; and to lay the foundation for further study of economics. The economics department offers three program options: AB in Economics, BS in Business Economics, and BS in Mathematical Economics.

The AB in Economics (reference number 638) provides a variety of courses and programs to fit students' needs and interests. Students combine their work in economics with study in other fields such as business, communication, and computer science. Many other combinations are also available. These options allow a high degree of flexibility in choosing alternative areas of study.

The BS in Business Economics (reference number 724) is a major in specialized business economics. The business economics major combines courses in economics with those in accounting, finance, information systems, management, marketing, and quantitative business analysis. This unique array of courses provides the student with both the general and specific skills desired by employers.

The BS in Mathematical Economics (reference number 731) is designed for students wishing to pursue a graduate degree in economics, a highly applied, analytical occupation or a career as an actuary.

The general track in the BS in Mathematical Economics strongly recommended for students considering either a PhD in Economics or highly applied, analytical occupations. Students should note that economic doctoral programs are highly mathematical. An alternative path would be a math minor in conjunction with either the AB in Economics or the BS in Business Economics. A WKU minor in mathematics (reference number 417) requires a minimum of 17 semester hours.

To obtain a math minor, the student must take the foundational sequence (MATH 136, MATH 137, MATH 307). The student is also required to select two additional math classes. The two classes that would best prepare a student for graduate studies in economics are MATH 237 and MATH 331.

The actuarial science track in the BS in Mathematical Economics is strongly recommended for students pursuing careers as actuaries. Actuaries use a combination of strong analytical skills, business knowledge and an understanding of human behavior to manage risk. To become an actuary, students must pass a series of exams to earn actuarial designation by either the Casualty Actuarial Society (CAS) or the Society of Actuaries (SOA). With the track in actuarial science as part of a mathematical economics major, students will take courses that provide them the best chance of success on the first two actuarial exams. In addition, students can apply to receive Validation by Educational Experience (VEE) credit from either the CAS or SOA in the areas of Applied Statistics, Economics, and Corporate Finance, obtained through approved course sequences.

Each year, the economics program awards the C. Keith Davis Memorial, N.O. Taff, Kenneth T. & Maria Cann and Steve and Donna Lile Scholarships. The recipients must be in one of the majors offered by the Economics Department and selection is made on the basis of academic performance. Faculty also select a junior and a graduating senior economics, business economics, or mathematical economics major whose outstanding performances merit their selection as the Outstanding Junior and Outstanding Senior in Economics. Additionally, economics majors participate in the "Best Papers in Economics" competition for annual awards.

When planning a program of study in the economics department, each student should be aware of the University's academic requirements and regulations contained in this catalog in the chapter "Academic Information." Specific attention should be given to the subsections in the chapter entitled (a) Academic Programs, (b) General Education Requirements, and (c) Academic Requirements and Regulations. Students should be aware that some academic programs may have additional scholastic requirements and standards not specified in the catalog. To obtain a copy of these regulations, students should contact the department head.

**Major in Economics****Program Coordinator:** A. Lebedinsky**Reference Number:** 638P (seeking admission)  
638 (officially admitted)**Minimum Hours for Degree:** 120  
**Degree:** Bachelor of Arts**Minimum Hours for Major:** 36**Sample Degree Path:** [http://wku.edu/degreepaths/18-19/documents/gfcb/economics\\_638.pdf](http://wku.edu/degreepaths/18-19/documents/gfcb/economics_638.pdf)

The major in economics requires a total of 120 credit hours of coursework with 37 hours in economics and leads to a Bachelor of Arts degree. The program requires completion of a second major or a minor. All majors must complete a 19-hour core composed of ECON 202, ECON 203, ECON 206, ECON 302, ECON 303, ECON 465 or ECON 480, and ECON 499. The remaining 12 hours for completing the major may be selected from other 300 and 400 level economics courses. In addition, students must complete CIS 141, MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610, and COMM 145.

Admission to the economics major requires (1) the completion of MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610, ECON 202, ECON 203, and ECON 206 and CIS 141 with a minimum GPA of 2.0 in the courses listed; and (2) completion of a minimum of 60 semester hours with a minimum GPA of 2.0; and (3) completion of a minimum of 12 hours at Western Kentucky University with a minimum WKU GPA of 2.0. All economics majors will be required to participate in an assessment process prior to graduation (ECON 499, 1 hour).

**Major in Business Economics****Program Coordinator:** A. Lebedinsky**Reference Number:** 724P (seeking admission)  
724 (officially admitted)**Minimum Hours for Degree:** 120  
**Degree:** Bachelor of Science**Minimum Hours for Major:** 76**Sample Degree Path:** [http://wku.edu/degreepaths/18-19/documents/gfcb/business\\_economics\\_724.pdf](http://wku.edu/degreepaths/18-19/documents/gfcb/business_economics_724.pdf)

The major in business economics requires a total of 120 credit hours with 76 hours in professional and elective courses and leads to a Bachelor of Science degree. Business economics majors must complete the Gordon Ford College of Business core consisting of ACCT 200 and ACCT 201, CIS 141, ECON 202, ECON 203, and ECON 206, COMM 145, CIS 243, FIN 330, MGT 200, MGT 210, MGT 314, and MGT 498, and MKT 220. Required courses in economics include: ECON 302, ECON 303, ECON 306 or ECON 307, ECON 414, and ECON 499; and either ECON 465 or ECON 480; fifteen hours of economics courses; and an approved 3-hour upper-division business elective. No minor or second major is required.

Business economics majors should refer to the Gordon Ford College of Business introductory section for sample course schedules for the freshman and sophomore years. That section also outlines the requirements for being formally admitted to the Gordon Ford College of Business, a condition which students must satisfy before they will be permitted to enroll in 300-level and 400-level professional courses. All economics majors will be required to participate in an assessment process prior to graduation (ECON 499, 1 hour).

To gain admission to the Business Economics Program, students must have:

1. earned a minimum of 60 hours;
2. completed ACCT 220 and ACCT 201, CIS 141, ECON 202, ECON 203, and ECON 206, MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610 and COMM 145 with a minimum grade point average of 2.5 in the courses listed above; and
3. earned a minimum overall GPA of 2.5.

**Major in Mathematical Economics****Reference Number:** 731P (seeking admission)  
731 (officially admitted)**Minimum Hours for Degree:** 120  
**Degree:** Bachelor of Science**Minimum Hours for Major:** 49 / 61**Sample Degree Path for Concentration:***Actuarial Science:* [http://wku.edu/degreepaths/18-19/documents/gfcb/math\\_econ\\_actuary\\_731.pdf](http://wku.edu/degreepaths/18-19/documents/gfcb/math_econ_actuary_731.pdf)*General Mathematical Economics:* [http://wku.edu/degreepaths/18-19/documents/gfcb/math\\_econ\\_gen\\_731.pdf](http://wku.edu/degreepaths/18-19/documents/gfcb/math_econ_gen_731.pdf)

The major in Mathematical Economics requires a total of 120 credit hours with a core of 18 hours in economics, 15 hours in mathematics, and 1 hour of an interdisciplinary seminar course. The concentration in general mathematical economics requires an additional 9 hours in economics and 6 hours in mathematics. The concentration in actuarial science requires an additional 3 hours in economics, 9 hours in mathematics, 12 hours in finance, and 3-4 hours in computer science. This major leads to a Bachelor of Science degree intended for students interested in graduate studies in economics, public policy, or business, as well as those students seeking a career as an actuary or analytical careers that will require extensive mathematics backgrounds.

The program of study does not require completion of a second major or minor.

All majors must complete a 34-hour core consisting of ECON 202, ECON 203, ECON 206 (or STAT 301), ECON 302, ECON 303, ECON 465 or ECON 480 or STAT 401; MATH 136, MATH 137, MATH 237, MATH 307; and ECON 497 or MATH 497. Additionally, majors must choose a concentration in either General Mathematical Economics or Actuarial Science. Majors in the General Mathematical Economics concentration must complete ECON 306 or ECON 307, ECON 464, and 3 hours of 300- and 400-level economics electives. Additionally, either MATH 331 or MATH 310 must be completed, and students must take three additional hours from either MATH 331, MATH 310, MATH 305, MATH 382, MATH 435, or MATH 405. Majors in the Actuarial Science concentration must complete ECON 307; MATH 310, MATH 382, and MATH 482; FIN 330, FIN 332, FIN 350, and FIN 437; and CS 170 or CS 180.



Admission to the mathematical economics major requires (1) the completion of MATH 136, ECON 202 and ECON 203, and ECON 206 or STAT 301 with a minimum GPA of 2.0 in the courses listed; and (2) completion of a minimum of 60 hours with a minimum GPA of 2.0 overall; and (3) completion of a minimum of 12 hours at Western Kentucky University with a minimum WKU GPA of 2.0. All mathematical economics majors will be required to enroll in an interdisciplinary senior seminar course prior to graduation (ECON 497 or MATH 497, 1 hour).

**Economics JUMP Program (Joint Undergraduate – Master Degree Program): Accelerated Masters in Applied Economics** – Under certain conditions, undergraduate students majoring in any economics degree may qualify for the Economics JUMP program. This is an accelerated master program that allows students majoring in economics to take up to 12 hours in approved graduate level courses as an undergraduate student and apply those courses jointly to both their undergraduate and graduate degree programs. This leads to the completion of both the baccalaureate and graduate degrees in as few as 138 hours. For more information, visit [www.wku.edu/mae](http://www.wku.edu/mae).

**Minor in Economics**

**Program Coordinator:** A. Lebedinsky

**Reference Number:** 356

**Minimum Hours for Minor:** 21

The minor in Economics requires 21 semester hours. All minors must complete a 15-hour core composed of ECON 202, ECON 203, ECON 206, ECON 302, and ECON 303. The remaining 6 hours for completing the minor must be selected from other 300 and 400 level economics courses. All minors must also complete MATH 116 or higher. The remainder of the program depends on what other major or minor is pursued.

**Graduate Program** – The Economics Department offers a *one-year* graduate program leading to a Master of Arts in Applied Economics (reference number 0410). The program is designed to prepare students for private and public sector employment requiring analytical and communication skills sufficient for independent investigation and report writing. There are opportunities for interdisciplinary study and internships. Graduate assistantships are available. For program information, visit [www.wku.edu/mae](http://www.wku.edu/mae).

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## Department of Finance

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**Dr. Indudeep Chhachhi, Chair**  
**Email:** [Indudeep.Chhachhi@wku.edu](mailto:Indudeep.Chhachhi@wku.edu)

**Grise Hall, Office 334**  
**Phone (270) 745-2018; Fax (270) 745-5284**  
**Email:** [Finance@wku.edu](mailto:Finance@wku.edu)  
**Website:** [www.wku.edu/finance](http://www.wku.edu/finance)

**Page Professor:** K. Chan  
**Professors:** C. Brown, K. Chan, I. Chhachhi  
**Associate Professor:** Y. Ling Lo  
**Assistant Professor:** M Mollagholamali  
**Pedagogical Assistant Professors:** A. Head,  
R. Rhoades  
**Instructor II:** J. Snavelly  
**Professor Emeritus:** E. Wolfe

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### Mission Statement

The finance program is committed to offering a high quality baccalaureate program in finance with concentrations in financial management and financial planning. The concentrations in finance provide students with not only a broad general educational background but also a thorough professional education in finance. The primary mission of the finance group is teaching and instruction, which is supported by faculty involvement in basic and applied research as well as research that supports the teaching mission.

### Major in Finance

**Reference Number:** 664P (seeking admission)  
664 (officially admitted)  
**Minimum Hours for Major:** 73/79

**Minimum Hours for Degree:** 120  
**Degree:** Bachelor of Science

### Sample Degree Path for Concentration:

*Business Finance Concentration:*

[http://wku.edu/degreepaths/18-19/documents/gfcb/finance\\_business\\_finance\\_664](http://wku.edu/degreepaths/18-19/documents/gfcb/finance_business_finance_664)

*Personal Financial Planning Concentration:*

[http://wku.edu/degreepaths/18-19/documents/gfcb/finance\\_personal\\_planning\\_664](http://wku.edu/degreepaths/18-19/documents/gfcb/finance_personal_planning_664)

The undergraduate Finance program offers two areas of concentration within the major: 1) Business Finance and (2) Personal Financial Planning. Finance majors must earn a minimum grade point average of 2.0 in 300 and 400 level finance courses. In addition, finance majors must earn a “C” or better in FIN 330 and FIN 332.

All finance students must complete FIN 300 prior to admission to the finance program. All finance majors will be required to participate in an assessment process in FIN 499 prior to graduation.

The Business Finance concentration requires 73 hours of professional and elective courses and leads to a Bachelor of Science degree. No minor or second major is required or prohibited.

The Business Finance concentration deals with the acquisition and use of funds to maximize the value of the firm. Financial managers make decisions about alternative sources and uses of funds. Proper financial management within the firm will help the business to provide better products at reasonable prices to its customers and greater returns to the investors who supply the capital needed to form and then operate the business. Students must take the following courses: ACCT 200, ACCT 201, CIS 141, CIS 243, ECON 202, ECON 203, ECON 206, FIN 300, FIN 330, MKT 220, MGT 200, MGT 210, MGT 314, ENT 496 or MGT 498, ECON 307, FIN 332, FIN 433, FIN 436, FIN 437, FIN 438, FIN 439 or FIN 449, and FIN 499. Students must take 3 additional hours from either FIN 435 or MKT 323, MKT 325 or ACCT 300, ACCT 330, ACCT 430, ACCT 440. In addition, students must take 6 hours of upper level finance electives as well as an additional 3 hours of business electives.

The Personal Financial Planning concentration requires 79 hours of professional and elective courses and leads to a Bachelor of Science degree. The personal financial planning concentration deals with the process of developing comprehensive financial plans for individuals. Financial planners help individuals determine financial goals and objectives and the best strategies for obtaining these goals. The rapid growth of multi-income families in the U.S. has placed more and more people in a position of need to apply sophisticated financial planning techniques to their personal economic affairs.

As a result, one of the fastest growing career paths in the financial services industry is financial planning, and the Certified Financial Planner™ (CFP)® designation has become the most widely recognized financial planning credential among consumers.

The financial planning concentration is registered with the Certified Financial Planner Board of Standards in Washington D.C. We are one of only three registered universities in the state of Kentucky! This registration confers a special advantage on our graduates. Upon completion of our CFP® board certified program, students are allowed to sit for the CFP® Certification Examination.

Western Kentucky University does not certify individuals to use the CFP®, Certified Financial Planner™, and CFP® (with flame logo) certification marks. The CFP certification is granted only by the Certified Financial Planner Board of Standards to those persons who, in addition to completing an educational requirement such as this CFP Board-Registered Program, have met its ethics, experience, and examination requirements.

The Certified Financial Planner Board of Standards Inc. owns the marks CFP®, Certified Financial Planner™, and CFP® (with flame logo) which it awards to individuals who successfully complete initial and ongoing certification requirements.

Students must take the following classes: ACCT 200, ACCT 201, CIS 141, CIS 243, ECON 202, ECON 203, ECON 206, FIN 300, FIN 330, MKT 220, MGT 200, MGT 210, MGT 314, ENT 496 or MGT 498, ECON 307, ACCT 330, FIN 331, FIN 332, FIN 350, FIN 400, FIN 401, FIN 437, FIN 438, FIN 444, FIN 445, FIN 450, FIN 439 or FIN 449, and FIN 499. In addition, students must take 3 hours of upper level finance electives.

When planning a program of study in this department, each student should be aware of the University's academic requirements and regulations contained in this catalog in the chapter "Academic Information." Specific attention should be given to the subsections in the chapter entitled (a) Academic Programs, (b) Colonnade Requirements, and (c) Academic Requirements and Regulations. Students should be aware that some academic programs may require additional scholastic regulations and standards not specified in the catalog. To obtain a copy of these regulations, students should contact the department head.

Students majoring in a program in this department may refer to the Gordon Ford College of Business introductory section for sample course schedules for the freshman and sophomore years.

To gain admission to the Finance Program, student must have:

1. earned a minimum of 60 hours;
2. completed ACCT 200 and ACCT 201, CIS 141, ECON 202, ECON 203, and ECON 206, MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610, FIN 300 and COMM 145 with a minimum grade point average of 2.5 in the courses listed above;
3. a minimum overall GPA of 2.5
4. Students with lower than a 2.5 grade point average that includes 12 hours of upper-division business courses will be allowed to take only those upper-division courses in the Gordon Ford College of Business they are repeating. Repeating a course will not be considered to violate the enrollment policy restricting upper-division courses to 12 hours prior to admission.

### **Minor in Finance**

**Reference Number:** 357

**Minimum Hours for Minor:** 27

The minor in finance requires 27 semester hours of coursework. The minor in finance requires FIN 330 and 12 hours of approved finance electives from any 300 or 400 level finance courses. As preparation for this minor, students must also complete MATH 116 and ECON 202 or ECON 203, ECON 206 and ACCT 200.

### **Financial Planning Certificate**

**Reference Number:** 200

**Minimum Hours for Certificate:** 24

The certificate program in Financial Planning requires 24 semester hours and is intended to qualify non-finance majors or degree-holding individuals who wish to pursue a career in financial planning. After successful completion of the following eight courses, the student receives a Certificate of Financial Planning from Western Kentucky University and fulfills the educational requirement to sit for the comprehensive CERTIFIED FINANCIAL PLANNER® (CFP®) exam. Required courses are: ACCT 330, FIN 330, FIN 331, FIN 332, FIN 350, FIN 444, FIN 445, and FIN 450. There may be additional course requirements for students not meeting pre-requisites.

Western Kentucky University does not certify individuals to use the CFP®, Certified Financial Planner™, and CFP (with flame logo)®, certification marks. The CFP certification is granted only by the Certified Financial Planner Board of Standards to those persons who, in addition to completing an educational requirement such as this CFP Board-Registered Program, have met its ethics, experience, and examination requirements.

Certified Financial Planner Board of Standards Inc. owns the marks CFP®, Certified Financial Planner™, and CFP (with flame logo)®, which it awards to individuals who successfully complete initial and ongoing certification requirements.

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## **Department of Information Systems**

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**Dr. Ray Blankenship, Chair**

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

**Grise Hall, Office 200**

**Phone:** (270) 745-5408; **Fax:** (270) 745-6376

**Department Website:**

[www.wku.edu/information-systems](http://www.wku.edu/information-systems)

**Business Data Analytics Website:** [www.wku.edu/bdan](http://www.wku.edu/bdan)

**Professor:** R. Blankenship

**Associate Professors:** K. Atkinson, J. Butterfield,  
M. Ciampa, P. Coleman, T. Crews, Jr., E. Thrasher,  
L. Zhuhadar

**Instructor II:** J. Lindsey

**Instructor I:** J. Willis

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The field of business data analytics explores the interplays between technology, business, and society. Business data analytics utilizes information management tools for the processing, management, and analysis of data that relates to business. Graduates in Business Data Analytics serve as a bridge between the builders and users of technology and global innovations. Occupations in this field include Business Analyst, Customer Intelligence Analyst, Database Administrator, and Healthcare Analyst.

The IS Department at WKU offers several professionally-focused programs that prepare students for these, and many other, dynamic opportunities: Business Data Analytics (BDAN), Applied Data Analytics Certificate, Minor in Computer Information Systems.

### **Overview of Computing Facilities**

Western Kentucky University maintains a number of general-purpose computing labs across campus with a computer-to-student ratio that is among the highest of all state universities. In addition, the Information Systems department offers extensive hands-on learning opportunities through its own computer-enhanced instructional classrooms, computer labs, and many web-enabled courses. These resources are available at WKU's main and regional campuses. These resources allow BDAN students to make use of the latest hardware and software technologies in their major courses. This unique blend of classroom instruction and hands-on experience helps to prepare our graduates for professional success.

**Major in Business Data Analytics****Program Coordinator:** R. Blankenship**Reference Number:** 504P (seeking admission)  
504 (officially admitted)**Minimum Hours for Degree:** 120  
**Degree:** Bachelor of Science**Minimum Hours for Major:** 72**Sample Degree Path:** [http://wku.edu/degreepaths/18-19/documents/gfcb/business\\_data\\_analytics\\_504.pdf](http://wku.edu/degreepaths/18-19/documents/gfcb/business_data_analytics_504.pdf)

The Business Data Analytics major requires 72 semester hours and is designed to prepare students for professional careers using a data analytics focused approach to control, support, and enhance business operations and functions. Global business is increasingly relying on the acquisition, deployment, and management of information systems and services for use in organizational processes which is resulting in an increasing need for information workers. The business data analytics major will provide students with a solid business foundation combined with relevant study of modern technology trends and the impact information systems are having throughout business and society. As demand for computer and information processing services continues to increase, so does the need for hybrid business technology roles. This major will help strengthen the knowledge economy in Kentucky and increase the availability of information workers critical to attracting and retaining corporate interests in the state.

All students must take the following 45 hours of business core courses: MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610; ACCT 200, ACCT 201; CIS 141; ECON 202, ECON 203, ECON 206; CIS 243; FIN 330; MKT 220; MGT 200, MGT 210, MGT 314, MGT 498 or ENT 496; ECON 306 or MGT 313. Students are required to meet all admission requirements for the Gordon Ford College of Business.

Students must take the following 27 hours including 18 hours of Business Data Analytics core courses selected from BDAN 310, BDAN 330, BDAN 410, BDAN 420, BDAN 430 and 9 hours of approved business and technology electives.

To gain admission to the Business Data Analytics Program, students must have:

1. earned a minimum of 60 hours;
2. completed ACCT 200 and ACCT 201, CIS 141, ECON 202, ECON 203, and ECON 206, MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610, and COMM 145;
3. earned an overall WKU GPA of 2.5 or above;
4. achieved a GPA of 2.5 or above in the following six classes: ACCT 201, CIS 141, ECON 203, ECON 206, MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610, and COMM 145.

Students with lower than a 2.5 grade point average that includes 12 hours of upper-division business courses will be allowed to take only those upper-division courses in the Gordon Ford College of Business they are repeating. Repeating a course will not be considered to violate the enrollment policy restricting upper division courses to 12 hours prior to admission.

**Minor in Computer Information Systems****Program Coordinator:** R. Blankenship**Reference Number:** 347**Minimum Hours for Minor:** 18

The CIS minor has been specifically designed for non-technical majors who want to learn more about how technology can improve their personal and professional productivity. Students in the CIS minor take a set of required and elective courses in areas such as web-design, desktop publishing, multi-media, computer graphics, geographic information systems, computer-aided drafting and digital video production. Almost all professions today require their employees to be proficient with computers—not just ‘literate.’ The CIS minor is a valuable addition to any WKU major.

The minor in computer information systems requires 18 semester hours. Required courses are CIS 141, CIS 243, CIS 320, CIS 321, and two approved electives. Approved electives include: CIS 226, AMS 163, AMS 205, CS 180, ART 231, BCOM 264, GIS 317 and ART 435. No more than three hours of electives may be used to fulfill other degree requirements. Students with a minor in computer information systems receive a 3-hour waiver in upper-division coursework in the minor. See the department about other elective options.

**Applied Data Analytics Certificate****Program Coordinator:** R. Blankenship**Reference Number:** 1734**Minimum Hours for Certificate:** 18

The certificate of Applied Data Analytics exposes students to how data is acquired, how to frame an analytic problem, determine which methodologies to use to solve a problem, and to build deployable models.

The 18 hour certificate is based on 12 hours of core courses and 6 hours of advisor approved upper division courses. The approved electives may be from the Gordon Ford College of Business or any other college.

**Approved Required Courses are:** (12 hours) CIS 243, ECON 206, BDAN 310, and BDAN 330.

**Electives:** (6 hours) Courses in this area may include additional Business Data Analytics courses or departmental advisor approved electives. Approved electives would be those courses that have a strong data analysis focus. Examples would include: ECON 465, MKT 421, GISC 317.

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## **Department of Management**

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**Dr. Paula W. Potter, Chair**  
Email: [Paula.Potter@wku.edu](mailto:Paula.Potter@wku.edu)

Grise Hall, Office 200  
Phone: (270) 745-5408, Fax: (270) 745-6376  
Email: [MGT@wku.edu](mailto:MGT@wku.edu)  
Website: [www.wku.edu/management](http://www.wku.edu/management)

**Vitale Professor in Entrepreneurship:**

Dr. Whitney Peake

**Mattie Newman Ford Faculty Fellow:** Dr. Paula Potter  
**Professors:** R. Hatfield, J. Katz, P. Potter, A. Rahim,  
S. Spiller

**Associate Professors:** I Civelek, L. Coder, W. Peake

**Assistant Professors:** S. Cox, H. Liang, M. Yates

**Pedagogical Assistant Professors:** D. Cosby,  
A. Daniels

**Visiting Assistant Professor:** P. deOliveira

**Executive-in-Residence:** K. Schell

**Transitional Retirees:** D. Bolton, B. Sullivan, R. Reber

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### **Mission Statement: “Learning by Doing”**

This phrase succinctly summarizes the mission of the Management Department. It is espoused by our diverse group whose interests and responsibilities include general management, strategic management, entrepreneurship, human resource management, organizational theory and behavior, production and operations management, management science, international business and the legal environment of business.

While we instruct a heterogeneous student population comprised of majors within the department, within the college, and from other areas; there is a major emphasis on experiential learning. We further endeavor to expose students to the latest developments in technology, global perspectives, ethics, and changes in the legal and business environment. We seek to produce graduates who have a strong foundation in management with the necessary analytical skills to assume leadership roles in business and society. With such a background, our graduates pursue careers in a variety of fields including banking, construction, insurance, manufacturing, public administration, retailing, and entrepreneurship.

“Learning by doing” also applies to the scholarly activity of our faculty in meeting the goal of ensuring a high quality faculty and staff. A variety of scholarly activities conducted by the Management faculty include basic, applied, pedagogical, cross-disciplinary, and interpretive research. It is the expectation that all research should enhance teaching, service, or add to the knowledge base of the discipline.

### **Major in Management**

**Reference Number:** 723P (seeking admission)  
723 (officially admitted)

**Minimum Hours for Degree:** 120  
**Degree:** Bachelor of Science

**Minimum Hours for Major:** 73

#### **Sample Degree Path for Concentration:**

*Business Administration:*

[http://wku.edu/degreepaths/18-19/documents/gfcb/management\\_business\\_administration\\_723.pdf](http://wku.edu/degreepaths/18-19/documents/gfcb/management_business_administration_723.pdf)

*Human Resources/Personnel Management:*

[http://wku.edu/degreepaths/18-19/documents/gfcb/management\\_human\\_resources\\_723.pdf](http://wku.edu/degreepaths/18-19/documents/gfcb/management_human_resources_723.pdf)

The undergraduate major in Management requires 73 hours of professional and elective courses and leads to a Bachelor of Science degree. No minor is required, although approved minors inside or outside the Gordon Ford College of Business are encouraged. The undergraduate management program offers two areas of concentration within the major: 1) Business Administration, and 2) Human Resource/Personnel Management. This allows students to choose a program of study that fits well with their career aspirations.

The Business Administration concentration develops student’s abilities to analyze and to manage a wide range of business situations. This development occurs by building on fundamental business functions studied in the core courses. The program is for students who intend to manage an independent business or a unit of a larger organization and who want a broad curriculum.

Students must take the following courses: ACCT 200, ACCT 201, CIS 141, ECON 202, ECON 203, ECON 206, CIS 243, FIN 330, MKT 220, MGT 200, MGT 210, MGT 313, MGT 314, ENT 496 or MGT 498, MGT 311, MGT 361 (or ENG 306 or 307), MGT 305 or MATH 119, MGT 417, ECON 414, and MGT 499. Students must take one of the following courses: BDAN 310, BDAN 320, BDAN 330, BDAN 410, BDAN 420, BDAN 430, or any 300- or 400- level business course. Students must also take a 3-hour, upper-level management elective, finance elective, and marketing elective for a total of 9 hours. In addition, students must take 3 hours of professional electives chosen from any upper-level course offered in the Gordon Ford College of Business.

The Human Resource Management concentration is designed to develop skills for managing an essential resource of any organization—its employees. Because of the importance of increasing human productivity, human resource management is viewed as a key contributor to organizational effectiveness and achievement of strategic goals. Human resources managers are frequently involved in top-level decision making. The Society for Human Resource Management (SHRM) acknowledges that our HR curriculum aligns with its guidelines. We are one of only a few dozen U.S. universities with this recognition. Students must take the following courses: ACCT 200, ACCT 201, CIS 141, ECON 202, ECON 203, ECON 206, CIS 243, FIN 330, MKT 220, MGT 200, MGT 210, MGT 313, MGT 314, ENT 496 or MGT 498, MGT 311, MGT 361 (or ENG 306 or 307), MGT 305 or MATH 119, MGT 417, MGT 411, MGT 414, MGT 473, MGT 495, MGT 499, ECON 305; and an elective from MGT 383, MGT 400, MGT 413, MGT 416, MGT 419, or another department chair-approved elective. The HRM concentration is designed to prepare students for a rewarding career as a specialist in an area such as recruitment and selection, training and development, compensation and benefits administration, or labor relations.

To gain admission to the Gordon Ford College Management program, students must have:

1. earned a minimum of 60 hours;
2. completed ACCT 200 and 201, CIS 141, ECON 202, 203, and 206, MGT 210, MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610, and COMM 145.
3. earned a minimum overall GPA of 2.5;
4. earned a minimum GPA of 2.5 in the following courses: ACCT 200, ECON 202, ECON 206, CIS 141, COMM 145, and MGT 210 (must have a “C” or better).

### Major in Entrepreneurship

**Reference Number:** 542P (seeking admission)  
542 (officially admitted)

**Minimum Hours for Degree:** 120  
**Degree:** Bachelor of Science

**Minimum Hours for Major:** 70

**Sample Degree Path:** [http://wku.edu/degreepaths/18-19/documents/gfcb/entrepreneurship\\_542.pdf](http://wku.edu/degreepaths/18-19/documents/gfcb/entrepreneurship_542.pdf)

The major in Entrepreneurship requires 70 hours of professional and elective courses and leads to a Bachelor of Science degree. The entrepreneurship program is designed to provide maximum flexibility in the integration of coursework and actual experience to develop entrepreneurial potential and to provide the opportunity to turn that capability into reality.

Coursework and practical experiences allow the student to apply principles of innovative thought, idea generation, market development, financial analysis, legal and ethical compliance, and human resource development. Students are prepared to start and develop a new venture, to immediately contribute to the growth and expansion of the fast-growth firm, to be leaders in social or non-profit activities, and to be corporate “intrapreneurs” if employed in larger firms. Students must take the following required courses for the major: ACCT 200, ACCT 201, CIS 141, ECON 202, ECON 203, ECON 206, CIS 243, FIN 330, MKT 220, MGT 200, MGT 210, MGT 313, MGT 314, ENT 496, MGT 305 or MATH 119, ENT 312, FIN 441, MKT 427, ENT 380. Students must also select six hours of entrepreneurship electives from any 300- or 400-level entrepreneurship course. In addition, two courses must be selected and approved by the Management Department Chair that customizes the entrepreneurial interest area of the student. These two courses may come from the following list; however, the courses could also be from any discipline on campus that strengthens that student’s specific interest in entrepreneurship: ECON 414, MKT 323, MKT 325, MKT 328, MKT 329, MGT 311, MGT 333. Students also must complete one hour of MGT 499.

To gain admission to the Entrepreneurship program, students must have:

1. earned a minimum of 60 hours;
2. completed ACCT 200 and 201, CIS 141, ECON 202, ECON 203, and ECON 206, MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610, MGT 210, and COMM 145;
3. earned a minimum overall GPA of 2.5;
4. earned a minimum GPA of 2.5 in the following courses: ACCT 200, ECON 202, ECON 206, CIS 141, COMM 145, and MGT 210 (must have a “C” or better).

### **Major in International Business**

**Reference Number:** 569P (seeking admission)  
569 (officially admitted)

**Minimum Hours for Degree:** 120  
**Degree:** Bachelor of Science

**Minimum Hours for Major:** 73

**Sample Degree Path:** [http://wku.edu/degreepaths/18-19/documents/gfcb/international\\_business\\_569.pdf](http://wku.edu/degreepaths/18-19/documents/gfcb/international_business_569.pdf)

The International Business major requires 73 hours of professional and elective courses and leads to a Bachelor of Science degree.

The objective of the international business (IB) major is to prepare students to succeed in the increasingly competitive and inter-dependent world of international business. The IB program equips students for global careers by providing sound business skills, geo-political understanding, language skills, and cultural and value awareness of other regions. The IB graduate may pursue advanced study in international business/international MBA programs, gain entry level positions in firms with existing international operations, engage in entrepreneurial opportunities with domestic firms wishing to expand internationally, and work with governmental and/or non-governmental organizations whose objective is to provide international trade support or economic development. Available as a primary or secondary major, the IB major combines courses in international management, marketing, economics, finance, and entrepreneurship with foreign-language study. Students are required to do an internship in a firm engaged in international business or participate in study abroad.

Students must take the following required courses for the major: ACCT 200, ACCT 201, ECON 202, ECON 203, ECON 206, CIS 141, CIS 243, FIN 330, MKT 220, MGT 200, MGT 210, MGT 314, MGT 316, MGT 498 or ENT 496, MGT 313, MGT 303, and MGT 499. Three hours must be selected as a cultural component from the following: CHIN 333, CHNF 430, CSJ 380, COMM 463, FREN 323, GEOG 462, GEOG 465, GEOG 466, GEOG 467, GERM 333, SOCL 363, SOCL 376, SPAN 372, or SPAN 373. Three hours of foreign language must be selected from: ARBC 102, CHIN 102, CHNF 102, FREN 102, GERM 102, JAPN 102, RUSS 102, SPAN 102. Another three hours of foreign language must be selected from: ARBC 201, CHIN 201, CHNF 201, FREN 201, GERM 201, JAPN 201, RUSS 201, SPAN 201. A three-hour study abroad course or MGT 490 or MKT 491 is required.

The student must take 12 hours from international business courses from the following tracks:

- International Management: FIN 436, LEAD 450, MGT 305, MGT 383, MGT 413, MGT 495, or PS 350.
- Global Supply Chain: AMS 371, AMS 394, AMS 396, AMS 430, BDAN 310, MKT 324, or MKT 423.
- Global Entrepreneurship: ENT 308, ENT 312, ENT 380, ENT 425, ENT 496, or MGT 390.
- Global Trade and Economy: ECON 380, ECON 385, ECON 430, ECON 467, ECON 496, or PS 449.

To gain admission to the International Business program, students must have:

1. earned a minimum of 60 hours;
2. completed ACCT 200 and 201, CIS 141, ECON 202, 203, and 206, MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610, MGT 210, and COMM 145;
3. earned a minimum overall GPA of 2.5;
4. earned a minimum GPA of 2.5 on the following courses: ACCT 200, ECON 202, ECON 206, CIS 141, COMM 145, and MGT 210 (must have a "C" or better).

### **Minor in Business Administration**

**Reference Number:** 332

**Minimum Hours for Minor:** 30

The Business Administration minor provides a basic exposure to business for students whose majors are outside the Gordon Ford College of Business. It involves courses from each of the college departments and is administered through the Office of the Dean. Students with a minor in business administration receive a 3-hour waiver in upper-division coursework in the minor.

The minor requires 30 semester hours consisting of: ACCT 200, ECON 202 or ECON 203, CIS 141, MATH 116, FIN 330, MGT 210, MKT 220, 9 hours of upper-level business electives with at least two fields represented. Credits for ECON 202 or ECON 203 and MATH 116 may be applied to the Colonnade Program requirements.

If the student's major program requires a computer course and/or a course in statistics, the advisor for the business administration minor should be consulted for possible adjustments in the program requirements. The business administration minor is not available to business majors, but it is among the minor programs which are available to the student who is majoring in economics (Bachelor of Arts).

## Minor in Entrepreneurship

**Reference Number:** 355

**Minimum Hours for Minor:** 21

A minor in Entrepreneurship is an interdisciplinary program housed in the Management Department and coordinated with various departments across campus. It is suitable for those who might want to have their own business or work in an entrepreneurial environment (including large organizations). Students of all majors are encouraged to meet with entrepreneurial advisors to fit the minor to their career interests.

The 12 hours of required core classes are: ECON 150, or ECON 202, or ECON 203, ACCT 200, MKT 220, and ENT 312. Nine hours of electives may be chosen from the following courses or other courses approved with the consent of the department head: any ENT course, FIN 441, MKT 328, MKT 427, WFA 346. \*Business majors are required to take ENT 496 as part of their nine hours of electives.\*

For business majors, six hours in the entrepreneurship minor must be unduplicated from courses counted in the business major.

## Minor in International Business

**Reference Number:** 333

**Minimum Hours for Minor:** 24

The International Business minor prepares students to be effective citizens and leaders in a global environment of growing economic interdependence among nations. The program is open to all qualified undergraduates who want to pursue professional positions in both small and large multinational firms.

The minor requires 24 semester hours. The curriculum consists of:

1. 9 hours (6 hours from the same prefix) in a world language must be selected from:
  - ARBC 101, ARBC 102, ARBC 201, ARBC 202;
  - CHIN 101, CHIN 102, CHIN 201, CHIN 202, CHIN 318, CHIN 418;
  - FREN 101, FREN 102, FREN 201, FREN 202, FREN 331;
  - GERM 101, GERM 102, GERM 201, GERM 202, GERM 331;
  - JAPN 101, JAPN 102, JAPN 201, JAPN 202;
  - RUSS 101, RUSS 102, RUSS 201, RUSS 202;
  - SPAN 101, SPAN 102, SPAN 201, SPAN 202, SPAN 331
2. 3 hours from the following:
  - **Modern History:** HIST 324, HIST 334, HIST 335, HIST 425, HIST 428, HIST 438, HIST 439, HIST 365, HIST 370, HIST 461, HIST 462, HIST 464, HIST 465, HIST 471, HIST 472, HIST 479, HIST 380, HIST 492
  - **Political Science:** PS 355, PS 449, PS 360, PS 361, PS 362, PS 363, PS 365, PS 366, PS 367, PS 368, PS 460. \*An upper level government course listed under "International Relations" or "Comparative Government and Politics" (courses in the Kentucky Legislative Internship Program are excluded). \*
  - **Folk Studies:** FLK 340, FLK 341, FLK 342, FLK 350
  - **Regional Geography:** GEOG 364, GEOG 462, GEOG 465, GEOG 466, GEOG 467
  - **Modern Languages:** ARBC 324, FREN 323, FREN 427, GERM 335, SPAN 372, SPAN 373
3. 12 hours from the Gordon Ford College of Business from the following courses:
  - Required Course (3 hours): MGT 303, International Business
  - Choose 9 hours from the following Gordon Ford College of Business courses with two fields represented (the courses in parentheses are prerequisite courses for the courses listed): ENT 425 (MGT 303 or ENT 312), MGT 316 (MGT 303), MGT 390, MGT 410, MGT 413 (MGT 311), ECON 380 (ECON 202, ECON 203), ECON 385 (ECON 202, ECON 203), ECON 496 (ECON 202, ECON 203), FIN 436 (FIN 330), MKT 324 (MKT 220), MKT 423 (MKT 220), Internship, study abroad.



### **Brewing and Distilling Arts & Sciences Certificate**

**Reference Number:** 1733

**Minimum Hours for Certificate:** 12-15

**Advisor:** Dr. Paula Potter  
**Email:** [Paula.Potter@wku.edu](mailto:Paula.Potter@wku.edu)  
**Grise Hall, Office 202**  
**Phone:** (270) 745-5913

Humans have been brewing alcohol since the dawn of recorded history, and distilling stretches back over a thousand years. Brewing and distilling play a major role in the Kentucky and U.S. economy. Industries as diverse as farming, tourism, construction, and retail all rely on, and contribute to alcohol production.

This multidisciplinary certificate is designed to complement an existing major in a related field, by providing the background understanding of topics related to the brewing and distilling industries that students need to be competitive in the marketplace.

Students will take the following four courses for the certificate: BDAS 300, ENT 312, HIST 341, BDAS 495.

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## **Department of Marketing**

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**Dr. Patricia Todd, Chair**

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

**Grise Hall, Office 401**

**Phone:** (270) 745-2249; **Fax:** (270) 745-3190

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

**Website:** [www.wku.edu/marketing](http://www.wku.edu/marketing)

**Professors:** L. Forbes, C. Martin, J. Phillips-Melancon

**Associate Professors:** T. Hawkins, P. Todd

**Assistant Professor:** M. Gardner

**Executives-in-Residence:** C. Derry, K. Sewell,

G. Siegelman

**Professor Emeritus:** R. Jefferson

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### **Marketing Vision Statement**

Western Kentucky University's Marketing Department will be regionally acclaimed and nationally recognized for excellence in marketing and sales education.

### **Marketing Mission Statement**

"To offer high quality undergraduate and graduate education for our varied constituencies." Our goal is to graduate students with the knowledge and skills necessary for success and leadership in the business community. To accomplish this mission, we will use progressive teaching techniques as well as seek and apply knowledge through research. We also provide service to the university and the community using our expertise. Ultimately, we insure that students are prepared to excel in an ever changing, increasingly competitive, global environment by engaging them in the classroom and the business community.

### **Core Values (for students and faculty)**

Honesty • Integrity • Trustworthiness • Ethics • Initiative • Curiosity • Tolerance of Other People and Ideas • Loyalty • Accountability/Personal Responsibility • Entrepreneurial Spirit • Strong Work Ethic • Empathy • Cultural Awareness and Respect.

### **Marketing**

The Marketing discipline offers three areas of concentration within the major: 1) strategic marketing; 2) professional sales; and 3) social media marketing. This allows a student to develop an education program which most closely fits their career aspirations and increases their placement opportunities.

Marketing is a people-oriented, dynamic business function that leads to goal-oriented exchanges between individuals and organizations. Important marketing activities include developing an idea, good or service intended to satisfy consumer wants and needs, promoting/advertising it to likely customers, selling it at a mutually agreeable price, and distributing it in acceptable locations.

The objectives of the marketing program are to teach students (1) the importance of marketing in an economy characterized by free consumer choice, (2) the knowledge and skills required to perform marketing activities, and (3) the interaction between marketing and diverse environmental forces which impact marketing decisions. The marketing student is prepared for a wide range of career opportunities in business and non-business, for profit and not-for-profit organizations. Entry-level business positions serve as a step into professional selling and sales force management, pricing, product or brand management, social media marketing, advertising, market research, physical distribution, retail management and merchandising, sports and event marketing or purchasing. Marketing also provides a solid foundation for those who hope to own their own business in the future.

Careers in marketing often lead to high-level management positions. Non-business and not-for-profit organizations (hospitals, educational institutions and charitable groups) also seek well-trained marketing graduates.

When planning a program of study in this department, each student should be aware of the University's academic requirements and regulations contained in this catalog in the chapter "Academic Information." Specific attention should be given to the subsections in the chapter entitled (a) Academic Programs, (b) Colonnade Requirements, and (c) Academic Requirements and Regulations. Students should be aware that some academic programs may require additional scholastic regulations and standards not specified in the catalog. To obtain a copy of these regulations, students should contact the department head.

### Major in Marketing

**Reference Number:** 720P (seeking admission)  
720 (officially admitted)

**Minimum Hours for Degree:** 120  
**Degree:** Bachelor of Science

**Minimum Hours for Major:** 73

#### Sample Degree Path for Concentration:

*Marketing Sales:* [http://wku.edu/degreepaths/18-19/documents/gfcb/marketing\\_sales\\_720.pdf](http://wku.edu/degreepaths/18-19/documents/gfcb/marketing_sales_720.pdf)

*Social Media Marketing:* [http://wku.edu/degreepaths/18-19/documents/gfcb/marketing\\_social\\_media\\_720.pdf](http://wku.edu/degreepaths/18-19/documents/gfcb/marketing_social_media_720.pdf)

*Strategic Marketing:* [http://wku.edu/degreepaths/18-19/documents/gfcb/marketing\\_strategic\\_720.pdf](http://wku.edu/degreepaths/18-19/documents/gfcb/marketing_strategic_720.pdf)

The major in Marketing requires 73 hours in professional and elective courses and leads to a Bachelor of Science degree. Marketing majors must earn a "C" or better in all Marketing classes (MKT prefix) used as a part of the major on the degree program. Transfer marketing classes with a grade lower than a "C" will not count towards the Marketing major. No minor or second major is required, although approved minors inside and outside the Gordon Ford College of Business are permitted and encouraged.

To be admitted to the Marketing program, a student must:

- a. have completed 60 hours
- b. complete (pass) the nine Marketing admissions core courses which consist of ACCT 200 and 201; ECON 202, ECON 203, and ECON 206; CIS 141; COMM 145; MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610 and MKT 220;
- c. the student must also have an overall GPA of 2.5 or higher;
- d. the student must also have a GPA of 2.5 or higher in the following six classes: ACCT 200; CIS 141; ECON 202; ECON 206; COMM 145; and MKT 220

In addition to these classes, Marketing majors must also complete the remainder of the Gordon Ford College of Business core consisting of CIS 243; ECON 306; FIN 330; and MGT 200, MGT 210, MGT 314, and MGT 498.

All marketing majors must take the following required courses: MKT 321, MKT 325, MKT 421, and MKT 422; MGT 361 or ENG 306.

For the Strategic Marketing concentration (MKGM), a student must also take MKT 322, MKT 328, or MKT 331; MKT 327 or MKT 423; plus two additional marketing electives and one professional elective.

For the Sales concentration (MKSA), a student must also take MKT 329, MKT 424, and MKT 425, plus one additional marketing elective and one professional elective.

For the Social Media Marketing concentration (MKSM), a student must take MKT 322, MKT 328, and MKT 331, plus one additional marketing elective and one professional elective or AD 240.

### Minor in Marketing

**Reference Number:** 413

**Minimum Hours for Minor:** 24 / 27

The Marketing minor provides an attractive complement to many traditional liberal arts majors. Combinations of marketing with foreign language, agriculture, advertising, the performing arts, sports, health care and hospitality services, fashion retailing and others would broaden and strengthen career options. Marketing has a role in any occupational field that involves consumers and the choices which they make. The marketing minor is also appropriate for business majors who wish to increase their understanding of marketing. Students who are business majors must take 15 hours of marketing courses beyond MKT 220. The minor requires 24 to 27 semester hours. MATH 116 and SOCL 100 or PSY 100/PSYS 100 are recommended as background courses before beginning the minor though they are not a part of the minor program.

The MATH and SOCL/PSY/PSYS courses may be applied to Colonnade requirements.

The minor sequence is as follows: ACCT 200; ECON 202 or ECON 203; ECON 206 or equivalent; MKT 220; MKT 321; and 9 hours of upper-level MKT electives (12 hours of upper-level MKT electives for business majors). Marketing minors must earn a “C” or better in all Marketing classes (MKT prefix) used as a part of the minor on the degree program. Transfer marketing classes with a grade of less than a “C” will not count towards the marketing minor. More detailed information is available from the Department of Marketing.

### **Minor in Sales**

**Reference Number:** 452

**Minimum Hours for Minor:** 18

The Sales minor provides an attractive option for students interested in professional selling. Combining a sales minor with a variety of fields such as finance, accounting, management, advertising, communication, health care and hospitality services, public relations, fashion retailing and numerous others would provide very strong career options.

The minor requires 18 semester hours. All students must complete a 12-hour core composed of MKT 220, MKT 325, and MKT 425, along with COMM 463. A student must also take either COMM 345 or PSY 350/PSYS 350. The remaining three credits must be chosen from MKT 323, MKT 329, MKT 331, MKT 424, or MKT 427. Sales minors must earn a “C” or higher in all marketing classes (MKT prefix) used as part of the minor. At least 6 hours in the Sales minor must be unduplicated from courses counted in the major and/or other minors. Marketing majors and minors are not eligible to receive a sales minor. More detailed information is available from the Department of Marketing.